

## ANNOUNCEMENT

### TELEFONICA WINS 2016 GLOBAL WHOLESALE SERVICE PROVIDER EXCELLENCE AWARD AT PRESTIGIOUS PACIFIC TELECOM COUNCIL EVENT

**Hawaii, Madrid, 21 January 2016-** [Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, has today been awarded with the 2016 Global Wholesale Service Provider Excellence Award in the Large Service Provider division for Data Value by ATLANTIC-ACM at PTC, Asia-Pacific's premier telecommunications annual conference event held in Honolulu, Hawaii.

The awards are based on extensive customer surveys conducted by ATLANTIC-ACM as part of its annual Global Wholesale Report Card. This year's awards were based on over 1,400 carrier ratings from more than 370 international wholesale customers. The Data Value award is given to the provider who received the highest combined average score for the quality and price competitiveness of their data product suite such as Ethernet DIA, Legacy DIA, IP WAN, International Private Line and Ethernet Transport products.

**Juan Revilla, Wholesale Business unit CEO of Telefonica Business Solutions** said: *"The award demonstrates our continued ambition to place the customer at the heart of everything and proves our obsession with customer excellence. It also encourages us to further reinforce our product suite, service quality and competitive offer"*.

**Fedor Smith, President and Managing Partner ATLANTIC-ACM's**, said *"data services are the backbone of global industry, and the demand for global bandwidth seems unlimited, which makes Telefonica's award for Data Value all the more significant. As bandwidth consumption continues to grow, high quality, reasonably priced wholesale data products will be highly sought after."*

#### **About Telefonica Business Solutions**

[Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefonica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (Cloud or Security) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions). Telefonica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

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### **About ATLANTIC-ACM**

Founded in 1991, ATLANTIC-ACM, is a leading strategic consulting firm to the telecom and technology sectors. ATLANTIC-ACM assists corporate and investor clients in evaluating strategic growth opportunities for successful investment, market entry, optimization, and long-term planning. For more than two decades, Boston-based ATLANTIC-ACM has helped leading companies identify opportunities, capture and retain market share, and navigate changing market dynamics, economies, and technologies. For more information, visit ATLANTIC-ACM's website at <http://www.atlantic-acm.com>

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