

Corporate Social Responsibility (CSR)

Also in 2009, Corporate Social Responsibility was an integral part of the business of Telefónica O2. The Company continued to apply its long-term policy of being considerate to its environment. The Company also endeavoured to cater to the needs of the community and to use its market position for its benefit. Building of trust, win-win partnerships and a dialogue with all stakeholders were the pillars of the Company's CSR policy.

Ernst & Young Audit & Advisory performed an audit across the Telefónica Group, which examined key CSR areas (environment, ethics, employee relations, customer relations, supplier relations and community relations). The audit conclusions were used in the planning of goals and action plans for the year ahead. CSR objectives were presented to the Company's Board of Directors and Ethics and Corporate Social Responsibility Committee. The Company published a brochure in electronic form, in which it gave a summary of all CSR activities in 2009.

A group-wide survey focused on the perception of Telefónica O2 in the eyes of the public, the so-called RepTrak, was carried out on an ongoing basis during the whole year. The survey helped to define CSR priorities and manage the Company's reputation.