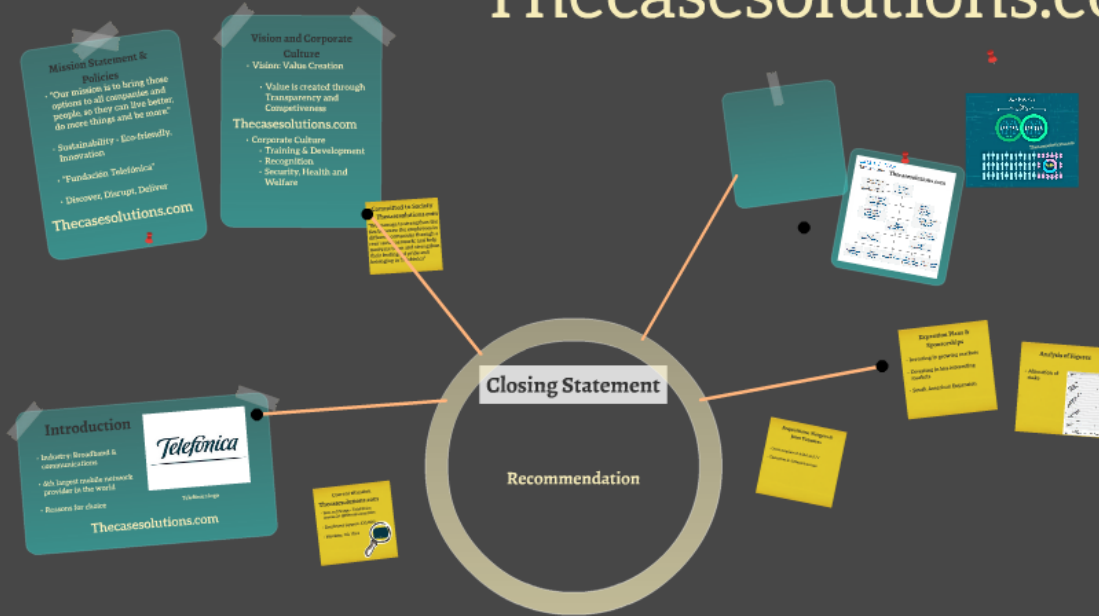
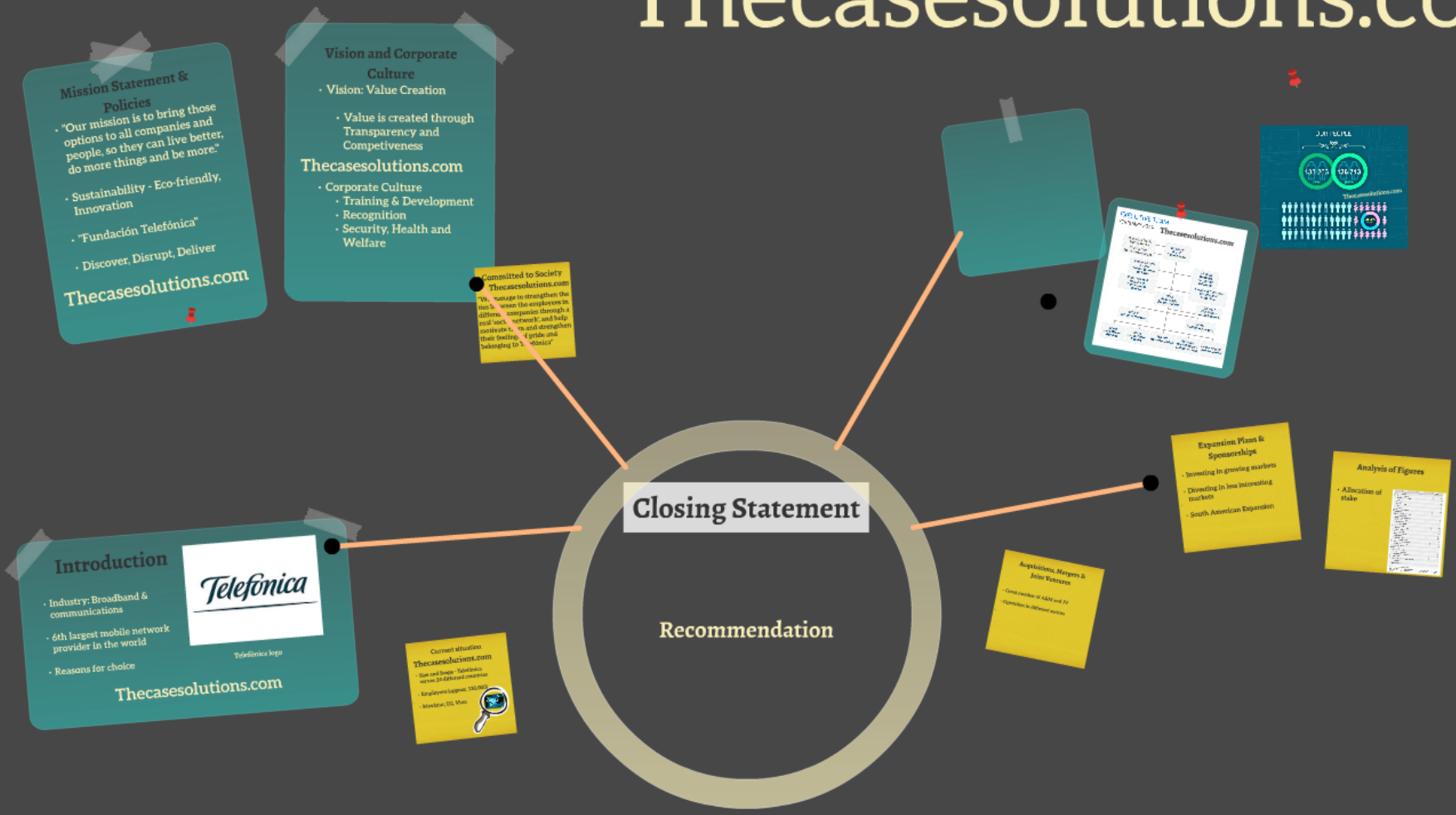


