

Press Release

Luis de la Fuente Visits Distrito Telefónica and Donates Historic National Team Jersey to the Corporate Museum

- Telefónica Chairman & CEO Marc Murtra welcomed Spain national team head coach Luis de la Fuente to Distrito Telefónica today for an event attended by more than 1,000 employees and their families to celebrate the team's recent FIFA World Cup victory.
- At this event with executives, employees, and their families, De la Fuente presented the official victory jersey, which will be displayed in Telefónica's corporate museum.

Madrid, July 29, 2026. – National team coach Luis de la Fuente visited Distrito Telefónica today, where he met with Telefónica President Marc Murtra, as well as executives, employees, and their families. During the visit, which was attended by more than a thousand people, the coach presented an official Spanish national team jersey that will become part of Telefónica's Corporate Museum as a lasting reminder of Spain's World Cup triumph.

The event reinforces the partnership between the RFEF and Telefónica, which will support the Spanish National Football Teams through 2030 as an official sponsor, with Movistar serving as the official telecommunications partner.

On behalf of Telefónica, Marc Murtra thanked the head coach for visiting the headquarters and for the team's victory, which Telefónica helped make possible as an official sponsor: "Thank you for allowing us, as a company, to do our part for such an extraordinary victory. At Telefónica, when we sponsor, we're not just advertising—we're supporting major social and national projects."

The president of Telefónica, together with the head coach, described the occasion as "a moment of joy" before an audience of more than a thousand people, most of whom were children: "Thank you, not only for the magnificent victories and the football you've played, but also for how you've played it. For setting an example of sportsmanship, teamwork, and true humility."

During the event, Luis de la Fuente shared with attendees some of the keys to the national team's success, highlighting aspects such as leadership, effort, the ability to overcome challenges, and teamwork—values that are also part of Telefónica's DNA: "I'm truly moved to see so many young people, with such an impressive look on their faces and a sparkle in their eyes, as well as older fans enjoying their national team and taking pride in their country. This is a tremendous responsibility. We'll strive to keep moving forward and doing things just as well, but always grounded in a solid foundation of values and principles that serve as an example for younger generations and will stand the test of time. Thank you so much for always being with us. Thank you for supporting us. Thank you for your closeness. Thank you for the pride we feel in being Spanish,

Telefónica, S.A.

Dirección de Comunicación Corporativa
email: prensatelefonica@telefonica.com
telefonica.com/es/sala-comunicacion/

and thank you for everything you've given us. This victory would have been impossible without you."

Telefónica and Movistar have supported the national team throughout the World Cup through various initiatives aimed at bringing the excitement of the tournament to millions of fans. Among these initiatives were the temporary rebranding of Movistar's mobile network with the "ConLaSelección" identifier, the lighting of the iconic Gran Vía 28 building in Madrid in red, the installation of large public viewing screens in locations such as Plaza de Colón, and the celebration of the Final at the Movistar Arena, where thousands of people watched the match together.

Telefónica has reaffirmed its ability to connect millions of fans during the World Cup's most-watched moments, with initiatives that strengthen the bond between sports, technology, and connectivity.

The partnership between Telefónica and the RFEF will continue through 2030, a historic period for Spanish football that includes the highly anticipated 2026 World Cup, the 2027 Women's World Cup, the 2028 European Championship, and the 2030 World Cup, which will feature Spain as one of its host countries.

Telefónica, committed to being the best gateway for citizens to digital technologies, continues to bring connectivity, content, and digital services to the experiences that fans value most. This is particularly true for football, which is increasingly becoming a digital experience—from television content to social media—through an ecosystem that connects directly to the role played by the company's networks and platforms.

Record Mobile Network Traffic During Spain's World Cup Victory

Telefónica, with the best network for accessing the most innovative technology, has handled sharp increases in mobile traffic in Spain during the World Cup. The peak in 5G traffic on Sunday, July 19—the day of the Spain-Argentina match—was 20% higher than the peak recorded the previous Sunday. By the end of the Final, the increase in 5G traffic reached 60% at 12:00 a.m. and 102% at 1:00 a.m., compared to the previous week.

These figures are even more striking when looking at the increase in data uploaded from fans' devices to Telefónica's 5G network (uplink traffic), with increases of 206% between 12:00 a.m. and 1:00 a.m., and as high as 252% between 1:00 a.m. and 2:00 a.m., following the championship final.

The subsequent celebrations also had a significant impact on the network: on Monday, July 20, during the national team's bus tour through Madrid, 5G mobile traffic grew by 70% compared to the same day the previous week, and voice traffic increased by 152% as thousands of fans gathered to celebrate the title alongside the players and Luis de la Fuente.

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/es/sala-comunicacion/