

The organisation chart of Telefónica O2

The optimisation of the organisational and governance architecture of the Company continued in 2009, helping the Company run better and more efficiently.

On the first level of executive line macrostructure, the Regulation unit was transferred in October 2009 from the Public Affairs and Regulation unit into Legal Affairs. Given the strategic importance that improving customer experience has for the Company's further development, a new unit, Customer Journey, was established in August 2009 in the direct reporting line of the Chief Executive Officer; this small department seeks to promote change and improve the culture of customer orientation in the Company.

Executive macrostructure of Telefónica O2 Czech Republic (as at 15 March 2010)

