

TELEFONICA S A  
Form 20-F  
March 29, 2012

As filed with the Securities and Exchange Commission on March 29, 2012

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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FORM 20-F

(Mark One)

- REGISTRATION STATEMENT PURSUANT TO SECTION 12(b)  
OR (g) OF THE SECURITIES EXCHANGE ACT OF 1934  
OR
- ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934  
For the fiscal year ended December 31, 2011  
OR
- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934  
For the transition period from \_\_\_\_\_ to \_\_\_\_\_  
OR
- SHELL COMPANY REPORT PURSUANT TO SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934

Commission file number: 001-09531

TELEFÓNICA, S.A.  
(Exact name of Registrant as specified in its charter)

KINGDOM OF SPAIN  
(Jurisdiction of incorporation or organization)

Distrito Telefónica, Ronda de la Comunicación, s/n  
28050 Madrid, Spain  
(Address of principal executive offices)

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(Name, Telephone, E-Mail and/or Facsimile number and Address of Company Contact Person)

Securities registered or to be registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
Ordinary Shares, nominal value €1.00 per share*	New York Stock Exchange
American Depositary Shares, each representing one Ordinary Share	New York Stock Exchange
Guarantees** by Telefónica, S.A. of the \$750,000,000 Fixed Rate Guaranteed Senior Notes Due 2013; \$850,000,000 Floating Rate Guaranteed Senior Notes Due 2013; \$1,200,000,000 Fixed Rate Guaranteed Senior Notes Due 2013; \$1,250,000,000 Fixed Rate Notes Due 2015; \$900,000,000 Fixed Rate Guaranteed Senior Notes Due 2015; \$1,250,000,000 Fixed Rate Guaranteed Senior Notes Due 2016; \$1,250,000,000 Fixed Rate Guaranteed Senior Notes Due 2016; \$700,000,000 Fixed Rate Guaranteed Senior Notes Due 2017; \$1,000,000,000 Fixed Rate Notes Due 2019; \$1,400,000,000 Fixed Rate Guaranteed Senior Notes Due 2020; \$1,500,000,000 Fixed Rate Guaranteed Senior Notes Due 2021; \$2,000,000,000 Fixed Rate Guaranteed Senior Notes Due 2036; each of Telefónica Emisiones, S.A.U.	New York Stock Exchange

\*Not for trading, but only in connection with the listing of American Depositary Shares, pursuant to the requirements of the New York Stock Exchange.

\*\*Not for trading, but only in connection with the listing of the \$750,000,000 Fixed Rate Guaranteed Senior Notes Due 2013; \$850,000,000 Floating Rate Guaranteed Senior Notes Due 2013; \$1,200,000,000 Fixed Rate Guaranteed Senior Notes Due 2013; \$1,250,000,000 Fixed Rate Notes Due 2015; \$900,000,000 Fixed Rate Guaranteed Senior Notes Due 2015; \$1,250,000,000 Fixed Rate Guaranteed Senior Notes Due 2016; \$1,250,000,000 Fixed Rate Guaranteed Senior Notes Due 2016; \$700,000,000 Fixed Rate Guaranteed Senior Notes Due 2017; \$1,000,000,000 Fixed Rate Notes Due 2019; ; \$1,400,000,000 Fixed Rate Guaranteed Senior Notes Due 2020; \$1,500,000,000 Fixed Rate Guaranteed Senior Notes Due 2021; \$2,000,000,000 Fixed Rate Guaranteed Senior Notes Due 2036; each of Telefónica Emisiones, S.A.U. (a wholly-owned subsidiary of Telefónica, S.A.)

Securities registered or to be registered pursuant to Section 12(g) of the Act: None

Securities for which there is a reporting obligation pursuant to Section 15(d) of the Act: None

The number of outstanding shares of each class of capital stock of Telefónica, S.A. at December 31, 2011 was:

Ordinary Shares, nominal value €1.00 per share: 4,563,996,485

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.

Yes  No

If this report is an annual or transition report, indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934.

Yes  No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (Section 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer" and "large accelerated filer" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer  Non-accelerated filer

Indicate by check mark which basis of accounting the registrant has used to prepare the financial statements included in this filing:

U.S. GAAP  International Financial Reporting Standards as Issued by the international Accounting Standards Board  Other

If "Other" has been checked in response to the previous question, indicate by check mark which financial statement item the registrant has elected to follow.

Item 17  Item 18

If this is an annual report indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes o Nox



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CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This Annual Report contains statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this Annual Report can be identified, in some instances, by the use of words such as “will,” “expect,” “aim,” “hope,” “anticipate,” “intend,” “believe” and similar language or the negative thereof or by the forward-looking nature of discussions of strategy, plans or intentions. These statements appear in a number of places in this Annual Report including, without limitation, certain statements made in “Item 3. Key Information—Risk Factors,” “Item 4. Information on the Company,” “Item 5. Operating and Financial Review and Prospects” and “Item 11. Quantitative and Qualitative Disclosures About Market Risk” and include statements regarding our intent, belief or current expectations with respect to, among other things:

- the effect on our results of operations of competition in telecommunications markets;
- trends affecting our financial condition or results of operations;
- acquisitions or investments which we may make in the future;
  - our capital expenditures plan;
  - our estimated availability of funds;
- our ability to repay debt with estimated future cash flows;
- our shareholder remuneration policies;
- supervision and regulation of the telecommunications sectors where we have significant operations;
  - our strategic partnerships; and
- the potential for growth and competition in current and anticipated areas of our business.

Such forward-looking statements are not guarantees of future performance and involve numerous risks and uncertainties, and actual results may differ materially from those anticipated in the forward-looking statements as a result of various factors. The risks and uncertainties involved in our business that could affect the matters referred to in such forward-looking statements include but are not limited to:

- changes in general economic, business or political conditions in the domestic or international markets in which we operate or have material investments that may affect demand for our services;
- changes in currency exchange rates, interest rates or in credit risk in our treasury investments or in some of our financial transactions;
  - existing or worsening conditions in the international financial markets;
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the impact of current, pending or future legislation and regulation in countries where we operate, as well as any failure to renew or obtain the necessary licenses, authorizations and concessions to carry out our operations and the impact of limitations in spectrum capacity;

- the actions of existing and potential competitors in each of our markets as well as the potential effects of technological changes;
  - failure of suppliers to provide necessary equipment and services on a timely basis;
  - the impact of unanticipated network interruptions;

- the effect of reports suggesting that radio frequency emissions cause health problems;
- the impact of impairment charges on our goodwill and assets as a result of changes in the regulatory, business or political environment; and
  - the outcome of pending litigation.

Readers are cautioned not to place undue reliance on those forward-looking statements, which speak only as of the date of this Annual Report. We undertake no obligation to release publicly the result of any revisions to these forward-looking statements which may be made to reflect events or circumstances after the date of this Annual Report including, without limitation, changes in our business or acquisition strategy or planned capital expenditures, or to reflect the occurrence of unanticipated events.

## CERTAIN TERMS AND CONVENTIONS

Our ordinary shares, nominal value €1.00 per share, are currently listed on each of the Madrid, Barcelona, Bilbao and Valencia stock exchanges and are quoted through the Automated Quotation System under the symbol “TEF.” They are also listed on various foreign stock exchanges such as the London and Buenos Aires stock exchanges. American Depositary Shares (“ADSs”), each representing the right to receive one ordinary share, are listed on the New York Stock Exchange and on the Lima Stock Exchange. ADSs are evidenced by American Depositary Receipts (“ADRs”) issued under a Deposit Agreement with Citibank, N.A., as Depositary. During 2011 our shares were delisted from the Tokyo Stock Exchange, and our BDRs were delisted from the Sao Paulo Stock Exchange.

As used herein, “Telefónica,” “Telefónica Group,” “Group” and terms such as “we,” “us” and “our” mean Telefónica, S.A. and its consolidated subsidiaries, unless the context requires otherwise.

As used herein, “Atento” means Atento Holding, Inversiones y Teleservicios, S.A. and its consolidated subsidiaries, unless the context requires otherwise.

Below are definitions of certain technical terms used in this Annual Report:

- “Access” refers to a connection to any of the telecommunications services offered by us. We present our customer base using this model because the integration of telecommunications services in bundled service packages has changed the way residential and corporate customers contract for our services. Because a single customer may contract for multiple services, we believe it is more accurate to count the number of accesses, or services a customer has contracted for, as opposed to only counting the number of our customers. For example, a customer that has fixed line telephony service and broadband service represents two accesses rather than a single customer. In addition, we fully count the accesses of all companies over which we exercise control. The following are the main categories of accesses:
  - Fixed telephony accesses: includes public switched telephone network, or PSTN, lines (including public use telephony), and integrated services digital network, or ISDN, lines and circuits. For purposes of calculating our number of fixed line accesses, we multiply our lines in service as follows: PSTN (x1); basic ISDN (x1); primary ISDN (x30, x20 or x10); 2/6 digital accesses (x30).
  - Internet and data accesses: includes broadband accesses (retail asymmetrical digital subscriber line “ADSL,” very high bit-rate digital subscriber line “VDSL”, satellite, fiber optic and circuits over 2 Mbps), narrowband accesses (Internet service through the PSTN lines) and other accesses, including the remaining non-broadband final client circuits. “Naked ADSL” allows customers to subscribe for a broadband connection without a monthly fixed line fee.
    - Pay TV: includes cable TV, direct to home satellite TV, or DTH, and Internet Protocol TV, or IPTV.
  - Mobile accesses: includes accesses to mobile network for voice and/or data services (including connectivity). Mobile broadband includes Internet access from devices used to make voice calls and smartphones (mobile Internet), and Internet access from devices that complement fixed broadband, such as PCCards/dongles, and enable large amounts of data to be downloaded on the move (mobile connectivity). Mobile accesses are categorized into contract and prepaid accesses.
  - Unbundled local loop, or ULL: includes accesses to both ends of the copper local loop leased to other operators to provide voice and DSL services (fully unbundled loop, fully UL) or only DSL service (shared unbundled loop, “shared UL”).

- Wholesale ADSL: means wholesale asymmetrical digital subscriber line.
- Other: includes other circuits for other operators.

Certain technical terms used with respect to our business are as follows:

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- “ARPU” is the average revenues per user per month. ARPU is calculated by dividing total service revenues (excluding inbound roaming revenues) from sales to customers for the preceding 12 months by the weighted average number of accesses for the same period, and then divided by 12 months. ARPU is calculated using gross service revenues before deduction of wholesale discounts.
  - “CDMA” means Code Division Multiple Access, which is a type of radio communication technology.
- “Cloud computing” is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a utility over a network (typically the Internet).
- “Commercial activity” includes the addition of new lines, replacement of handsets, migrations and changes in types of contracts.
  - “Customer revenue” means service revenues less interconnection revenues.
- “Duo bundle” means broadband plus voice and/or TV service. We measure “duo bundles” in terms of units, where each bundle of broadband and voice service counts as one unit.
- “Digital Dividend” refers to the amount of spectrum that will be freed up in the switchover from analogue to digital terrestrial TV.
- “FTTx” is a generic term for any broadband network architecture that uses optical fiber to replace all or part of the metal local loop typically used for the last mile of telecommunications wiring.
  - “Final client accesses” means accesses provided to residential and corporate clients.
  - “Gross adds” means the gross increase in the customer base measured in terms of accesses in a period.
- “HSDPA” means High Speed Downlink Packet Accesses, which is a 3G mobile telephony communications protocol in the High-Speed Packet Access (HSPA) family, which allows networks based on UMTS to have higher data transfers speeds and capacity.
- “Interconnection revenues” means revenues received from other operators which use our networks to connect to our customers.
  - “ISP” means Internet service provider.
- “IT”, or information technology, is the acquisition, processing, storage and dissemination of vocal, pictorial, textual and numerical information by a microelectronics-based combination of computing and telecommunications.
  - “LMDS” means local multipoint distribution service.
  - “LTE” means Long Term Evolution, a mobile access technology.
- “Local loop” means the physical circuit connecting the network termination point at the subscriber’s premises to the main distribution frame or equivalent facility in the fixed public telephone network.

- “M2M”, or machine to machine, refers to technologies that allow both mobile and wired systems to communicate with other devices of the same ability.
- “MVNO” means mobile virtual network operator, which is a mobile operator that is not entitled to use spectrum for the provision of mobile services. Consequently, an MVNO must subscribe to an access agreement with a mobile network operator in order to provide mobile access to their customers. An MVNO pays such mobile network operator for using the infrastructure to facilitate coverage to their customers.

- “Net adds” means the difference between the customer base measured in terms of accesses at the end of the period and the beginning of the period.
  - “Non SMS data revenues” means data revenues excluding SMS revenues.
  - “OTT (over the top) services” means TV services over the Internet.
- “Push to talk” is a method of conversing over half-duplex communication lines, including two-way radio, using a button to switch from voice reception mode to transmit mode.
  - “Revenues” means net sales and revenues from rendering of services.
  - “Service revenues” means revenues less revenues from handset sales.
- “Traffic” means voice minutes used by our customers over a given period, both outbound and inbound. On-net traffic is only included once (outbound), and promotional traffic (free minutes included in commercial promotions) is included. Traffic not associated with our mobile customers (roaming-in; MVNOs; interconnection of third parties and other business lines) is excluded. To arrive at the aggregate traffic for a given period, the individual components of traffic are not rounded.
  - “Trio bundle” means broadband plus voice service plus TV. We measure “trio bundles” in terms of units, where each bundle of broadband, voice service and TV counts as one unit.
    - “UMTS” means Universal Mobile Telecommunications System.
    - “VoIP” means voice over Internet protocol.
- “Wholesale accesses” means accesses we provide to our competitors, who then sell services over such accesses to their residential and corporate clients.

In this Annual Report we make certain comparisons in local currency or on a “constant euro basis” or “excluding foreign exchange rate effects” in order to present an analysis of the development of our results of operations from year-to-year without the effects of currency fluctuations. To make comparisons on a local currency basis, we compare financial items in the relevant local currency for the periods indicated as recorded in the relevant local currency for such periods. To make comparisons on a “constant euro basis” or “excluding foreign exchange rate effects,” we convert the relevant financial item into euro using the prior year’s average euro to relevant local currency exchange rate. In addition, we present certain financial information excluding the effects of Venezuela being considered a hyperinflationary economy in 2009, 2010 and 2011 by eliminating all adjustments made as a result of such consideration.

PRESENTATION OF CERTAIN FINANCIAL INFORMATION

In this Annual Report, references to “US dollars,” “dollars” or “\$,” are to United States dollars, references to “pounds sterling,” “sterling” or “£” are to British pounds sterling, references to “reais” refer to Brazilian reais and references to “euro” or “€” are the single currency of the participating member states in the Third Stage of the European Economic and Monetary Union pursuant to the treaty establishing the European Community, as amended from time to time.

Our consolidated financial statements as of December 31, 2010 and 2011, and for the years ended December 31, 2009, 2010 and 2011 included elsewhere in this Annual Report including the notes thereto (the “Consolidated Financial Statements”), are prepared in conformity with International Financial Reporting Standards (“IFRS”) as issued by the International Accounting Standards Board (“IASB”).



PART I

Item 1. Identity of Directors, Senior Management and Advisors

A. Directors and Senior Management

Not applicable.

B. Advisers

Not applicable.

C. Auditors

Not applicable.

Item 2. Offer Statistics and Expected Timetable

Not applicable.

Item 3. Key Information

A. Selected Financial Data

The following table presents certain selected consolidated financial data. It is to be read in conjunction with “Item 5. Operating and Financial Review and Prospects” and the Consolidated Financial Statements. The consolidated income statement and cash flow data for the years ended December 31, 2009, 2010 and 2011 and the consolidated statement of financial position data as of December 31, 2010 and 2011 set forth below are derived from, and are qualified in their entirety by reference to the Consolidated Financial Statements. The consolidated income statement and cash flow data for the years ended December 31, 2007 and 2008 and the consolidated statement of financial position data as of December 31, 2007, 2008 and 2009 set forth below are derived from Telefónica, S.A.’s consolidated financial statements for such years, which are not included herein.

Our Consolidated Financial Statements have been prepared in accordance with IFRS as issued by the IASB.

The basis of presentation and principles of consolidation are described in detail in Notes 2 and 3(q), respectively, to our Consolidated Financial Statements.

