

*Telefónica*

Deutschland

# Investor presentation Telefónica Deutschland

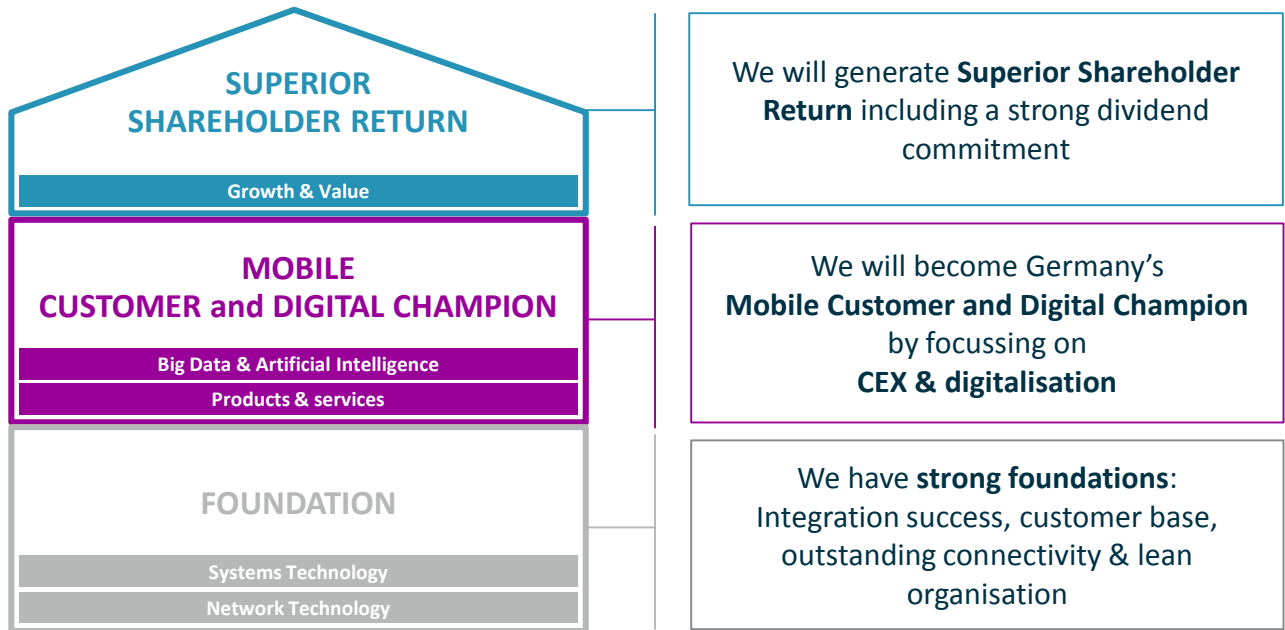


Telefónica Deutschland, Investor Relations  
Q1 2018

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# Becoming the Mobile Customer and Digital Champion



# Largest and fastest mobile merger

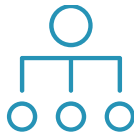
2 companies  
3 years

>9,000 Employees



>25%

OIBDA growth  
in 3 years



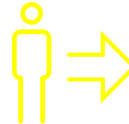
~1,600 FTE

Organisation  
harmonised  
in 3 years



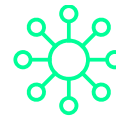
600

Shop reduction  
in 3 years



>25m

Customers  
migrated to one IT  
stack in 2016



>14k

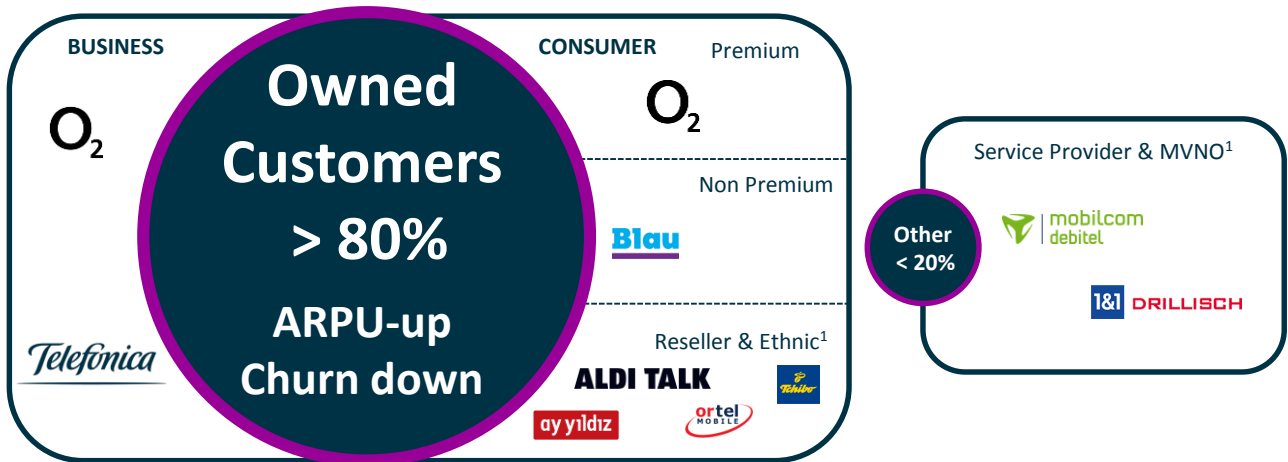
Network sites  
to be consolidated  
by 2019



O<sub>2</sub> Free

First 3G unlimited  
First 4G big bucket  
portfolio

# Core asset: Largest owned customer base of ~35 million



<sup>1</sup> Not exhaustive

# Our German market thesis



## Environment

Largest 4 to 3 merger in Europe, rational and dynamic market; mobile data usage increase and IoT drive market opportunity with focus on retention and fair market share

## Data & sensors

Device & sensor opportunity: Consumer will mainly buy IoT from an existing relationship



## Convergence

Soft convergence: Limited consumer demand for quadruple play due to large FTA offering; wholesale access to incumbent broadband network

## New regulatory environment

Europe needs a common regulatory framework on spectrum, as well as deregulation and a consistent framework for OTT & net neutrality to encourage investments

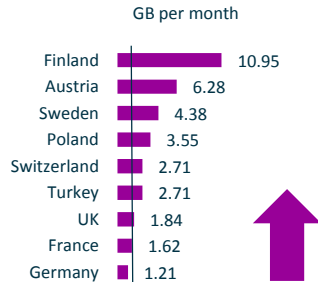


<sup>1</sup> FocusEconomics Consensus Forecast Euro Area (2017)

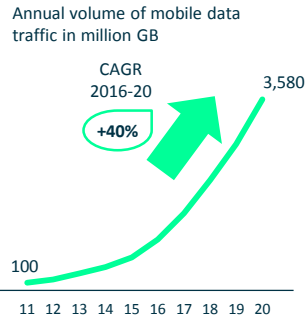
# The data & device opportunity: Explosive growth

## MARKET TRENDS – German market with significant further growth potential

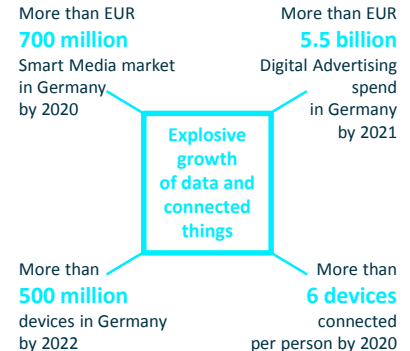
### Mobile data usage in Europe<sup>1</sup>



### Mobile data traffic in Germany<sup>2</sup>



### ADA and IoT growth opportunity<sup>3</sup>



<sup>1</sup> Forbes/OECD (2017): 'Mobile Data Subscriptions: Which Countries Use The Most Gigabytes?'

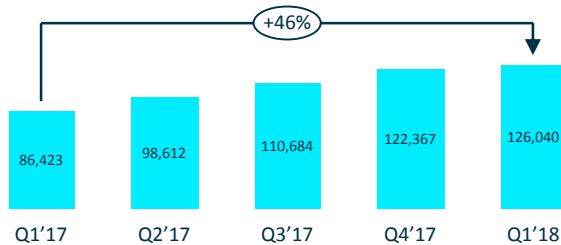
<sup>2</sup> Bundesnetzagentur (2017): 'Jahresbericht 2016'; Analysis Mason (2017): 'Western Europe telecoms market: interim forecast update 2016-2021'

<sup>3</sup> Company Research / Simon-Kucher & Partners analysis (2017) / Cisco VNI Global forecast (2017) / Please note: Devices including cellular, wifi & bluetooth

# Steady growth in traffic on Telefónica Deutschland network

## Data growing steadily

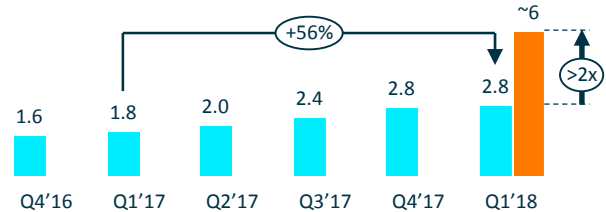
Traffic (TB/Q)



## LTE usage trends with seasonal effects

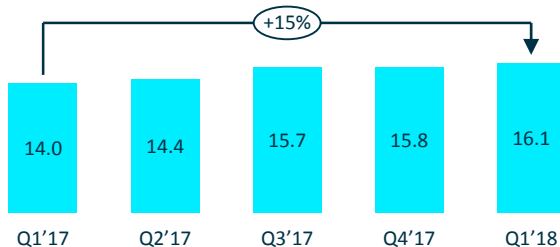
Average data usage for O<sub>2</sub> LTE customers (GB/month)

