



Telefónica KERNEL

A digital ecosystem of core capabilities

MWC 2022

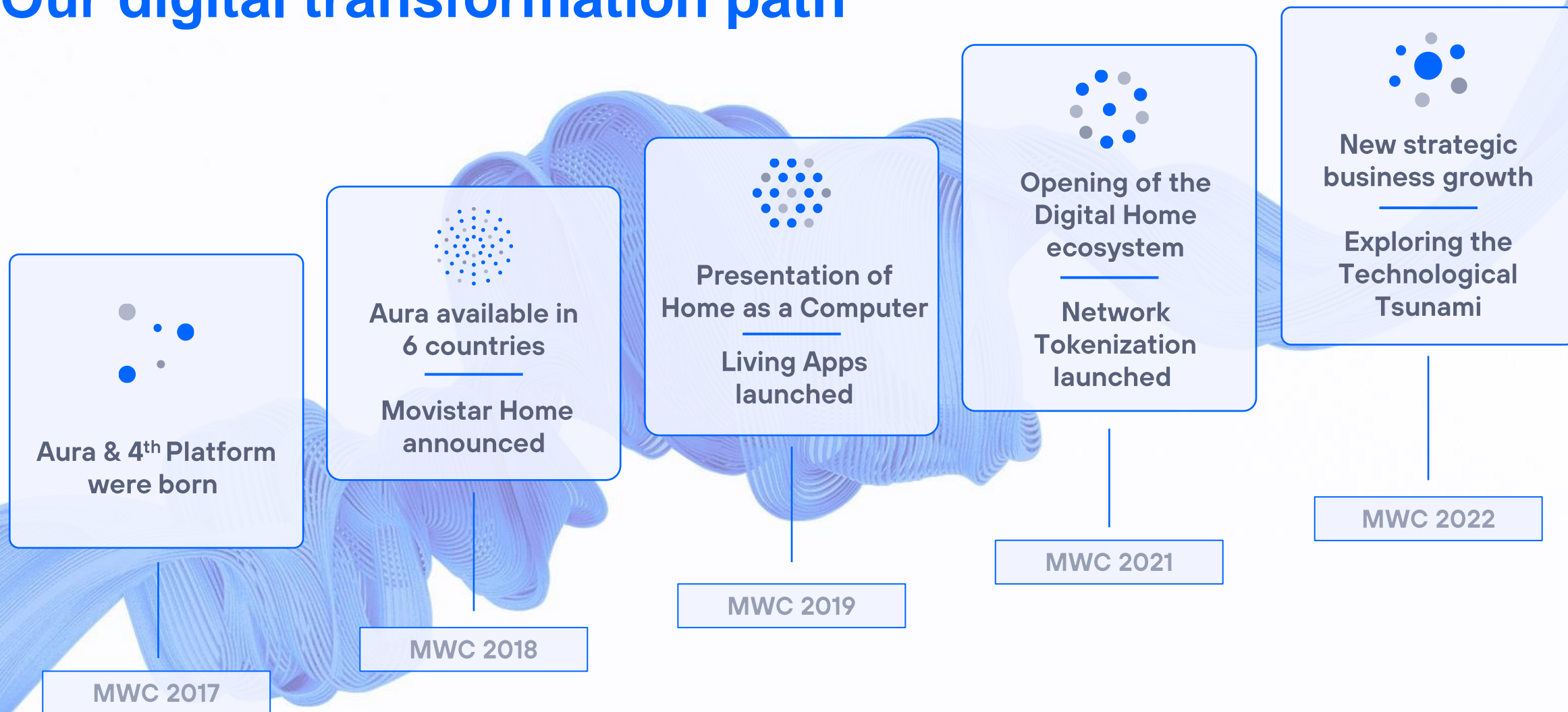
Transformation is now

A story of transformation and vision

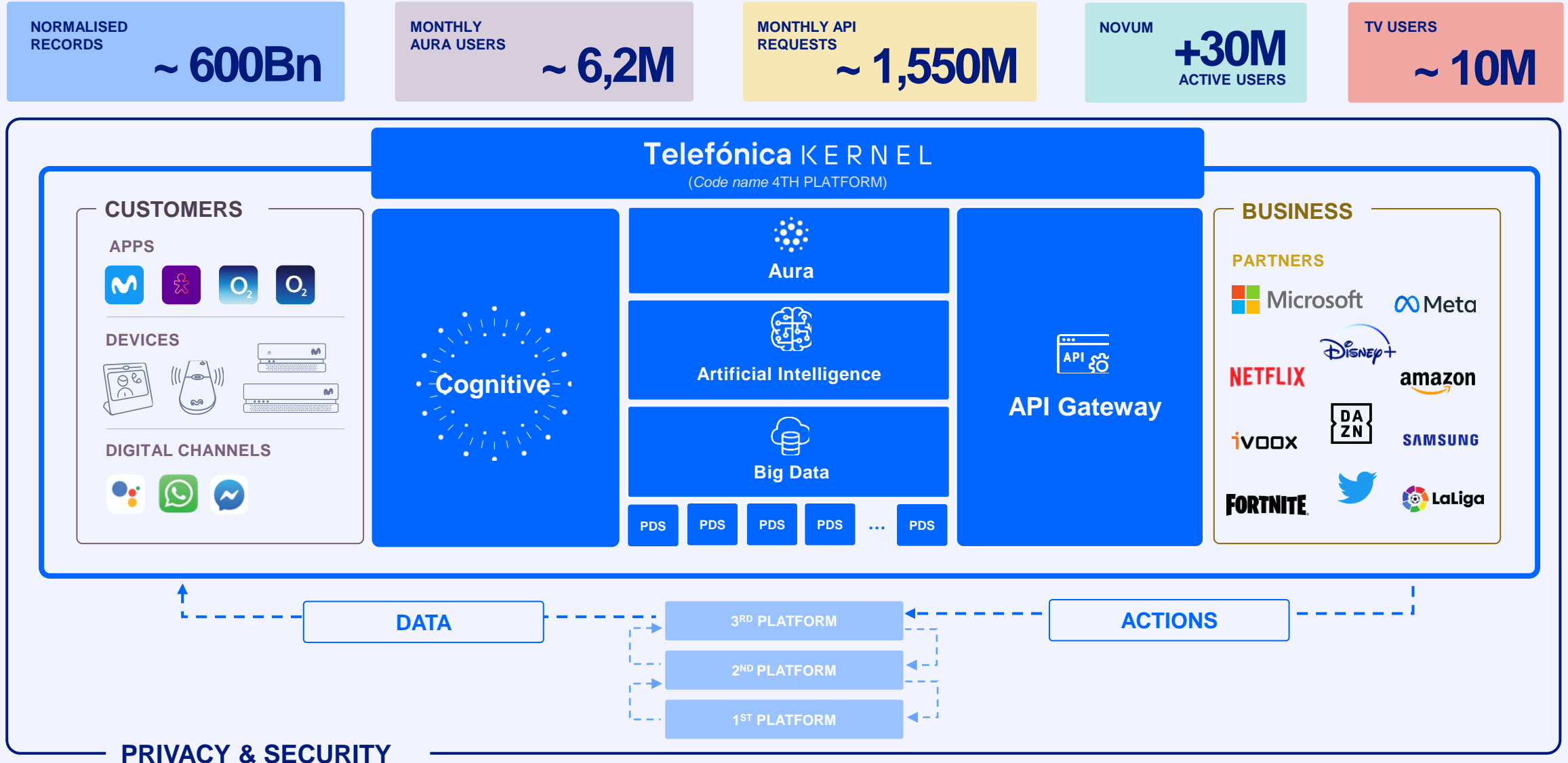
Every journey starts with one step



Our digital transformation path



Telefónica's technological ecosystem



MWC 2022

Digital Core to expand Digital Services

A single mobile platform for all of the Telefónica Group's main markets