	As of or for the year ended December 31,				
	2007	2008	2009	2010	2011
	(in millions of euro, except share and per share data)				
Revenues	56,441	57,946	56,731	60,737	62,837
Other income	4,264	1,865	1,645	5,869	2,107
Supplies	(17,907 )	(17,818 )	(16,717 )	(17,606 )	(18,256 )
Personnel expenses	(7,893 )	(6,762 )	(6,775 )	(8,409 )	(11,080 )
Other expenses	(12,081 )	(12,312 )	(12,281 )	(14,814 )	(15,398 )
Depreciation and amortization	(9,436 )	(9,046 )	(8,956 )	(9,303 )	(10,146 )
Operating income	13,388	13,873	13,647	16,474	10,064
Share of profit (loss) of associates	140	(161 )	47	76	(635 )
Net finance expense	(2,851 )	(2,821 )	(2,767 )	(2,537 )	(2,782 )
Net exchange differences	7	24	(540 )	(112 )	(159 )
Net financial expense	(2,844 )	(2,797 )	(3,307 )	(2,649 )	(2,941 )
Profit before tax from continuing operations	10,684	10,915	10,387	13,901	6,488
Corporate income tax	(1,565 )	(3,089 )	(2,450 )	(3,829 )	(301 )
Profit for the year from continuing operations	9,119	7,826	7,937	10,072	6,187
Profit after taxes from discontinued operations	—	—	—	—	—
Profit for the year	9,119	7,826	7,937	10,072	6,187
Non-controlling interests	(213 )	(234 )	(161 )	95	(784 )
Profit for the year attributable to equity holders of the parent	8,906	7,592	7,776	10,167	5,403
Weighted average number of shares (thousands)	4,758,707	4,645,852	4,552,656	4,522,228	4,511,165
Basic and diluted earnings per share from continuing operations attributable to equity holders (euro)(1)	1.87	1.63	1.71	2.25	1.20
Basic and diluted earnings per share attributable to equity holders of the parent (euro)(1)	1.87	1.63	1.71	2.25	1.20
Earnings per ADS (euro)(1)(2)	1.87	1.63	1.71	2.25	1.20
Weighted average number of ADS (thousands)(2)	4,758,707	4,645,852	4,552,656	4,522,228	4,511,165
Cash dividends per ordinary share (euro)	0.65	0.90	1.00	1.30	1.52
<b>Consolidated Statement of Financial Position</b>					
<b>Data</b>					
Cash and cash equivalents	5,065	4,277	9,113	4,220	4,135
Property, plant and equipment	32,460	30,545	31,999	35,797	35,463
Total assets	105,873	99,896	108,141	129,775	129,623
Non-current liabilities	58,044	55,202	56,931	64,599	69,662
Equity (net)	22,855	19,562	24,274	31,684	27,383
Capital stock	4,773	4,705	4,564	4,564	4,564
<b>Consolidated Cash Flow Data</b>					
Net cash from operating activities	15,551	16,366	16,148	16,672	17,483
Net cash used in investing activities	(4,592 )	(9,101 )	(9,300 )	(15,861 )	(12,497 )
Net cash used in financing activities	(9,425 )	(7,765 )	(2,281 )	(5,248 )	(4,912 )

- (1) The per share and per ADS computations for all periods presented have been presented using the weighted average number of shares and ADSs, respectively, outstanding for each period, and have been adjusted to reflect the stock dividends which occurred during the periods presented, as if these had occurred at the beginning of the earliest period presented.
- (2) Until January 20, 2011, each ADS represented the right to receive three ordinary shares. Since January 21, 2011, each ADS represents the right to receive one ordinary share. The above figures have been restated accordingly. Figures do not include any charges of the Depositary.

## Exchange Rate Information

As used in this Annual Report, the term “Noon Buying Rate” refers to the rate of exchange for euro, expressed in U.S. dollars per euro, in the City of New York for cable transfers payable in foreign currencies as certified by the Federal Reserve Bank of New York for customs purposes. The Noon Buying Rate certified by the New York Federal Reserve Bank for the euro on March 23, 2012 was \$1.3263 = €1.00. The following tables describe, for the periods and dates indicated, information concerning the Noon Buying Rate for the euro. Amounts are expressed in U.S. dollars per €1.00.

Year ended December 31,	Period end	Noon Buying Rate		
		Average (1)	High	Low
2007	1.4603	1.3797	1.4862	1.2904
2008	1.3919	1.4698	1.6010	1.2446
2009	1.4332	1.3955	1.5100	1.2547
2010	1.3269	1.3261	1.4536	1.1959
2011	1.2973	1.4002	1.3875	1.2926
2012 (through March 23, 2012)	1.3263	1.3105	1.3463	1.2682

Source: Federal Reserve Bank of New York.

(1) The average of the Noon Buying Rates for the euro on the last day reported of each month during the relevant period.

Month ended	Noon Buying Rate	
	High	Low
September 30, 2011	1.4283	1.3446
October 31, 2011	1.4172	1.3281
November 30, 2011	1.3803	1.3244
December 31, 2011	1.3487	1.2926
January 31, 2012	1.3192	1.2682
February 29, 2012	1.3463	1.3087
March 31, 2012 (through March 23, 2012)	1.3320	1.3025

Source: Federal Reserve Bank of New York.

Monetary policy within the member states of the euro zone is set by the European Central Bank. The European Central Bank has set the objective of containing inflation and will adjust interest rates in line with this policy without taking account of other economic variables such as the rate of unemployment. It has further declared that it will not set an exchange rate target for the euro.

Our ordinary shares are quoted on the Spanish stock exchanges in euro. Currency fluctuations may affect the dollar equivalent of the euro price of our shares listed on the Spanish stock exchanges and, as a result, the market price of our ADSs, which are listed on the New York Stock Exchange. Currency fluctuations may also affect the dollar amounts received by holders of ADSs on conversion by the depositary of any cash dividends paid in euro on the

underlying shares.

Our consolidated results are affected by fluctuations between the euro and the currencies in which the revenues and expenses of some of our consolidated subsidiaries are denominated (principally the Brazilian real, the pound sterling, the Venezuelan Bolivar fuerte (see Note 2 to our Consolidated Financial Statements), the Argentine peso, the Chilean peso, the Czech koruna (crown), the Peruvian nuevo sol, the Mexican peso and the Colombian peso).

B. Capitalization and Indebtedness

Not applicable.

C. Reasons for the Offer and Use of Proceeds

Not applicable.

D. Risk Factors

In addition to the other information contained in this Annual Report, prospective investors should carefully consider the risks described below before making any investment decision. The risks described below are not the only ones that we face. Additional risks not currently known to us or that we currently deem immaterial may also impair our business and results of operations. Our business, financial condition, results of operations and cash flow could be materially adversely affected by any of these risks, and investors could lose all or part of their investment.

Risks Relating to Our Business

A material portion of our operations and investments are located in Latin America, and we are therefore exposed to risks inherent in operating and investing in Latin America.

At December 31, 2011, approximately 48.5% of our assets were located in our Latin America segment. In addition, approximately 46.5% of our revenues for 2011 were derived from our Latin American segment operations. At December 31, 2011, 54.5% of Latin America assets and 49.0% of Latin America revenues were derived from our operations in Brazil. Our business is thus particularly sensitive to any of the risks relating to Latin America discussed in this section to the extent they arise or manifest themselves in Brazil. Our operations and investments in Latin America (including the revenues generated by these operations, their market value and the dividends and management fees expected to be received therefrom) are subject to various risks linked to the economic, political and social conditions of these countries, including risks related to the following:

- government regulation or administrative policies may change unexpectedly, including changes that modify the terms and conditions of concessions and their renewal, which could negatively affect our interests in such countries;
- the effects of inflation or currency depreciation or currency restrictions and other restraints on transfers of funds that may be imposed;
- governments may expropriate or nationalize assets or increase their participation in the economy and companies; and
  - economic downturns, political instability and civil disturbances may negatively affect our operations.

Our financial condition and results of operations may be adversely affected if we do not effectively manage our exposure to foreign currency exchange rate, interest rate or financial investment risks.

We are exposed to various types of market risk in the normal course of our business, including, above all, the impact of changes in interest rates of foreign currency exchange rates. We use a variety of strategies to manage this risk, mainly through the use of financial derivatives, which themselves are susceptible to risks, including counterparty risk. Our risk management strategies may not achieve their desired effect, which could adversely affect our business, financial condition and results of operations.

For a more detailed description of our financial derivatives transactions, see “Item 11. Quantitative and Qualitative Disclosures about Market Risk” and Note 16 to our Consolidated Financial Statements.

Adverse economic conditions could reduce purchases of our products and services.

Our business is impacted by general economic conditions in each of the countries in which we operate. The current uncertainty about whether the economic recovery will continue may negatively affect the level of demand of existing and prospective customers, as our services may not be deemed critical for these customers. The principal macroeconomic factors that could have an adverse impact on consumption and, accordingly, demand for our services include access to credit, unemployment rates, consumer confidence and other general macroeconomic factors.

Existing or worsening conditions in the international financial markets may limit our ability to carry out our business plan.

The operation, expansion and upgrading of our networks, the development and distribution of our services as well as the development and implementation of new technologies or license award renewal processes, require substantial financing.

International financial markets continue to be affected by current uncertainties surrounding the pace of economic recovery, the health of the international banking system and increasing concerns regarding burgeoning public deficits in certain European countries. Worsening conditions in the international credit markets due to any of these factors may make it more difficult and more expensive to refinance our financial debt (at December 31, 2011, our net average debt scheduled to mature in the next six years was approximately €6,850 million per year) or to incur additional debt, if needed.

In addition, if our credit ratings were downgraded, our capacity to raise capital in the international capital markets could be impaired, in terms of access and cost. Although following recent downgrades in our long-term debt we have successfully tapped the capital markets in several instances, we can give no assurance regarding our ability to raise capital in the international capital markets on a timely basis or at all, or at interest rates acceptable to us.

Furthermore, market conditions may make it more difficult to renew our unused bilateral credit facilities, 24% of which as of December 31, 2011 are scheduled to mature prior to December 31, 2012. Finally, the current financial situation may also make it more difficult and costly for us to raise additional equity capital.

#### Risks Relating to Our Industry

We operate in a highly regulated industry, which could adversely affect our businesses, and we depend on government concessions.

As a multinational telecommunications company that operates in regulated markets, we are subject to different laws and regulations in each of the jurisdictions in which we provide services. Such laws and regulations are promulgated and enforced to varying degrees by supranational regulators such as the European Union and national, state, regional and local authorities. Regulation is particularly strict in the markets of those countries in which we hold a significant market position. In this respect, regulatory authorities regularly intervene in the retail and wholesale offering and pricing of our products and services and throughout 2011 generally placed downward pressure on wholesale and retail voice rates, roaming rates, termination rates and SMS messaging rates. Additional regulations could require us to further reduce roaming prices and termination rates in mobile and/or fixed line networks, require us to offer access to our network to other operators and result in the imposition of fines if we fail to fulfill our service commitments. Such regulations and regulatory actions could place significant competitive and pricing pressure on our operations, and could have a material adverse effect on our business, financial condition, results of operations and cash flow.

We provide most of our services under licenses, authorizations and concessions and, as such, are substantially dependent upon them. Regulatory authorities may adopt further regulations or take additional actions that could adversely affect us, including revocation of or failure to renew any of our licenses, authorizations or concessions, implementation of changes to the spectrum allocated to us or the granting of new licenses, authorizations or concessions to our competitors to offer services in the relevant markets. While we pursue license renewals to the extent provided by their contractual terms, we cannot guarantee that we will always complete this process successfully or on beneficial terms for us. In many cases we must satisfy certain obligations, including, among others, minimum specified quality standards, service and coverage conditions and capital investment thresholds in order to qualify for



renewal. Failure to comply with these obligations could result in the imposition of fines or even revocation or forfeiture of the license, authorization or concession.

In addition, because we hold a leading market share in many of the counties where we operate, we could face regulatory actions by antitrust or competition authorities. These authorities could prohibit us from taking further actions such as making further acquisitions or continuing to engage in particular practices or impose fines or other

penalties on us, which, if significant, could result in loss of market share and harm to our financial performance and future growth.

For further information regarding the matters discussed above and other aspects of the regulatory environments in which our businesses operate, see “Item 4. Information on the Company—Business Overview—Regulation.”

We operate in highly competitive markets and the industry in which we operate is subject to rapid technological changes, which requires us to continuously adapt to such changes and to upgrade our existing networks.

We operate in markets that are highly competitive and subject to constant technological development. Therefore, we are subject to the effects of actions by competitors in these markets and rely on our ability to anticipate and adapt to constant technological changes taking place in the industry. To compete effectively with our competitors, we need to successfully market our products and services and respond to both commercial actions by competitors and other competitive factors affecting these markets, anticipating and adapting promptly to technological changes, changes in consumer preferences and general economic, political and social conditions. Failure to do so effectively could have an adverse impact on our business, results of operations and financial condition. See “Item 4. Information on the Company—Business Overview—Competition.”

New products and technologies arise constantly while the development of existing products and technologies can render obsolete the products and services we offer and the technologies we use. This can force us to investment in the development of new products, technology and services so that we can continue to compete effectively with current or future competitors. Such investments can reduce the revenue margins we obtain. In this respect, margins from traditional voice and data business are shrinking, while new sources of revenues are arising from mobile Internet. One technology that telecommunications operators, including us (in Spain and Latin America), are focused on is the new FTTx-type network, which offers broadband access using optical fiber with superior services, such as high speed Internet and HD television services. However, significant investment is required to deploy these networks, which entails fully or partially substituting the copper wire with fiber optic cables. Currently, minimal demand for the capabilities offered by these new networks to end users could make it difficult to quantify the return on investment and justify the high investment. In addition, many of these networks upgrade tasks and the ability to offer new products or services are not entirely under our control and may be affected by applicable regulations.

Spectrum capacity may become a limiting and costly factor.

Our mobile operations in a number of countries may rely on spectrum availability. Failure to obtain sufficient or adequate spectrum coverage and the costs related to obtaining this capacity could have a material adverse impact on the quality of our services, on our ability to provide new services and on our cash flow, adversely affecting our business, financial condition and results of operations. For further information regarding the matters discussed above and other aspects of the regulatory environments in which our businesses operate, see “Item 4. Information on the Company—Business Overview—Regulation—Licenses and Concessions.”

Our business could be adversely affected if our suppliers fail to provide necessary equipment and services on a timely basis.

As a mobile and fixed telephony operator and provider of telecommunications services and products, we like other companies in the industry we depend upon a small number of major suppliers for essential products and services, mainly network infrastructure and mobile handsets. These suppliers may, among other things, extend delivery times, raise prices and limit supply due to their own shortages and business requirements. If these suppliers fail to deliver products and services on a timely basis, it could jeopardize our network deployment and expansion plans, which could

adversely affect our ability to satisfy our license terms and requirements and have a material, adverse effect on our businesses, results of operations and financial condition.

We may be adversely affected by unanticipated network interruptions.

Unanticipated network interruptions as a result of system failures whether accidental or otherwise, including due to network, hardware or software failures, which affect the quality of or cause an interruption in our service, could result in customer dissatisfaction, reduced revenues and traffic and costly repairs, penalties or other measures

imposed by regulatory authorities, and could harm our reputation. We attempt to mitigate these risks through a number of measures, including backup systems and protective systems such as firewalls, virus scanners and building security. However, these measures are not effective under all circumstances and cannot avert every action or event that could damage or disrupt our technical infrastructure. Although we carry business interruption insurance, our insurance policy may not provide coverage in amounts sufficient to compensate us for any losses we may incur.

The mobile industry may be harmed by concerns stemming from actual or perceived health risks associated with radio frequency emissions.

Currently, there is significant public concern regarding alleged potential effects of electromagnetic fields emitted by mobile telephones and base stations on human health. This concern has caused certain governments and administrations to take measures that have hindered the deployment of the infrastructure necessary to ensure quality of service and has affected the deployment criteria of new networks.

In May 2011, the specialized body of the World Health Organization for research on cancer (IARC) classified electromagnetic fields of mobile telephony as “possibly carcinogenic,” a classification which also includes products such as coffee and pickled foods. The World Health Organization subsequently indicated, in fact sheet no. 193, published in June 2011, that to date it cannot be confirmed that the use of a mobile telephone has adverse effects on health, although it also announced that in 2012 an official assessment of this risk will be conducted, taking into account all scientific evidence available.

We have devised plans to help assure compliance with codes of good practices and relevant regulations in the various countries in which we operate. Nevertheless, this concern may affect our ability to capture or retain customers, may discourage the use of the mobile telephone and may result in the adoption of new measures by governments or any other regulatory interventions, any of which could materially and adversely affect our business, results of operations and financial condition.

Developments in the telecommunications sector have resulted, and may in the future result, in substantial write-downs of the carrying value of certain of our assets.

We review on an annual basis or more frequently where the circumstances require, the value of each of our assets and cash generating units to assess whether their carrying values can be supported by the future cash flows expected to be derived from such assets and cash generating units, considering in some cases synergies included in their acquisition costs. Changes in the regulatory, business, economic or political environment may result in the necessity of recognizing impairment charges on our goodwill, intangible assets or fixed assets.

Although the recognition of impairments of tangible, intangible and financial assets result in a non-cash charge on the income statement, such charge would adversely affect our results of operations and consequently, our ability to achieve our growth targets. For example, we have faced several corrections regarding the value of certain of our assets that have impacted our results of operations for the year in which the corrections were made. In 2011, an impairment loss was recognized on our stake in Telco, S.p.A., which, among other effects, resulted in a negative impact of €620 million, reducing the value of our stake in Telecom Italia, S.p.A. This value is evaluated at each reporting date for indications of impairment losses.

#### Other Risks

We are involved in disputes and litigation with regulators, competitors and third parties.

We are party to lawsuits and other legal, regulatory and antitrust proceedings in the ordinary course of our business, the final outcome of which is generally uncertain. An adverse outcome in, or any settlement of, these or other proceedings that may be asserted in the future may have a material adverse effect on our business, financial condition, results of operations and cash flow.

For a more detailed description of current legal proceedings, see “Item 8. Financial Information—Legal Proceedings.”

Item 4. Information on the Company

A. History and Development of the Company

Overview

Telefónica, S.A., is a corporation duly organized and existing under the laws of the Kingdom of Spain, incorporated on April 19, 1924. We are:

- a diversified telecommunications group which provides a comprehensive range of services through one of the world's largest and most modern telecommunications networks;
- focused on providing telecommunications services; and
- present principally in Europe and Latin America.

