

Press Release

Telefónica España creates a new devices business unit within B2C and appoints Alberto Ruano to lead it

- The new Hardware and Devices Division brings together the entire value chain, from relationships with manufacturers to logistics and sales to end customers.
- Movistar, which offers more than 800 product references, sold 900,000 devices between January and August 2026, representing a 10% increase compared with the same period in 2025. Four out of every ten devices sold are no longer smartphones.
- Alberto Ruano joins from Lenovo, where he has served as General Manager for Spain and Portugal since 2016, following seven years at the helm of Toshiba Spain.

Madrid, September 23, 2026.— Telefónica España today announced the creation of a new Hardware and Devices Division, within its B2C business. The new unit will oversee the company's entire devices, terminals and hardware portfolio under a single leadership structure. Alberto Ruano, currently General Manager of Lenovo for Spain and Portugal, will join Telefónica on October 1 to head the division. Reporting to Óscar Candiles, Chief Revenue Officer of Telefónica Spain.

The new division will manage Telefónica Spain's devices business across the entire value chain, including portfolio management, vendor relationships, offer design, commercial strategy, logistics, procurement, supply chain operations and financial performance.

A fast-growing business

The move comes at a time of strong momentum for the business. Between January and August 2026, Movistar sold 900,000 devices, up 10% year on year. Growth is increasingly being driven beyond smartphones: 42% of all devices sold so far this year belong to non-smartphone categories, six percentage points more than a year ago. The fastest-growing categories by unit sales are smartwatches (+29%), small and large home appliances (+28%), tablets (+29%) and televisions (+26%).

Today, Movistar offers more than 800 product references, including smartphones, tablets, smartwatches, televisions, audio and video equipment, gaming consoles, laptops, fitness trackers, and both small and large household appliances. Two initiatives launched over the past year have played a key role in driving this growth. One of them is Movistar Swap, launched in September 2025, which allows customers to enjoy a device for a monthly fee and, from month 24 in the case of smartphones and month 36 for selected laptops and tablets, choose whether to upgrade to the latest model or continue using their current device. Movistar collects the existing device, delivers the new one and assesses the returned equipment for refurbishment or recycling.

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

www.telefonica.com/es/sala-comunicacion/

"Customers no longer come to Movistar solely for a mobile phone. They come for the family television, a tablet for their children, a laptop for working from home or the smartwatch they use when they go for a run. That shift is already reflected in our results," said Borja Ochoa, Chairman and CEO of Telefónica Spain.

A strategic business with its own identity

Telefónica Spain aims to accelerate this growth by creating a dedicated business unit. The objective is to give devices the same strategic relevance as other businesses that Telefónica has developed as standalone growth platforms within the Group, such as pay TV for the home and digital solutions for enterprises.

"We embrace the challenge of becoming the leading gateway to digital technologies for citizens, offering the broadest and most comprehensive range of devices available. We know how to bring valuable services closer to people: we have already done so with television in the home. We now want to do the same with devices. That is why we are giving this business its own unit, its own team and its own ambition. It is also why we have chosen someone like Alberto. Few people know this industry as well as he does. He has led two of the world's leading technology brands in Spain and understands exactly what customers expect when they purchase a device," added Ochoa.

Alberto Ruano said: "Movistar has a unique asset: a daily relationship with millions of households and businesses that trust the brand. My challenge is to make that relationship the best gateway to technology for all of them, providing the right products, under the best conditions, exactly when they need them."

Alberto Ruano

Alberto Ruano (Madrid) holds a Law degree from UNED and completed the General Management Programme (PDG) at IESE Business School. He brings more than 25 years of experience leading technology businesses. He joined Toshiba Spain in 2000 as Head of the Professional Audio/Video Business. In 2001 he became General Manager of Toshiba Visual Products and, one year later, General Manager of Sales. Between 2006 and 2013, he served as Chief Executive Officer of Toshiba Spain.

In 2013, he joined Lenovo as General Manager for Enterprise and Public Sector in Spain and Portugal. In 2016, he was appointed General Manager of Lenovo for Spain and Portugal, a position he held until September 2026. Under his leadership, Lenovo consolidated its position as the leading PC vendor in the Iberian market.

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