

Capital Market Day 2018



London, 23 February 2018

“We have a clear **Vision 2022**: Becoming Germany’s **Mobile Customer and Digital Champion**. Our transformation programme **Digital4Growth** has a clear focus on customer experience in the digital age while delivering **~EUR 600 million in gross OIBDA¹ benefits.**”

Markus Haas,
CEO Telefónica Deutschland

Digital4Growth



“Making **customer interaction** simpler and more intuitive”

“Fulfilling **customer requests** in real-time”

“Offering the best **customer experience** across each touchpoint”

LESS COMPLEXITY
HIGHER FLEXIBILITY
ENHANCED SERVICE



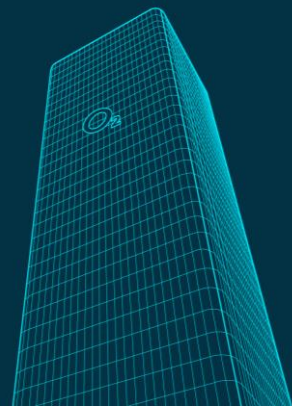
~EUR 600million
gross OIBDA benefits
by 2022



Profitable
Sustainable
Growth



Superior
Shareholder
Return

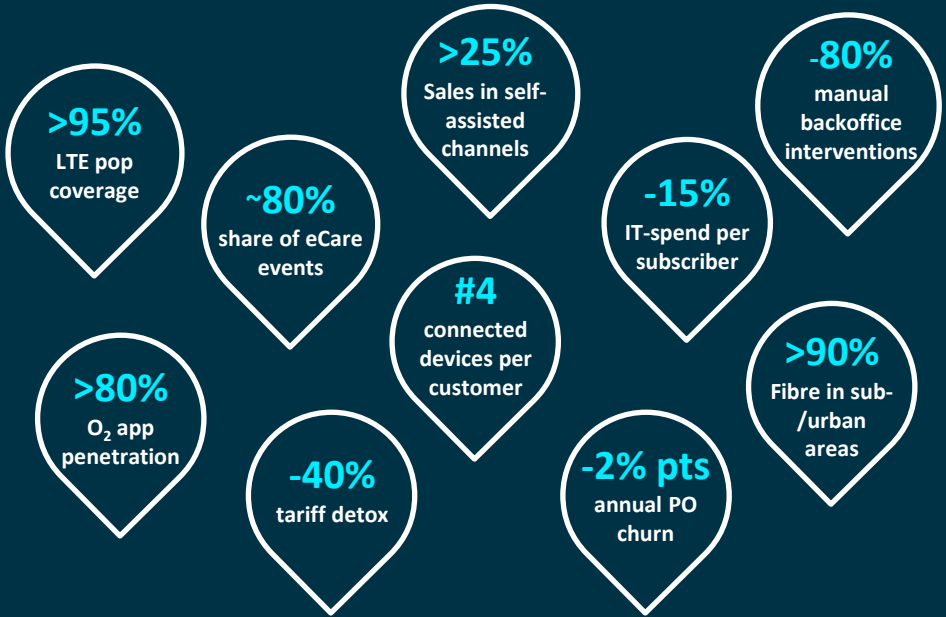


Capital Market Day 2018



London, 23 February 2018

Value Generation Drivers – Ambitions 2022



“We will focus on activating our existing customers as well as acquiring new high-value customers.”

“In order to enable our customer’s digital lives we endeavour to offer them seamless, real time user experience across all channels.”

“Our key priorities are driving ARPU-up and churn-down through up and cross-selling.”

“Most important is our ability to keep our customers engaged.”

“We expect future growth from a variety of non-classical services and propositions – one example is the consumer IoT area.”