■ O2 Free M tariff



## LTE customer base still increasing

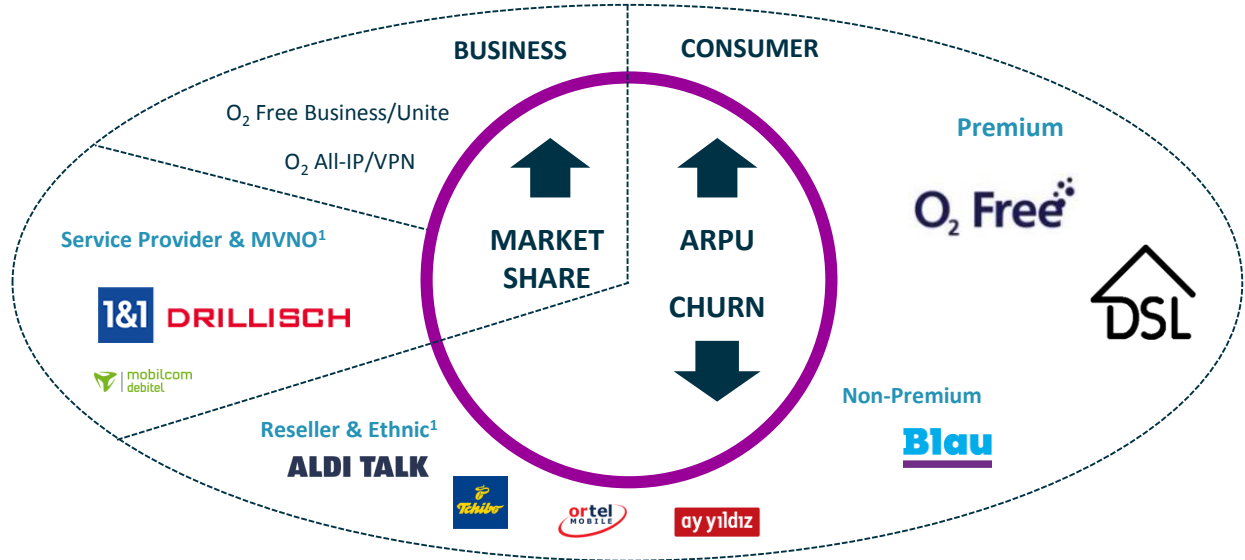
LTE customers (in million)



- Music & video streaming driving steady data growth of ~50% y-o-y
- Data growth for O<sub>2</sub> consumer LTE customers with seasonal effect as in 2017
- O<sub>2</sub> Free M tariff customers use ~6GB of data
- LTE customer base up 15% y-o-y to 16.1m



# Future-proof portfolio for all segments



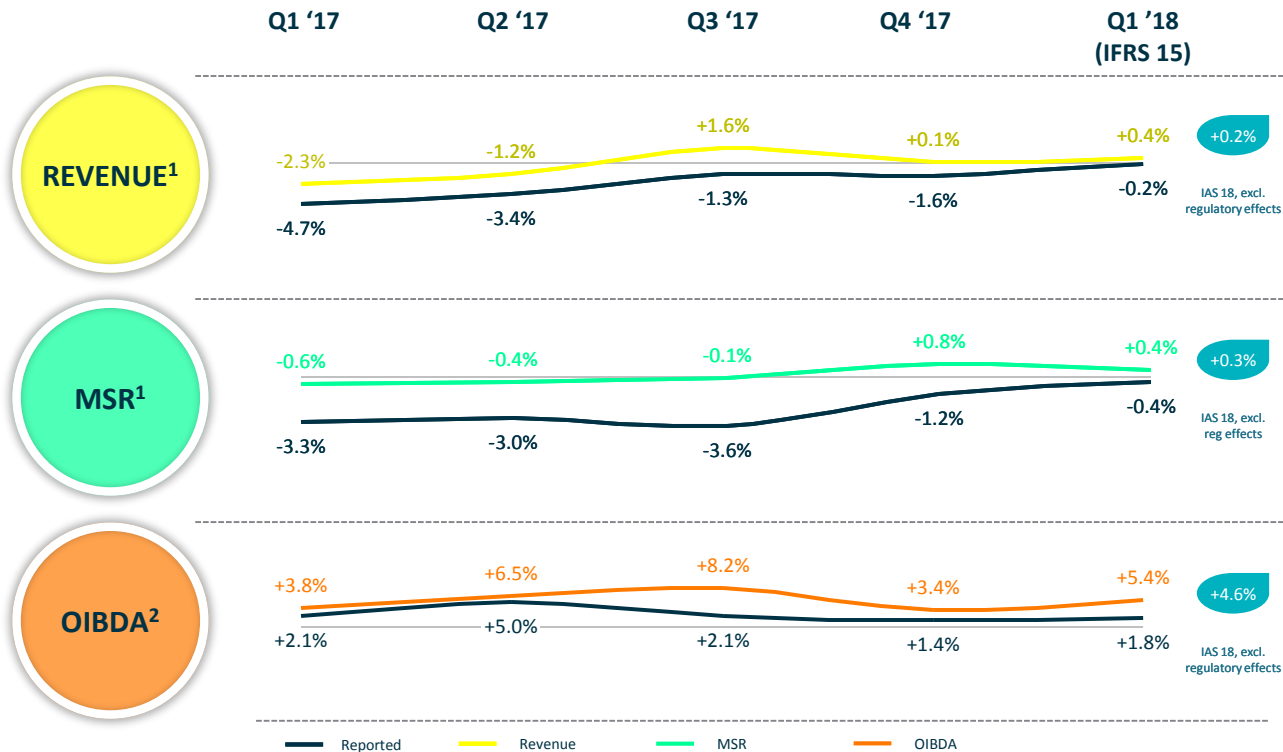
<sup>1</sup> Not exhaustive

# Big data portfolio feeds mass market consumer demand



- Driving **ARPU-up** with O<sub>2</sub> Free portfolio
- **M tariff most popular** sell with ~60% share
- Usage of ~6GB and average ARPU of EUR ~25
- Competition now also with **focus on large data offers**
- Selective tariff and handset promotions to **drive momentum**

# Positive underlying y-o-y performance across P&L



<sup>1</sup> Excluding the negative impact from regulatory changes and y-o-y comparison based on IAS18 accounting standards for 2017 and IFRS15 for 2018.

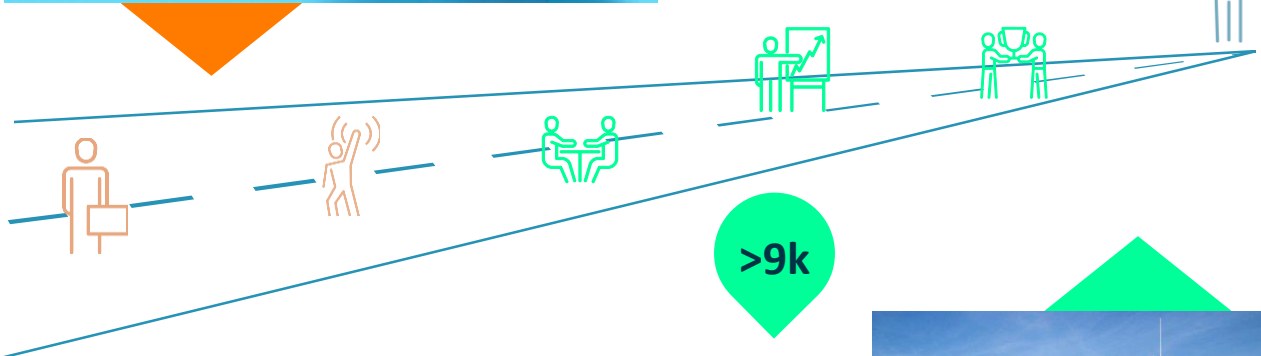
<sup>2</sup> Adjusted for exceptional effects, excl. the negative impact from regulatory changes and y-o-y comparison based on IAS18 accounting standards for 2017 and IFRS15 for 2018. For details please refer to additional materials of the Q1 2018 results release.

# Becoming the Mobile Customer & Digital Champion

## Fixing the basics and delivering execution proof points



No.2 in customer service ahead of incumbent in 2018 connect test



TechCity

Early 5G innovation cluster with NOKIA

NGN fibre coop

>9k

Sites switched off

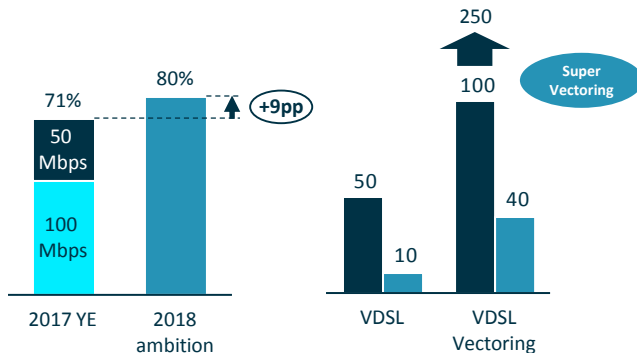


# Fixed infrastructure model to complement our mobile network for best high-speed experience

## Access to best available fixed NGA network<sup>1</sup>

NGA coverage targets  
(% of covered households)

Maximum speed  
(Up- & Download, Mbps)  
■ Download ■ Upload



- Nationwide access to DT NGA network
- DT is currently upgrading larger cities to VDSL vectoring and 100 Mbps
- In H2 2018, introduction of Super Vectoring with download speeds of up to 250 Mbps

<sup>1</sup> NGA: Next Generation Access including VDSL, Vectoring and future FTTH deployments

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## Fixed

- Access to best available fixed NGA network<sup>1</sup>
- Fixed: Access to >30 million VDSL households
- Full convergence capabilities

## Mobile fibre backhaul

- Fiber backhaul plan as a key enabler for 5G
- Target: >90% fibre in sub-/urban areas
- Target: >25% fibre in rural areas
- Differentiated sourcing model

# Transformation programme *Digital4Growth*

How to become the **MOBILE CUSTOMER** and **DIGITAL CHAMPION**?



