

Press Release

O2 expands its services with O2 Estrena, a solution to renew your smartphone every two years

- Customers will be able to access selected high-end models and switch devices starting at 24 months.

Madrid, September 14, 2026.- O2, part of the Telefónica group, launches O2 Estrena, a service that allows its customers to access the most advanced smartphones on the market through a simple and flexible renewal model.

With this new offering, customers on all of O2's converged rate plans will be able to sign up for selected devices in the O2 Estrena catalog and renew them after 24 months for a monthly fee, with no penalty for the switch.

The operator's O2 Estrena catalog currently includes models such as the new iPhone 18 Pro, and the goal is for customers to always be able to enjoy an up-to-date smartphone while keeping the freedom to decide when to renew.

Mariano Domecq, Director of O2, highlights: "With O2 Estrena, we continue rolling out services designed to make life easier for our customers, reaffirming the principles that define our brand: simplicity, transparency, and freedom of choice. We also remain aligned with Telefónica's commitment to offering more and better services to customers as the best way to bring digital technologies within reach of the public."

The renewal process with O2 Estrena has been designed to make the experience convenient and transparent. Once the 24 months have passed, O2 will inform the customer that they can renew their device for another one of their choosing from O2's portfolio, paying the monthly fee for the new device.

If the customer decides to renew, the operator will arrange collection of the previous smartphone, which must be in working condition, and delivery of the new one, which the customer can start using right away. If the customer decides not to renew and prefers to keep their current smartphone, they can continue using it as normal and retain the terms of their existing contract. In addition, all O2 devices come with a 4-year warranty.