

02

Calendar of key events
of 2011



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January

Telefónica CR went live with its new website www.o2.cz, and at the same time introduced the e-bill for mobile services.

February

Telefónica CR its audited consolidated financial results prepared under International Financial Reporting Standards for the fiscal year 2010. Consolidated business revenues reached CZK 55.7 billion; the net profit rose to CZK 12.3 billion.

Vladimír Dlouhý was co-opted as member of the Supervisory Board to step in for Jaime Smith Basterra who had resigned from office.

Telefónica CR and T-Mobile Czech Republic a.s., signed a 3G network sharing agreement. The sharing arrangement concerned areas not yet covered with proprietary networks. The joint process helped to accelerate network roll-out and significantly enhanced 3G coverage of both operators. Telefónica CR took over more than 11,000 consumer ADSL accounts from VOLNÝ, a.s.

Telefónica CR joined Think Big the long-term pan-European CSR programme of the Telefónica Group. The programme helps young people with making their ideas and projects reality – to benefit the communities in which they live.

March

Telefónica CR's project of a network portal for developers was voted the IT Project of the Year 2010 by the Czech Association of Information Technology Managers.

Employees raised CZK 394,265 to help the victims of the earthquake and tsunami in Japan. Telefónica CR matched this amount, thus raising the collection to CZK 788,530. The donation went to the humanitarian organisation ADRA.

Telefónica CR, looking to help parents with their reintegration back to work after a parental leave, launched an online presentation titled Mom and Dad at www.chcidoo2.cz.

April

According to independent survey by Ipsos Tambor, Telefónica CR had the best mobile data service and the best mobile internet coverage, ranking it the leader in mobile internet.

Telefónica CR launched VDSL, a new technology with up to three times faster internet for the home. Telefónica CR's new campaign headlined "Martin and Lucie" for entrepreneurs and small businesses brought a number of new products and improved standards of customer care to this segment.

Telefónica Slovakia's new tariff O2 Filip came with unlimited free calls to all numbers in the O2 network in Slovakia.

An Ordinary General Meeting of shareholders of Telefónica CR was held. The shareholders approved, among other things, a proposal of the Board of Directors for the payment of a dividend of CZK 40 per share before tax. Vladimír Dlouhý was elected a new member of the Supervisory Board and a substitute member of the Audit Committee.

May

Telefónica changed the corporate name of its Czech operation to Telefónica Czech Republic, a.s. (from Telefónica O2 Czech Republic, a.s.).

Dana Dvořáková joined the Company as new Director of Corporate Communications.

Telefónica CR appointed a special O2 customer support team which operates in social networks; the team provides assistance, consultations, advice and answers questions from customers via the official facebook and twitter accounts and the O2 YouTube channel in section O2 Guru.

June

Telefónica CR reduced its carbon footprint by 5,000 tons of CO2 and recycled 269 tons of waste electrical equipment.

The Company kicked off its campaign "Now I Know Why" which seeks to explain the potential having small-screen internet to customers.