The following significant events occurred in 2011:

- On January 23, 2011, Telefónica and China Unicom signed an extension to their strategic alliance agreement, pursuant to which both companies agreed to strengthen and deepen their strategic cooperation in certain business areas and committed to investing the equivalent of \$500 million in ordinary shares of the other party toward the alliance. On January 28, 2011, China Unicom completed its acquisition of Telefónica shares, resulting in its ownership of 1.37% of our outstanding share capital. Likewise, on September 9, 2011, we completed our acquisition of China Unicom shares. As a consequence of this acquisition, we are the owner of approximately 9.6% of China Unicom's ordinary share capital.
- On March 25, 2011, pursuant to a corporate restructuring of our subsidiaries in Brazil, Telecomunicações de São Paulo S.A. – Telesp ("Telesp") and Vivo Participações, S.A., ("Vivo"), the Board of Directors of both companies approved the terms and conditions for a merger of shares, by which the totality of Vivo's shares were merged into Telesp. Former Vivo shareholders received 1.55 new shares of Telesp in exchange for each Vivo share.
- On July 7, 2011, Telefónica de España, S.A.U. agreed with certain Spanish labor unions to the terms of a redundancy plan affecting up to 6,500 jobs. The redundancy plan was approved by the Spanish labor authorities on July 14, 2011.
- On July 29, 2011, Telefónica Móviles España, S.A.U. submitted a winning bid for 5 frequency blocks, giving the company access to spectrum in all bands assigned to mobile services. The total cost of the spectrum blocks amounted to €842 million, with payment distributed over two years (€441 million was paid in 2011 and the remaining amount will be paid in the second quarter of 2012).
- On September 5, 2011, the Executive Commission of our Board of Directors approved a new organizational structure, the principal features of which include:
  - (i) the creation of a new business unit, Telefónica Digital, headquartered in London and headed by Mathew Key, who previously headed Telefónica Europe;
  - (ii) the configuration of two large geographical blocks: Europe (including operations in Spain) and Latin America. José María Álvarez-Pallete, former head of Telefónica Latin America, oversees Europe, while Santiago Fernández

Valbuena, previously General Manager of Strategy, Finance and Corporate Development, is in charge of Latin America; and

(iii) the creation of a Global Resources operating unit overseen by Guillermo Ansaldo, former head of Telefónica Spain.

## Business areas

Throughout 2011, we followed our historical regional, integrated management model based on three business areas by geographical market and integrated fixed line and mobile businesses in Spain, Latin America and the rest of Europe.

- Telefónica Spain: oversees the fixed and mobile telephony services, broadband, internet, data, broadband TV, value added services operations and their development in Spain.
- Telefónica Latin America: oversees the fixed and mobile telephony services, broadband, internet, data, broadband TV, value added services operations and their development in Latin America.
- Telefónica Europe: oversees the fixed and mobile telephony services in the United Kingdom, Germany, Ireland, the Czech Republic and Slovakia. Also includes Telefónica International Wholesale Services (TIWS) and Telefónica North America (TNA), whose activities are primarily focused on the provision of services to multinationals as well as the provision of global wholesale telecommunications services to international fixed and mobile voice operators, ISPs and content providers.

We are also involved in the media and contact center segments through Telefónica de Contenidos and Atento, respectively.

For comparative purposes, the presentation of 2010 and 2009 results for Telefónica International Wholesale Services (TIWS) and Telefónica North America (TNA), each formerly consolidated within Telefónica Latin America during those years, has been revised to present such results as consolidated within Telefónica Europe since January 1, 2011.

On September 5, 2011, the Executive Committee of Telefónica's Board of Directors approved a new organizational structure with the aim of reinforcing our growth strategy, actively participating in the digital world and capturing the opportunities afforded by our global scale and industrial alliances. We intend to implement this structure throughout 2012 and report our results of operations pursuant to this new structure beginning with our annual report for the year ended December 31, 2012.



The following chart shows the organizational structure of the principal subsidiaries of the Telefónica Group at December 31, 2011, including their jurisdictions of incorporation and our ownership interest. For further detail, see Exhibit 8.1 to this Annual Report.

(1)Ownership in Telefónica Móviles España, S.A.U. is held directly by Telefónica, S.A.

(2)91.76% representing voting interest.

(3)Ownership in Telefónica International Wholesale Services, S.L. is held 92.51% by Telefónica, S.A. and 7.49% by Telefónica Datacorp, S.A.U.

(4)Ownership in O2 (Europe) Ltd. (U.K.) is held directly by Telefónica, S.A.

(5)Companies held indirectly.

(6)Ownership in TIWS II is held directly by Telefónica, S.A.

Telefónica, S.A., the parent company of the Telefónica Group, also operates as a holding company with the following objectives:

- coordinate the Group's activities;
- allocate resources efficiently among the Group;
- provide managerial guidelines for the Group;
- manage the Group's portfolio of businesses;
- foster cohesion within the Group; and
- foster synergies among the Group's subsidiaries.

Our principal executive offices are located at Distrito Telefónica, Ronda de la Comunicación, s/n, 28050 Madrid, Spain, and our registered offices are located at Gran Vía, 28, 28013 Madrid, Spain. Our telephone number is +34 900 111 004.

#### Capital Expenditures and Divestitures

Our principal capital expenditures during the three years ended December 31, 2011 consisted of additions to property, plant and equipment and additions to intangible assets, including spectrum. In 2011, 2010 and 2009, we made capital expenditures of €10,224 million, €10,844 million and €7,257 million, respectively.

#### Year ended December 31, 2011

Capital expenditures in 2011 declined 5.7% compared with 2010. Capital expenditures in 2011 include the cost of spectrum in Spain, Brazil, Costa Rica and Colombia, amounting to €1,296 million. In Spain there were significant investments in the fixed line business, including investments in broadband to continue the localized roll-out of fiber optics, TV and data services for large corporate customers, as well as the maintenance of the traditional business. Investment in the mobile business was principally directed toward improving third generation (3G) network capability. Investments in Latin America were focused mainly on the mobile business, mostly in the expansion of coverage and on 3G and GSM network capacity. In the fixed line business, network and plant upgrades and investment in broadband accounted for the bulk of the investment. Investment in Europe continued to be focused on improving capacity and coverage of the mobile networks in the United Kingdom and Germany as well as the broadband business, primarily in the Czech Republic and Germany.

#### Year ended December 31, 2010

Our capital expenditures increased 49.4% to €10,844 million in 2010 compared with €7,257 million in 2009, mainly as a result of the acquisition of spectrum in Germany (€1,379 million) and Mexico (€1,237 million) and the full consolidation in the fourth quarter of 2010 of Vivo. Excluding such spectrum acquisitions, capital expenditures growth would have been 13.4%. Our investments in Spain were directed toward further developing the fixed broadband business with a selective roll-out of fiber optics, Imagenio and data services for large corporate customers and expanding mobile third generation, or 3G, offerings. In Latin America, capital expenditures were directed toward the transformation of the fixed telephony business and continuing to expand coverage and capacity of 3G and GSM networks in our mobile telephony business. In Europe, capital expenditures were directed toward improving the capacity and coverage of our

mobile networks and greater investments in the ADSL business.

Year ended December 31, 2009

Our capital expenditures decreased 13.6% to €7,257 million in 2009 compared with €8,401 million in 2008, mainly as a result of investment containment in our three regions of activity. Our investments in Spain were directed toward further developing the broadband business and expanding 3G. In Latin America capital expenditures were directed toward satisfying increased customer demand in broadband and pay TV and increasing coverage and

capacity of our second generation, or GSM, and mobile 3G networks. In Europe capital expenditures were directed toward expanding the mobile 3G network coverage, developing the broadband business and undertaking IT projects.

#### Financial Investments and Divestitures

Our principal financial investment in 2011 was the extension of our strategic partnership agreement with China Unicom, which extension was executed on January 23, 2011. Telefónica acquired through its subsidiary, Telefónica Internacional, S.A.U., a number of China Unicom shares for consideration totaling \$501 million in the aggregate (€358 million at each acquisition date) from third parties during the nine months following the execution of the extension. Following the completion of the transaction, Telefónica holds, through Telefónica Internacional, S.A.U., approximately 9.57% of China Unicom's voting share capital.

Our principal financial investments in 2010 relate to the acquisition of 50% of Brasilcel, N.V. ("Brasilcel") (approximately €7,500 million), the acquisition of HanseNet (approximately €275 million) and the acquisition of a 22% stake in D.T.S, Distribuidora de Televisión Digital, S.A. (approximately €488 million). Our principal divestiture in 2010 was the reduction of our stake in Portugal Telecom S.G.P.S., S.A. ("Portugal Telecom") by 7.98%, resulting in cash inflow of €631 million, though we retained a certain amount of economic exposure to fluctuations in the value of Portugal Telecom's shares through the use of derivative instruments.

Our principal financial investment in 2009 was the acquisition of an additional stake in China Unicom (Hong Kong) Limited ("China Unicom") (approximately \$1,000 million as a consequence of a mutual share exchange). Our principal divestiture in 2009 was the sale of Medi Telecom (€400 million) as described above.

#### Public Takeover Offers

Not applicable.

#### Recent Developments

The principal events that have occurred since December 31, 2011 are set forth below:

On February 21, 2012, Telefónica de Contenidos, S.A.U., a Telefónica wholly-owned company, reached an agreement with Abertis Telecom, S.A. to sell the 13.23% stake of Hispasat S.A. owned by Telefónica de Contenidos, S.A.U. in exchange for €124 million to be received in cash upon the closing of the transaction. The closing of the transaction is subject, among other conditions, to the approval of the Council of Ministers.

For information related to our significant financing transactions completed in 2011 and through the date of this Annual Report, see "Item 5. Operating and Financial Review and Prospects – Liquidity and Capital Resources – Anticipated Sources of Liquidity."

#### B. Business Overview

We are one of the world's leading mobile and fixed communications services providers. Our strategy is to become the leader in the new digital world and transform its possibilities into reality.

Against this backdrop, and with the aim of reinforcing our growth story, actively participating in the digital world and maximizing opportunities afforded by our scale and industrial alliances, in September 2011 we approved a new organizational structure for the Telefónica group. This new structure, which we expect to become fully operational in

2012, is organized as follows:

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This new organizational structure is aimed toward reinforcing our place in the digital world, enabling us to tap growth opportunities, drive innovation, strengthen our product and services portfolio and maximize advantages afforded by our large customer bases in an increasingly connected world. In addition, the creation of our Global Resources operating unit is aimed toward driving the profitability and sustainability of the business by leveraging economies of scale and driving Telefónica's transformation into a fully global group.

Telefónica Europe's and Telefónica Latin America's objective is to shore up the results of the business and generate sustainable growth through available capacity, backed by the global corporation. Our three historical segments, Telefónica Spain, Telefónica Europe and Telefónica Latin America, have been maintained for purposes of this annual report because the organizational change was approved in September 2011, and we expect to implement it throughout the course of 2012.

Our growth strategy for the next few years is geared towards:

- Improving the customer experience in order to continue increasing our number of accesses;
  - Promoting growth:
    - o Boosting the penetration of smartphones in our markets in order to accelerate the growth of mobile data usage;
    - o Reinforcing our competitive position in the fixed line business with a focus on broadband, offering faster speeds, bundled offers and full IP voice and video services;
    - o Leveraging growth opportunities arising from an increasingly digital environment (e.g. video, OTT, financial services, cloud computing eHealth and media);
      - Continuing efforts to transform our operating model:
        - o Increasing network capacity in key markets through technological advances or acquisitions of spectrum;
          - o Focusing on the IT area to accelerate the transformation;
        - o Proceeding towards becoming an international digital and online service provider group;
          - Maximizing economies of scale to boost efficiency.

We have operations in Spain, the United Kingdom, Germany, the Czech Republic, Ireland and Slovakia in Europe, as well as Mexico, several countries in Central America, Brazil, Venezuela, Colombia, Peru, Argentina, Chile, Uruguay and Ecuador.

We also have an industrial alliance with Telecom Italia and a strategic alliance with China Unicom, in which we increased our stake to 9.6% of its voting share capital in 2011. In addition, we rolled out our “Partners Program” in 2011 with the objective of unlocking the value of our scale. Three operators have already signed up for this program (Bouygues, Etisalat and Sunrise). This initiative makes a host of services available to selected operators under commercial terms that allow the partners to leverage our scale and foster cooperation in key business areas (e.g. roaming, services to multinationals, procurement and handsets).

### 2011 Highlights

The amount of cash flow available for distribution to Telefónica, S.A. shareholders, to protect solvency levels (financial debt and commitments) and to accommodate strategic flexibility at December 31, 2011 amounted to €9,270 million up 9.5% from 2010, while we maintained strong investment objectives amid an adverse economic environment.

Growth in accesses remained strong (7%), driven by an 8.4% increase in mobile accesses.

Also noteworthy was the sharp growth of our data business, thanks to increasing mobile broadband penetration, accounting for 16% of our mobile access base in 2011, up from 11% in 2010.

Meanwhile, revenues grew 3.5%, with Telefónica Latin America as the Group’s main growth driver, contributing 6.4 percentage points to consolidated revenue growth (excluding the effects of foreign exchange-rates and Venezuela being considered a hyperinflationary economy) and representing 47% of our consolidated revenue and 54% of OIBDA.

Investment remained at high levels (€10,224 million of capital expenditures, including €1,296 million of spectrum acquisitions in Spain, Brazil, Costa Rica and Colombia), aimed at future growth.

### Total Group Accesses

	At December 31,			Percent Change			
	2009	2010	2011	2009 vs.	2010 vs.	2010	2011
	(in thousands)						
Fixed telephony accesses(1)	40,606.0	41,355.7	40,119.20	1.8	%	(3.0	)%
Internet and data accesses	15,082.5	18,611.4	19,134.2	23.4	%	2.8	%
Narrowband accesses	1,427.5	1,314.1	909.2	(7.9	)%	(30.8	)%
Broadband accesses(2)	13,492.6	17,129.6	18,066.3	27.0	%	5.5	%
Other accesses(3)	162.4	167.8	158.7	3.3	%	(5.4	)%
Mobile accesses	202,332.5	220,240.5	238,748.6	8.9	%	8.4	%
Pre-pay accesses	142,806.6	151,273.9	162,246.9	5.9	%	7.3	%
Contract accesses	59,525.9	68,966.6	76,501.7	15.9	%	10.9	%
Pay TV accesses(4)	2,489.2	2,787.4	3,309.9	12.0	%	18.7	%
Final clients accesses	260,510.2	282,994.9	301,311.8	8.6	%	6.5	%
Unbundled local loop accesses	2,206.0	2,529.2	2,928.7	14.7	%	15.8	%

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Shared UL accesses	447.7	264.0	205.0	(41.0)	)%	(22.3)	)%
Full UL accesses	1,758.3	2,265.3	2,723.7	28.8	%	20.2	%
Wholesale ADSL accesses(5)	463.4	687.4	849.3	48.3	%	23.6	%
Other accesses(6)	1,426.0	1,420.7	1,518.0	(0.4)	)%	6.8	%
Wholesale accesses	4,095.3	4,637.4	5,296.0	13.2	%	14.2	%
Total accesses	264,605.5	287,632.3	306,607.8	8.7	%	6.6	%

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(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access; 2/6 access x30. Includes our accesses for internal use. It also includes VoIP and naked ADSL accesses.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Includes remaining non-broadband retail circuits.



- (4) Includes accesses by 153 thousand TVA clients at June 2011.
- (5) Includes unbundled lines rented by Telefónica Germany.
- (6) Includes circuits for other operators. Includes Wholesale Rental of Telephone Access in Spain.

As the preceding chart illustrates, we managed to capture market growth in terms of accesses despite the economic downturn, the negative impact of regulatory developments and stiff competition.

Our strategy is predicated on capturing growth in our markets and particularly on attracting high-value customers. This strategy led to a 7% increase in total accesses during 2011, driven primarily by the mobile business, with growth in mobile broadband and higher penetration of contract accesses. Total mobile broadband customers stood at 38 million at December 31, 2011, representing a 16% penetration of our total mobile access base.

At December 31, 2011, we held significant direct and indirect non-controlling stakes (of over 5% in all cases) in the following listed telecommunications companies: China Unicom, Telecom Italia, S.p.A., Zon Multimedia, S.p.A. and Hispasat, S.A. As of the date of this Annual Report, we have reached an agreement to sell our stake in Hispasat, S.A. and our interest in Zon Multimedia, S.p.A. was reduced below 5%.

## Group Results of Operations

A summary of our results of operations for 2009, 2010 and 2011 and certain consolidated revenue and expense items as a percentage of revenues for the periods indicated is shown below.