# Transformation programme *Digital4Growth*

## *Digital4Growth*



**SIMPLER**




**FASTER**



**BETTER**

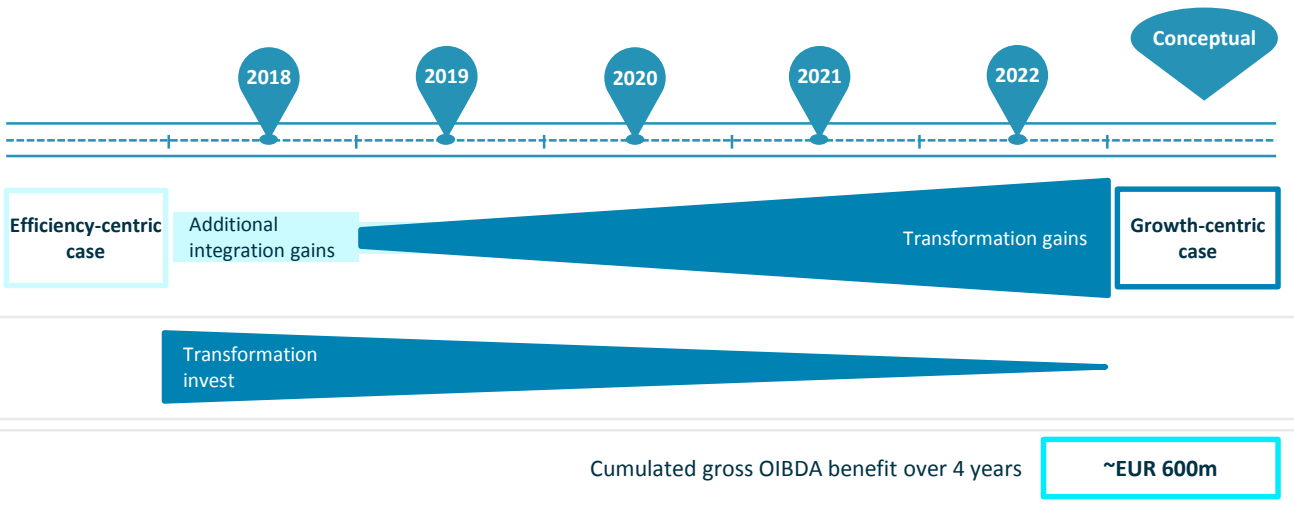
<b>Total case:</b> OIBDA benefit by 2022		<b>~EUR 600m</b>
Omnichannel	Reduced complexity	<b>~25%</b>
Refreshed IT architecture		
Digital speed & processes		
Smart growth		<b>~35%</b>
ADA & IoT		<b>~40%</b>
Care of the future		
Shop strategy		

Growth-centric case:  
>60% gross margin gains



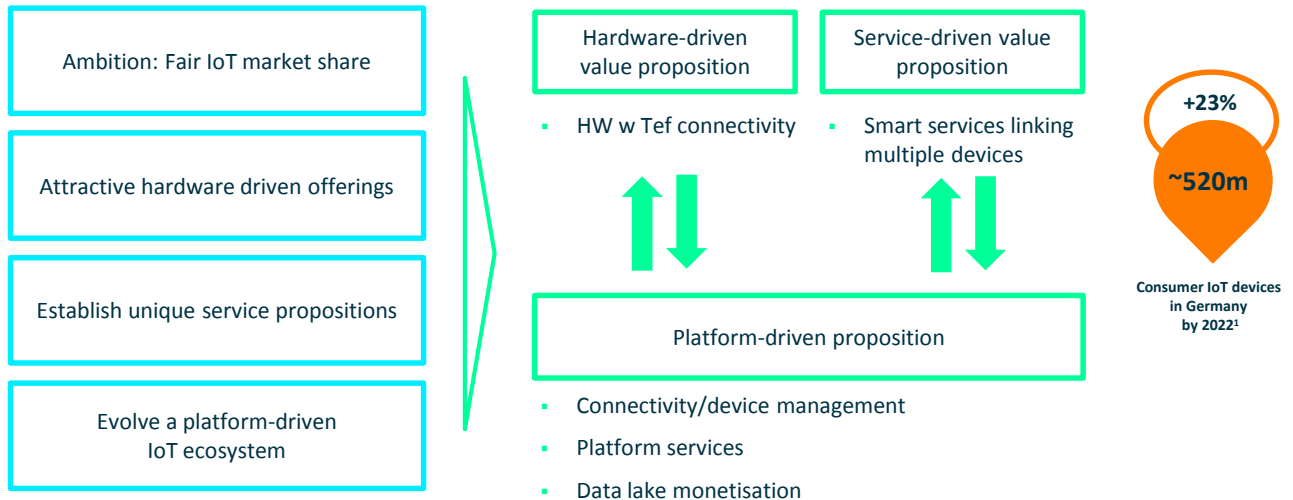
Building on the efficiency gains of the integration

# Upfront transformation invest balanced by integration gains



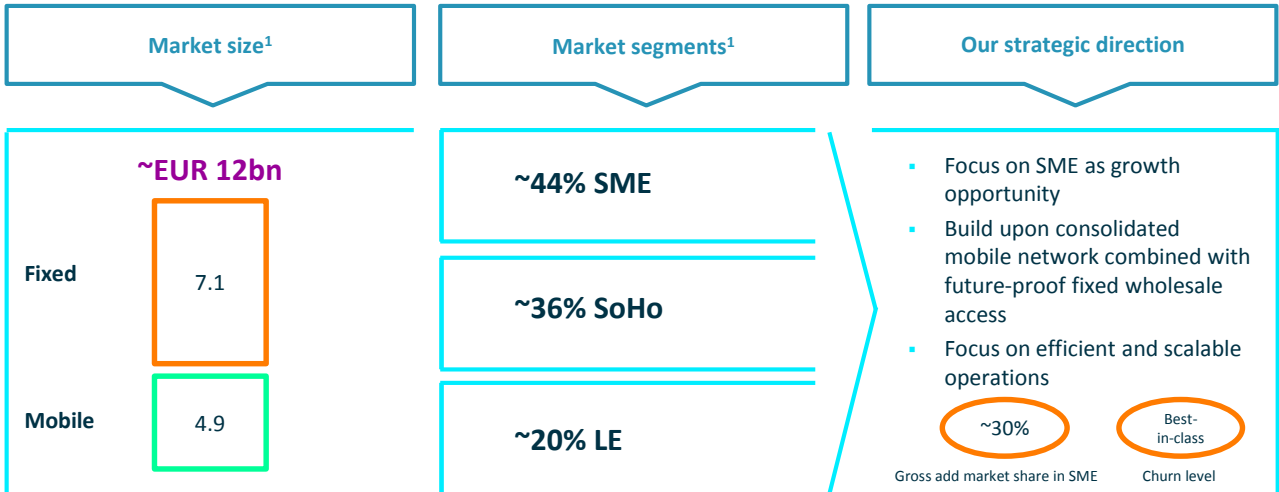


# Monetising explosive IoT device growth



<sup>1</sup> Company Research: Simon-Kucher & Partners analysis (2017) / Cisco VNI Global forecast (2017) / Please note: Devices including cellular, wifi & bluetooth

# Business market potential: Significant growth opportunity not yet captured



<sup>1</sup> Sources: IDC (2017): European Telco Database / mm customer strategy: 'Business Insights 2016/17' & 'Strategic Insights 2016/17'

# Leverage large customer base in the reseller & ethnic segment

## Benefits for partnering for TEF D

## Channels

Reseller & Ethnic<sup>1</sup>

**ALDI TALK**



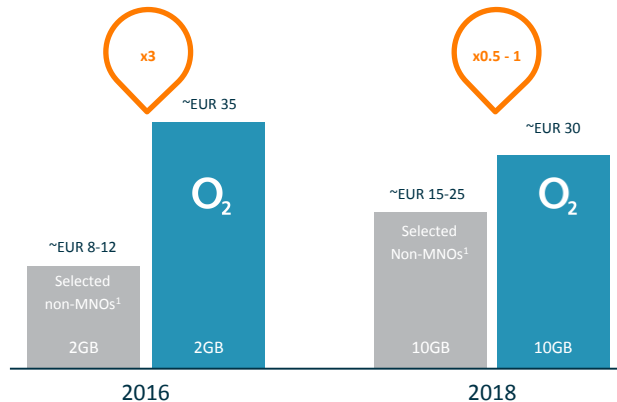
**ay yıldız**

- Data adoption driving growth
- Leveraging large distribution channels
- Up- and cross-selling opportunities
- Process automation driving faster go-to-market cycles

