

ANNOUNCEMENT

TELEFONICA EMPOWERS AUTOMATIC WITH LEADING IOT SOLUTIONS

Madrid, San Francisco, 25th of May 2016- [Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, has signed a global multi-year agreement with San Francisco-based connected car company Automatic Labs.

Automatic Lab leads the industry with its integrated automotive cloud services and apps, making the connected car accessible to everyone from individual consumers to large corporations. Telefonica is providing Automatic with its renowned IoT services and solutions, including Telefonica's Global SIM service, a single platform for the provisioning and management of all global SIMs.

Automatic's global business plan requires a single management platform, performing all the centralized provisioning, along with SIM lifecycle management functions. Combined with flexible, granular rate plans and local market knowledge, Telefonica perfectly suited all these requests. Furthermore, the digital Telco, which counts with global and local leadership in the IoT, will offer a Global Service Management solution using a single Point of Contact. Additionally, Telefonica will support the hardware selection and design of the communications model that best fit the services needs within different networks around the world.

Cars are the second largest expense in our lives, with the average American family spending more than \$8,000 on their vehicle each year. Studies have shown that even small adjustments to driving habits can save consumers up to 35-percent per year on gas. Automatic empowers drivers by brining their car online, providing valuable insights into their driving habits and vehicle health, while connecting their car to the IoT.

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 Automatic

Automatic is the leading automotive cloud platform, making the connected car a reality for both consumers and businesses. Large fleets, insurance companies, OEMs, and leaders in the automotive industry rely on Automatic to enable their vehicles to thrive in the 21st century. Built for consumers, and developed with the scale and flexibility demanded by the world's largest firms, Automatic combines sophisticated product design with unmatched driver insights to realize the potential of the connected car. For more information, visit www.automatic.com.