OVER
31 MILLION
USERS YTD

ENGAGEMENT
OF
1,1 BILLION
TOTAL SESSIONS

CUSTOMER RATING



4.0 **4.2**
APPLE ANDROID



4.3
APPLE / ANDROID



4.5 **4.3**
APPLE ANDROID

IMPACT ON DIGITAL SALES MIX (2021)



29%



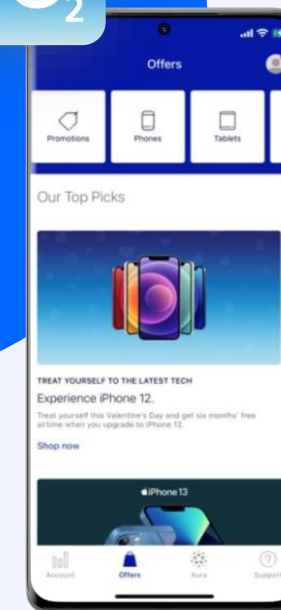
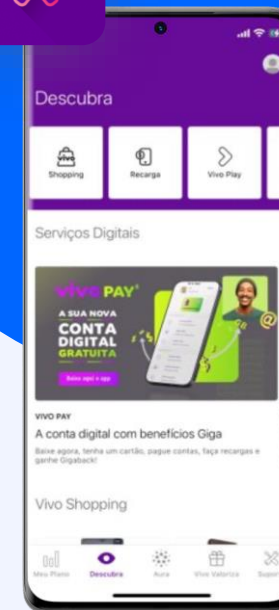
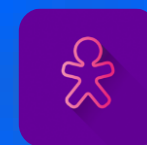
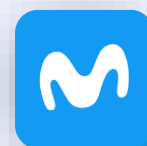
29%



