

Our Customer Relationship Principles

March 2025

1. Introduction

The purpose of this document is to describe our “**Customer Relationship Principles**”; these apply to all the companies that make up the Telefónica Group.

In view of the need to adapt to new demands, mainly stemming from our customers, investors and analysts and from the new national and international regulatory and legislative requirements published in recent years, we considered it was necessary to update our existing Customer Relationship Principles, defined in 2018 as part of the “**Customer Promise**”. These principles determined the organisation’s commitments with regard to the relationship customers could expect, based around three key pillars: *Integrity, Transparency and Simplicity*.

The updating of the **Customer Promise** to create a new set of Customer Relationship Principles is based on two core elements:

- **Telefónica’s mission:** “*Make our world more human by connecting people's lives*”. This aim places customers at the centre of our strategy, as they are the Company’s main stakeholder.
- **Our Responsible Business Principles:** the organisation’s code of ethics, which define, among other aspects, the commitments it makes regarding its customers, society, innovation and product design, human rights, the environment and responsible communication.

In order to determine and implement these new Principles, we have taken the “**customer’s voice**” as the starting point. This means taking into account our customers’ opinions and perceptions, obtained through market surveys and research performed in the various countries in which we operate.

Consideration has also been given to other leading international codes and frameworks, such as:

- United Nations guiding principles on consumers and/or end users.
- The Declaration on Fundamental Principles and Rights at Work of the International Labour Organization (ILO).
- The OECD Guidelines for Multinational Enterprises, regarding consumers and end-users.
- Directive (EU) 2024/1760 on due diligence.
- Directive (EU) 2022/2464 - the Corporate Sustainability Reporting Directive (CSRD).
- Directive (EU) 2019/882 on accessibility requirements.
- Directive (EU) 2024/825 on empowering consumers for the green transition.

In addition to these frameworks, there are all the organisation’s internal policies and regulations relating to privacy, security and responsible communication, as well as its ethical principles regarding Artificial Intelligence, which were updated in 2024.

It is important to highlight that the Principles described below take into account two major types of customer:

- **B2C (Business to Consumer) customers**, also known as residential customers or consumers. These are individuals who, through a contractual relationship, gain the right to use and benefit from the services and products the Company provides.
- **B2B (Business to Business) customers** or corporate customers, which in this case would mean legal entities that gain the right to use and benefit from the services and products offered through a contractual relationship.

2. Our Customer Relationship Principles

In order to **build long-term relationships of trust** with customers, the following principles have been defined, grounded in two values – **respect and gratitude** – which should be present in all interactions with them.

Respect means listening carefully to their needs, recognising their concerns and treating each customer with dignity and consideration; however, above all, it means understanding that their most precious commodity is time.

Furthermore, we should be humble and show our **gratitude**, as they have freely chosen us when they could have opted for one of the other choices available on the market.

The four Principles upon which our customer relationships are based are:

- Principle 1: *We understand you and care about you*
- Principle 2: *We give you what you expect*
- Principle 3: *We make things easy for you*
- Principle 4: *We look after you and protect you*

2.1 We understand you and care about you

We actively listen to our customers; this enables us to gain a first-hand understanding of their needs and expectations and incorporate this into processes, products and services, as well as into our customer service and relationship channels. Their wellbeing and satisfaction must be a priority, and we therefore strive to achieve this.

This principle is implemented through the following processes:

- **Personalised service:** we provide quality and friendly assistance, mindful as we are that each customer is unique. We take the time to understand our customers' preferences and tastes, in order to offer them the solutions or services that best suit their needs.

- **Proactive solutions:** we identify services and develop offerings that satisfy their needs and we detect potential issues before they affect our customers.
- **Guaranteed quality:** we act pre-emptively to ensure excellence in our products and services.
- **Continuous improvement:** we actively listen to and value the opinions of our customers in order to improve our processes, products and services.

2.2 We give you what you expect

Delivering what our customers expect is our starting point in order to exceed their expectations. The goal is to be able to build relationships based on trust and stand out from our competitors through the excellence of the customer experience, an aspect which it is hard to replicate.

It is therefore essential we promote the delivery of products and services that take into account the following aspects:

- **Cutting-edge technology:** we evolve our networks and services to offer outstanding connectivity.
- **Network reliability:** we are constantly working to build a future-proof, reliable and secure network.
- **Availability of our services:** we undertake to resolve any incidents in our services in the shortest possible time, keeping customers informed at all times of the status of the issue.
- **For everyone:** we strive to ensure that everyone – individuals and businesses – can access connectivity and digitalisation.
- **Respect for the environment:** we offer more sustainable and more efficient digital services and communications networks.

2.3 We make things easy for you

In order to generate positive experiences, it is not enough to have a good understanding of our customers' needs and offer them what they expect. We also have to strive for simplicity and agility in all these interactions. This entails eliminating barriers and offering intuitive and accessible solutions.

This Principle is implemented through the following commitments:

- **In our products and services:** by designing products and services that are intuitive, simple to use and accessible to customers with different abilities.

- **In our channels:** by enabling multiple channels to provide customer service anytime, anywhere, offering a consistent and connected experience and adapting the channels to serve customers with different needs.
- **In our processes:** by endeavouring to resolve any incidents efficiently, facilitating quick solutions, without involving customers in our internal processes while keeping them informed about the status of their issue.
- **In our communications:** by maintaining clear, honest and direct communication in all our interactions. We report in a timely manner, providing value, on any changes or situations that may affect our customers.

2.4 We look after you and protect you

Guaranteeing the security, privacy and wellbeing of our customers through proactive, innovative measures must be a priority. We work to ensure data protection and network and information security, as well as compliance with our internal policies on these aspects.

We also endeavour to provide our customers with tools and resources so that they can make responsible use of technology.

This Principle is implemented through protecting:

- **Your personal data:** by guaranteeing and giving customers control over and access to their data in an ethical and responsible manner.
- **Your services and products:** by developing technology ethically and responsibly and ensuring the privacy and security of the information. We want to maintain the highest security standards, promoting practices that maximise the security of our products and services.
- **Your environment:** by providing the tools and knowledge designed to promote responsible and safe use of technology.

3. Conclusions

In all our interactions with our customers, we will act with respect and gratitude because they chose us. We are committed to demonstrating that we understand them and care about them, that we are able to give them what they expect, that we remove obstacles and barriers to access and use of services, and that we look after and protect their information.

Our ultimate goal should always be to build long-lasting relationships based on trust, respect and gratitude.