	Year ended December 31						Percent Change			
	2009		2010		2011		2009 vs. 2010		2010 vs. 2011	
	Total	% of revenues	Total	% of revenues	Total	% of revenues	Total	%	Total	%
(in millions of euro, except percentages)										
Revenues	56,731	100.0%	60,737	100.0%	62,837	100.0%	4,006	7.1%	2,100	3.5%
Other income	1,645	2.9%	5,869	9.7%	2,107	3.4%	4,224	256.7%	(3,762)	(64.1)%
Supplies	(16,717)	(29.5)%	(17,606)	(29.0)%	(18,256)	(29.1)%	(889)	5.3%	(650)	3.7%
Personnel expenses	(6,775)	(11.9)%	(8,409)	(13.8)%	(11,080)	(17.6)%	(1,633)	24.1%	(2,671)	31.8%
Other expenses	(12,281)	(21.6)%	(14,814)	(24.4)%	(15,398)	(24.5)%	(2,532)	20.6%	(585)	3.9%
Operating income before depreciation and amortization (OIBDA)(1)	22,603	39.8%	25,777	42.4%	20,210	32.2%	3,175	14.0%	(5,567)	(21.6)%
Depreciation and amortization	(8,956)	(15.8)%	(9,303)	(15.3)%	(10,146)	(16.1)%	(347)	3.9%	(843)	9.1%
Operating income	13,647	24.1%	16,474	27.1%	10,064	16.0%	2,827	20.7%	(6,410)	(38.9)%
Share of profit (loss) of associates	47	0.1%	76	0.1%	(635)	(1.0)%	28	59.8%	(711)	(940.3)%
Net financial expense	(3,307)	(5.8)%	(2,649)	(4.4)%	(2,941)	(4.7)%	658	(19.9)%	(292)	11.0%
Corporate income tax	(2,450)	(4.3)%	(3,829)	(6.3)%	(301)	(0.5)%	(1,378)	56.2%	3,527	(92.1)%
Profit for the year from continuing operations	7,937	14.0%	10,072	16.6%	6,187	9.8%	2,135	26.9%	(3,885)	(38.6)%
Profit after taxes from discontinued operations	-	-	-	-	-	-	-	-	-	-
Profit for the year	7,937	14.0%	10,072	16.6%	6,187	9.8%	2,135	26.9%	(3,885)	(38.6)%
Non-controlling interests	(161)	(0.3)%	95	0.2%	(784)	(1.2)%	256	(158.9)%	(879)	(925.5)%

Profit for the year attributable to equity holders of the parent	7,776	13.7 %	10,167	16.7 %	5,403	8.6 %	2,392	30.8 %	(4,765)	(46.9 )%
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(1) For a reconciliation of OIBDA to operating income, see “Item 5. Operating and Financial Review and Prospects—Operating Results—Presentation of Financial Information—Non-GAAP financial information—Operating income before depreciation and amortization.”

Year ended December 31, 2011 compared with year ended December 31, 2010

Consolidated results for the year ended December 31, 2011 reflect the consolidation of 100% of Vivo, effective October 1, 2010. Before October 1, 2010, Vivo was consolidated at 50%.

#### Revenues

Revenues increased 3.5% in 2011 to €62,837 million. The full consolidation of Vivo had an impact of €2,396 million. Exchange rate effects and the impact of hyperinflation in Venezuela detracted 0.7 percentage points from revenue growth for the year. Excluding all these impacts, revenues would have been largely flat in 2011, with Latin America representing the largest share (47%) and making the largest contribution to growth.

Revenue growth in general was driven by the growth in the number of accesses, as average revenue per access for the Group fell principally due to decreases in average revenue per mobile access in Spain and the rest of Europe and widespread declines in the fixed line voice business. Excluding the impact of declines in interconnection tariffs, revenue growth was slightly more than one percentage point higher.

#### Other income

Other income for 2011 totaled €2,107 million and principally includes the proceeds from the disposal of non-strategic assets during the year, mainly in Latin America (€541 million), and the positive impact of the partial reduction in our economic stake in Portugal Telecom (€184 million). The decrease in other income compared with 2010 is mainly due to the recognition in 2010 of a capital gain arising from the re-measurement of the previously held investment in Brasilcel (€3,797 million) and gains on the sale of non-strategic assets and the sale of Manx (€260 million and €61 million, respectively). Other income in 2011 also reflects the impact of lower ancillary income.

## Total expenses

Total expenses includes supplies, personnel expenses and other expenses (principally external services and taxes other than corporate income tax). Total expenses do not include depreciation and amortization. Total expenses in 2011 were €44,734 million, up 9.6% compared with 2010. This increase was primarily due to the impact of our full consolidation of Vivo from October 2010 (€1,574 million) and the increase in personnel expenses due to the recognition in 2011 of €2,671 million of restructuring costs related to our labor force reduction plan in Spain. In 2010, personnel expenses included €658 million of costs stemming from the restructuring of workforces of several operating subsidiaries and €400 million in expenses recognized in relation to the Telefónica Foundation's social program.

Excluding the aforementioned effects, growth in expenses slightly outpaced revenue growth due to:

- Increased supplies expenses as a result of increased handset costs associated with growing smartphone adoption in all three regions. Nevertheless, this effect was partially offset by lower mobile termination costs in all the regions.
- Increased personnel expenses mainly due to our internalization of contractors in Brazil and wage growth linked to inflation in countries with high inflation rates.
- Increased other expenses as a result of higher investment in customer care, increased commercial costs linked to higher activity and higher expenses associated with the deployment of the 3G network.

## Operating income before depreciation and amortization (OIBDA)

As a result of the foregoing, OIBDA in 2011 decreased approximately 22% to €20,210 million from €25,777 million in 2010.

For a reconciliation of OIBDA to operating income, see “Item 5. Operating and Financial Review and Prospects—Operating Results—Presentation of Financial Information—Non-GAAP financial information—Operating income before depreciation and amortization.”

## Depreciation and amortization

Depreciation and amortization increased 9.1% in 2011 due to the full consolidation of Vivo and the amortization of certain assets in Vivo's purchase price allocation (€336 million in 2011 compared with €84 million in 2010).

## Operating income

As a result of the foregoing, operating income declined approximately 39% to €10,064 million in 2011 compared with €16,474 million in 2010. Excluding foreign exchange rate effects and the consideration of Venezuela as a hyperinflationary economy, operating income would have decreased by 38% in the year.

## Share of profit (loss) of associates

Our share of loss of associates was €635 million in 2011, compared with a profit of €76 million in 2010. The move to a loss during 2011 was due to the impact of the write-down by Telco SpA of its stake in Telecom Italia and the removal of Portugal Telecom from the scope of consolidation.

## Net financial expense

Net financial expenses were €2,941 million for the year ended December 2011, an increase of 11% from the prior year. The increase was mainly driven by the following factors:

- The increase in the average debt outstanding, along with fluctuations in interest rates and other financial operations, led to financial expenses of €263 million. The largest contributor was the 13% increase in average debt outstanding (to €56,351 million).

- Foreign exchange gains and losses for the year ended December 31, 2011 increased financial expenses by €29 million.

The average cost of debt was 5.22%, which, adjusting for exchange rate differences, fell below 5% (4.91%). Net financial debt increased by €711 million in the year (to €56,304 million) at December 31, 2011.

#### Corporate income tax

Corporate income tax in 2011 amounted to €301 million (€3,829 million in 2010), on a profit before tax of €6,488 million. In 2011, deferred tax liabilities of €1,288 million (€952 million in profit for the year attributable to equity holders of the parent) recognized in the Vivo purchase price allocation were canceled as a result of the change in the tax value of certain assets following the merger of Telesp and Vivo Participações, which became tax deductible under Brazilian tax regulations.

#### Non-controlling interests

Profit attributable to non-controlling interests subtracted €784 million from net profit in 2011, compared with a positive contribution to net profit for 2010 of €95 million attributable to non-controlling interests. This amount principally represented non-controlling interests' share in the profits of Telefónica Brasil and in Telefónica Czech Republic. These impacts were partially offset by the non-controlling interests' share of losses of Colombia Telecom in Colombia.

#### Profit for the year attributable to equity holders of the parent

As a result of the foregoing, profit for the year attributable to equity holders of the parent declined 46.9% to €5,403 million for 2011 compared with €10,167 million in 2010.

Year ended December 31, 2010 compared with year ended December 31, 2009

#### Revenues

Revenues increased 7.1% to €60,737 million in 2010 compared with €56,731 million in 2009. Excluding foreign exchange-rate effects and the consideration of Venezuela as a hyperinflationary economy, revenues would have increased by 4.9% in 2010 compared with 2009.

#### Other income

Other income amounted to €5,869 million in 2010, up from €1,645 million in 2009. In 2010, other income included a €3,797 million capital gain arising from the positive impact of re-measuring the previously held investment in Vivo at the acquisition date of the 50% stake of Brasilcel held by Portugal Telecom. Other income in 2009 included a €220 million gain on the sale of the stake in Medi Telecom.

#### Total expenses

Total expenses, which includes supplies, personnel expenses and other expenses (mainly external services and taxes other than corporate income tax), rose 14.1% to €40,829 million in 2010 from €35,773 million in 2009. Total expenses do not include depreciation and amortization. This increase was caused by the recognition of non-recurring restructuring costs of €1,262 million in the second half of 2010, stemming primarily from the restructuring of the workforces of several companies (€658 million) and firm commitments related to the Telefónica Foundation's social

program (€400 million, €280 million of which was recognized by Telefónica, S.A. and the remainder by Telefónica Latin America). Excluding foreign exchange rate effects and the consideration of Venezuela as a hyperinflationary economy, total expenses would have increased by 11.1% in 2010 compared to 2009.

#### Supplies

Supplies increased 5.3% to €17,606 million in 2010 compared to €16,717 million in 2009. Supplies, excluding foreign exchange rate effects and the consideration of Venezuela as a hyperinflationary economy, would have

increased by 3.1% from 2009 to 2010. This variance was mainly the result of lower mobile termination expenses in Telefónica Spain, which offset the increase in demand for terminals in our three geographic regions.

#### Personnel expenses

Personnel expenses increased 24.1% to €8,409 million in 2010 compared to €6,775 million in 2009. Personnel expenses, excluding foreign exchange-rate effects and the consideration of Venezuela as a hyperinflationary economy, would have increased by 20.5% from 2009 to 2010. The increase was primarily due to restructuring of the workforces of several Group companies. In the third quarter of the year, €202 million was recognized, principally for restructuring expenses booked in Germany. The increase was also affected by the reassessment of estimates made in years prior to 2009 of employee obligations, capitalized as a decrease in costs, relating primarily to Telefónica Spain.

#### Other expenses

Other expenses increased 20.6% to €14,814 million in 2010 from €12,281 million in 2009. Other expenses, excluding foreign exchange-rate effects and the consideration of Venezuela as a hyperinflationary economy, would have increased by 16.8% in 2010. This increase was mainly the result of increased commercial efforts in all three segments and higher network management and systems costs in Telefónica Latin America. This item also included firm commitments related to the Telefónica Foundation's social program (€400 million).

#### Operating income before depreciation and amortization (OIBDA)

As a result of the foregoing, OIBDA amounted to €25,777 million in 2010.

For a reconciliation of OIBDA to operating income, see “Item 5. Operating and Financial Review and Prospects—Operating Results—Presentation of Financial Information—Non-GAAP financial information—Operating income before depreciation and amortization.”

#### Depreciation and amortization

Depreciation and amortization increased 3.9% to €9,303 million in 2010 from €8,956 million in 2009. Excluding foreign exchange rate effects and the consideration of Venezuela as a hyperinflationary economy, depreciation and amortization would have increased by 1.6% from 2009 to 2010, principally driven by Telefónica Latin America and Telefónica Europe depreciation and amortization increases. Amortization includes the amortization recognized in the fourth quarter of 2010 related to certain assets acquired as part of the purchase price allocation of Vivo (€84 million).

#### Operating income

As a result of the foregoing, operating income increased 20.7% to €16,474 million in 2010 from €13,647 million in 2009. Excluding foreign exchange rate effects and the consideration of Venezuela as a hyperinflationary economy, operating income would have increased by 22.4% in the year.

#### Share of profit (loss) of associates

The share of profit of associates in 2010 amounted to €76 million, 61.7% higher than in 2009 due mainly to improved results from our stake in Telco, S.p.A.

#### Net financial expense



Net financial expense decreased by 20% in 2010 to €2,649 million. The effect derived from the consideration of Venezuela as a hyperinflationary economy resulted in a reduction in net financial expense of €521 million in 2010. Excluding such effect, the decrease in 2010 is largely explained by the following:

- Changes in accumulated foreign exchange gains and losses at December 31, 2010 from the year before, which resulted in lowering expenses by €172 million.
- The drop in interest rates in the year and changes in the present value of the obligations arising from redundancy programs and other financial transactions, which combined to reduce costs by €410 million. The change in the volume of debt, however, led to an increase in finance costs of €254 million. The net impact of these factors was a €156 million decrease in costs in 2010.

- The €191 million expense corresponding to the adjustment of the value of our investment in BBVA to its fair value from equity to financial results. This interest continues to be recognized as an available for sale financial asset.

Net financial expenses at December 31, 2010 (excluding the aforementioned €191 million expense) amounted to €2,458 million, representing 4.9% of average total debt of €49,999 million.

#### Corporate income tax

Corporate income tax increased to €3,829 million in 2010 compared with €2,450 million in 2009 (an increase of 56.2%), affected by the reassessment of the value of recognized tax assets in Colombia in the amount of €864 million. In addition, a tax effect of €321 million was recognized deriving from the re-measurement of the previously held investment in Vivo Participações at the date of acquisition of the 50% stake of Brasilcel held by Portugal Telecom. The increase in corporate income tax was partially offset by tax credits generated in Mexico and Terra Brazil totaling €138 million, which are based on the expected taxable income to be generated by those companies.

#### Non-controlling interests

Results attributable to non-controlling interests amounted to a positive €95 million in 2010, compared with a negative €161 million in 2009, mainly caused by the non-controlling interests' share of losses of Colombia Telecom, which increased after the reassessment of the value of recognized tax assets mentioned above, and which more than offset the non-controlling interests' share of the profits of Vivo, Telesp, and Telefónica Czech Republic.

#### Profit for the year attributable to equity holders of the parent company

As a result of the foregoing, profit for the year attributable to equity holders of the parent increased by 30.7% to €10,167 million in 2010 from €7,776 million in 2009.

## Segment Results

In the comparison below of our results of operations, we have provided certain comparisons at constant exchange rates in order to present an analysis of the development of our results of operations from year-to-year without the effects of currency fluctuations. To make such comparisons, we have converted into euro certain financial items for the relevant year using the prior year's average exchange rate. We refer to such comparisons as being made "excluding foreign exchange rate effects."

We also make certain comparisons on a local currency basis. To make comparisons on a local currency basis, we compare financial items in the relevant local currency for the periods indicated as recorded in the relevant local currency for such periods.

	Year ended December 31,						Percent Change				
	2009	%	2010	%	2011	%	2009 vs. 2010 Reported	2010 vs. 2011 Excl. FX(1)	2010 vs. 2011 Reported	2010 vs. 2011 Excl. FX(1)	
	(in millions of euro, except percentages)										
Revenues	56,731		60,737		62,837		7.1 %	4.9 %	3.5 %	4.2 %	
Telefónica											
Spain	19,703	34.7 %	18,711	30.8 %	17,284	27.5 %	(5.0 )%	(5.0 )%	(7.6 )%	(7.6 )%	
Telefónica											
Europe	13,954	24.6 %	15,724	25.9 %	15,524	24.7 %	12.7 %	10.1 %	(1.3 )%	(1.0 )%	
Telefónica											
Latin											
America	22,709	40.0 %	25,756	42.4 %	29,237	46.5 %	13.4 %	10.0 %	13.5 %	15.1 %	
OIBDA	22,603		25,777		20,210		14.0 %	13.0 %	(21.6)%	(21.2)%	
Telefónica											
Spain	9,757	43.2 %	8,520	33.1 %	5,072	25.1 %	(12.7)%	(12.7)%	(40.5)%	(40.5)%	
Telefónica											
Europe	3,999	17.7 %	4,080	15.8 %	4,233	20.9 %	2.0 %	(0.6 )%	3.8 %	3.7 %	
Telefónica											
Latin											
America	9,041	40.0 %	13,713	53.2 %	10,941	54.1 %	51.7 %	50.6 %	(20.2)%	(19.4)%	
OIBDA											
Margin	39.8%		42.4%		32.2%						
Telefónica											
Spain	49.5%		45.5%		29.3%						
Telefónica											
Europe	28.7%		25.9%		27.3%						
Telefónica											
Latin											
America	39.8%		53.2%		37.4%						
Operating											
income	13,647		16,474		10,064		20.7 %	22.4 %	(38.9)%	(38.1)%	
Telefónica											
Spain	7,617	55.8 %	6,511	39.5 %	2,984	29.7 %	(14.5)%	(14.5)%	(54.2)%	(54.2)%	
	1,011	7.4 %	879	5.3 %	1,116	11.1 %	(13.1)%	(16.8)%	27.0 %	26.5 %	

Telefónica										
Europe										
Telefónica										
Latin										
America	5,341	39.1 %	9,759	59.2 %	6,157	61.2 %	82.7 %	88.0 %	(36.9)%	(35.5)%
Net Results	7,776		10,167		5,403					

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(1) Excludes the effects of exchange rates and hyperinflation in Venezuela.

Revenues and OIBDA Contribution by Country

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As the preceding tables illustrate, the Telefónica Group is highly diversified geographically, with the Europe (including Spain) and Latin America regions contributing similar proportions of overall revenues in 2011. Spain and Brazil are the largest single contributors to Group revenue and OIBDA on a country-by-country basis, followed by the United Kingdom, Germany, Venezuela, Argentina and Chile. Together, these countries accounted for 83% of OIBDA and 82% of Group revenue in 2011 (72% of OIBDA and 81% of revenue in 2010 and 84% of OIBDA and 82% of revenue in 2009). As a result, most of the information detailed below relates to operations in these regions.