33%

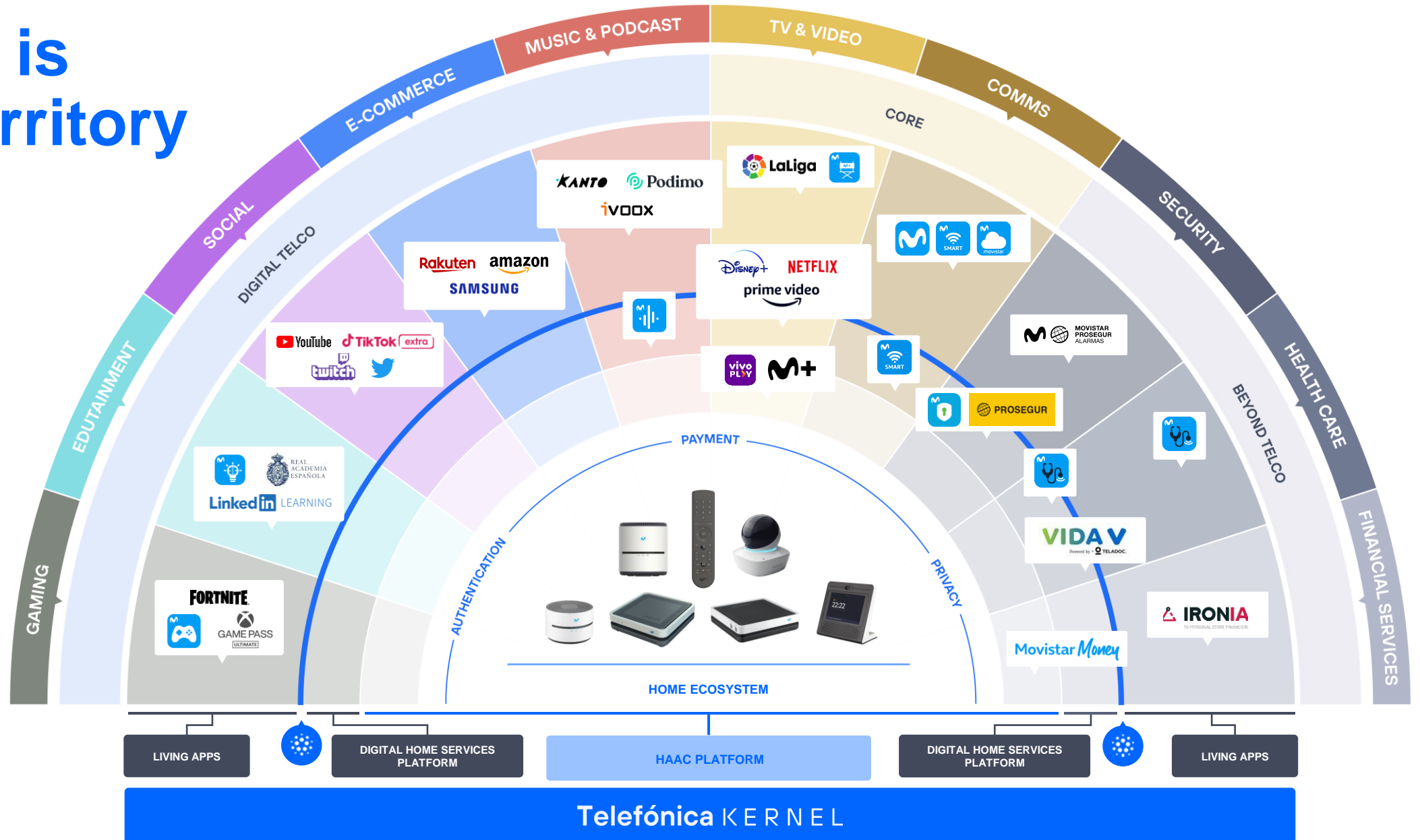


43%



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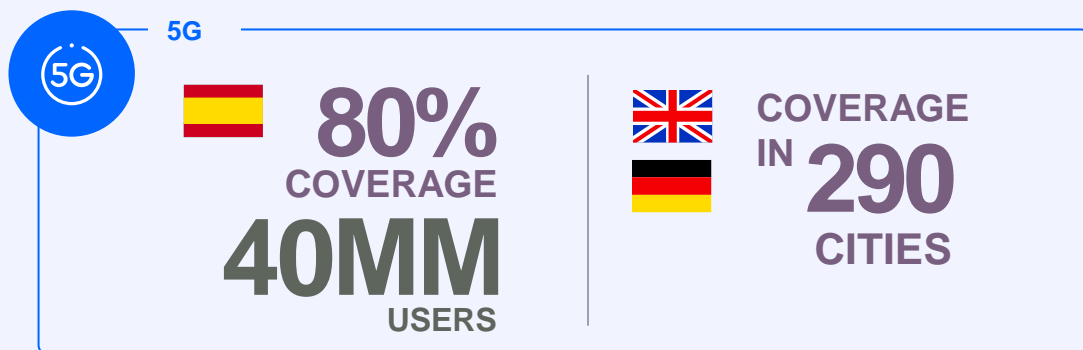
Home is our territory



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Best-in-class connectivity

We offer the best fibre & 5G connectivity



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Reinforcing connectivity control



**MALICIOUS DATA FEED
INTEGRATION WITH**



Microsoft



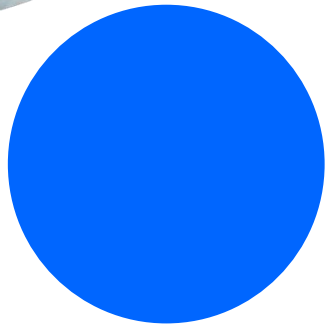
PARENTAL CONTROL



GAMING EXPERIENCE



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Unlimited cloud storage service