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TELEFÓNICA'S BID FOR THE MOBILE MARKET IN BRAZIL (F)

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TELEFÓNICA'S BID FOR THE MOBILE MARKET IN BRAZIL (F)

Introduction

- Industry: Broadband & communications
- 6th largest mobile network provider in the world
- Reasons for choice

The image shows the Telefonica logo, which consists of the word "Telefonica" written in a dark blue, elegant cursive script. Below the text is a thin, dark blue horizontal line. The logo is centered within a white rectangular box that has a slight drop shadow, making it stand out against the teal background of the slide. To the right of the box, there is a black circle with an orange horizontal line passing through its center.

Telefonica

Telefónica logo

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Current situation

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- Size and Scope - Telefónica serves 24 different countries
- Employees (approx. 130,000)
- Movistar, O2, Vivo





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* Million euros

** In thousands

Mission Statement & Policies

- "Our mission is to bring those options to all companies and people, so they can live better, do more things and be more."
- Sustainability - Eco-friendly, Innovation
- "Fundación Telefónica"
- Discover, Disrupt, Deliver

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Vision and Corporate Culture

- Vision: Value Creation
 - Value is created through Transparency and Competiveness

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- Corporate Culture
 - Training & Development
 - Recognition
 - Security, Health and Welfare

Committed to Society
Thecasesolutions.com
"We manage to strengthen the process in



Committed to Society

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“We manage to strengthen the ties between the employees in different companies through a real ‘social network’, and help motivate them and strengthen their feelings of pride and belonging to Telefónica”

EXECUTIVE TEAM

FEBRUARY 2014

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