

Press Release

**Telefónica chosen by SMCP to modernise its telecommunication infrastructure**

* The Fashion group SMCP (Sandro, Maje, Claudie Pierlot & Fursac) has chosen Telefónica to modernise its WAN and voice services in 900 shops in 14 European countries.

**Paris, 29 November 2021 –** The Fashion group SMCP has selected Telefónica as a partner to modernise its communication infrastructure and is developing its European network deploying a "full IP" infrastructure. The modernisation of the SMCP group's WAN network and voice services through Telefónica's SD-WAN and Cloud PBX solutions enables the implementation of a secure private network while rationalising the associated costs with an economic model adapted to the current context.

SMCP relies on a Telefónica robust and reliable platform, which enables the modernisation of the SMCP Group's telephony network with minimal impact on the habits of its users. This new infrastructure will allow an increase in terms of innovative services for customers (cloud-based) that require more bandwidth with the best user experience.

Telefónica is supporting SMCP's digital transformation in 900 points of sale in 14 countries across Europe, from customer experience transformation to data processing and facilitating the implementation of omnichannel services, thus contributing to SMCP's ‘One Journey’ strategic plan.

Telefónica offers a stable, global platform with extensive fibre coverage across Europe to support SMCP Group sites.

Sylvie Quandalle, Chief Information Officer (CIO) of SMCP, commented: "We have chosen Telefónica because of its strong platform and presence in the area where we operate. The SMCP group is currently implementing the "One Journey" strategic plan, which will lead to a seamless customer experience between the physical network and e-commerce. I especially appreciate Telefónica's ability to industrialise the support and support our local teams".

For his part, Javier de la Plaza, Global Head of Multinational Clients for [Telefónica Global Solutions](https://globalsolutions.telefonica.com/es/) added, "We are proud to have been chosen by the SMCP group to support their digital transformation. We have some exciting opportunities to support them with a range of complementary services, from site digitisation to data exploitation.

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**About SMCP**

SMCP is a global leader in the accessible luxury market with four unique Parisian brands: Sandro, Maje, Claudie Pierlot and Fursac. Present in 43 countries, the Group has a network of more than 1,600 shops worldwide and a strong digital presence in all its key markets. Evelyne Chétrite and Judith Milgrom founded Sandro and Maje in Paris in 1984 and 1998 respectively, and continue to exercise the creative direction of the brands. Claudie Pierlot and Fursac were acquired by SMCP in 2009 and 2019, respectively. SMCP is listed on the Euronext Paris regulated market (compartment A, ISIN code FR0013214145, ticker: SMCP).

**About Telefónica**

Telefónica is one of the world's leading telecommunications service providers. The company offers fixed and mobile connectivity services, as well as a wide range of digital services for individuals and businesses. It is present in Europe and Latin America, where it has more than 345 million customers.

Telefónica is a fully private company whose shares are listed on the Continuous Market of the Spanish stock exchanges and on the New York and Lima stock exchanges.