

PEOPLE

More accesible services_

At Telefónica, we are convinced that technology should be available to every person, business and public administration so that they can Be more_

Radio Me is a service created to contribute to bridging the digital divide for older people and those not familiar with technology

We firmly believe that the digital revolution we are immersed in needs to generate new opportunities for everyone, not just for a few.

Telefónica has understood the need to evolve towards becoming a digital telco which is capable of improving people's lives. We also believe that these opportunities must be available to everyone, including people with disabilities and older people. In other words, an Accessible Digital Telco.

According to the latest data published by the International Telecommunication Union, the number of active smartphones is already over 1 billion. These are known as *The Next Billion*.

There is also another group that represents over 1 billion, which we can call *The Other Billion*, and represents the number of people with disabilities around the world. This is a very significant group which up until now has not had particular

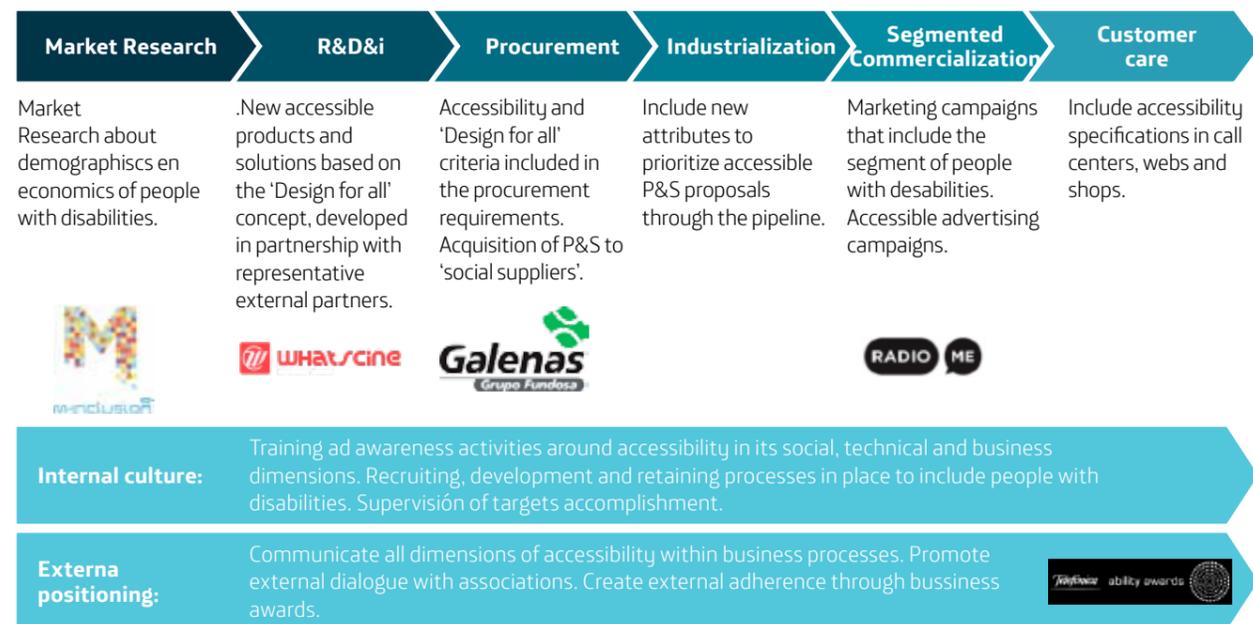
attention paid to it as a segment. However, it represents an enormous number of potential users of mobile technology, to the extent that this has become a key element of economic and social inclusion.

The Company, following the guidelines of the *Convention Human Rights of Persons with Disabilities* and by the hand of national and international associations of disability has developed Telefónica Accessible program in Europe and Latin America.

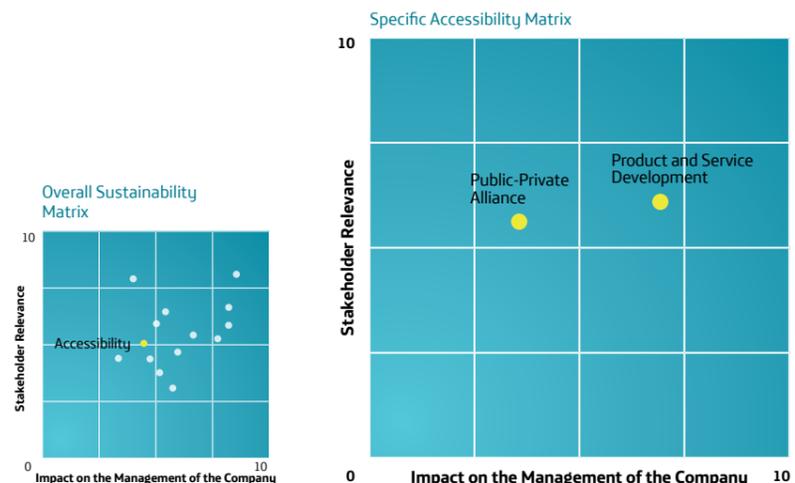
Telefónica is a cross-project accessible also to link different areas of business where Telefónica operates, links to the various departments that make up the value chain of the company. This cross-project is divided into four main areas: Leadership, Customer Orientation, Internal Culture and External Diffusion.

Telefónica accessible. Definition and scope

Comprehensive project to promote ICT accessibility, which includes both the elimination of barriers, such as generating opportunities for value creation.



