

## ANNOUNCEMENT

### TELEFÓNICA COLLABORATES WITH ETISALAT DIGITAL TO MONITOR THREATS ON MOBILE APPS AND DEVICES

**Madrid, November 21<sup>st</sup> 2016.-** Telefónica and Etisalat Digital, two of the world's leading providers of communications services and solutions, announced today the extension of its existing agreement for Security Services. The agreement aims to conduct extensive research in monitoring and analysing mobile threats for applications and devices in both Groups footprints. This agreement in Security Services is part of the broader collaboration existing between both companies in multiple areas, under the framework of the Strategic Partnership Agreement originally signed in June 2011.

The extended collaboration was announced at the recent RSA Conference 2016 held at Abu Dhabi. This is an expansion of their alliance beyond their existing shared portfolio of Managed Security and Cyber Security Services.

**Francisco Salcedo, Senior Vice President, Etisalat Digital** said *"Today's announcement is significant as mobility has moved beyond devices, apps and online transactions to a connected ecosystem. This transformation has made mobile platforms vulnerable and an easy target for cybercriminals. The collaboration and the deployment at Etisalat Digital's Cyber Security Operating Centres will enable both partners to provide a solution for enterprises to control fraudulent activity which directly impacts its services, brand or reputation."*

The tools and knowledge used for prevention of PC malware is completely different to mobile malware. A mobile ecosystem is extremely dynamic and cybercriminals are constantly evolving the tools and techniques used for such activities. They look for sustainable, scalable business models that generate revenue through fraud while defeating security enhancements introduced by Mobile App Markets on a regular basis.

Telefónica and Etisalat Digital will work with [Tacyt](#), a cyber intelligence mobile threat tool developed by [ElevenPaths](#), -Telefónica Cyber Security Unit-. Tacyt uses a big data approach for mobile app environment research and an enterprise-grade service to conduct full investigations, including mobile malware classification, attribution, categorization, and monitoring.

**Pedro Pablo Pérez, Telefónica's Global Security Managing Director & ElevenPaths CEO**, said: *"We are pleased to collaborate with Etisalat Digital to conduct this in-depth research and analysis on mobile threats. Cyber analysts can use Tacyt for manual or automated search, matching, and investigation of different parameters (metadata) within iOS and Android apps. This allows the identification of potential 'singularities', a concept which refers to whatever data (dates, size, images, digital certificates) – technical or circumstantial – makes the app or its developer – as a person – singular or unique from others."*

#### About Etisalat and Telefónica's Managed Security Services

Etisalat and Telefónica's comprehensive security approach leverages the services and technology that have gained them recognition as a security solutions thought leader. In-house innovations are combined with strategic partnerships to deliver a complete managed information security offer. This allows customers to achieve business-critical security objectives while

keeping operating costs predictable and helping busy IT teams stay ahead of security issues.

### **About Telefónica**

Telefónica is one of the world's largest telecommunications companies when it comes to stock market capitalisation and customer numbers. The company relies on a full range of products and services and quality connectivity provided through the very finest fixed, mobile and broadband networks. It is a growing company that offers an unrivalled experience, based on the company's own values and on a pro-customer stance intended to protect their interests.

Telefónica is present in 21 countries and has a customer base of over 327 million accesses. The company has a particularly strong presence in Spain, Europe and Latin America, where it focuses most of its growth strategy.

Telefónica is a completely private company with over 1.5 million direct shareholders. Its share capital is currently divided into 4,975,199,197 common stock, which are quoted on the continuous market of the Spanish stock exchanges and also on the London, New York, Lima and Buenos Aires exchanges.

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### **About ElevenPaths**

We at ElevenPaths believe in the idea of challenging the current state of the security sector, because technology needs this pressure in order to evolve. We continually rethink the relationship between security and people with the aim of creating innovative products that are capable of transforming the concept of security, so we are always one step ahead of our attackers, who are an increasing threat in our digital life.

More information:

[www.elevenpaths.com](http://www.elevenpaths.com)

[@ElevenPaths](https://twitter.com/ElevenPaths)

[blog.elevenpaths.com](http://blog.elevenpaths.com)

### **About Etisalat**

Headquartered in Abu Dhabi, Etisalat was established four decades ago in the UAE as the country's first telecommunications service provider. An international blue-chip organization, Etisalat Group provides innovative solutions and services to 163 million subscribers in 17 countries across the Middle East, Asia and Africa.

More information:

<http://www.etisalat.ae/>