~20k PoS



# Non-MNO postpaid market pricing recovered in 2017 driven by roam-like-home and big bundles

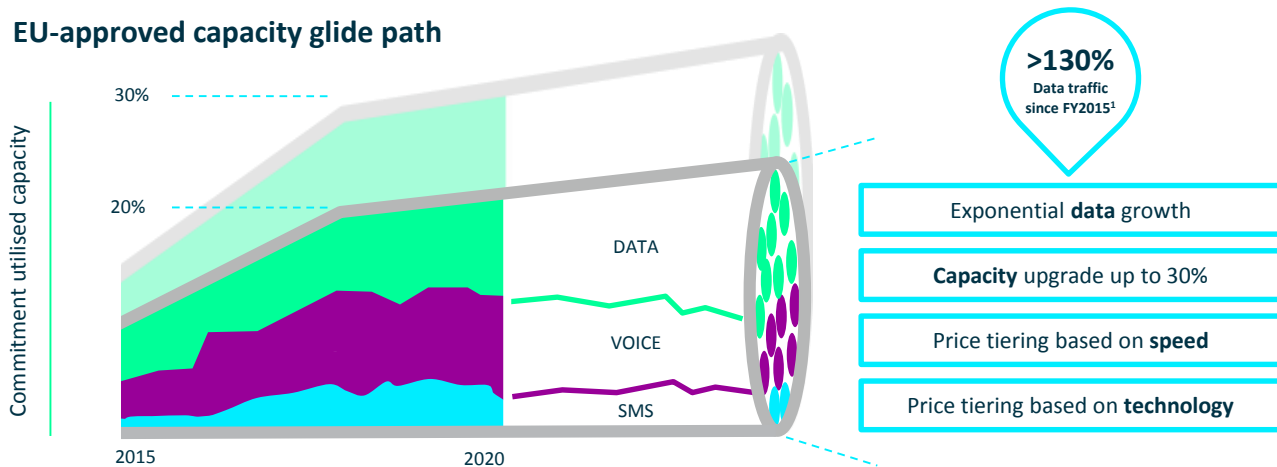


- Postpaid pricing recovered after low in summer 2016 driven by roam-like-home and big buckets
- Larger data bundles and full 4G offers support marketing between EUR 15 and EUR 30
- Migration patterns reflect market shares

<sup>1</sup> Selected non-MNOs = Postpaid Service Provider & MVNO; company research

# MBA MVNO contract economics: Four levers for revenue growth

## EU-approved capacity glide path



<sup>1</sup> Telefónica Deutschland mobile network traffic

# Financial expectations



## FY 2018 outlook<sup>1</sup>

- Revenue: Broadly stable yoy excluding a regulatory drag of EUR 30-50m
- OIBDA: Flat to slightly positive yoy excluding a regulatory drag of EUR 40-60m
- Capex/Sales: Approx. 12-13%
- Dividend: Growth over 3 years (2016-2018)

## Transformation case

- ~EUR 600m positive gross OIBDA effect by 2022
- Growth-centric case

## Mid-term expectations<sup>1</sup>

- Revenue growing in line with German market, capturing market share in IoT
- Ongoing margin improvement
- Keeping Capex stable
- Dividend: High payout ratio to FCF

<sup>1</sup> Telefónica The effects from the implementation of IFRS15 as of 1 January 2018 and IFRS16 as of 1 January 2019 are not reflected in the financial outlook. More information will be provided with the quarterly reporting during the period

# Digital4Growth targets



## SIMPLER

O<sub>2</sub> app penetration:  
**>80%** (vs. 20% 2017)

Tariff detox:  
**~40%**

Total IT spend/  
subscriber: **-15%**

Postpaid churn:  
**-2%** pts



## FASTER

Lead time product  
changes:  
**Within hours**

Manual back-office  
interventions:  
**-80%**

Sales in self-assisted  
channels:  
**>25%** (vs. 15% 2017)

Gross adds market  
share in SME:  
**~30%**



## BETTER

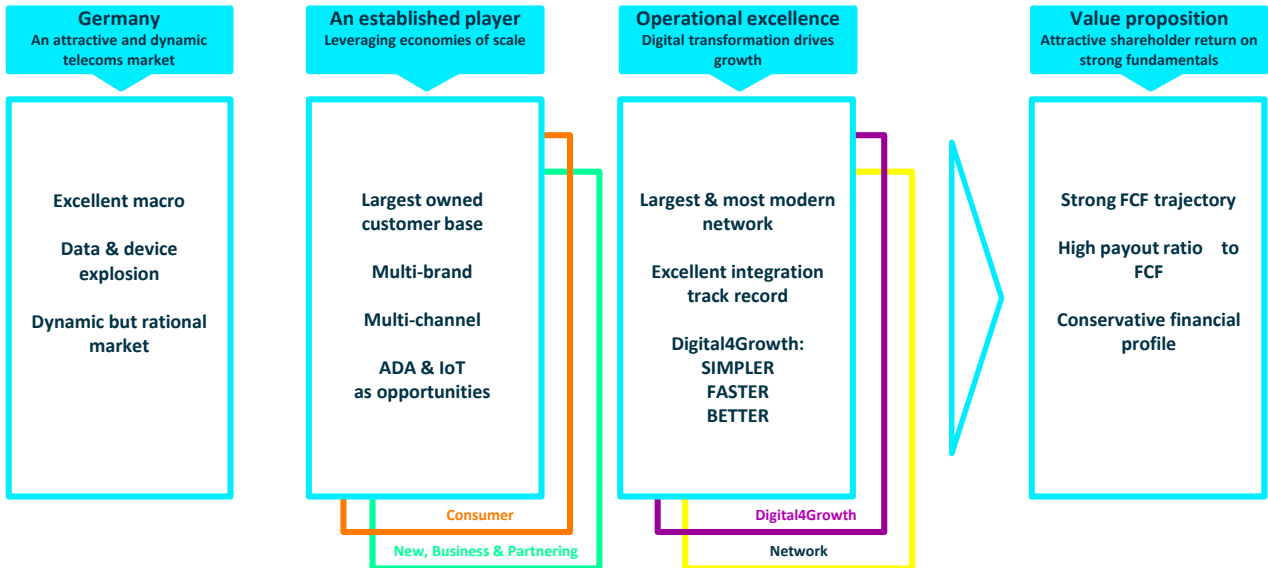
Connected devices/  
customer:  
**#4** (vs. #1.5 2017)

Share of eCare events:  
**~80%** (vs. 65% 2017)

Shop reduction:  
**>10%**

IoT revenue upside:  
**~EUR 200-300m**  
cumulative

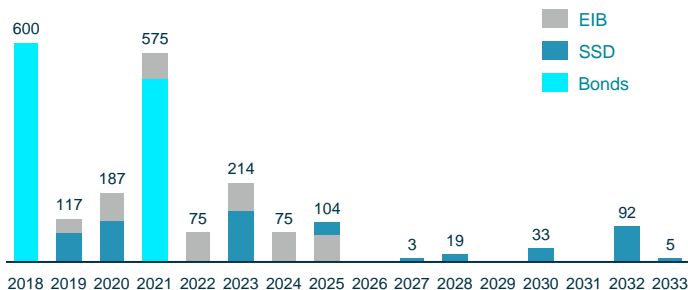
# Evolution of equity story: Becoming the Mobile Customer & Digital Champion



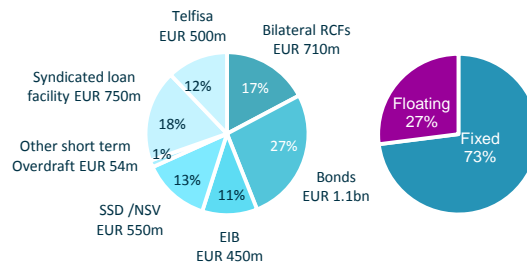


# Comfortable liquidity position as per 03/2018

## Smooth maturity profile and diversified financing mix (in EURm)

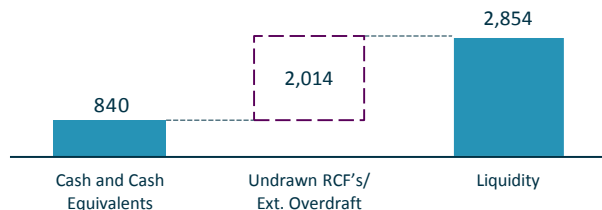


## Financing and interest mix



## Comfortable liquidity position

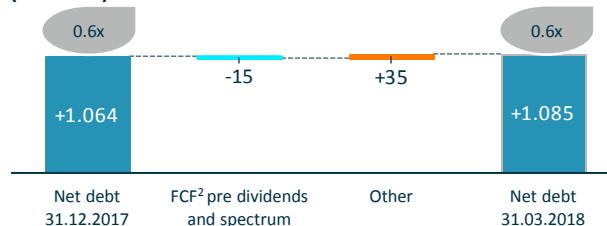
(in EURm)



## Leverage ratio at 0.6x<sup>1</sup>

(in EURm)

Leverage ratio<sup>1</sup>



<sup>1</sup> For definition of net debt & leverage ratio please refer to Q1 2018 earnings release

<sup>2</sup> FCF pre dividend & spectrum payments is defined as the sum of cash flow from operating activities & cash flow from investing activities

# We will maintain an attractive shareholder remuneration policy

## Shareholder remuneration policy – Main guidelines<sup>1</sup>

Maintain high payout in relation to FCF

Consider expected future synergy generation in dividend proposals

Keep leverage ratio at or below 1.0x over the medium term; target will be continually reviewed

Annual dividend growth over 3 years, starting with of EUR 0.25 per share 2016; Proposal of EUR 0.26 for the financial year 2017 at next AGM



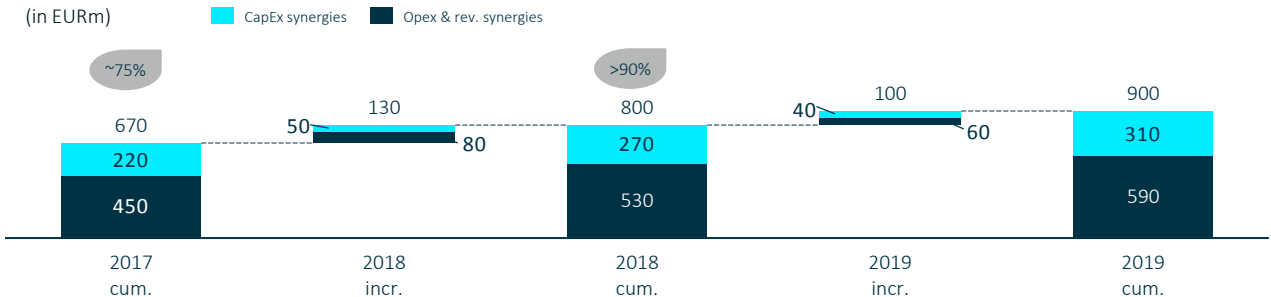
<sup>1</sup> Refer to the Telefónica Deutschland website for full dividend policy ([www.telefonica.de](http://www.telefonica.de))