Contribution to Growth by Country

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## Telefónica Latin America

## Accesses

	At December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
	(in thousands)						
Fixed telephony accesses(1)	24,578.3	24,403.6	23,960.7	(0.7	)%	(1.8	)%
Internet and data accesses	7,605.2	8,235.1	8,885.9	8.3	%	7.9	%
Narrowband accesses(2)	1,070.6	674.8	389.4	(37.0	)%	(42.3	)%
Broadband accesses(3)(4)	6,426.8	7,442.3	8,385.9	15.8	%	12.7	%
Other accesses(5)	107.8	118.0	110.6	9.5	%	(6.3	)%
Mobile accesses	134,698.9	149,255.4	166,297.9	10.8	%	11.4	%
Pre-pay accesses	111,503.6	119,359.1	131,087.2	7.0	%	9.8	%
Contract accesses	23,195.4	29,896.3	35,210.7	28.9	%	17.8	%
Pay TV accesses(6)	1,648.6	1,792.7	2,257.7	8.7	%	25.9	%
Final clients accesses	168,531.1	183,686.9	201,402.2	9.0	%	9.6	%
Wholesale accesses	56.1	55.9	50.9	(0.4	)%	(9.0	)%
Total accesses	168,587.2	183,742.8	201,453.0	9.0	%	9.6	%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access.

(2) Includes Terra Brazil and Terra Colombia narrowband ISP accesses.

(3) Includes Terra Brazil and Terra Mexico narrowband ISP accesses.

(4) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(5) Includes remaining non-broadband retail circuits.

(6) Includes accesses by 153 thousand TVA clients at June 2011.

## Competitive positioning

## Market Share Mobile Business(1)

	At December 31,					
	2009		2010		2011	
Brazil	29.7	%	29.7	%	29.5	%
Argentina	33.0	%	31.0	%	29.8	%
Chile	42.8	%	41.4	%	39.1	%
Peru	63.2	%	63.4	%	61.4	%
Colombia	21.3	%	22.4	%	22.4	%
Venezuela	36.9	%	32.7	%	32.7	%
Mexico	20.9	%	21.5	%	21.1	%



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Central America	22.4	%	22.5	%	21.7	%
Ecuador	28.4	%	28.2	%	28.4	%
Uruguay	39.3	%	38.5	%	38.0	%

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(1) Internal estimates

Market Share Internet and Data Business(1)

	At December 31,					
	2009		2010		2011	
Brazil	23.2	%	24.8	%	21.9	%
Argentina	32.0	%	31.9	%	31.1	%
Chile	46.1	%	45.5	%	43.0	%
Peru	93.9	%	91.2	%	90.1	%
Colombia	18.9	%	20.8	%	18.1	%

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(1) Internal estimates

## Key trends in the mobile business:

- We achieved considerable growth in accesses in 2011 (11%), driven by an 18.7% increase in Brazil to 71.6 million accesses, despite the disconnection of approximately one million inactive pre-pay mobile accesses during the year. This represented an acceleration in the pace of growth compared with the prior year and boosted Brazil's share of total accesses.
- Our contract customer base grew 18% in 2011 and represented 21% of total mobile accesses in Latin America, in line with our growth strategy for the region.
- Mobile broadband accesses increased 114% and represented 10% of the region's total accesses, helping drive overall growth in revenues.
  - Traffic in Telefónica Latin America grew 13% in 2011, outpacing the growth of accesses.
- Total mobile ARPU in the Latinamerican region, excluding foreign exchange rate and hyperinflation effects, increased despite cuts to interconnection prices during the year.

## Key trends in the fixed line business:

- Broadband accesses grew 13% in 2011 to 8.4 million, thanks to improved service and faster speeds offered at more competitive prices amid fierce competition.
- Our commercial repositioning, through new high definition channels and prepaid TV offers in some business units, drove a 26% increase in TV accesses to 2.3 million.
- There were fixed line access losses of 2%, despite our ongoing commitment to bundling services, which we consider our best line-retention tool.

## Results

	Year ended December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
				Reported	Excl. FX(1)	Reported	Excl. FX(1)
	(in millions of euro, except percentages)						
Revenues	22,709	25,756	29,237	13.4 %	10.0 %	13.5 %	15.1 %
OIBDA	9,041	13,713	10,941	51.7 %	50.6 %	(20.2 )%	(19.4 )%
OIBDA margin	39.8 %	53.2 %	37.4 %	13.4 p.p.	14.5 p.p.	(15.8) p.p.	(16.0) p.p.
Depreciation and amortization	(3,700 )	(3,954 )	(4,783 )	6.9 %	(4.0 )%	21.0 %	21.1 %
Operating income	5,341	9,759	6,157	82.7 %	88.0 %	(36.9 )%	(35.5 )%

(1) Excludes the effects of exchange rates and hyperinflation in Venezuela.

## 2011 Results of Operations:

Telefónica Latin America represented 47% of consolidated revenue and 54% of consolidated OIBDA in 2011. It was also the largest contributor (6.4 percentage points) to revenue growth in the year. At the OIBDA level, the contribution declined 10.3 percentage points due to the recognition in 2010 of €3,797 million derived from the re-measurement of our previously held investment in Vivo at its fair value at the date of our acquisition of the 50% of Brasilcel held by Portugal Telecom.

Telefónica Latin America reported a 13.5% increase in revenue to €29,237 million in 2011, despite the negative impact (-1.6 percentage points) of foreign-exchange rate effects and the consideration of Venezuela as a hyperinflationary economy. Results for this region are also impacted by the full consolidation of Vivo, from October 2010. Excluding Mexico, which was affected by increased pre-pay revenues and a sharp reduction in mobile termination rates, revenue growth was still strong. The mobile business was driven by sharp increases in both

customer bases and mobile ARPU in nearly all countries. Revenue in the fixed line business was negatively impacted by a decline in fixed lines, which outweighed growth in broadband and TV, with significant competitive pressures driving down ARPU.

Finally, revenue trends show higher growth in mobile service revenues due to the Group's efforts to boost commercial activity (e.g. increased spending by content and service providers, increased cost of high-end handsets) in a effort to tap the growth potential of the market despite the negative short-term impact on commercial expenses.

Brazil represented 49% of total revenue in Latin America in 2011, reinforcing its status as the region's leading market and the main driver of our organic revenue growth in Latin America.

Total expenses in 2011 were €19,502 million, up 15% compared with 2010. In 2010, total expenses were €16,936 million, to which amount we would add €1,638 million if we incorporated the additional 50% of Vivo from January to September to make it comparable with 2011. Additionally, in 2010 we recorded non-recurring restructuring charges of €410 million. Also, foreign exchange rates and hyperinflation contributed €261 million to total expenses. Excluding mainly the above-mentioned effects, total expenses would be comparable and would have grown by 5.8%. This increase compared with 2010 is explained by higher commercial activity than in the same period a year earlier, aimed at boosting the Company's future revenue growth.

Supplies expenses increased as the result of market dynamics driven by the growth of new businesses. Thus, content provider and services expenses growth was posted, as well as higher circuits, sites and towers expenses and higher handset costs, affected in particular by the increasing weight of high-end handsets such as smartphones.

Personnel expenses increased, as the result of the internalization of contractors in Brazil and higher inflation in some Latin American markets.

Other expenses increased, as a consequence of efforts to maintain high levels of quality and customer care resulting in higher commissions, higher network and systems costs, as well as higher energy costs linked to new sites as a result of higher network deployment.

OIBDA for Telefónica Latin America fell 20.2% in 2011 to €10,941 million and was impacted by:

- The consolidation of the additional 50% of Vivo in 2011. If this acquisition would have taken place in early 2010, OIBDA in 2010 would have been approximately €900 million higher.
- Foreign exchange rates and hyperinflation in Venezuela, which detracted €128 million from OIBDA in Latin America.
- The recognition in 2010 of €3,797 million derived from the re-measurement of our previously held investment in Vivo at its fair value at the date of our acquisition of the 50% of Brasilcel previously held by Portugal Telecom.
- The recognition in 2010 of non-recurring restructuring charges of €410 million.

Excluding these effects, OIBDA for Telefónica Latin America was virtually flat in 2011, as revenue growth was offset by increased commercial activity and efforts to enhance quality, which affected network and systems costs, and customer service.

2010 Results of Operations:

Revenues at Telefónica Latin America increased 13.4% to €25,756 million in 2010 from €22,709 million in 2009 (an increase of 10% excluding foreign-exchange rate effects and the consideration of Venezuela as a hyperinflationary economy). Telefónica Latin America's revenues were affected considerably by the acquisition of the additional stake in Vivo (50%), which led to its full consolidation. If we had included the additional 50% of Vivo in the fourth quarter of 2009, revenue that year would have increased by slightly more than €686 million, leaving an

increase in the year of nearly 7%, driven by growth in the mobile businesses due to large gains in accesses throughout the region.

Telefónica Latin America's OIBDA increased 51.7% to €13,713 million in 2010 from €9,041 million in 2009 (an increase of 50.6% excluding foreign exchange-rate effects and the consideration of Venezuela as a hyperinflationary economy). This increase was affected by a number of factors, including:

- The positive impact derived from re-measuring our previously held investment in Vivo at the date of our acquisition of the 50% stake in Brasilcel previously held by Portugal Telecom (€3,797 million).
- For purposes of comparison, we add the additional 50% of Vivo (€250 million) to results for the fourth quarter of 2009.
- In 2010, personnel expenses were impacted by non-recurring workforce restructuring expenses, mainly in Argentina (€40 million), Brazil (€60 million), Peru (€23 million), Chile (€12 million) and Colombia (€10 million).
- Other one-off expenses included firm commitments related to Telefónica's social program (The Telefónica Foundation) amounting to €120 million.

Total restructuring costs recognized in 2010 amounted to €410 million. Excluding these impacts, OIBDA rose 9%, driven by the good performance of revenues and greater efficiencies achieved from regional integration projects and proceeds from the disposal of non-strategic assets (€61 million and €242 million, respectively).

## Brazil

	At December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
	(in thousands)						
Fixed telephony accesses(1)	11,253.8	11,292.6	10,977.4	0.3	%	(2.8	)%
Internet and data accesses	3,440.2	3,848.2	3,942.6	11.9	%	2.5	%
Narrowband accesses	723.1	446.2	214.5	(38.3	)%	(51.9	)%
Broadband accesses(2)	2,638.4	3,319.2	3,648.0	25.8	%	9.9	%
Other accesses(3)	78.7	82.8	80.0	5.2	%	(3.3	)%
Mobile accesses	51,744.4	60,292.5	71,553.6	16.5	%	18.7	%
Pre-pay accesses	41,960.7	47,658.6	55,438.1	13.6	%	16.3	%
Contract accesses	9,783.7	12,633.9	16,115.5	29.1	%	27.6	%
Pay TV accesses(4)	487.2	486.3	698.6	(0.2	)%	43.7	%
Final clients accesses	66,925.7	75,919.6	87,172.1	13.4	%	14.8	%
Wholesale accesses	34.2	33.9	28.0	(0.9	)%	(17.3	)%
Total accesses	66,959.8	75,953.5	87,200.1	13.4	%	14.8	%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use and total accesses from “fixed wireless”.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Includes remaining non-broadband retail circuits.

(4) Includes accesses by 153 thousand TVA clients at June 2011.

The Brazilian telecommunications market continues to grow rapidly. It leads the region in adopting new services, with significant progress in mobile and broadband data. In this setting, our operations in Brazil during 2011 also fared well. Telefónica Brasil remained the market leader in mobile accesses and revenues in 2011, although its share in fixed broadband accesses eroded due to aggressive commercial efforts by competitors. It managed to do this by improving the products and services offered. During the year, the company launched fixed wireless service in 90 cities outside Sao Paulo, expanding fixed services beyond its traditional service territories. It also launched a push-to-talk mobile service and began offering high definition products to satellite TV customers. Additionally, after acquiring spectrum in 2010, the company commenced commercial activity in 2011 in the 1800Mhz band in the North and North-eastern regions (in October), Bahia, Sergipe and Espiritu Santo (in November), and Sao Paulo, Rio and Parana Santa Catalina (in December), boosting its commercial position, particularly in the pre-pay segment.

It also repositioned pre-pay with a new “Vivo sempre” rate, boosting top-ups and local and long-distance traffic.

As a result of all the new commercial initiatives, Telefónica ended 2011 with 87.2 million accesses in Brazil (a 15% increase compared with 2010), with strong growth in both mobile (19% increase) and fixed broadband (10% increase) accesses.

	Year ended December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011

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				Euro		Local Currency		Euro		Local Currency		
	(in millions of euro, except percentages)											
Revenues	8,376	11,119	14,326	32.8	%	12.1	%	28.8	%	28.7	%	
Mobile business	3,036	4,959	8,437	63.4	%	37.9	%	n.c.		n.c.		
Service revenues	2,792	4,649	8,014	66.5	%	40.3	%	n.c.		n.c.		
Fixed telephony business	5,766	6,843	5,890	18.7	%	0.2	%	n.c.		n.c.		
OIBDA	3,139	4,074	5,302	29.8	%	9.6	%	30.2	%	30.0	%	
OIBDA Margin	37.5	%	36.6	%	37.0	%	(0.9) p.	p.	(0.9) p.	p.	0.4 p.	p.
CAPEX	1,228	1,797	2,468	46.4	%	23.6	%	37.4	%	37.2	%	
OpCF (OIBDA – CAPEX)	1,911	2,277	2,834	19.1	%	0.6	%	24.5	%	24.3	%	



## 2011 Results

## Revenues

Revenues in Brazil were impacted by a number of factors:

- The consolidation of the additional 50% of Vivo since October 2010, which affects period-to-period comparison.
- The full consolidation of TVA contributed €81 million to revenue and €22 million to OIBDA for Brazil in 2011.

In addition, following the transfer of the long-distance license from Telesp to Vivo in the last quarter of 2011, long-distance revenues were reclassified such that long-distance revenues arising in the mobile network are attributed to the mobile business and those from the fixed network to the fixed line business, shown net of eliminations. This has no impact at the consolidated level, but affects comparability of the mobile and fixed line businesses between years.

Like-for-like mobile service revenues (i.e., including the impacts in both years) were 10.6% higher in 2011, in line with the growth in our customer base, with ARPU falling 3.6% due to aggressive commercial activity in the region. Meanwhile, the data business fared well, representing 24% of service revenues and emerging as what we expect to be a key driver of the company's future growth.

	Year ended December 31,			Percent Change (local currency)		
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011
Traffic (millions of minutes)	52,134	77,463	92,081	48.6	%	n.c.
ARPU (in euro)	9.9	11.0	10.2	(6.0	)%	n.c.

In the fixed line business, revenue adjusted for the transfer of the long-distance license was down 1.4% in local currency. Growth in broadband (11% in local currency) and TV (45% in local currency, but not comparable due to the addition of TVA) was insufficient to offset the decline in the traditional voice business, mainly because of the loss of open lines (not bundled or pre-pay or controlled usage).

## OIBDA

OIBDA for Telefónica Brasil was €5,302 million in 2011. As with revenues, comparisons of OIBDA are not meaningful because of the inclusion of the additional 50% of Vivo since October 2010, the contribution of which to OIBDA in the first nine months of 2010 would have been approximately €900 million. Excluding this impact and the €60 million recognized in 2010 in connection with a workforce restructuring, the OIBDA margin would be similar in 2011 and 2010. OIBDA also includes proceeds from the disposal of non-strategic assets of €186 million in 2011 and €117 million in 2010.

## 2010 Results

## Revenues

Revenues for Telefónica Latin America in Brazil rose 32.8% to €11,119 million in 2010 from €8,376 million in 2009 (an increase of 12.1% in local currency), though the figure is distorted by the acquisition of 50% of Vivo in October 2010.

With respect to Vivo, Telefónica Latin America's mobile business in Brazil, revenue growth was driven by the increase in the customer base (usage and data). With respect to Telesp, Telefónica Latin America's fixed line business in Brazil, revenue growth was virtually flat excluding foreign exchange rate effects, as growth in broadband and data was undermined by a decrease in the traditional business.

OIBDA

Telefónica Latin America's OIBDA in Brazil increased 29.8% to €4,074 million in 2010 from €3,139 million in 2009 (an increase of 9.6% in local currency). As explained above, Vivo was included in 2010, affecting comparability.

For purposes of comparison, we could add the additional 50% of Vivo (€250 million) to results for the fourth quarter of 2009. In addition, a €60 million workforce restructuring charge was recognized in 2010.

Argentina

	At December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
	(in thousands)						
Fixed telephony accesses(1)	4,607.7	4,621.5	4,611.0	0.3	%	(0.2)	)%
Fixed wireless accesses	36.2	35.5	38.2	(1.9)	)%	7.6	%
Internet and data accesses	1,351.0	1,505.4	1,630.7	11.4	%	8.3	%
Narrowband accesses	112.7	65.7	35.7	(41.7)	)%	(45.7)	)%
Broadband accesses(2)	1,238.3	1,439.7	1,595.1	16.3	%	10.8	%
Mobile accesses	15,931.9	16,148.9	16,766.7	1.4	%	3.8	%
Pre-pay accesses	10,736.8	10,370.4	10,581.3	(3.4)	)%	2.0	%
Contract accesses	5,195.2	5,778.5	6,185.4	11.2	%	7.0	%
Final clients accesses	21,890.7	22,275.8	23,008.4	1.8	%	3.3	%
Wholesale accesses	9.3	13.0	13.9	39.8	%	7.0	%
Total accesses	21,900.0	22,288.8	23,002.3	1.8	%	3.3	%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use and total accesses from "fixed wireless".