MOST VALUATED APP

4.5



Google Play

4.4



App Store

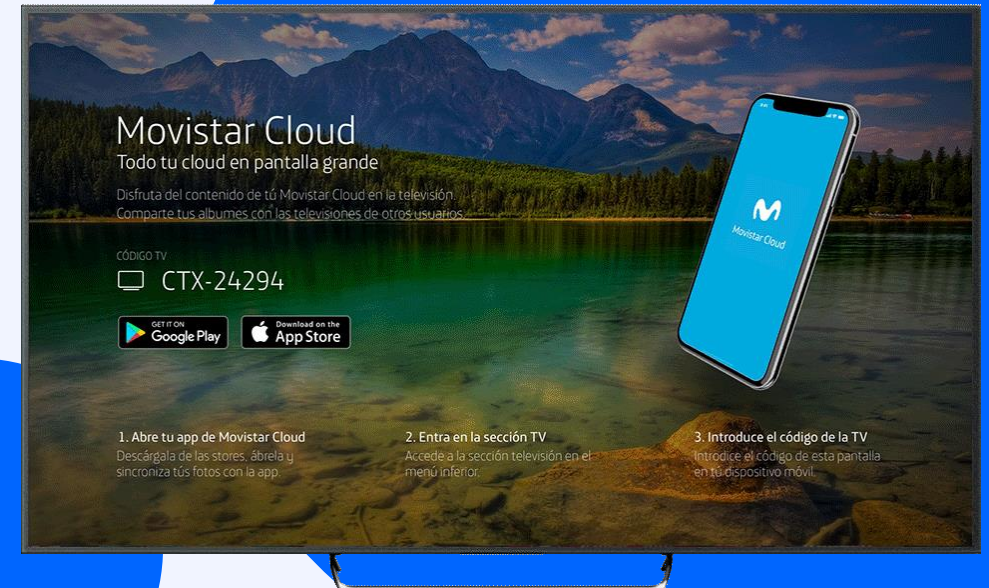


USERS TYD

300,000



**HIGH-LEVEL VIRUS-FREE
ENCRYPTION**



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A new landline experience

A new way to be closer to your loved ones



"OK Aura, llama a la abuela"



"OK Aura, llama a emergencias"



"OK Aura, añadir contacto"



"OK Aura, poner en modo no molestar"



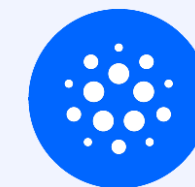
"OK Aura, abrir Zoom"



"OK Aura, únete a mi reunión"



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Partners:



Microsoft Teams

MWC 2022

Much more than TV

We transform the conventional TV
into a complete home entertainment hub



VIDEO



SOCIAL



GAMING



MUSIC



PODCASTS



EDUTAINMENT



TV COMMERCE

MWC 2022

The centre of home entertainment



BEST PREMIUM CONTENT



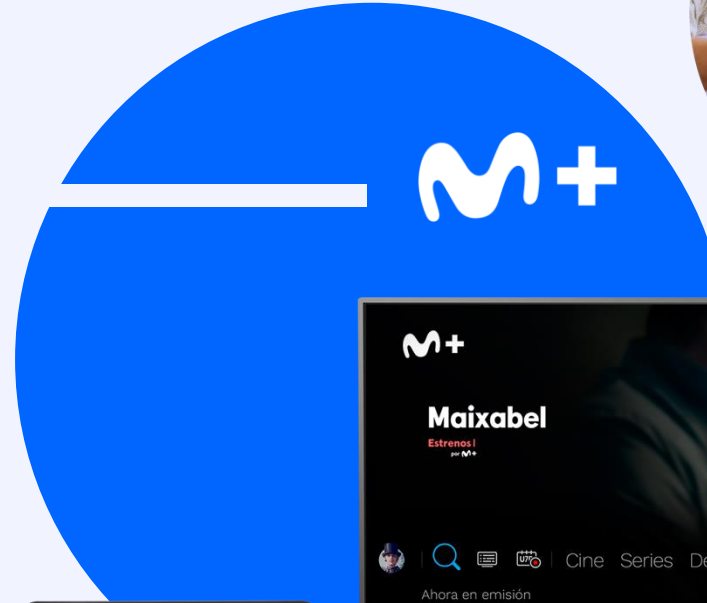
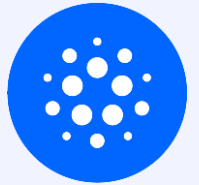
ENHANCED TV EXPERIENCE



AUGMENTED AND IMMERSIVE REALITY



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Social Media on the big screen



NEW EXPERIENCES ON TV



A DIFFERENT WAY TO SHARE



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Gaming



BEST CONNECTIVITY



EASY NETWORK TRAFFIC PRIORISATION



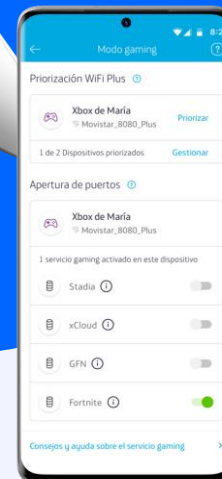
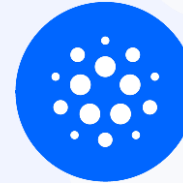
REAL TIME NETWORK MONITORING



