

Telefónica deploys Tutela as the global standard for crowdsourced network customer experience measurement

London, UK. February 19, 2019: Telefónica, recognized worldwide as a company driving forward digital transformation, today announced a new agreement to use Tutela's crowdsourced data as its global standard for mobile network customer experience testing and benchmarking, including for its brands O2, Vivo, and Movistar as part of its overall Network Customer Experience Strategy. Tutela, the world's largest mobile network data company, collects over 30 billion crowdsourced network performance measurements from more than 250 million devices around the world everyday, enabling Telefónica to monitor, measure and optimize the mobile experience of its customers globally in real time.

This new agreement will enable Telefónica and its global operating businesses to make use of Tutela's crowdsourced data and tools in each of its 17 active markets, and will enable the organization to measure key mobile network performance indicators continuously, including signal strength and quality, download speed patterns, and device performance in order to make ongoing customer experience improvements.

Juan Manuel Caro, Global Director of Network and IT operations at Telefónica said: "We are continually striving to improve the mobile experience of our customers, and using Tutela's data and tools as part of our Customer Experience Strategy will ensure our customers enjoy the best experience on our networks. Tutela's global crowdsourced dataset will allow us to evaluate our main KPIs related to Customer Satisfaction as a function of different factors like the device, kind of connection, technology or location, in order to continue improving Telefonica Network Customer Satisfaction"

Tom Luke, Vice President at Tutela added: "We're thrilled that Telefónica has adopted our crowdsourced data, methodology and tools as its global standard for crowdsourced network performance benchmarking, expanding on the successful projects that we have already had with a number of their operating businesses. We will contribute our data solutions and expertise to assist Telefonica in making network investment and optimization decisions which will have the biggest impact to their customer experience."

Tutela tests mobile networks in a way that accurately represents the day-to-day usage and experience of real-world mobile users. The methodology and configuration simulate typical user behaviour, such as accessing websites or downloading and sending images, rather than testing for maximum potential speeds under optimum test conditions.

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About Tutela

Tutela Technologies, Ltd., is a Canadian crowdsourced mobile data company with offices in Victoria, British Columbia and London, England. Its location-based mobile insights help the telecoms and mobile industry improve network coverage, Quality of Service, and related investment decisions.

For more information, visit www.tutela.com.

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About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 17 countries and over 356 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company and its shares are traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

For more information, visit: www.telefonica.com