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

Telefónica de Argentina continued to focus more on value than volume in 2011, causing it to lose mobile access market share (down 1.2 percentage points from 2010 to 29.8%), but enabling it to remain the leader in terms of revenues. Commercial activity in the mobile business was strong in 2011. Net adds in accesses grew during the year, while the contract segment also delivered a solid performance, with growth of 7% and a penetration rate of 37% of the total access base.

In the fixed line business, the company remained the leader in both fixed line and broadband accesses in Argentina, maintaining growth in number of lines in contrast to the rest of its operations in the region.

	Year ended December 31,			Percent Change							
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011					
				Euro	Local Currency	Euro	Local Currency	Euro	Local Currency	Euro	Local Currency
	(in millions of euro, except percentages)										
Revenues	2,609	3,073	3,174	17.8	%	17.9	%	3.3	%	14.5	%
Mobile business	1,643	1,979	2,039	20.4	%	20.6	%	3.0	%	14.2	%

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Service revenues	1,522	1,845	1,880	21.2	%	21.4	%	1.9	%	12.9	%	
Fixed telephony business	1,047	1,187	1,237	13.3	%	13.5	%	4.3	%	15.6	%	
OIBDA	986	1,082	1,085	9.7	%	9.8	%	0.2	%	11.1	%	
OIBDA Margin	36.8	%	34.3	%	33.4	%	(2.5) p.	p.	(2.5) p.	p.	(0.9) p.	p.
CAPEX	319	398	449	25.1	%	25.2	%	12.6	%	24.9	%	
OpCF (OIBDA – CAPEX)	668	684	636	2.4	%	2.5	%	(7.0	)%	3.1	%	

## 2011 Results

## Revenues

Growth in mobile service revenues in Argentina (12.9% excluding foreign exchange rate effects) was driven by a base of higher value customers, as reflected in the increase in ARPU and the weight of the contract segment. Mobile data ARPU growth was driven by both the positive performance of SMS and the higher number of customers with data rates.

	Year ended December 31,			Percent Change (local currency)			
	2009	2010	2011	2009 vs. 2010	%	2010 vs. 2011	%
Traffic (millions of minutes)	15,562	17,550	18,788	12.8	%	7.1	%
ARPU (in euro)	8.6	9.2	9.7	6.7	%	17.3	%

Revenues in the fixed line business increased 15.6% in local currency due to higher Internet and content revenues (an increase of 29.5%) stemming from the growth in the broadband customer base, and to higher data, IT and capacity lease revenue (an increase of 18.1%).

## OIBDA

OIBDA at Telefónica in Argentina was €1,085 million in 2011, virtually flat compared with 2010 but up 11.1% in local currency. Revenue growth was not fully reflected in OIBDA due to general price increases, which increased expenses.

## 2010 results

## Revenues

Telefónica Móviles Argentina's revenues increased by 20.4% to €1,979 million in 2010 from €1,643 million in 2009 (an increase of 20.6% in local currency). This increase was primarily driven by an increase of 21.3% in service revenues in 2010 (an increase of 21.4% in local currency). This growth in local currency was mainly due to data revenue growth and increased usage.

Revenues in the fixed line business increased 13.3% to €1,187 million in 2010 from €1,047 million in 2009 (an increase of 13.5% in local currency), with 6.3% growth in the traditional fixed line business, 29.2% growth in the Internet TV and content business and 16.9% growth in the data and IT businesses.

## OIBDA

Telefónica Latin America's OIBDA in Argentina increased 9.8% in local currency, impacted by the recognition of €40 million in 2010 related to a workforce restructuring plan.

## Venezuela

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011

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	(in thousands)						
Mobile accesses	10,531.4	9,514.7	9,438.7	(9.7	)%	(0.8	)%
Pre-pay accesses	9,891.1	8,740.3	8,570.9	(11.6	)%	(1.9	)%
Contract accesses	640.3	774.4	867.8	20.9	%	12.1	%
Fixed wireless accesses	1,214.3	966.2	883.4	(20.4	)%	(8.6	)%
Pay TV accesses	62.8	69.3	114.3	10.4	%	65.0	%
Total accesses	11,808.5	10,550.2	10,436.4	(10.7	)%	(1.1	)%

Telefónica Móviles Venezuela remained the market leader in 2011 in terms of accesses. The company reinforced its leadership by focusing its strategy on innovating and maximizing customer value. Services launched in the year include Movitalk (push-to-talk) and HD pay-TV services. In a country with high smartphone penetration, the company also continued to focus on commercial campaigns to promote mobile broadband adoption.

	Year ended December 31,			Percent Change								
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011						
				Euro	Local Currency	Euro	Local Currency	Euro	Local Currency	Euro	Local Currency	
	(in millions of euro, except percentages)											
Revenues	3,773	2,318	2,688	(38.6)	)%	15.0	%	15.9	%	11.2	%	
Service revenues	2,841	2,073	2,435	(27.0)	)%	21.3	%	17.5	%	12.8	%	
OIBDA	1,818	1,087	1,177	(40.2)	)%	10.4	%	8.2	%	4.4	%	
OIBDA Margin	48.2	%	46.9	%	43.8	%	(1.3) p.	p.	(1.3) p.	p.	(3.1) p.	p.
CAPEX	423	293	372	(30.7)	)%	18.7	%	26.9	%	0.9	%	
OpCF (OIBDA – CAPEX)	1,395	794	805	(43.1)	)%	7.7	%	1.3	%	5.6	%	

## 2011 results

### Revenues

Growth in mobile service revenues in Venezuela (12.8% excluding foreign exchange rate effects) was driven heavily by higher ARPU, despite lower interconnection prices, which had a negative impact of €22 million in the year.

	Year ended December 31,			Percent Change (local currency)			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
				(%)	(%)	(%)	(%)
Traffic (millions of minutes)	14,951	14,195	14,529	(5.1)	)%	2.4	%
ARPU (in euro)	21.2	14.3	16.7	26.3	%	24.8	%

Data revenues remained a key growth driver, increasing 23.7% in the year and representing 36% (a three percentage point increase) of mobile service revenues.

### OIBDA

OIBDA at Telefónica Móviles Venezuela increased 4.4% in 2011 to €1,177 million. The company's OIBDA margin was 43.8% (a decrease of three percentage points), with continued high levels of efficiency in an environment characterized by widespread price increases that translated into higher personnel and subcontractor expenses.

## 2010 results

### Revenues

Service revenues in 2010 increased 21.3% in local currency, excluding the consideration of Venezuela as a hyperinflationary economy. This growth in local currency was due mainly to the rollout of integrated

telecommunication offers (mobile, fixed, pay TV and broadband) and the strong performance of smartphone revenues.

OIBDA

OIBDA increased by 10.4% in local currency, excluding the consideration of Venezuela as a hyperinflationary economy, despite measures implemented to manage high inflation rates.



## Chile

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Fixed telephony accesses(1)	2,028.0	1,939.3	1,848.1	(4.4 )%	(4.7 )%
Internet and data accesses	807.2	836.0	887.4	3.6 %	6.1 %
Narrowband accesses	15.9	6.6	5.8	(58.5 )%	(12.3 )%
Broadband accesses(2)	783.2	821.5	878.1	4.9 %	6.9 %
Other accesses(3)	8.1	7.9	3.5	(2.5 )%	(55.9 )%
Mobile accesses	7,524.7	8,794.0	9,548.1	16.9 %	8.6 %
Pre-pay accesses	5,435.9	6,179.3	6,732.7	13.7 %	9.0 %
Contract accesses	2,088.8	2,614.7	2,815.4	25.2 %	7.7 %
Pay TV accesses	285.1	341.2	390.8	19.7 %	14.5 %
Final clients accesses	10,645.0	11,910.5	12,674.4	11.9 %	6.4 %
Wholesale accesses	8.9	5.3	5.2	(40.4 )%	(2.2 )%
Total accesses	10,653.8	11,915.8	12,679.6	11.8 %	6.4 %

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use and total accesses from “fixed wireless”.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Includes remaining non-broadband retail circuits.

Telefónica Chile managed 9.5 million mobile accesses at December 31, 2011, an increase of 9% for the year amid fierce competition. During the year, the company disconnected 0.4 million inactive pre-pay accesses. The company remained the market leader in accesses, with a 39.1% share, despite aggressive commercial activity in the country.

In the fixed line business, broadband accesses increased by 7%. The TV business also fared well due to the launch of HD channels, in line with our strategy aimed at segmenting our product portfolio.

	Year ended December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
				Euro	Local Currency	Euro	Local Currency
	(in millions of euro, except percentages)						
Revenues	1,831	2,197	2,310	20.0 %	4.3 %	5.2 %	4.8 %
Mobile business	1,010	1,266	1,399	25.4 %	9.0 %	10.5 %	10.1 %
Service revenues	918	1,175	1,283	28.0 %	11.2 %	9.2 %	8.9 %
Fixed telephony business	893	1,038	1,037	16.3 %	1.1 %	(0.1 )%	(0.4 )%
OIBDA	763	1,092	1,035	43.2 %	24.5 %	(5.2 )%	(5.5 )%
OIBDA Margin	41.7 %	49.7 %	44.8 %	8.0 p. p.	8.0 p. p.	(4.9) p. p.	(4.9) p. p.
CAPEX	347	516	529	48.8 %	29.3 %	2.4 %	2.1 %

OpCF (OIBDA – CAPEX)	416	576	507	38.5	%	20.4	%	(12.0	)%	(12.3	)%
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2011 Results

Revenues

Telefónica Chile’s mobile revenues increased 10.1% in local currency to €1,399 million in 2011, driven by the sharp growth in service revenues. Service revenues were 8.9% higher in local currency, with the growth in the customer base making up for decreases in ARPU caused by the drop in usage by pre-pay customers. Data revenues increased 34% and now account for 19% of total service revenues.

	Year ended December 31,			Percent Change (local currency)			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
Traffic (millions of minutes)	10,521	11,791	12,218	12.1	%	3.6	%
ARPU (in euro)	10.7	12.1	11.6	(1.8)	)%	(4.1)	)%

Fixed line revenues in Chile were broadly unchanged from 2010, with the 12.3% increase in Internet, TV and content offsetting the 8% fall (in local currency) in revenues from the traditional business.

#### OIBDA

OIBDA fell 5.5% in local currency, partly due to the recognition in 2010 of compensation received on insurance contracts following earthquake damage in February 2010 that was recorded in 2010 and the sale of non-strategic assets totaling €15 million and €50 million in 2010 and 2011, respectively. OIBDA was also impacted in the year by the 24% increase in supply costs (excluding foreign exchange rate effects) caused by higher interconnection costs in the face of increased traffic and higher equipment costs and because of greater commercial activity in the mobile business attributable to purchases of high-end handsets.

#### 2010 results

##### Revenues

Telefónica Latin America's revenues from Chile increased 4.3% in local currency due to positive revenue performances in both the fixed and mobile businesses. With respect to Telefónica Móviles Chile, Telefónica Latin America's mobile business in Chile, revenues increased 9.0% in local currency. Service revenues increased by 27.9% to €1,175 million in 2010 (an increase of 11.2% in local currency) due to growth in voice and data services revenues. With respect to Telefónica Latin America's fixed line business in Chile, revenues in 2010 increased 16.3% to €1,038 million from €893 million in 2009 (an increase of 1.1% in local currency). Broadband, pay TV, data and IT businesses growth offset the decrease in revenues from the traditional fixed telephony business.

#### OIBDA

Telefónica Latin America's OIBDA in Chile increased 43.2% to €1,092 million in 2010 from €763 million in 2009 (an increase of 24.5% in local currency).

#### Mexico

	At December 31			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
	(in thousands)						
Mobile accesses	17,400.5	19,661.6	19,742.4	13.0	%	0.4	%
Pre-pay accesses	16,328.3	18,061.3	18,149.8	10.6	%	0.5	%
Contract accesses	1,072.1	1,600.2	1,592.6	49.3	%	(0.5)	)%
Fixed wireless	334.3	565.5	745.3	69.2	%	31.8	%
Total accesses	17,734.8	20,227.1	20,487.7	14.1	%	1.3	%

The year 2011 was marked by Telefónica Mexico's commercial repositioning, aimed toward adapting its rates in the wake of interconnection price cuts, and by the more restrictive customer acquisition and retention policy adopted by the company. Telefónica Mexico managed 19.7 million mobile accesses at the end of 2011, roughly in line with the prior year.

	Year ended December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
				Euro	Local Currency	Euro	Local Currency
	(in millions of euro, except percentages)						
Revenues	1,552	1,832	1,557	18.0 %	5.0 %	(15.0 )%	(12.3 )%
Service revenues	1,412	1,651	1,387	16.9 %	4.1 %	(16.0 )%	(13.3 )%
OIBDA	564	623	572	10.5 %	(1.7 )%	(8.2 )%	(5.2 )%
OIBDA Margin	36.3 %	34.0 %	36.7 %	(2.3) p. p.	(2.3) p. p.	2.7 p. p.	2.7 p. p.
CAPEX	251	1,580	471	n.s.	n.s.	(70.2 )%	(69.2 )%
OpCF (OIBDA – CAPEX)	313	(957 )	101	c.s.	c.s.	c.s.	c.s.

## 2011 results

## Revenues

Service revenues in Mexico decreased 13.3% in local currency to €1,387 million, primarily because of reductions in interconnection prices and the impact of lower revenues from outgoing traffic in the pre-pay segment attributable to decreased usage. These changes prompted the company to launch new commercial offers in the second half of the year.

## OIBDA

The decline in OIBDA was caused by increased costs associated with the company's commercial repositioning efforts and 3G network deployment, as well as the impact of the interconnection price cuts explained above. Also, in 2011 the company completed a sale of non-strategic assets for €240 million.

## 2010 results

## Revenues

Mobile service revenues increased 4.1% in 2010 primarily due to increases in the customer base increase and new tariff plans.

## OIBDA

Telefónica Latin America's OIBDA in Mexico increased by 10.5% to €623 million in 2010 from €564 million in 2009 (a decrease of 1.7% in local currency) due to enhanced commercial focus on contract net adds and increasing prepaid revenues.

## Peru

2009	At December 31,		Percent Change	
	2010	2011	2009 vs.	2010 vs.
			2010	2011
(in thousands)				

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Fixed telephony accesses(1)	2,971.2	2,871.2	2,848.4	(3.4 )%	(0.8 )%
Fixed wireless	582.7	537.8	444.6	(7.7 )%	(17.3 )%
Internet and data accesses	800.6	885.4	1,120.4	10.6 %	26.5 %
Narrowband accesses	16.9	15.4	9.4	(8.9 )%	(38.7 )%
Broadband accesses(2)	768.0	850.8	1,090.6	10.8 %	28.2 %
Other accesses(3)	15.6	19.2	20.4	23.1 %	6.1 %
Mobile accesses	11,458.2	12,507.1	13,998.3	9.2 %	11.9 %
Pre-pay accesses	10,214.2	10,104.4	11,079.6	(1.1 )%	9.7 %
Contract accesses	1,244.1	2,402.7	2,918.7	93.1 %	21.5 %
Pay TV accesses	686.3	690.6	799.0	0.6 %	15.7 %
Final clients accesses	15,916.3	16,954.3	18,766.1	6.5 %	10.7 %
Wholesale accesses	0.5	0.5	0.4	n.a.	(3.7 )%
Total accesses	15,916.8	16,954.8	18,766.6	6.5 %	10.7 %

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use and total accesses from “fixed wireless”.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Includes remaining non-broadband retail circuits.

Telefónica reinforced its leadership of the Peruvian market in 2011, with an 11% increase in total accesses, driven by growth in the mobile, pay TV and fixed broadband businesses.

	Year ended December 31,			Percent Change								
	2009	2010	2011	2009 vs. 2010		Local		2010 vs. 2011		Local		
				Euro	%	Currency	%	Euro	%	Currency	%	
	(in millions of euro, except percentages)											
Revenues	1,716	1,960	2,030	14.2	%	2.0	%	3.6	%	6.1	%	
Mobile business	840	1,001	1,088	19.2	%	6.4	%	8.7	%	11.3	%	
Service revenues	695	854	923	22.9	%	9.7	%	8.1	%	10.6	%	
Fixed telephony business	1,006	1,097	1,069	9.0	%	(2.6)	%	(2.5)	)%	(0.2)	)%	
OIBDA	712	812	751	14.0	%	1.8	%	(7.6)	)%	(5.3)	)%	
OIBDA Margin	41.5	%	41.4	%	37.0	%	(0.1) p.	p.	(0.1) p.	p.	(4.4) p.	p.
CAPEX	271	295	302	8.9	%	(2.7)	)%	2.3	%	4.8	%	
OpCF (OIBDA – CAPEX)	442	517	449	17.1	%	4.6	%	(13.2)	)%	(11.1)	)%	

## 2011 results

### Revenues

Revenues increased 6% in local currency in 2011 due to the strong performance of the mobile business and despite reductions in interconnection prices in the mobile network.

### OIBDA

OIBDA is not comparable due to the recognition in 2010 of proceeds from the disposal of non-strategic assets (€39 million) and expenses related to workforce restructuring (€23 million).

## 2010 results

### Revenues

Revenues increased 14.2% to €1,960 million in 2010 from €1,716 million in 2009 (an increase of 2.0% in local currency), driven primarily by service revenue growth.