FORTNITE



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Music

+50MM SONGS
AND MEET & GREET
ON THE MOBILE APP

30 MUSIC STATIONS AND
RADIO ON MOVISTAR HOME



SING, DANCE OR WATCH
LIVE CONCERTS WITH
LIVING APPS ON TV



WATCH VIDEO



Podcasts and Videopodcasts



SELF-PRODUCED AND THIRD-PARTY



BEST PODCAST CONTENT CURATION



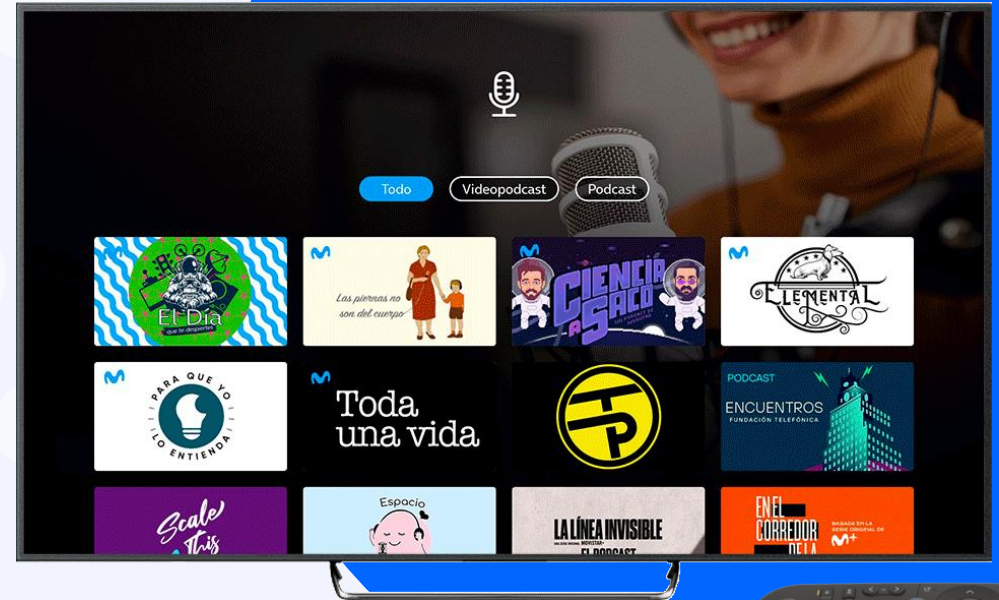
VIDEO & IMAGE EXPERIENCE



NOMINATED FOR
PREMIOS ONDA



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Edutainment



GREAT VARIETY OF EDUCATION AND ENTERTAINMENT CONTENT



LANGUAGES, COOKING, FINANCE, PHOTOGRAPHY OR TECHNOLOGY MASTER CLASSES



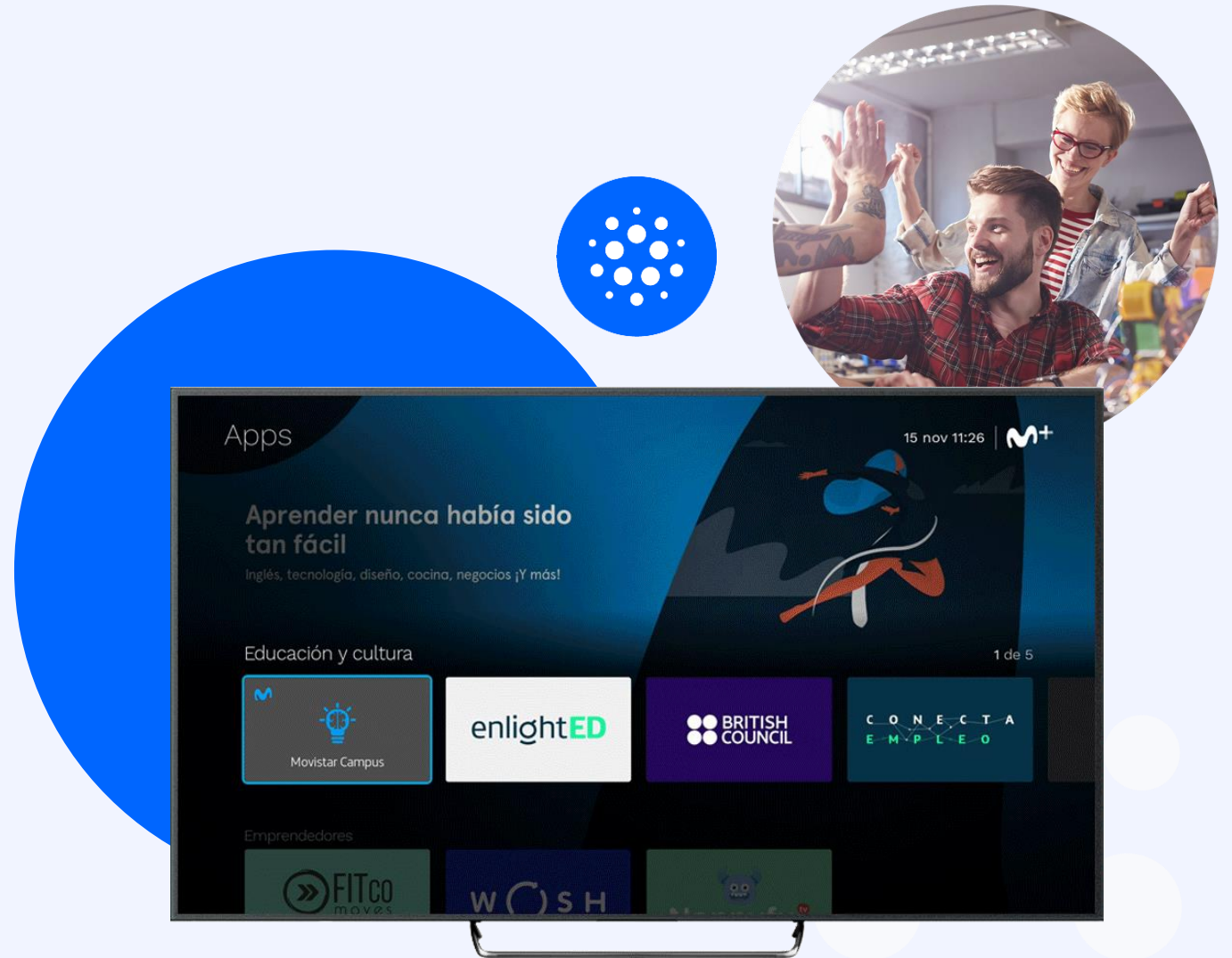
A NEW BUSINESS OPPORTUNITY FOR EDUTAINMENT CREATORS



