

## Calendar of key events in 2009

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### January

Telefónica O2 won a tender to supply a comprehensive service portfolio to DHL across the whole of Europe. In the next five years, the Company will manage the delivery of communication services in 28 European countries.

Telefónica O2 signed a framework agreement with Pražská správa nemovitostí and Central Group for the sale of its former headquarters in Olšanská ulice in Prague.

The project O<sub>2</sub> Místo na střídače was awarded the Best Sport and Entertainment Sponsorship Campaign in the prestigious international Red Ball Awards, and topped the chart in the poll of employees of the global network Ogilvy Action.

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### February

Telefónica O2 published its audited consolidated financial results prepared under International Financial Reporting Standards for the fiscal year 2008. Consolidated revenues reached CZK 64.4 billion. Consolidated net profit grew to CZK 11.6 billion.

At the GSMA Mobile World Congress in Barcelona, Telefónica O2, in collaboration with the transport authority of the town of Pilsen, presented the first ever multiplication type NFC (Near Field Communication) project in the world based on the MIFARE™ technology.

The Christmas microsite of Telefónica O2 won two prestigious international awards. The site was voted Site of the Day in polls at online servers FWA (Favourite Website Awards) and Design Licks.

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### March

Telefónica O2 introduced a new tariff O<sub>2</sub> neomezené volání designed for business customers; the tariff comes with unlimited fixed line and mobile calls covered by the monthly subscription fee, and fixed line calls are carried via IP telephony.

Telefónica O2 launched the website Chci do O2, designed for people who are looking for a job with the Company.

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### April

An Ordinary General Meeting of shareholders of Telefónica O2 Czech Republic was held. The shareholders approved, among other things, a proposal of the Board of Directors for the payment of a dividend of CZK 50 per share, and resolved to institute an Audit Committee as an independent body of the Company.

Telefónica O2 introduced two new tariffs O<sub>2</sub> NA!PIŠTE and O<sub>2</sub> NA!HLAS for pre-paid customers. The tariffs come with very competitive prices on calls and a choice of several bonus options.

During the first half of the year, the service Kvídovo volání was used to make 16 million calls.

The number of visitors to the directory services website 1188 reached the 1 million mark.

The mobile tariffs O<sub>2</sub> NEON and O<sub>2</sub> [:kúl:] were subscribed by more than 500 thousand customers.

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May	<p>Telefónica O2 launched a new concept of consumer services, which was built around the broadband internet access service O<sub>2</sub> Internet, digital television O<sub>2</sub> TV or the voice service O<sub>2</sub> Volání. Telefónica O2 marketed these services separately or in a combination with other fixed line or mobile services from its portfolio.</p> <p>Telefónica O2 and the transport authority of the town of Pilsen launched a new concept of a multifunctional chip card, Plzeňská karta, which is integrated in a mobile handset.</p> <p>Telefónica O2 became the exclusive telecommunications partner of a new media project of PPF. Telefónica O2 equipped Futuroom, the central training room, and Newspoint chain of regional communication cafes with communication technologies and fast internet access, and provided special products, such as O<sub>2</sub> TV, for news purposes.</p>
June	<p>The Board of Directors of Telefónica O2 approved an increase of the registered capital of its subsidiary Telefónica O2 Slovakia by means of a pecuniary contribution in the amount of EUR 150,209,121.69 to the total of EUR 200,000,000.00, with effect from 1 July 2009.</p> <p>Telefónica O2 joined the international employee programme Proniño and gave its patronage to FAIR TRADE, the worldwide campaign to stop child labour by promoting fair and equitable trade.</p>
July	<p>Telefónica O2 introduced O<sub>2</sub> ZERO, a tariff with no monthly subscription fees and no commitment, which came with a single rate on calls to all networks and gave customers a way of keeping their costs under control.</p> <p>Telefónica O2 donated CZK 1 million to the organisation People in Need, which used the funds to mitigate the consequences of floods in affected areas.</p> <p>The O<sub>2</sub> Foundation gave its support to the campaign of Linka bezpečí and matched the yield from donor SMS sent in by people for benefit of Linka bezpečí between 1 July and 15 September.</p>
August	<p>Telefónica O2 offered its customers registered in the O<sub>2</sub> Extra programme a new service, O<sub>2</sub> Záloha, for remote back-ups of user data from a mobile telephone.</p> <p>With effect from 1 August, Michal Urválek was appointed Executive Director, Human Resources at Telefónica O2, and assumed responsibility for the implementation of strategic human resources projects within Telefónica Europe.</p> <p>The merger through consolidation of DELTAX Systems into the successor organisation Telefónica O2 Business Solutions was completed.</p>
September	<p>For the ninth year running, Telefónica O2 was the general partner of the classical music festival Struny podzimu. At the same time, the Company promoted the charitable aspect of the event by partnering the festival with Linka seniorů.</p>

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## October

Juraj Šedivý was succeeded as Chief Executive Officer of Telefónica O2 Slovakia by John McGuigan, Executive Director for Customer Service at Telefónica O2 UK, who at the same time became member of the Board of Directors of Telefónica O2.

Jesús Pérez de Uriguen became 1<sup>st</sup> Vice Chairman of the Company's Board of Directors.

Telefónica O2 announced its development strategy for the sector of healthcare, which is based on the high technology eHealth concept.

O<sub>2</sub> Enterprise Security, a new service, gave business customers a way to protect their products and data from malicious use and unauthorised manipulation by means of user identification via a mobile telephone.

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## November

Telefónica O2 started marketing another mobile handset by Emporia, TALK premium, designed for senior citizens and people with disabilities. For every handset sold, the O<sub>2</sub> Foundation contributed CZK 100 to Linka seniorů.

Telefónica O2 started to provide the service for making payments using a mobile telephone or the fixed line.

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## December

Telefónica O2 announced its partnership with VCCP of the United Kingdom, an above-the-line advertising agency.

O<sub>2</sub> Managed WAN won the prestigious title IT Product of the Year in the category of online and related services, which is annually given by Computerworld magazine.

Telefónica O2 Slovakia was recognized as the mobile operator of the year 2009.