### OIBDA

OIBDA increased 14.0% from €712 million in 2009 to €812 million in 2010, primarily due to overall growth in revenues.



## Colombia

	At December 31,			Percent Change			
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011	
	(in thousands)						
Fixed telephony accesses(1)	1,639.8	1,586.9	1,480.6	(3.2	)%	(6.7	)%
Internet and data accesses	428.4	553.6	620.3	29.2	%	12.0	%
Narrowband accesses	5.9	5.6	7.9	(5.1	)%	41.5	%
Broadband accesses(2)	420.3	548.0	612.3	30.4	%	11.7	%
Other accesses(3)	2.2	0.0	0.0	n.a.		n.a.	
Mobile accesses	8,964.6	10,004.5	11,391.1	11.6	%	13.9	%
Pre-pay accesses	7,203.2	7,679.1	8,626.8	6.6	%	12.3	%
Contract accesses	1,761.4	2,325.5	2,764.2	32.0	%	18.9	%
Pay TV accesses	127.2	205.3	255.0	61.4	%	24.2	%
Final clients accesses	11,159.9	12,350.3	13,746.9	10.7	%	11.3	%
Wholesale accesses	3.3	3.3	3.3	n.a.		n.a.	
Total accesses	11,163.2	12,353.6	13,750.2	10.7	%	11.3	%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use and total accesses from “fixed wireless”.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Includes remaining non-broadband retail circuits.

Despite strong competition, Telefónica was very active commercially in Colombia in 2011, ending the year with 13.8 million accesses, an increase of 11% compared with 2010.

	Year ended December 31,			Percent Change								
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011						
				Local		Local						
				Euro	Currency	Euro	Currency	Euro	Currency	Euro	Currency	
	(in millions of euro, except percentages)											
Revenues	1,269	1,529	1,561	20.5	%	1.3	%	2.1	%	4.5	%	
Mobile business	685	872	916	27.4	%	7.1	%	5.0	%	7.5	%	
Service revenues	647	814	851	25.8	%	5.7	%	4.5	%	6.9	%	
Fixed telephony business	615	700	682	14.0	%	(4.2	)%	(2.7	)%	(0.4	)%	
OIBDA	397	484	540	22.1	%	2.6	%	11.5	%	14.2	%	
OIBDA Margin	31.3	%	31.7	%	34.6	%	0.4 p.	p.	0.4 p.	p.	2.9 p.	p.
CAPEX	316	334	405	5.9	%	(11.0	)%	21.2	%	24.1	%	
OpCF (OIBDA – CAPEX)	81	150	135	84.9	%	55.4	%	(9.9	)%	(7.8	)%	

2011 results

Revenues

Revenues increased 4.5% in local currency in 2011 due primarily to increased revenues from the mobile business.

OIBDA

OIBDA in Colombia increased 14.2% in 2011 and was impacted by sales of non-strategic assets during 2011 (€25 million) and 2010 (€71 million). Period-to-period comparability at the OIBDA level is also impacted by the recognition in 2010 of an aggregate of €85 million of non-recurring workforce restructuring expenses, provisions for bad debts and third-party claims.

## 2010 results

## Revenues

Revenues increased 20.5% to €1,529 million in 2010 from €1,269 million in 2009 (an increase of 1.3% in local currency) due a highly competitive environment both in mobile and fixed telephony.

## OIBDA

OIBDA increased 22.1% from €397 million in 2009 to €484 million in 2010, primarily due to the growth in mobile business revenues.

## Telefónica Spain

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Fixed telephony accesses(1)	14,200.1	13,279.7	12,305.4	(6.5 )%	(7.3 )%
Free ADSL	14.7	38.1	34.4	159.2 %	(9.6 )%
Internet and data accesses	5,722.5	5,879.8	5,710.9	2.7 %	(2.9 )%
Narrowband accesses	219.5	136.1	84.4	(38.0 )%	(38.0 )%
Broadband accesses(2)	5,476.8	5,722.3	5,608.6	4.5 %	(2.0 )%
Other accesses(3)	26.2	21.4	17.9	(18.3 )%	(16.6 )%
Mobile accesses	23,538.6	24,309.6	24,174.3	3.3 %	(0.6 )%
Pre-pay accesses	8,204.5	7,919.8	7,359.4	(3.5 )%	(7.1 )%
Contract accesses	15,334.1	16,389.7	16,814.9	6.9 %	2.6 %
Pay TV accesses	703.0	788.2	833.2	12.1 %	5.7 %
Final clients accesses	44,164.2	44,257.4	43,023.8	0.2 %	(2.8 )%
AMLT(4)	97.4	294.5	440.6	n.s.	49.6 %
Rented Bundles	2,153.8	2,477.1	2,881.1	15.0 %	16.3 %
Shared UL accesses	447.7	264.0	205.0	(41.0 )%	(22.3 )%
Unbundled local loop accesses(5)	1,706.1	2,213.1	2,676.1	29.7 %	20.9 %
Wholesale ADSL	359.0	561.3	709.6	56.4 %	26.4 %
Other accesses(6)	3.7	0.9	0.6	(75.7 )%	(29.2 )%
Wholesale accesses	2,614.0	3,333.8	4,031.9	27.5 %	20.9 %
Total accesses	46,778.2	47,591.2	47,055.7	1.7 %	(1.1 )%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use, VOIP and free ADSL.

(2) Includes ADSL, satellite, fiber optic, cable modem and broadband circuits.

(3) Rented circuits.

(4) Wholesale rental of Linea Telefónica.

- (5) Includes naked shared UL.
- (6) Wholesale circuits.

Competitive positioning

Market Share Mobile Business(1)

	At December 31,					
	2009		2010		2011	
Spain	42.5	%	41.4	%	39.6	%

Market Share Internet and Data Business(1)

	At December 31,					
	2009		2010		2011	
Spain	55.6	%	53.4	%	49.7	%

(1) Internal estimates

2011 Results of Operations

In 2011 the Spanish market was shaped by the economic downturn, with declines in the principal macroeconomic indicators in the latter months of the year, and a fiercely competitive environment with intense commercial pressure.

At the end of 2011, Telefónica Spain managed a total of 47.1 million accesses, nearly the same as in 2010 (a 1% decline) despite heavy pressure from competitors. Against this backdrop, Telefónica Spain's market share fell slightly.

Fixed broadband Internet accesses fell 2.0% in 2011 as our commercial strategy focused more on "value" amid stiff competition, with a slowdown in promotional activity in certain months of the year before the September launch of a new ADSL offer boosted activity and net adds in the latter part of the year.

Telefónica Spain took a number of steps during the course of the year focused on reducing its operating costs (primarily the labor force reduction plan) and improving its competitive position. At the end of the third quarter, the company launched its new services catalog, which promotes customer exclusivity by offering cross discounts for customers whose entire telecommunications spend is with Movistar. The company also completed the repositioning of its commercial offerings in the fourth quarter of 2011 with the launch of new mobile rates for contract customers. The new rates combine voice, data and SMS offerings, eliminate the voice rate structure that varied depending on time of call and call destination and include unlimited SMS in all data tariffs. Rates are now structured by usage corresponding to the amount each customer wishes to spend. Also, in the fourth quarter of 2011, voice tariffs were streamlined for pre-pay customers with a highly competitive and flexible offer.

In the fixed line business, in the third quarter of 2011, Telefónica launched 10 mega ADSL with value-added services at €24.9 per month, while in the fourth quarter of the year it enhanced its offerings with a basic ADSL plan at €19.9 per month (excluding value-added services and fixed-to-mobile calls). Value-added services packages enjoyed greater adoption during the year.

	Year ended December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in millions of euro, except percentages)				
Revenues	19,703	18,711	17,284	(5.0)%	(7.6)%
Mobile business	8,965	8,550	7,747	(4.6)%	(9.4)%
Service revenues	7,828	7,270	6,548	(7.1)%	(9.9)%
Fixed telephony business	12,167	11,397	10,631	(6.3)%	(6.7)%
OIBDA	9,757	8,520	5,072	(12.7)%	(40.5)%
OIBDA Margin	49.5 %	45.5 %	29.3 %	(4.0) p.p.	(16.2) p.p.
CAPEX	1,863	2,021	2,914	8.4 %	44.2 %
OpCF (OIBDA – CAPEX)	7,894	6,499	2,158	(17.7)%	(66.8)%

2011 results

Revenues

Revenues for Telefónica Spain fell 7.6% in 2011 to €17,284 million, impacted by lower ARPU across all services and declining trends in accesses amid waning consumption and stronger pricing pressure.

Telefónica Spain reported a 6.7% decrease in revenues in the fixed line business in 2011, principally due to declines in revenues from traditional access of 10.6%, a decrease in revenues from voice services of 9.0% (due to decreased in traffic and the increasing weight of flat rates) and a decrease in revenues from retail broadband services of 10.1% (due to a 10.2% fall in broadband ARPU attributable to lower effective prices).

Revenues from Telefónica Spain's mobile business decreased by 9.4% in 2011 to €7,747 million, due mainly to a 9.9% decrease in mobile service revenues attributable to a 10% drop in ARPU and a slightly reduced customer base.

	As of or for the year ended December			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
Traffic (millions of minutes)	42,039	41,700	39,909	(0.8 )%	(4.3 )%
ARPU (in euro)	27.5	25.4	22.9	(7.3 )%	(10.2 )%
Pre-pay	12.6	11.4	9.3	(9.1 )%	(18.7 )%
Contract	36.5	32.6	29.1	(10.7 )%	(10.8 )%
APRU data (in euro)	5.4	5.5	6.0	1.6 %	9.9 %
% of non-P2P SMS revenues over data revenues	60.6 %	66.6 %	74.6 %	6.0 p.	7.9 p.

Mobile traffic continued to be impacted by lower customer usage, falling 4.3% in 2011.

Total ARPU decreased 10.2% in 2011 to €22.9 due largely to a 15.7% fall in voice ARPU, which was attributable to interconnection price cuts, lower usage and downward pressure on retail prices. Conversely, data ARPU increased 9.9% in 2011, representing 26% of total ARPU (a five percentage point increase), driven by the rapid growth of mobile broadband. Non-P2P SMS revenues were still the biggest growth driver in the data business, increasing by 24.1% in 2011 and representing 75% of total data revenues (an increase of eight percentage points). Data revenues increased 10.9% in 2011.

#### Expenses

Total expenses increased 20% in 2011 to €12,635 million due to the recognition of €2,591 million of restructuring costs related to workforce reduction programs with respect to 2010.

Supplies decreased on the back of lower interconnection costs and lower expenditures on purchases of mobile handsets.

Personnel expenses increased due to costs related to the redundancy program.

Other expenses remained largely stable, despite a greater commercial effort at the end of 2011.

#### OIBDA

OIBDA in 2011 amounted to €5,072 million, down 40.5% from 2010 due to the negative impact of expenses related to the recognition of workforce restructuring expenses (€2,591 million in the third quarter of 2011 and €202 million in the fourth quarter of 2010). Excluding the workforce restructuring expenses, OIBDA would have declined by 12% in 2011, primarily due to weaker revenue performance.

## 2010 results

Telefónica took control of Tuenti in 2010 pursuant to its strategy of strengthening its social networking presence. It began consolidating this company's financial results in Telefónica Spain's mobile business from August 2010, although the impact was not significant.

## Revenues

Telefónica Spain's revenues declined 5.0% in 2010 to €18,711 million, primarily affected by the increasingly challenging operating environment, greater pressure on customer revenues and lower revenues from universal service.



Revenues from Telefónica Spain's fixed line business decreased 6.3% to €11,397 million, principally due to decreases in revenues from traditional accesses of 13.1%, (due to lower revenues from universal service and a reduction in the number of accesses), decreased revenues from traditional voice services of 10.9% (affected by lower traffic, mostly international and fixed-to-mobile, and the increasing portion of traffic included in national flat tariff plans), and decreased revenues from retail broadband of 4.3% (a 8.7% decrease of effective ARPU due to price promotions).

Revenues from Telefónica Spain's mobile business decreased by 4.6% to €8,550 million, due mainly to a 7.1% fall in mobile service revenues (a 3.1 percentage point decrease caused by lower interconnection prices), which suffered from a 7.3% decrease in ARPU.

Traffic was 0.8% lower, reflecting lower customer usage.

Total ARPU decreased 7.3% to €25.4 in 2010, with a 9.5% decrease in voice ARPU because of interconnection price cuts, lower usage and downward pressure on prices. Conversely, data ARPU increased 1.6% during the year, underpinned by a larger contribution by connectivity revenues. As a result, data ARPU represented 21.4% of total ARPU (an increase of 1.9 percentage points compared with 2009). Non-P2P SMS contributed 67% to total data revenues. With the growth in connectivity revenues, data revenues accounted for 21% of services at the end of 2010.

#### Expenses

Telefónica Spain's total expenses increased 0.6% to €10,504 million in 2010 compared to €10,443 million in 2009, including €202 million in restructuring expenses derived primarily from the restructuring of workforces and the recognition of a €107 million TV tax.

Supplies decreased 2.5% to €4,185 million in 2010 compared to €4,293 million in 2009, principally due to lower interconnection expenses related to MTR cuts, which offset increased mobile handset expenses.

Personnel expenses increased 15.3% to €2,658 million in 2010 compared to €2,305 million in 2009. Such increase was due primarily to the revision of estimates made prior to 2009 relating to personnel commitments and, particularly in the fourth quarter of 2010, due to restructuring expenses related to personnel reorganization and the negative impact of a higher-than-estimated Consumer Price Index figures.

Other expenses decreased 4.8% to €3,661 million in 2010 compared to €3,845 million in 2009. This decrease was the result of efforts by the company to decrease levels of uncollectible balances and occurred despite the recognition in 2010 of a TV tax provision.

#### OIBDA

Telefónica Spain's OIBDA decreased 12.7% to €8,520 million in 2010, impacted by the recognition of non-recurring restructuring expenses related to workforce reduction plans (€202 million) and the TV tax (€107 million), by lower usage and stronger price pressure, which caused revenues to fall, and by stronger commercial efforts compared with the prior year.

#### Telefónica Europe

At December 31,			Percent Change	
2009	2010	2011	2009 vs. 2010	2010 vs. 2011

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	(in thousands)							
Fixed telephony accesses(1)	1,827.5	3,672.4	3,853.1	101.0	%	4.9	%	
Internet and data accesses	1,754.7	4,496.4	4,537.4	156.2	%	0.9	%	
Narrowband accesses	137.3	503.2	435.4	n.s.		(13.5)	)%	
Broadband accesses	1,589.1	3,964.9	4,071.8	149.5	%	2.7	%	
Other accesses(2)	28.3	28.3	30.3	0.0	%	6.9	%	
Mobile accesses	44,095.0	46,675.5	48,276.4	5.9	%	3.4	%	
Pre-pay accesses	23,098.5	23,994.9	23,800.3	3.9	%	(0.8)	)%	
Contract accesses	20,996.5	22,680.6	24,476.1	8.0	%	7.9	%	
Pay TV accesses	137.6	206.4	219.0	50.0	%	6.1	%	
Final clients accesses	47,814.9	55,050.6	56,885.9	15.1	%	3.3	%	
Wholesale accesses(3)	1,425.2	1,247.7	1,213.2	(12.5)	)%	(2.8)	)%	
Total accesses	49,240.1	56,298.3	58,099.1	14.3	%	3.2	%	

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(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use, VOIP and free ADSL.

(2) Includes remaining non-broadband retail circuits.

(3) Includes unbundled lines rented by Telefónica Germany. As of March 2010, Telefónica Europe accesses include HanseNet accesses.

#### Competitive positioning

#### Market Share Mobile Business(1)

	At December 31,					
	2009		2010		2011	
United Kingdom	26.2	%	26.6	%	26.6	%
Germany	14.6	%	15.7	%	16.1	%
Czech Republic	39.2	%	38.5	%	38.0	%
Ireland	32.3	%	32.0	%	33.2	%
Slovakia	9.8	%	14.7	%	18.3	%

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(1) Internal estimates

Despite the economic downturn and strong competition in its markets, Telefónica Europe was able to expand its customer base in 2011 with growth in contract customers and mobile broadband adoption, two key value drivers.

Telefónica Europe represented 24.7% of consolidated revenues and 20.9% of consolidated OBIDA in 2011. It contributed 0.6 percentage points to the Group's OIBDA growth excluding foreign exchange rate effects, with a 1.1 percentage point contribution from Germany. In terms of revenues, however, Telefónica Europe was responsible for a 0.3 percentage point reduction in overall growth due to 2011 declines in revenues in the United Kingdom, the Czech Republic and Ireland, which countries were impacted considerably by interconnection price cuts.

#### Key trends in the mobile business:

- Telefónica Europe achieved a 3% growth in accesses, led by Germany, where accesses increased 6.1% to 24.5 million at December 31, 2011, due to a 7.8% increase in mobile accesses.
- Commercial momentum was healthy, backed by a sharp increase in mobile contract customers, with net adds of 1.8 million 2011, an increase of 8% from 2010.
- Mobile broadband accesses increased 31% and represented 31% of the region's total accesses, driving growth in revenues.
- ARPUs of Telefónica and some other European operators were under heavy pressure, affected by interconnection price cuts, an adverse economic backdrop (with waning consumption) and, in some cases, decreases in prices amid fierce competitive pressures.