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House of Chef



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E-Learning with LinkedIn



ACCESS TO THE LINKEDIN LEARNING
COURSE CATALOGUE



PROFESSIONAL SKILLS: TIME MANAGEMENT,
NEGOTIATION, ENTREPRENEURSHIP, WEB
DEVELOPMENT OR CX



EXPERT-LED COURSES



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TV-Commerce



**TV-SHOPPING WITH SAFE
AND EASY PAYMENT
(MOVISTAR BILL)**



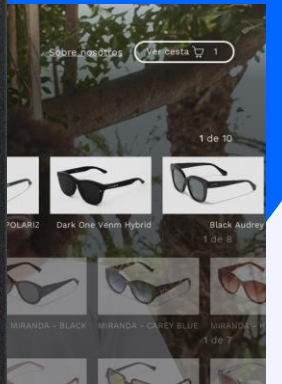
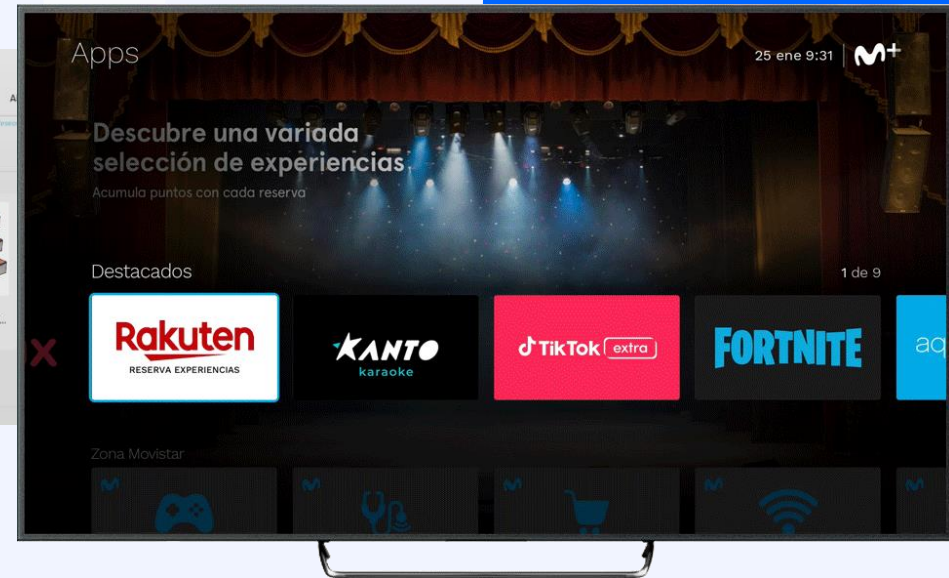
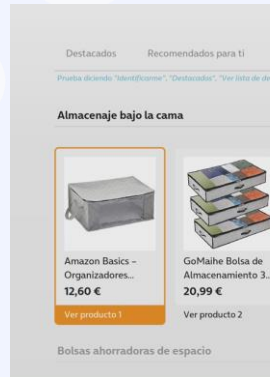
**INNOVATIVE SHOWROOM
AND SALES CHANNEL**



**AN INFINITE UNIVERSE
OF BUSINESS OPPORTUNITIES**



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amazon

AirEuropa

Rakuten

tu.com

HAWKERS

SAMSUNG

aristopet

Debuencafé®

IBERIA

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Innovative Amazon TV-Commerce