# Appendix



# Recap: Clear synergy trajectory

## Synergy case 2017 -2019



- Major integration projects mostly finalised by year end 2017; ~75% of increased OpCF target already delivered
- 2018: Expect incremental savings of EUR 80 million at OIBDA level (mainly from network) and EUR 50 million at CapEx level
- 2018 phasing of Opex and revenue synergies front-loaded due to rollover effects, mainly from FTE restructuring in 2017
- Network integration remaining core project; expecting to mostly finalise by 2018

# Q1 2018 – Summary

Solid operational trends with strong OIBDA growth

**+46%**

(y-o-y)

**DATA**

**+0.4%**

(y-o-y)

**REVENUE<sup>1</sup>**

**+5.4%**

(y-o-y)

**OIBDA<sup>2</sup>**

**+8.7%**

(y-o-y)

**OpCF**

- Sustained strong data traffic growth (+50% y-o-y) leveraging new O<sub>2</sub> Free portfolio; 16.1 million LTE customers (+15% y-o-y)
- MSR<sup>1</sup> +0.4% y-o-y; ARPU of new O<sub>2</sub> Free portfolio accretive
- Revenue benefitting from stronger demand for handsets and improving mobile trends despite continued headwinds from legacy base rotation; fixed trends unchanged
- OIBDA reflecting synergy capture and efficient marketing approach with focus on value over volume; strong OpCF growth driven by solid OIBDA and expedient use of Capex
- Reiterating 3 consecutive years (2016-2018) of dividend growth with a proposal of EUR 0.26 per share to AGM on 17 May 2018; maintaining a high pay-out ratio over FCF thereafter

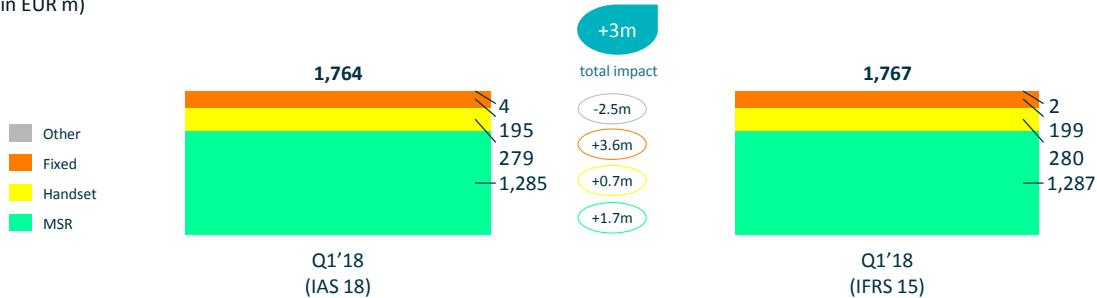
<sup>1</sup> Excluding the negative impact from regulatory changes and y-o-y comparison based on IAS18 accounting standards for 2017 and IFRS15 for 2018.

<sup>2</sup> Adjusted for exceptional effects, excl. the negative impact from regulatory changes and y-o-y comparison based on IAS18 accounting standards for 2017 and IFRS15 for 2018.  
For details please refer to additional materials of the Q1 2018 results release.

# IFRS15 accounting: Only minor impact on Telefónica Deutschland P&L

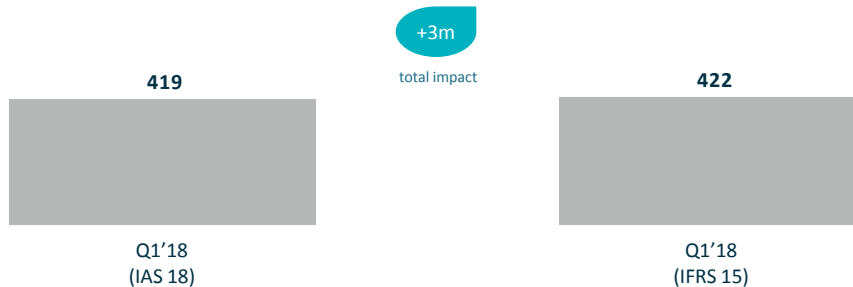
## REVENUE impact of IFRS15

(in EUR m)



## OIBDA impact of IFRS15

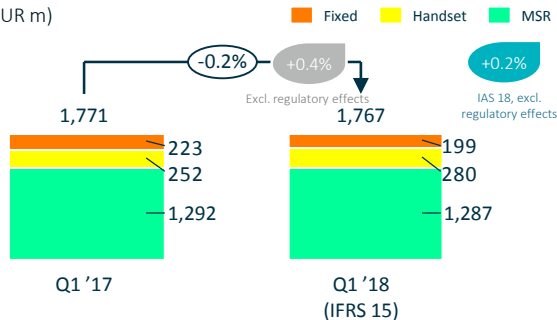
(in EUR m)



# Underlying revenue with positive overall trend; fully on track to achieve full-year 2018 guidance

## Revenue trends further improving

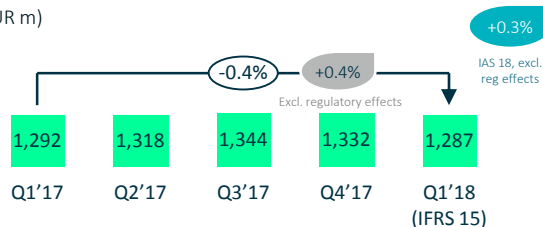
(in EUR m)



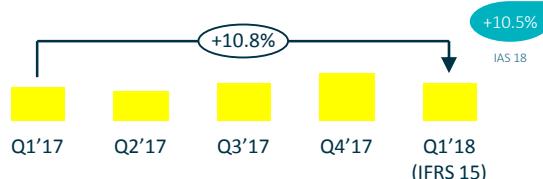
- Underlying revenue returning to y-o-y growth on the back of sustained MSR trends
- EUR 11 million of reg. impacts, mainly RLH
- Handset trends in line with German market
- Fixed revenue reflects wholesale migration & planned dismantling of legacy infrastructure

## Underlying MSR continues to grow y-o-y

(in EUR m)

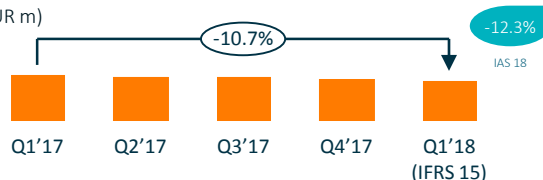


## Stronger demand for handsets



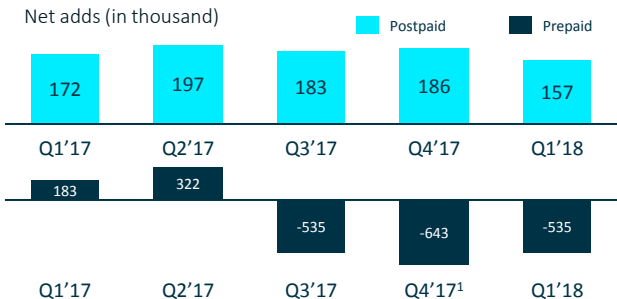
## Unchanged trends in fixed revenues

(in EUR m)

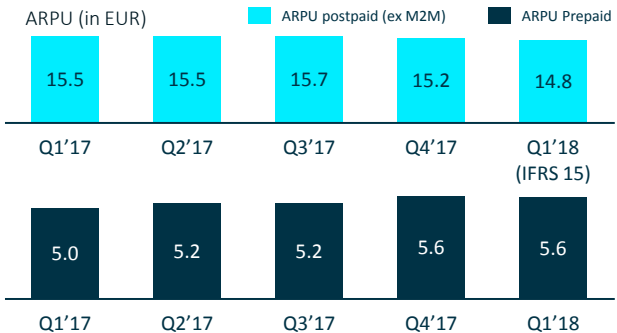


# Trading trends steady with focus on value in Q1; O<sub>2</sub> churn with further improvement

## Value over volume focus



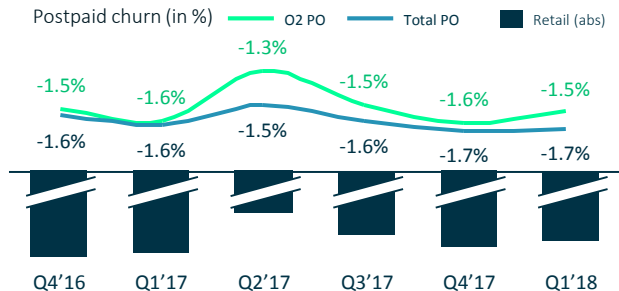
## ARPU impacted by regulatory headwinds



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## Maintaining retention focus



- Solid market momentum with O<sub>2</sub> Free and strong partner performance; focus on value over volume
- Lower demand for prepaid driven by regulatory changes
- Churn in O<sub>2</sub> consumer remains low
- Regulation still a headwind in ARPU

