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NOTA DE PRENSA

PRESS RELEASE

MORE THAN 500 ENTERPRISES NOW RELY ON TELEFONICA'S SMART M2M SOLUTION GLOBALLY

- Telefonica continues as a market leader with its Smart m2m solution
- Telefonica currently manages more than 10 million m2m connections worldwide

Madrid, 17th of March 2015. - More than 500 enterprises now rely on Telefonica's Smart m2m solution worldwide, reaffirming the service provider's continued prominence and stature in the global m2m space. m2m Telefonica is part of Telefonica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market.

m2m Telefonica's capabilities allow its customers not just to have the best connectivity but also an end-to-end management and the comprehensive control needed to achieve world-leading, reliable and secure m2m communications between machines.

Developed and built with Telefonica's own assets and resources, the Smart m2m solution incorporates new advanced features including real time consumption monitoring, supervision and global tracking. The solution also offers innovative fraud detection functionalities such as the ability to restrict communication between a list of given devices, whilst also providing flexible communication plans. Moreover, continued development allows Telefonica to include new functionalities to meet the needs of its customer base; enabling a high degree of personalization to serve a particular customer's given requirements.

Light, fourth major energy distributor of Brazil, is one of the companies benefitting from Telefonica's Smart m2m solution; their Management and Control Department commented that: "Vivo's Smart m2m solution simplifies the processes and automates our access management quality of service improvements. It creates a positive opportunity to use mobile technology as transmission, creating a new position for us in the telemetry market".

MasterCard is an American multinational financial services corporation whose Global Technology and Operations center manages a leading fully integrated global payments processing platform. Their aim is to promote safer, more convenient and transparent payment transactions around the world. Mastercard's Point Of Sale (POS) Networks Chief, Susana Romo remarked that "Smart m2m solution is used to provide connectivity for our POS using GPRS in the national market (Peru). It has delivered improved coverage and quality for our business whilst enabling a better on-line POS transaction process, all underpinned by the multicarrier solution that Telefonica offers".

Leading Industry Analysts, including Gartner and Machina Research, continue to recognize Telefonica's capabilities in the m2m space. Last year Telefonica was cited as a "leader" by Gartner in their Magic Quadrant for Managed Machine-to-Machine Services 2014.

The Smart m2m solution allows Telefonica to serve both global and local customer and partners. Smart m2m solution is already providing best in class managed connectivity for customers in Brazil, Spain, Argentina, Germany, Mexico, Chile and Peru and extends service delivery worldwide through its Multinationals business unit (Global Solutions).

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 (m2m, Cloud, Security, eHealth, Digital Marketing or Education) 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.

For more information about Telefonica m2m business, visit [#m2m.telefonica.com](https://m2m.telefonica.com) or follow on Twitter at [@m2mtelefonica](https://twitter.com/m2mtelefonica) and [LinkedIn](https://www.linkedin.com/company/telefonica).

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