

Management Change at Telefónica Ireland

- **Stephen Shurrock stepping down as Telefónica Ireland Chief Executive to take up new role as Global Chief Commercial Officer in Telefónica Digital**
- **Tony Hanway to be appointed Chief Executive of Telefónica Ireland**

Thursday 22 September, 2011 - Telefónica Ireland, which operates the O2 brand, has today announced that Stephen Shurrock is stepping down as Chief Executive Officer. Following the recently announced reorganisation of the wider Telefónica Group, Stephen has been appointed as Global Chief Commercial Officer in the Group's new Telefónica Digital business unit.

Telefónica Digital's mission will be to bolster Telefónica's presence in the digital world and leverage growth opportunities, driving innovation and strengthening the product and service portfolio. In his new role as Global Chief Commercial Officer of Telefonica Digital, Stephen Shurrock will be responsible for global partnerships and devices - both hardware and software - as well as core communications including voice, messaging and social networks. Telefónica Digital will be headquartered in London with regional offices in Madrid, Sao Paulo, Silicon Valley and strategic hubs in Asia.

Stephen Shurrock will be succeeded as CEO of Telefonica Ireland by Tony Hanway, from November 1st. Tony, who currently holds the position of Consumer Director with Telefonica in the Czech Republic, was previously Consumer Sales Director with Telefonica Ireland until November 2010.

A highly experienced senior executive, Tony Hanway first joined Telefonica in Ireland in 2005. In his most recent role heading up the Consumer division in the Czech Republic, Tony managed a team of over 4000 people across the retail, online and customer care functions.

With a customer base of almost 1.7 million and a market share of 32.3%, O2 continues to perform strongly in the market in Ireland. Most recently it reported significant growth in its postpay base, up by 29,000 customers at the end of June 2011 when compared with the same period last year, driven by an acceleration in the uptake by customers of Smartphones and data services.

-ends-