ANNOUNCEMENT

TELEFONICA PROVIDES IOT SOLUTIONS TO THE GREEK TELECOM OPERATOR WIND HELLAS

- **Telefonica's new Telco4Telco approach offers a wide range of digital services and platforms such as IoT, Security, Cloud, Big Data and Consultancy services to its Wholesale customers.**

Madrid, 28th of October. - Telefonica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, will provide Wind Hellas, Greek telecom operator, Telefonica's Smart m2m solution, its best-in-class platform to manage and control IoT communications.

This Telefonica's IoT Solution will allow Wind Hellas' customers not just to have the best connectivity but also end-to-end management and the comprehensive control needed to achieve world-leading, reliable and secure IoT communications between machines.

Juan Revilla, Wholesale business unit CEO, stated: "*This agreement with Wind Hellas strengthens our new Telco4Telco approach offering a wide range of digital services and platforms such as IoT, Security, Cloud, Big Data and Consultancy services to our Wholesale customers, enhancing our customers experience and allowing them to generate new revenue stream*s."

Developed and built with Telefonica's own assets and resources, Smart m2m 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 particular customer's given requirements.

Andrés Escribano, Telefonica's IoT Connectivity Director, said: "*Our main focus in Smart m2m is the business flexibility, covering new Wind Hellas IoT end-customers´ needs with continuous evolutions. The solution also offers an open ecosystem allowing third parties to connect to the platform and, in the short term, will include new access technologies integration demanded by customers and the market (LPWA, Satellite, Wi-Fi, etc.). Smart m2m is at the edge of the IoT Platforms technology*"

Wind Hellas takes advantage of Telefonica's leadership in the IoT arena and all Smart m2m features without the need to make a complex implementation and speeding up time to market. In addition to this, Wind Hellas will use additional services already integrated with the Telefonica IoT Solution such as support, ordering, device management, business intelligence, analytics and secure IoT.

Antonis Tzortzakakis, Wind Hellas Chief Officer Fixed Line & B2B commented: "*We are excited to offer our corporate customers in Greece a world class IoT solution. Along with the knowhow and state-of-the-art technology developed by Telefonica, Wind Hellas will deliver to the end customer a unique IoT experience that will boost productivity and efficiency, taking Greek businesses to the next level of wireless connectivity era. Our continuous investments in new networks, mobile (4G, 4G+) as well as landline (FTTC, FTTB, FTTH), ensure that our customers will get the most out of these outstanding services*".

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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