

## ANNOUNCEMENT

### MACHINA RESEARCH POSITIONS TELEFONICA IN THE TOP TIER OF GLOBAL IOT PROVIDERS FOR THE FIFTH YEAR RUNNING

- **The report highlights Telefonica's strong capabilities and reach in Europe and Latin America and its continued positive momentum in the IoT businesses.**
- **According to Machina Research, Telefonica has a long pedigree in IoT and is among the group of global CSPs most committed to the new opportunities it brings.**

**Madrid, London 14 of September .-** According to the leading analyst firm Machina Research, Telefonica remains for the fifth year running as one of the top providers of IoT solutions globally. The report, '*IoT Communications Service Provider Benchmarking 2016*', published today, focuses on 17 vendors in the IoT market space and has highlighted Telefonica as a truly global provider.

Amongst the strengths highlighted in the report, Telefonica's Latin America coverage was particularly highly praised, adding that Telefonica has: "excellent coverage of the fast growing Latin America market." In addition to this, the influential report comments that Telefonica has: "strategic alliances with IWA operators and China Unicom substantially bolster global credentials", along with "strong R&D capabilities".

"Telefónica has been in the m2m and IoT business for over 15 years. This tenure has allowed it to build a strong pedigree and knowledge base in the segment.", the report continues.

Germany demonstrated this year's highest growth and there was continued growth in Latin America, "in Latin America its coverage is unrivalled, giving it a strong position in negotiating potential global partnerships with other CSPs. Latin America is an increasingly important region and the requirement for coverage there will drive many primary contractors to seek an arrangement with Telefonica".

To fully capture opportunities and leverage their presence in the market, the report recognizes Telefonica's continued effort to invest in their future: "investments and divestments aside, it is perhaps in the partnership arena where Telefonica has been most active the last 12 months. The firm's IoT Partner Programme saw a 40% growth in participants."

*"We are delighted that our continued efforts in the IoT arena have been recognised once again in such an important report. We are proud to be deemed as Leaders for a third consecutive time. This is a result of our commitment to offer our customers the best, innovative IoT solutions to enable them to carry out their business in new and efficient ways and help them increase productivity. Our continued investment in our portfolio along with our IoT Partner Programme has further bolstered our global coverage and world-leading solutions."* says **Vicente Muñoz, Telefonica Chief IoT Officer.**

**For more information about Telefonica's IoT business, follow us on Twitter at [@TelefonicaIoT](https://twitter.com/TelefonicaIoT)**