<sup>1</sup> Excluding the impact from the final customer base adjustment

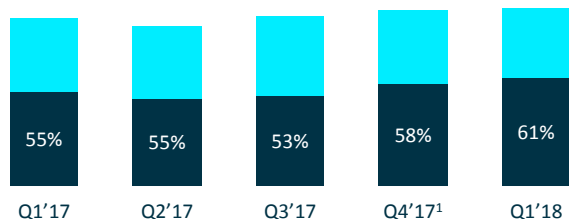


# Segment stats reflect MBA MVNO dynamics and focus on value

## Partner effected by migrations

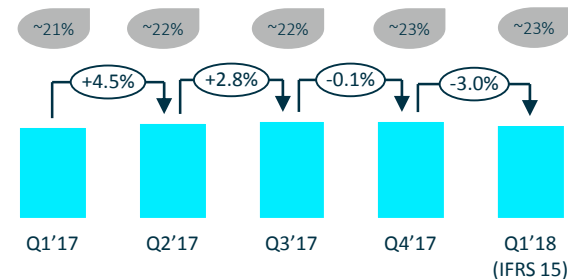
PO gross adds share

GA retail brands GA partner brands



## Partner revenue reflects focus on value

PO partner MSR / Share over PO revenue (in %)



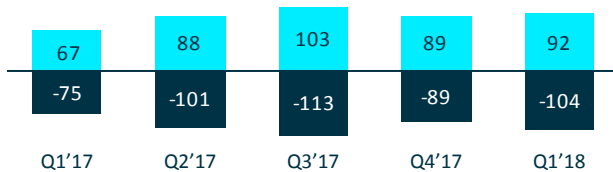
- Partner trading benefits from focus on 4G offers, resulting in higher gross add share
- More benign competitive environment and clear focus on profitable growth
- Partner revenue reflects MBA MVNO contract dynamics after merger and focus on value

# Fixed business driven by wholesale migration and strong VDSL net adds

## VDSL drives fixed retail trading...

Net adds (in thousand)

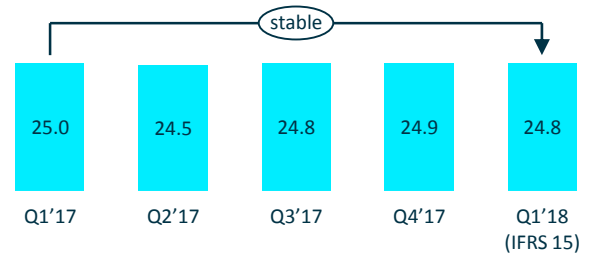
■ Retail VDSL ■ Retail ADSL



## ... and ARPU performance

DSL ARPU (in EUR)

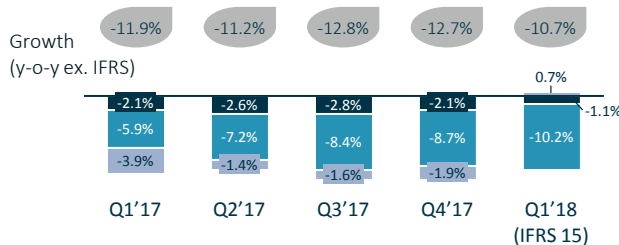
■ Retail



## Fixed revenue reflects wholesale migration

Fixed revenue share

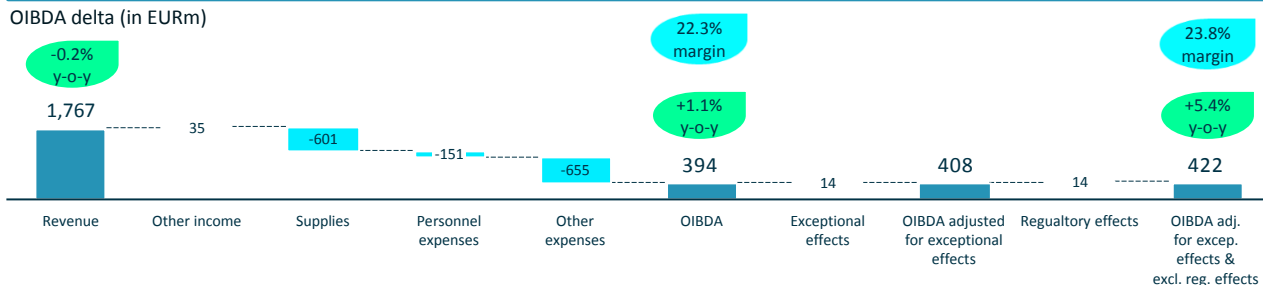
■ Retail ■ Wholesale ■ Other



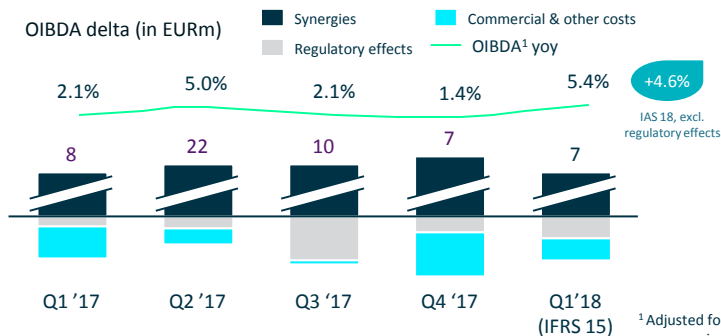
- Solid net add momentum in VDSL
- Retail DSL ARPUs & revenue trends reflect contribution of VDSL, customer base up 43% y-o-y to 1.2m
- Fixed wholesale customer migration mostly completed; 63k customers remaining

# OIBDA reflects successful synergy capture, RLH-regulation and investment activities

## Structure of OIBDA for January to March 2018



## OIBDA<sup>1</sup> growth on the back of synergy delivery

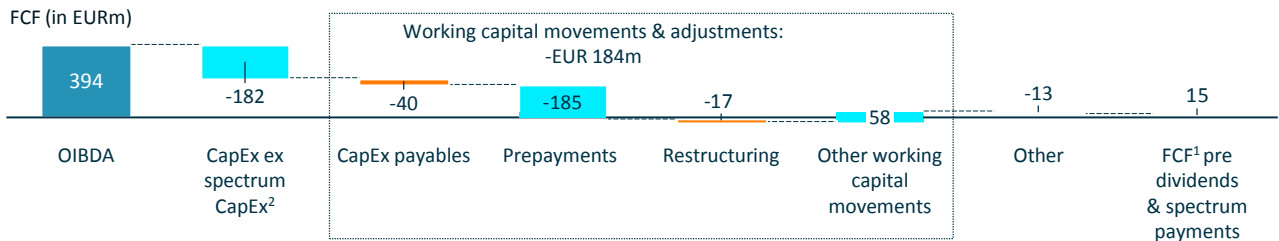


- OIBDA with continued margin expansion
- Regulatory effects of EUR 14 million & restructuring costs of EUR 14 million
- Incremental synergies of ~EUR 35 million at OIBDA level driven roll-over effects and incremental NT synergies

<sup>1</sup> Adjusted for exceptional effects, excl. the negative impact from regulatory changes and y-o-y comparison based on IAS18 accounting standards for 2017 and IFRS15 for 2018. For details please refer to additional materials of the Q1 2018 results release.

# FCF with normal seasonal annual distribution

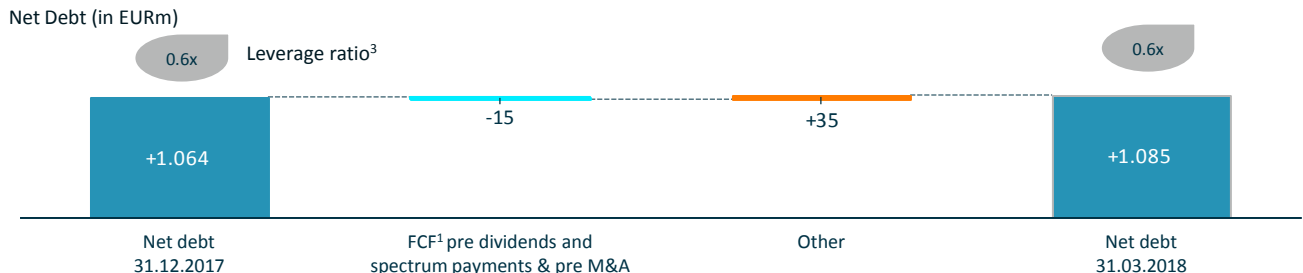
## Evolution of Free Cash Flow (FCF)<sup>1</sup> YTD March 2018



<sup>1</sup> FCF pre dividend & spectrum payments is defined as the sum of cash flow from operating activities & cash flow from investing activities

<sup>2</sup> Excluding additions from capitalised finance leases and capitalised costs on borrowed capital for investments in spectrum.