SHOP TOP-RATED HOME PRODUCTS
ON THE BIG SCREEN



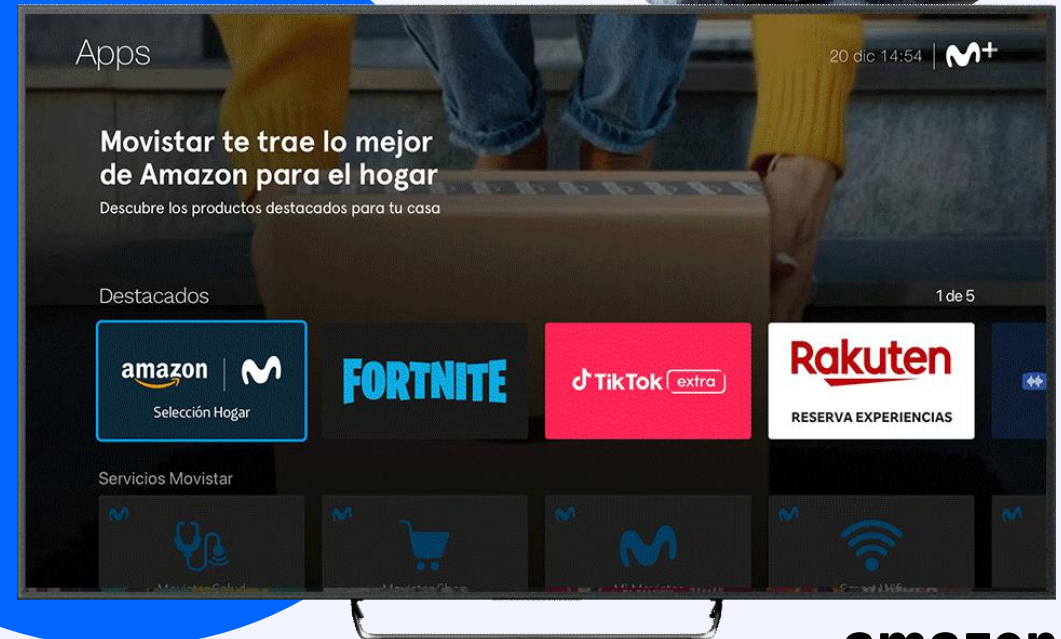
EXPRESS DELIVERY



FROM THE COMFORT
OF THE LIVING ROOM



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amazon

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Expand your Shopify e-Commerce to TV



A CONNECTOR FOR BRANDS WORKING WITH SHOPIFY TO HAVE THEIR TV-COMMERCE ACTIVE ON MOVISTAR PLUS+



COMPANIES CHOOSE WHICH PRODUCTS OF THEIR SHOPIFY CATALOGUE THEY WANT TO SELL ON TV



QUICK AND EASY



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**Our journey through
digital services
continues...**



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Microsoft & Telefónica widen strategic collaboration



Alberto Granados

President Microsoft Spain



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Enriching the Digital Home with Microsoft



EXCLUSIVE GAMING PARTNERSHIP



MOVISTAR HOME WILL SUPPORT



Microsoft Teams



LINKEDIN LEARNING LIVING APP



CONNECTED SURFACE DEVICES DISTRIBUTION



MICROSOFT MALICIOUS DATA FEED INTEGRATION
IN SMART WIFI APP

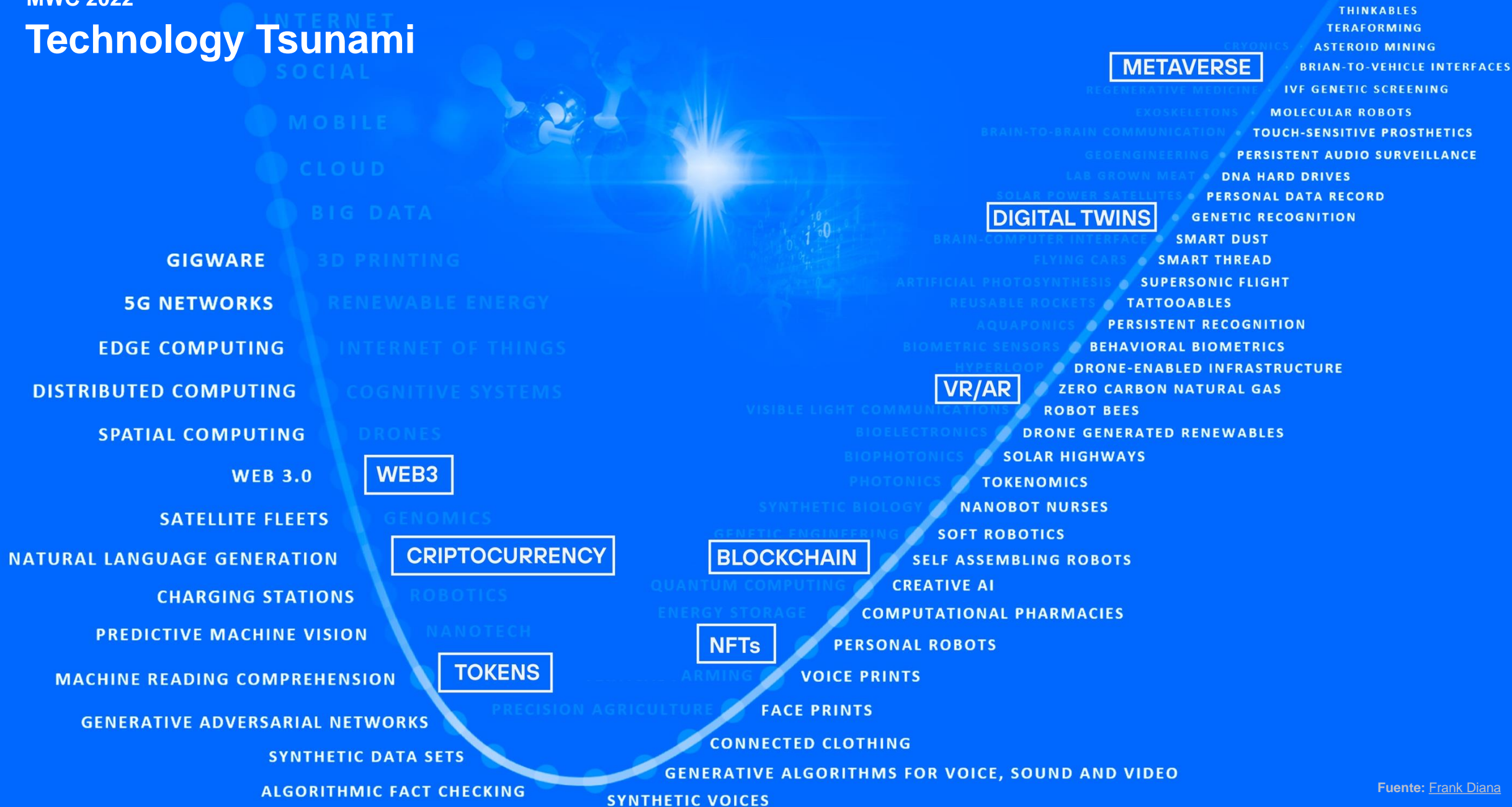


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Technology Tsunami



Metaverse: a digital universe to unite them all

At Telefónica we see the metaverse as an **evolution of the Internet supported** by a set of technologies that are **transforming the digital economy** such as **augmented reality and virtual reality**, the creation of new value assets such as **NFTs**, business models based on **Web3** architectures and cryptocurrencies.



