PRESS RELEASE

TELEFONICA REINFORCES ITS GLOBAL CLOUD OFFER IN LATIN AMERICA THROUGH ACENS' INTERNET PRESENCE SERVICES

Madrid, 13th of September 2016. Telefonica Business Solutions, leading provider of a wide range of integrated communication solutions for the B2B market, has signed a global contract with acens, a Cloud service Company part of Telefonica, to commercialize acens' SaaS (Software as a Service) products in Latin America. With this agreement, Telefonica reinforces, enlarges and internationalizes its Cloud portfolio and brings best-in-class cloud services to its enterprise customers.

Cloud products such as **Website Creation Tool, E-Shop, Domain Name Registration** or **Cloud Mail,** among others, are services that enable Telefonica's SME (Small & Medium Enterprise) customers to move their traditional business to the internet and help them with the digital transformation of their business in an effective manner.

These SaaS products have been designed with simplicity and cost efficiency in mind and will bring to Telefonica's customers substantial benefits such as the avoidance of expensive product development, high technical flexibility and service scalability, quick time to market, no investment in own IT infrastructure as well as pay-per-use service.

Internet presence and marketing tools are expected to grow significantly in the coming years. Buyers spend more time online, searching for relevant information and willing to buy products anytime and anywhere. Enterprise web presence & mobile commerce, digital brand identity and digital awareness are key drivers for futures success. The new SaaS products will help SMEs reach new and wider customers segments in an efficient way.

This agreement allows Telefonica to better satisfy its customers' needs, while bundling traditional Telco products like internet, mobile connectivity and VPN with new over the top Cloud services. Telefonica is well positioned to enrich its value proposition with an integrated offer for its SME customers including connectivity, internet presence as well as digital marketing products, all from one source.

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.

Follow us on: Twitter: @telefonicab2b LinkedIn : Telefonica Business Solutions Youtube : Telefonica Business Solutions

About acens

acens, set company Telefonica offers services "Hosting", "Housing" and telecommunications solutions for the enterprise market, and is pioneer in the development of Cloud solutions most complete and competitive of the market. It operates since 1997 and offers services in Spain, Brazil, Peru and Mexico. It also has two Data Centers in Spain with more than

6.000 square meters, being a leading company in its field of activity. Currently, the customer base exceeds 67.000, with a wide range of contracted services ranging from website hosting to VPN (Virtual Private Network) with outsourcing of servers and applications and outbound transits Internet and hybrid, public and private cloud solutions, to cover each and every technology needs and business. acens manages 325.000 domains and mora than 1million accounts, it host 130.000 websites in their 6.500 servers which occupy 2 Petabytes of storage, and manages an output rare Internet over 4 Gigabits through a multi-operator backbone whit presence in the Interent exchange point (Espanix, Catnix….). acens Cloud Hosting offers small and large companies more flexible working patterns, safe and effective, both in private cloud environments as public and mixed. More about acens: https://www.acens.com/