## Evolution of Net Debt<sup>3</sup> – Leverage<sup>3</sup> in line with target



<sup>3</sup> For definition of net debt & leverage ratio please refer to Q1 2018 earnings release

# Reiterating full-year 2018 outlook<sup>1</sup>

	Actual 2017	Outlook 2018	Q1 2018
<b>Revenue</b>	EUR 7,296 million	<b>Broadly stable y-o-y</b> (excl. negative regulatory effects of EUR 30-50 million)	+0.2% y-o-y as per IAS 18 reporting  +0.4% y-o-y
<b>OIBDA<sup>2</sup></b>	EUR 1,840 million	<b>Flat to slightly positive y-o-y</b> (excl. negative regulatory effects of EUR 40-60 million)	+4.6% y-o-y as per IAS 18 reporting  +5.4% y-o-y
<b>C/S</b>	13%	<b>Approx. 12-13%</b>	<b>11.1%</b>
<b>Dividend</b>	EUR 0.26 per share Proposal for FY 2017 to the AGM on 17 May 2018	<b>Annual dividend growth for 3 consecutive years</b> (2016-2018)	<b>N/A</b>

<sup>1</sup> The effects from the implementation of IFRS15 as of 1 January 2018 and IFRS16 as of 1 January 2019 are not reflected in the financial outlook. For more information, please refer to the materials of the quarterly reporting during the period

<sup>2</sup> Exceptional effects such as restructuring costs or the sale of assets are excluded

# O<sub>2</sub> Free & DSL portfolio

## 2018 O<sub>2</sub> Free connect


O <sub>2</sub> Free L 30 GB	Preis-Leistungs-Tipp O <sub>2</sub> Free M 10 GB	O <sub>2</sub> Free S 1 GB
<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input type="checkbox"/> 60 statt 30 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>39,99</b> + Anrufgebühren 23,99 €</p>	<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input type="checkbox"/> 20 statt 10 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>29,99</b> + Anrufgebühren 23,99 €</p>	<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input type="checkbox"/> 2 statt 1 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>19,99</b> + Anrufgebühren 23,99 €</p>

## 2018 O<sub>2</sub> Free connect + boost

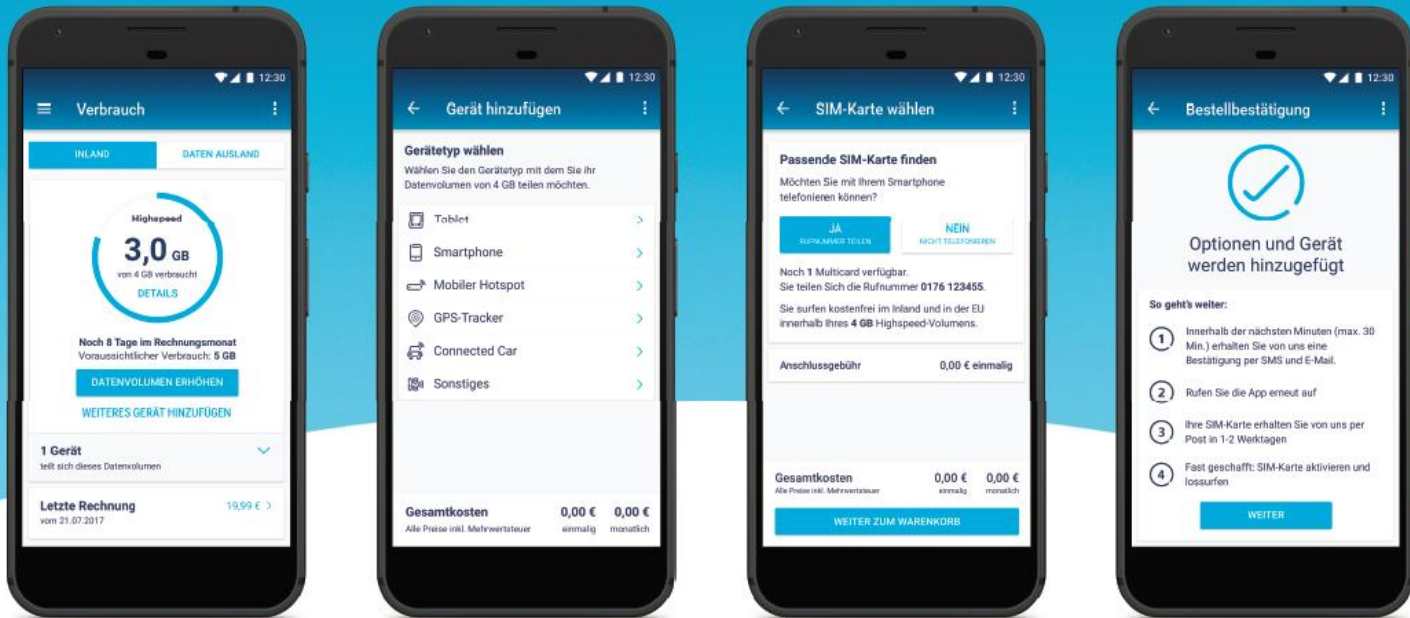
O <sub>2</sub> Free L Boost 60 GB	Preis-Leistungs-Tipp O <sub>2</sub> Free M Boost 20 GB	O <sub>2</sub> Free S Boost 2 GB
<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input checked="" type="checkbox"/> 40 statt 30 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>44,99</b> + Anrufgebühren 23,99 €</p>	<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input checked="" type="checkbox"/> 20 statt 10 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>34,99</b> + Anrufgebühren 23,99 €</p>	<ul style="list-style-type: none"> <li>✓ Highspeed surfen mit LTE Max.</li> <li>✓ Allnet-Flat in alle dt. Netze</li> <li>✓ EU-Roaming inklusive</li> <li>✓ O<sub>2</sub> Vorteilprogramme: Gratis Kinoticket u.v.m.</li> </ul> <p><b>Für nur 5 € mit mehr</b></p> <p><input checked="" type="checkbox"/> 2 statt 1 GB Datenvolumen</p> <p>Produktinformationsblatt &gt;</p> <p><b>24,99</b> + Anrufgebühren 23,99 €</p>

## 2017 O<sub>2</sub> DSL

	O <sub>2</sub> DSL L 100 MBit/s	Unser Tipp O <sub>2</sub> DSL M 50 MBit/s	O <sub>2</sub> DSL S 25 MBit/s	O <sub>2</sub> DSL XS 10 MBit/s
Standard bis dt. Festnetz und in alle Mobilfunknetze	✓	✓	✓	✓
Integriertes DSL-Kabel (VDSL 2/16/32/64)	✓	✓	✓	✓
Maximale Surf-Geschwindigkeit*	100 MBit/s (VDSL 2/16/32/64)	50 MBit/s (VDSL 2/16/32/64)	25 MBit/s (VDSL 2/16/32/64)	10 MBit/s (VDSL 2/16/32/64)
Maximale Surf-Geschwindigkeit im Mobilfunk	300 MBit/s (LTE Cat. 4)	300 MBit/s (LTE Cat. 4)	300 MBit/s (LTE Cat. 4)	300 MBit/s (LTE Cat. 4)
Integriertes 2-Kanal-FD-DVB-T2 HD	1,5 MBit/s (2,5 MBit/s)	1,5 MBit/s (2,5 MBit/s)	1,5 MBit/s (2,5 MBit/s)	1,5 MBit/s (2,5 MBit/s)
Integriertes IPTV	✓	✓	✓	✓
Standardintegriertes DSL-Kabel	✓	✓	✓	✓
Wtl. Grundgebühr für Mobilfunk	<b>24,99</b> ab 1. März 2018 entw. Kosten ab 1. März 2018	<b>14,99</b> ab 1. März 2018 entw. Kosten ab 1. März 2018	<b>14,99</b> ab 1. März 2018 entw. Kosten ab 1. März 2018	<b>9,99</b> ab 1. März 2018 entw. Kosten ab 1. März 2018
Netztarif mit Grundgebühr für DSL	88 bis 76,-	88 bis 76,-	88 bis 76,-	-
Grundgebühren mit LeasedLine	240,-	240,-	240,-	240,-
Grundgebühren ohne LeasedLine	140,-	170,-	170,-	140,-

- ✓ All tariffs with  connect feature
- ✓ Including up to 9 SIMs for devices
- ✓ O<sub>2</sub> Free XL eliminated
- ✓ O<sub>2</sub> Free L increased to 30GB (20GB)

# O<sub>2</sub> Free connect - digital customer journey



O<sub>2</sub> Free connect is a unique “app based connectivity management” in the market



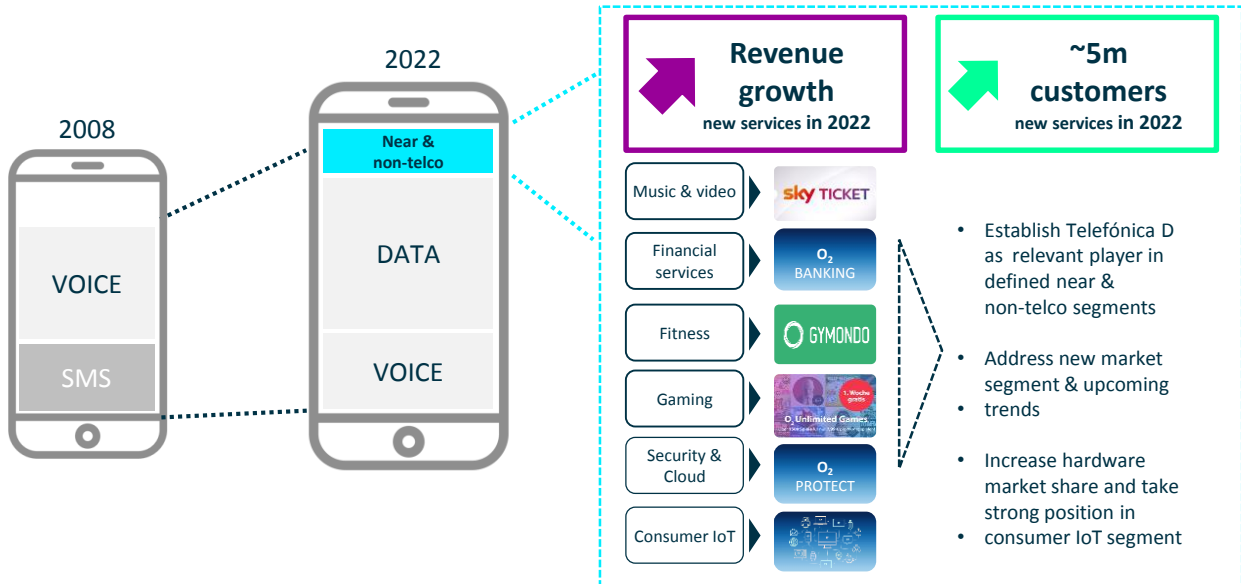
## Mein O<sub>2</sub> App

Telefonica

Deutschland

Public – Nicht vertraulich

# Product and service extension associated with additional willingness to pay





# Value generation drives our success

**Develop existing customers & Attract high-value new customers**

- Focus on ARPU-up & churn-down
- Driving data usage via mobile freedom
- Up- and cross-selling