TELEFÓNICA HAS RELEVANT CAPABILITIES
TO CONTRIBUTE TO THE MATERIALISATION
OF METAVERSES:

5G
STANDALONE

NETWORKING
SLICING

TELCO EDGE

SMART WIFI

SECURITY

CONTENTS

TOKENIZATION

DEVICES

Telefónica explores the metaverse

The new Chief Metaverse Officer will unify all Telefónica's initiatives around the metaverse.



ENRICH NETWORK SECURITY FOR WEB3



NEW PAYMENT METHODS



WALLET



METaverse STRATEGY



INVESTMENT IN WEB3



DIGITAL ASSETS



MWC 2022

Telefónica Innovation & Talent Hub

A pioneering centre to provide a global response
to the needs of the digital society



VIRTUAL & PHYSICAL SPACES
FOR INNOVATION



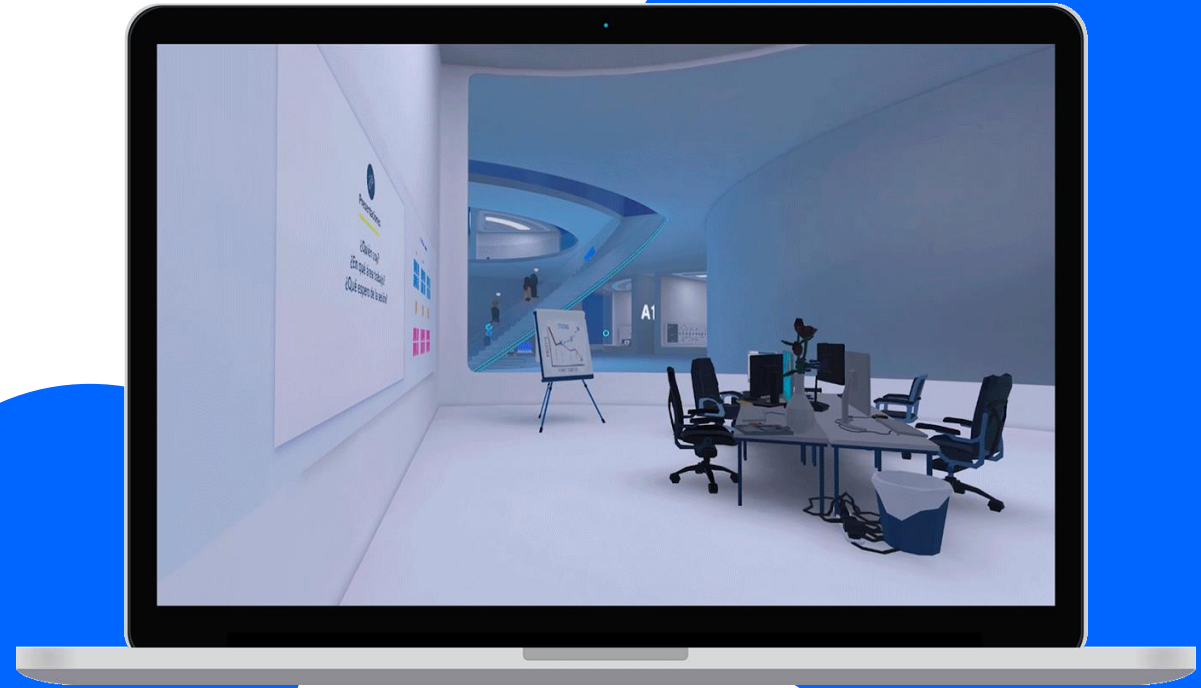
INNOVATION INITIATIVES



FOSTERING TALENT



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Boosting innovation in the Metaverse with Meta



MOVISTAR PLUS+ APP IN META QUEST



METaverse INNOVATION HUB



JOINT SUPPORT FOR STARTUPS
ON CONNECTIVITY, METaverse
TECHNOLOGIES AND USE CASES



WATCH VIDEO



MWC 2022

Boosting innovation in the Metaverse with Meta



MOVISTAR PLUS+ APP IN META QUEST



METaverse INNOVATION HUB




JOINT SUPPORT FOR STARTUPS
ON CONNECTIVITY, METAVERSE
TECHNOLOGIES AND USE CASES



WATCH VIDEO



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A photograph of two young children, a boy and a girl, looking upwards with expressions of wonder and curiosity. They are positioned in the foreground, with the boy on the right and the girl on the left. The background is dark, filled with out-of-focus, colorful lights in shades of blue, purple, red, and yellow, creating a bokeh effect that suggests a festive or magical nighttime setting. The overall mood is one of hope and aspiration.

**“The only impossible journey
is the one you never begin”**

TONY ROBBINS

Writer



Telefónica

METAVERSO.TELEFONICA.COM