

PRESS RELEASE

TELEFÓNICA ANNOUNCES PARTNERSHIP WITH QUSTODIO TO DELIVER NEXT GENERATION ONLINE FAMILY SAFETY

Telefónica signals commitment to a safer internet in today's multi device world and adds Qustodio's unique service to its consumer security portfolio

Madrid, 9th of December, 2014.- Telefónica and Qustodio, the Barcelona based security software vendor, today announced an agreement that will make Qustodio's leading family safety software available to Telefónica customers in different countries. The rollout will start in Spain in the coming weeks.

As part of the deal, Telefónica customers will receive preferential access to Qustodio's complete online family safety suite. The innovative, cloud based service from Qustodio is a cross platform, next generation solution that works on all popular devices and is currently trusted by more than one million families worldwide. Qustodio provides unique and easy to use tools to help families protect, understand and manage internet activity and device usage across all connected devices.

Qustodio's family safety suite includes different apps that allow parents to block harmful content, limit the time their kids spend online, track the child's device or restrict apps or applications in their devices. Through a parent dashboard, parents are able to view and manage the activity of their children from anywhere with daily, weekly or monthly detailed reports on the time spent online and social media.

"Adding Qustodio to our portfolio allows us to offer a full protection suite for kids and teens that goes beyond traditional parental controls and adapts to families' changing needs and requirements in today's multi device mobile world," said Elisa Caballero, Director of Consumer Marketing in Telefónica. "The partnership with Qustodio underlines our commitment to an open but safe internet, one of the guiding principles of our Digital Manifesto."

"Qustodio makes internet safety simple for families. Today's connected home has more than 7 devices; Qustodio helps parents

connect the dots and provides the tools they need to manage today's multi device world. The partnership with Telefónica demonstrates a growing demand for next generation internet safety and device supervision solutions in the consumer space." said Eduardo Cruz, CEO and co-founder of Qustodio.

Prior to this agreement, Telefónica had an indirect stake in Qustodio through Amerigo, the international network of technology venture capital funds which is part of Telefónica's Open Future initiative to boosting technological innovation and entrepreneurship around the world.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

The company has a significant presence in 21 countries and a customer base of more than 316 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima and Buenos Aires.

About Qustodio

Qustodio, founded in 2012, makes internet safety and device management easy for families, schools and businesses worldwide. The company is well known for its flagship consumer product and leading parental control solution, Qustodio Parental Control, which helps more than a million parents worldwide ensure safe and productive use of connected devices. The company is headquartered in Barcelona, Spain. Qustodio can be found online: www.Qustodio.com, via [Twitter:@Qustodio](https://twitter.com/Qustodio) and on [Facebook:Qustodio](https://facebook.com/Qustodio).

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