**-2% pts**  
PO Churn  
by 2022

**~60%**  
new O<sub>2</sub> Free customers pay  
**≥EUR 30** today

**Willingness to pay**

- Data growth as monetisation opportunity
- Near & non-telco as value drivers
- Strong position in consumer IoT

Connected devices  
per customer:  
**#4** by 2022

**Enhance customer experience & digitalisation**

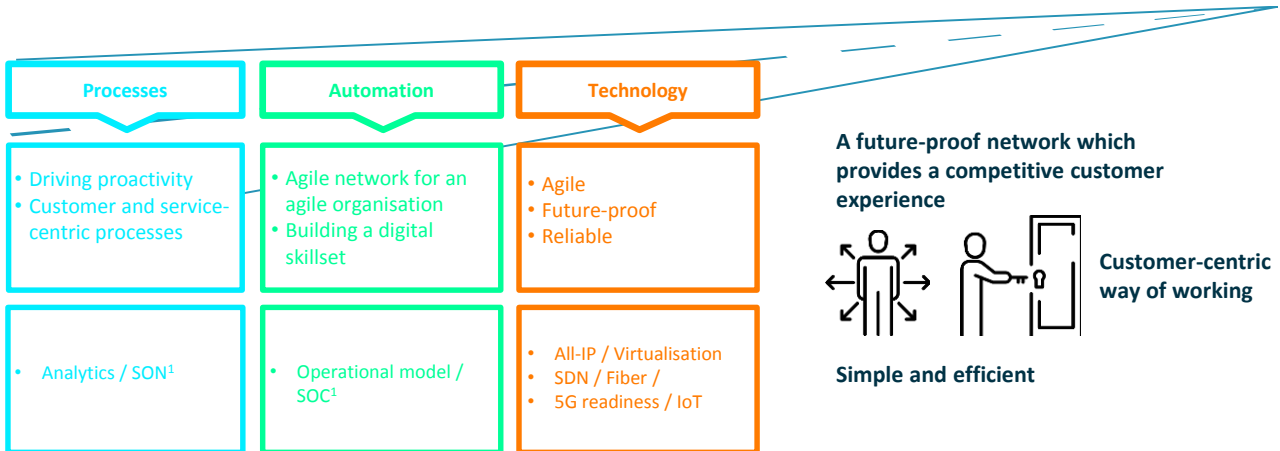
- Omnichannel experience
- Digital transformation of touchpoints
- AI to increase automation & reduce cost

**~80%**  
Share of eCare events  
by 2022

**>80%**  
O<sub>2</sub> app  
penetration  
by 2022

# From integration to transformation

Targeting 'Simpler, Faster, Better' in three dimensions:

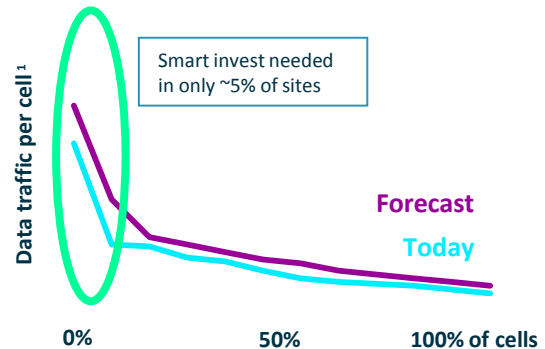
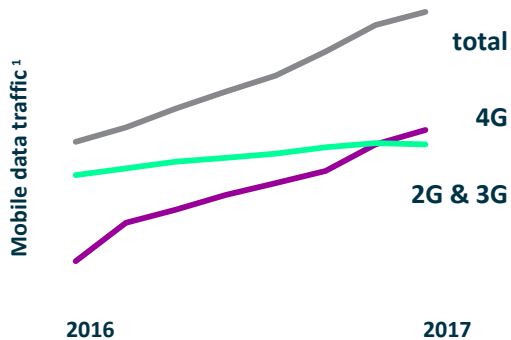


<sup>1</sup> Service Operations Centre (SOC), Self Organising Network (SON)

# Ready for accelerating capacity demand

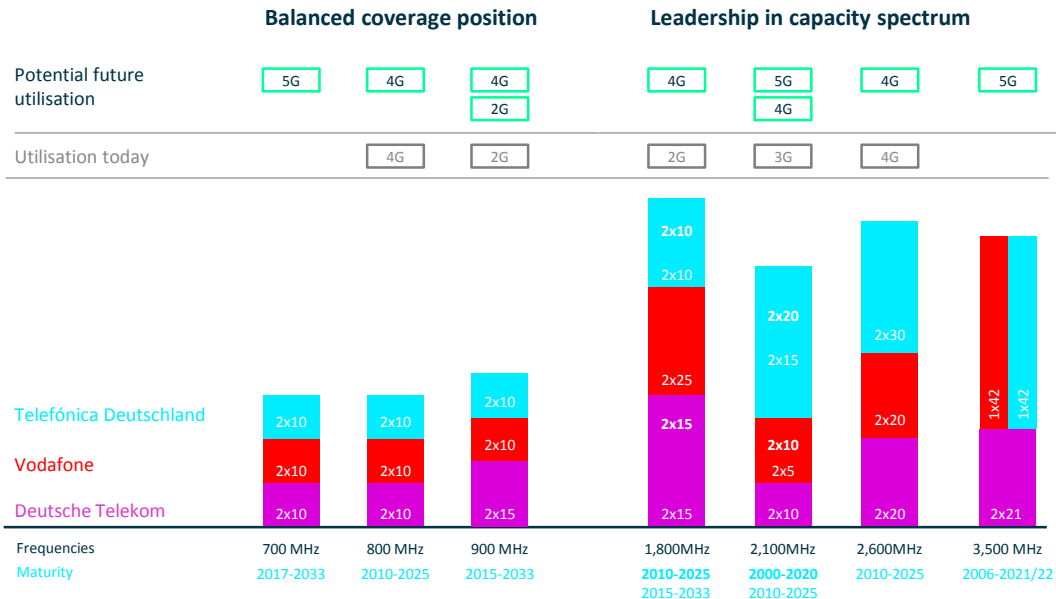
Increasing data volumes,  
driven by 4G big bucket propositions

~95% of network capacity is capable of carrying even  
more traffic volumes, ~5% require capacity upgrades



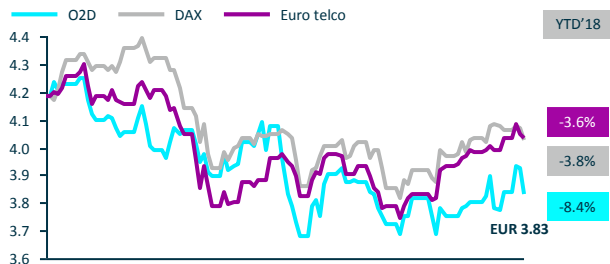
<sup>1</sup> Company research: Network Analysis (2016-2017)

# Future-proof spectrum setup, to enable best customer experience



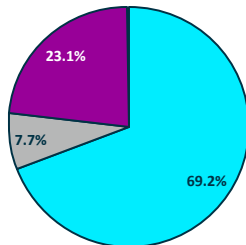
# O2D - Factsheet

## Share price development until 25.04.2018



## Shareholder structure as of 31.03.2018<sup>1</sup>

- Telefónica Germany Holdings Ltd <sup>2</sup>
- Koninklijke KPN N.V. <sup>3</sup>
- Freefloat

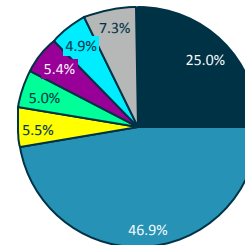


## Telefónica Deutschland at a glance

Market segment	Prime Standard
Industry	Telecommunications
Shares outstanding	2,974,554,993 shares
Share capital	EUR 2,974.6 m
Market cap (as of 31.12.2017)	EUR 11,350.9 m
Share price (as of 31.12.2017)	EUR 3.82

## Regional split of shareholder structure<sup>4</sup>

- UK & Ireland
- North America
- France
- Germany
- Continental Europe
- Scandinavia
- Rest of World



<sup>1</sup> According to shareholders register as of 31 March 2018

<sup>2</sup> Telefónica Germany Holdings Limited is an indirect wholly owned subsidiary of Telefónica S.A

<sup>3</sup> According to press release of KPN as of 26.04.2018

<sup>4</sup> Source: NASDAQ; Shareholder ID as of October 2017

# Quarterly detail of relevant financial and operating data for Telefónica Deutschland

Financials	2017					2018
	Q1	Q2	Q3	Q4	FY	Q1
Revenue (excl. regulatory effects)	1,771	1,771	1,850	1,904	7,296	1,778
Mobile service revenues (excl. regulatory effects)	1,292	1,318	1,344	1,332	5,287	1,298
Revenue	1,771	1,771	1,850	1,904	7,296	1,767
OIBDA (post Group fees) adjusted for exceptional & regulatory effects	401	472	468	499	1,840	422
OIBDA (post Group fees) adjusted for exceptional effects	401	472	468	499	1,840	408
CapEx excl. investments in spectrum	208	226	254	262	950	197
C/S Ratio (based on Revenue)	11.8%	12.8%	13.7%	13.8%	13.0%	11.1%
Revenue and Opex related Synergies	~35	~40	~40	~45	~160	~35

Accesses	2017					2018
	Q1	Q2	Q3	Q4	FY	Q1
Total Accesses	49,550	49,907	49,403	47,604	47,604	47,075
o/w Mobile	44,675	45,194	44,842	43,155	43,155	42,777
Prepay	23,967	24,289	23,754	21,881	21,881	21,346
Postpay	20,708	20,905	21,088	21,274	21,274	21,431

*Telefonica*

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