Materiality Matrix



Wayra start-ups to improve the quality of life for people with disabilities:



Prodeaf. Software for translation of Portuguese text and speech to sign language, in order to aid communication between deaf and hearing impaired people with hearing people. All this through an avatar. It is available through to web, tablet and smartphone. prodeaf.net



uSound. Application that improves the quality of life for people with hearing problems and and help to prevent hearing damage to the population. Usound leverages the processing power of the smartphone to function as a digital hearing aid, after entering data audiometry (or performed a hearing test from the app itself). Usound allows proper hearing in remote transmission of audio, video and audio files. usound.com.ar



Biglauncher. Through an interface, this initiative changes the screen colors, contrast, size, etc., for people with visual impairment and / or elderly. www.biglauncher.com/es



Insane Logic. iPad apps for the education of persons with speech or learning difficulties. Insane Logic builds communication tools available to give voice to those struggling to make themselves understood. www.mychoicepad.com



Remote Assistant. Geolocation system of relatives/friends with visual disabilities, in order to know where they are. It also incorporates a video for the carer in order to let him/she see where the user is going. In addition, the smartphone itself detects obstacles and warns the user via vibrations. www.mapzproject.org



Radio Me. Amplía y facilita las oportunidades para comunicarse de personas de más edad.



'Walker +', developed with the Universidad Carlos III in Madrid, will allow people with disabilities, especially children with cerebral palsy, to walk!

Outstanding products and services developed in 2013

Radio Me

This is a service that was created to contribute to bridging the digital divide for the older population and people who, for various reasons, are not active users of technology. It allows voice messages to be received and sent through WhatsApp- or Line-type messaging applications, without needing to use a smartphone. The design and functions of the service were designed for this type of user. Through a device as familiar as the radio and by just pressing two buttons, older people and those who are not used to technology connect simply and intuitively with their family and friends. Older people do not need to learn to use any new technology or face unfamiliar screens, nor are they required to master or know how to handle the functions of a smartphone, a requirement which in many cases leads them to reject and abandon the idea.

Radio Me expands and facilitates communication opportunities for older people and those not familiar with technology, offering them the possibility of integration through using the new forms of social communication as a door to enter the world of digital services.

Whatscine

This is a tool created with Universidad Carlos III in Madrid which allows people who are deaf and blind to enjoy the cinema through an accessibility system. To access this experience, the user just has to download the free app and install it.

Once at the cinema, which must have already installed the accessibility platform, the user connects to the integrated Wi-Fi network in the cinema and chooses the subtitle options (English or Spanish), subtitles for deaf people, audio description or Spanish sign language, depending on the user's needs.

In 2013, Telefónica celebrated the 40th anniversary of ATAM, Telefónica's social entity which is an expert in people, disability and dependence, boasting 34 participant firms and over 52,000 partners among its active

In this way, people who are deaf can access subtitles or translate narration in a foreign language, or if they prefer they can see an image showing a Spanish sign language translator that is synchronised with the film's dialogue. People who are blind can also enjoy the films through audio.

112 Service

One of the greatest demands of people with disabilities is having safe, swift access to the emergency services. To this end, Telefónica signed an agreement with the 112 Emergency Call Handling Service in Catalonia and the Catalanian Federation for the Deaf to develop an application aimed at this group.

The application contains three pictograms that represent the most common emergency requirements: the police, the fire service and emergency medical assistance. These in turn indicate situations of abuse, aggressions, fires, robberies, domestic accidents and health problems. It also includes videos that offer advice to minimise the risks while the emergency services are on their way.

Additionally, users can have their data registered previously so that in any situation they can be geolocated by the emergency services via the 112 system.

The Walker + project has been developed as part of the Telefónica Chair at the Universidad de Alcalá de Henares in Madrid. This device allows people with disabilities, especially children affected by cerebral palsy, to walk. Thanks to this equipment, children can walk around their school playground, their home or the park.

The walker consists of a harness which is adjustable for different heights and weights, which is placed on the child's body and rests on a metallic structure that supports the child's weight. With a slight push, the child can move around easily. The system also incorporates two buttons which are associated with an electronic system and allow voice messages to be activated and lights to be turned on or off, or which can be used as a computer mouse, enabling interaction with their surroundings.

Other Initiatives

In addition to these services which were launched in 2013, Telefónica continued to offer accessible terminals, bills in large type or Braille (requested through the 1004 telephone service), the Spanish sign language remote interpretation platform and the intermediation centre in an alliance with the Ministry of Health, Social Policy and Equality.

It continued to train employees in customer care for people with disabilities and to work within the framework of the Telefónica Ability Awards to continue to promote the mainstreaming of disability in all types of business.

Along these lines, in 2013 the Ability Club organised jointly with the BBVA Premios Integra awards a workshop to promote purchasing from special employment centres (*Centros Especiales de Empleo*, or CEEs) and make contact with firms interested in this type of social procurement from CEEs.

In 2014, Telefónica has launched the third edition of the Telefónica Ability Awards, to continue increasing the ecosystem of organisations that work in favour of finding the value of disability in business models.

Also in 2013, Telefónica celebrated the 40th anniversary of ATAM, the social entity at Telefónica which is an expert in people, disability and dependence, boasting 34 participant firms and over 52,000 partners among its active employees. The aim of the Association is to enable people with disabilities to have better access to employment, as it understands this to be a key aspect of full integration. Under the principles of its enabling model, it works so that people with disabilities can develop professionally.

ATAM has an individual aid system which reduces the financial cost involved in having a disability. In 2013, it awarded 3,719 subsidies to 2,179 people for a total amount of €6,897,015 and overall almost 16,000 people throughout Spain benefited from the work of the ATAM through two basic lines of activity: assistance to families and integration into the workforce.