

# Telefónica's socio-economic impact amounts to 652,000 jobs and €45.4 billion in GDP across its main markets

- The Group's activities act as a driving force for the economies of the countries in which it operates: for every euro of gross operating margin, there is a contribution of 5.1 euros to GDP.
- Telefónica acts as a catalyst for economic growth and social cohesion through connectivity, driving the digitalisation of sectors and a model of sustainable development.
- The company's impact extends to key areas such as digital inclusion, human capital and the environment.

**Madrid, 27 May 2026.** –Telefónica is making progress towards its goal of becoming the best gateway for citizens to digital technologies by generating a positive socio-economic impact of approximately €78 billion by 2025 in three of its main markets: Spain (€38 billion), Brazil (€24 billion) and Germany (€16 billion), according to the report [“Telefónica's Socio-economic Contribution 2025”](#).

This impact translates into a contribution of €45.4 billion to the Gross Domestic Product (GDP) of these countries, equivalent to 0.56% of their combined economy. By market, Telefónica contributes around 22 billion in Spain (1.31% of GDP), more than 15 billion in Brazil (0.78%) and some 8 billion in Germany (0.18%).

The company also stands out for the knock-on effect of its activity, as it not only generates direct value but also drives the wider economy by boosting productive sectors, promoting employment and revitalising the business fabric through connectivity and digitalisation. In this regard, for every euro of gross operating margin generated, Telefónica contributes 5.1 euros to GDP, thereby consolidating its role as a driver of economic growth in its main markets.

## Connectivity as a lever for economic growth

Telefónica's contribution highlights the structural role of the telecommunications sector as an enabler of economic growth, by facilitating the digitalisation of businesses, public administrations and citizens and generating activity throughout the entire value chain.

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“Responsible digitalisation is a key lever for driving sustainable and inclusive economic growth. At Telefónica, we are working to become the best gateway for citizens to access digital technologies by maximising our positive impact on society, contributing to the economic development of the countries in which we operate, and accelerating the transition towards a more resilient model,” says Maya Ormazabal, Global Head of Sustainability at Telefónica.

In this context, the company is reinforcing its commitment to a more sustainable development model, in which connectivity is essential for improving productivity, competitiveness and social cohesion. This approach forms part of Telefónica’s strategy to become more innovative and competitive, offer better customer services and manage its operations efficiently, whilst also facilitating access to the opportunities generated by digitalisation.

The report reflects this value-creation approach, with digital inclusion at its core, highlighting initiatives such as the roll-out of infrastructure in urban and rural areas, the development of accessible solutions, the promotion of digital services and training in digital skills, particularly for vulnerable groups. The positive impact of digital inclusion, aligned with, amongst others, SDGs 4 (quality education), 9 (industry, innovation and infrastructure) and 10 (reduced inequalities), amounts to approximately **€17 billion**.

Another area where telecommunications have great potential is in contributing to the decarbonisation and dematerialisation of processes and products, as well as in generating key technologies for better monitoring and management of natural resources and ecosystems.

Telefónica aims to achieve net-zero emissions by 2040. To this end, it is promoting digital solutions that contribute to energy efficiency and the optimisation of resources across various productive sectors, and that help its customers reduce their emissions in these sectors, whilst integrating the circular economy into its strategy. Its positive environmental impact stands at around 400 million euros, in line with, amongst others, SDG 12 (responsible consumption and production) and SDG 13 (climate action), reinforcing the role of digitalisation as an ally in the transition towards a low-carbon economy.

A third area lies in talent management, the impact of which not only reflects job creation but is also fundamental to improving working conditions, developing more diverse, equitable and inclusive work environments, and fostering talent development.

This area, linked, amongst others, to SDG 8 (decent work and economic growth) and SDG 5 (gender equality), generates an impact of around **€14 billion**.

In 2025, Telefónica contributed to create 652,010 jobs (direct, indirect and induced) as a result of its activities and expenditure, promoting local employment through procurement and investment in various sectors and national companies. Telefónica’s impact represents

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0.38% of the total number of people in employment across the three reference countries, accounting for 0.83% in Spain.

With these results, Telefónica reinforces its position as one of the key players in the digitalisation of the economy, consolidating the role of connectivity as critical infrastructure for economic growth and social transformation.

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