	Year ended December 31,			Percent Change				
	2009	2010	2011	2009 vs. 2010		2010 vs. 2011		
				Reported	Excl. FX(1)	Reported	Excl. FX(1)	
	(in millions of euro, except percentages)							
Revenues	13,954	15,724	15,524	12.7 %	10.1 %	(1.3 )%	(1.0 )%	
OIBDA	3,999	4,080	4,233	2.0 %	(0.6 )%	3.8 %	3.7 %	
Margin OIBDA	28.7 %	25.9 %	27.3 %	(2.7) p. p.	(2.6) p. p.	1.3 p. p.	1.2 p. p.	
Depreciation and amortization	(2,988 )	(3,201 )	(3,117 )	7.1 %	4.4 %	(2.6 )%	(2.5 )%	
Operating income	1,011	879	1,116	(13.1 )%	(16.8 )%	27.0 %	26.5 %	

(1) Excludes the effects of exchange rates.

#### 2011 Results of Operations:

##### Revenues

Revenues at Telefónica Europe fell 1.3% to €15,524 million in 2011, with a negative foreign-exchange rate effect of 0.3 percentage points. Revenues were undermined by reductions in interconnection prices. Excluding this impact, revenues would have increased by 1.7% compared with 2010. Our mobile strategy, predicated on boosting mobile broadband penetration and limited-use data rates, was the principal factor driving revenue growth. As a result of this strategy, non-P2P SMS data revenues increased 33.5% and represented 43% of total data revenues. Total data revenues increased 10.9% and represented 42% of mobile service revenues (an increase of 6 percentage points compared with 2010).

##### Expenses

Total expenses decreased 3% in 2011 to €11,509 million. In 2010 expenses were impacted by restructuring expenses, mainly related to personnel reorganization. Supplies expenses decreased mainly due to lower interconnection costs in the year, offsetting the increased volume of smartphone sales. Personnel expenses decreased, impacted by personnel restructuring expenses accrued in 2010. Other expenses decreased mainly due to lower customer care expenses.

##### OIBDA

OIBDA for Telefónica Europe increased 3.8% to €4,233 million in 2011. Foreign exchange rates had a positive impact of 0.1 percentage point. The growth in OIBDA was impacted by the recognition during the second half of 2010 of non-recurring workforce restructuring costs of €320 million. Excluding this impact, Telefónica Europe's OIBDA in 2011 would have decreased by 2.5%. OIBDA was impacted by lower revenues (including the impact of interconnection price cuts) and higher commercial costs relating to customer loyalty efforts undertaken in the second half of the year and the launch of high-end smartphones in the fourth quarter of 2011.

#### 2010 Results of Operations:

In January 2010, Telefónica Europe acquired the telecommunications services innovator Jajah and in February 2010, through Telefónica Germany, acquired HanseNet, which provides fixed telephony, Internet, broadband and pay TV services in Germany. In June 2010, Telefónica Europe sold Manx Telecom.

Revenues

Telefónica Europe's revenues increased by 12.7% in 2010 to €15,724 million. HanseNet and Jajah contributed an aggregate of €807 million. Revenue growth accelerated over the course of the year despite the reduction in mobile interconnection prices. This was due to good performances in the United Kingdom and Germany, which offset declines in Ireland and the Czech Republic, in each case impacted by worsening economic conditions. Non-P2P SMS data revenues achieved organic growth of 26.4% in the year, driven by the growing adoption of mobile broadband, which represented 36% of data revenues.

## Expenses

Telefónica Europe's total expenses increased partially in 2010 compared with 2009, due to operating expenses related to the consolidation of HanseNet and non-recurring restructuring expenses related to personal reorganization in the second half of the year.

Supplies increased in 2010 compared with 2009, mainly due to the inclusion of HanseNet and the increase of the pound sterling to euro exchange rate over the period, offset by the impact of lower MTRs.

Personnel expenses increased in 2010 compared with 2009, mainly due to non-recurrent restructuring costs, derived primarily from the restructuring of the workforces at Telefónica Germany and Telefónica UK.

Other expenses increased in 2010 compared with 2009 mainly due to the acquisition of HanseNet and the strengthening of the pound sterling to euro exchange rate over the period.

## OIBDA

OIBDA increased 2% to €4,080 million in 2010, of which HanseNet and JaJah contributed €71 million during the year. Expenses increased during the year due to non-recurring restructuring costs (€320 million), mostly in relation to workforce reductions, which were recognized in the second half of the year. Also, a capital gain from the sale of Manx of €61 million was recorded during the year. OIBDA in like-for-like terms and excluding the impact of foreign exchange rates would have increased by 3.8%, largely due to increased revenues and efforts to enhance efficiency.

## United Kingdom

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Fixed telephony accesses(1)	0.0	86.7	216.1	n.a.	n.s.
Internet and data accesses	591.5	671.6	620.3	13.5 %	(7.6 )%
Broadband accesses	591.5	671.6	620.3	13.5 %	(7.6 )%
Mobile accesses	21,299.3	22,211.5	22,167.5	4.3 %	(0.2 )%
Pre-pay accesses	11,740.3	11,712.3	11,227.3	(0.2 )%	(4.1 )%
Contract accesses	9,558.9	10,499.2	10,940.3	9.8 %	4.2 %
Final clients accesses	21,890.8	22,969.8	23,003.9	4.9 %	0.1 %
Wholesale accesses (2)	0.0	0.0	26.7	n.a.	n.a.
Total accesses	21,890.8	22,969.8	23,030.7	4.9 %	0.3 %

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use, VOIP and free ADSL.

(2) Includes unbundled lines rented by Telefónica United Kingdom.

The United Kingdom market remained extremely competitive in 2011, and was also impacted by adverse economic conditions. The company focused on a “value over volume” strategy in the first half of the year, before ramping up commercial efforts again in the second half of the year, offering a new rate structures for smartphones in August and

implementing a pro-active customer retention program in the contract segment. The company reinforced its commitment to offering customers the best service experience, including innovative digital services, quality customer service and a range smartphone offerings.

Telefónica United Kingdom's mobile contract accesses increased by 4% in 2011, representing 49% of the total mobile customer base of 22.2 million (an increase of 2.1 percentage points from 2010). Steady demand for smartphones increased the penetration of these handsets to 38% at the end of 2011, up from 29% the prior year.



	Year ended December 31,			Percent Change								
	2009	2010	2011	2009 vs. 2010				2010 vs. 2011				
				Euro	Local Currency	Euro	Local Currency	Euro	Local Currency			
	(in millions of euro, except percentages)											
Revenues	6,512	7,201	6,926	10.6	%	6.5	%	(3.8	)%	(2.7	)%	
Service revenues	5,936	6,513	6,198	9.7	%	5.6	%	(4.8	)%	(3.7	)%	
OIBDA	1,680	1,830	1,836	9.0	%	4.9	%	0.3	%	1.5	%	
OIBDA Margin	25.8	%	25.4	%	26.5	%	(0.4	p.p.	(0.4	) p.p.	1.1 p.	p.
CAPEX	602	717	732	19.1	%	14.7	%	2.0	%	3.3	%	
OpCF (OIBDA – CAPEX)	1,078	1,113	1,104	3.3	%	(0.5	)%	(0.8	)%	0.3	%	

## 2011 results

## Revenues

Telefónica United Kingdom reported a 3.8% decrease in revenues to €6,926 million, with foreign exchange rates contributing a 1.1 percentage points decrease compared with 2010. Mobile service revenues were down 4.8% (or down 3.7% excluding foreign exchange-rate effects) to €6,198 million. Interconnection price cuts were largely responsible for these revenue declines; excluding this impact, service revenues would have only fallen by 0.4%, because of lower growth in customers and trends in ARPU.

Total ARPU decreased 6.6%, or 3.5% excluding the interconnection price cuts. Voice ARPU decreased 14.6% (or decreased 9.2% excluding interconnection price cuts) because of the migration of traffic from minutes bundles, the reduction in rates amid stiff competition and the adverse macroeconomic climate. Data ARPU growth held steady at 5.1%, with more than 80% of contract customers with data tariffs opting for limited data usage.

	As of or for the year ended December 31,			Percent Change (local currency)						
	2009	2010	2011	2009 vs. 2010			2010 vs. 2011			
Traffic (millions of minutes)	53,856	58,143	52,250	8.0	%	(10.1	)%			
ARPU (in euro)	24.7	25.1	23.2	(2.1	)%	(6.6	)%			
Pre-pay	12.3	11.8	10.3	(8.2	)%	(11.4	)%			
Contract	40.8	40.6	37.1	(4.2	)%	(7.6	)%			
ARPU data (in euro)	9.3	10.1	10.5	5.3	%	5.1	%			
% of non-P2P SMS revenues over data revenues	27.4	%	32.8	%	40.5	%	5.4 p.	p.	7.7 p.	p.

Mobile voice traffic was 10% lower in 2011, due to the decrease in the pre-pay customer base and usage optimization.

## OIBDA

OIBDA at Telefónica United Kingdom increased by 0.3% to €1,836 million in 2011 and was 1.5% higher excluding the impact of foreign exchange rates. In 2010, €72 million of non-recurring restructuring expenses were recognized,

affecting comparability. Excluding this impact, OIBDA would have fallen by 2.3% due to lower revenues.

## 2010 results

### Revenues

Telefónica United Kingdom reported a 10.6% increase in total revenues in 2010 to €7,201 million, with foreign exchange rates contributing a 4.1 percentage point increase. Mobile service revenues increased 9.7% (or 5.6% excluding foreign exchange rate effects) to €6,513 million. Interconnection price cuts had a considerable impact on revenues; excluding such impact service revenues would have increased by 9.2%, driven by increasing penetration of the contract segment in total accesses and the larger number of smartphone users.

Non-P2P SMS revenues continued to grow in the year, with a year-on-year increase of 31.7%, excluding the impact of foreign exchange rates. As a result, total data revenues represented 40% of mobile service revenues in 2010, nearly two percentage points higher than in 2009.

Total ARPU in 2010 fell 2.1% (excluding foreign exchange-rate effects), heavily impacted by interconnection price cuts. Otherwise, ARPU would have increased by 1.2% during the year. Voice ARPU fell 6.5% (excluding foreign exchange rate effects), while data ARPU increased by 5.3% (excluding foreign exchange rate effects) due to growing demand for data services by smartphone users.

Mobile traffic increased by 8.0% in 2010 to 58,143 million minutes, driven by the growth of the contract customer base and a higher unit usage per customer in the pre-pay segment.

#### OIBDA

Telefónica United Kingdom's OIBDA increased 4.9% to €1,830 million in 2010 excluding foreign exchange rate effects. In the year's fourth quarter, the company recorded a €72 million non-recurring restructuring charge, related to a workforce and store restructuring geared toward placing greater efforts on capturing new business opportunities and improving customer service. Excluding this impact, too, OIBDA would have increased by 9.0%, mostly due to growth in revenues despite higher commercial costs related to increased mobile broadband demand.

#### Germany

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Fixed telephony accesses(1)	0.0	1,916.4	2,055.1	n.a.	7.2 %
Internet and data accesses	285.1	2,914.7	2,922.3	n.s.	0.3 %
Narrowband accesses	0.0	385.7	334.6	n.a.	(13.2) %
Broadband accesses	285.1	2,529.1	2,587.7	n.s.	2.3 %
Mobile accesses	15,507.4	17,049.2	18,380.1	9.9 %	7.8 %
Pre-pay accesses	7,807.0	8,795.2	9,144.5	12.7 %	4.0 %
Contract accesses	7,700.4	8,254.0	9,235.7	7.2 %	11.9 %
Pay TV accesses	0.0	77.2	83.3	n.a.	7.9 %
Final clients accesses	15,792.5	21,957.5	23,440.9	39.0 %	6.8 %
Wholesale accesses(2)	1,316.8	1,116.5	1,042.4	(15.2) %	(6.6) %
Total accesses	17,109.3	23,074.0	24,483.2	34.9 %	6.1 %

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use, VOIP and free ADSL.

(2) Includes unbundled lines rented by Telefónica Germany.

Telefónica Germany performed well in 2011, bolstering its competitive position in the German market with a higher market share and seizing commercial momentum with its "O2 Blue" rates, its "MyHandy" offer, activity with partners and progress toward unlocking the value of its data business.

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Telefónica Germany achieved a 6% increase in accesses in 2011, driven by an 8% growth in mobile accesses and a 12% larger contact customer base. Demand for smartphones remained strong in the year, raising mobile broadband penetration by six percentage points to 26% at December 31, 2011.

Fixed broadband accesses grew 2% in 2011, ending the year at 2.6 million.

	Year ended December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in millions of euro, except percentages)				
Revenues	3,746	4,826	5,035	28.9 %	4.3 %
Service revenues	2,861	2,932	2,946	2.5 %	0.5 %
OIBDA	918	944	1,219	2.8 %	29.1 %
OIBDA Margin	24.5 %	19.6 %	24.2 %	(4.9) p. p.	4.7 p. p.
CAPEX	796	2,057	558	n. a.	(72.9)%
OpCF (OIBDA – CAPEX)	122	(1,113 )	662	c. s.	(159.5)%

## 2011 results

## Revenues

Total revenues increased 4.3% in 2011 to €5,035 million. Revenues for 2010 included the results of HanseNet from mid-February 2010, while 2011 revenues included such results for the full year. Excluding this impact, revenues would have increased by 1.6% during 2011.

Mobile services revenues performed well, especially at the end of 2011, impacted by the interconnection price cut. Excluding this effect, mobile services increased 7.1%, driven by growth in the customer base and trends in ARPU. Non-P2P SMS data revenue growth of 49% was a key driver of revenues, leveraging the increasing penetration of smartphones and the adoption of limited use data rates.

Total ARPU decreased 7.8% in the year due to the sharp reduction in interconnection prices in December 2010. Excluding this impact, total ARPU would have only declined 1.6%, mainly due to the weak performance of the pre-pay segment. The regulation affected voice ARPU, where revenues declined 18.5% in the year. This decline was partly offset by the increase of data ARPU of 13.2% due to increasing mobile broadband penetration and strong adoption of limited use data rates.

	As of or for the year ended December			Percent Change				
	31,			2009 vs.		2010 vs.		
	2009	2010	2011	2010	2011	2010	2011	
Traffic (millions of minutes)	23,257	25,543	27,993	9.8	%	9.6	%	
ARPU (in euro)	15.6	14.8	13.6	(5.5)	)%	(7.8)	)%	
Pre-pay	5.7	6.1	5.7	7.8	%	(7.0)	)%	
Contract	26.1	23.8	21.9	(8.8)	)%	(8.4)	)%	
APRU data (in euro)	4.7	5.0	5.6	6.1	%	13.2	%	
% of non-P2P SMS revenues over data revenues	36.7	%	41.9	%	50.4	%	5.2 p.	p.
							8.5 p.	p.

Mobile service revenues increased 10% in 2011 due to growth in the customer base and an overall increase in usage.

## OIBDA

OIBDA increased 29% to €1,219 million in 2011. Excluding the impact of the consolidation of HanseNet results since February 2010 and the €202 million of restructuring provisions recognized in 2010, OIBDA in 2011 would have increased by 4.9%. OIBDA growth was driven by higher revenues and efficiency gains achieved through our restructuring, which offset the increase in commercial costs.

## 2010 results

## Revenues

Revenues at Telefónica Germany in 2010 increased 28.9% to €4,826 million. This amount includes the results of HanseNet since mid-February 2010. Excluding this impact, revenues would have increased by 7.9% in 2010. The positive revenue performance was mainly the result of increased mobile service revenues and strong demand for smartphones, especially through the “My Handy” product, which eliminates the handset subsidiary from mobile service revenues.



Mobile service revenues increased by 2.5% in 2010 to €2,932 million. Excluding the impact of interconnection price cuts, the increase would have been 3.8%. Growth was mainly achieved due to the increase in access and continued growth in non-P2P SMS data revenues (an increase of 31.4% in 2010 to 42% of total revenues compared with 37% of total revenues in 2009). Mobile data revenues rose 15.4% to €970 million in 2010, representing 33% of total mobile service revenues.

#### OIBDA

OIBDA at Telefónica Germany increased 2.8% to €944 million in 2010. OIBDA growth was impacted by the inclusion of HanseNet's results since February 2010 and the recognition of €202 million of non-recurring expenses related to workforce restructuring in 2010. Excluding these two impacts, OIBDA growth would have been 11.2%, due mainly to the termination of national roaming agreements in 2009, growth in revenues and cost-savings achieved from the company's ongoing commitment to efficiency and despite the increase in commercial costs related to smartphone sales in the latter part of the year.

#### Czech Republic and Slovakia

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Fixed telephony accesses(1)	1,770.6	1,669.2	1,581.9	(5.7)%	(5.2)%
Free ADSL accesses	62.1	163.7	237.4	163.6%	45.0%
VOIP accesses	16.9	38.6	52.1	128.4%	35.0%
Internet and data accesses	848.7	898.8	970.6	5.9%	8.0%
Narrowband accesses	137.3	117.5	100.7	(14.4)%	(14.3)%
Broadband accesses	683.1	753.0	839.6	10.2%	11.5%
Other accesses (2)	28.3	28.3	30.3	0.0%	6.9%
Mobile accesses	4,944.6	4,838.6	4,941.7	(2.1)%	2.1%
Pre-pay accesses	2,130.2	1,975.0	1,892.4	(7.3)%	(4.2)%
Contract accesses	2,814.4	2,863.6	3,049.3	1.7%	6.5%
Pay TV accesses	137.6	129.2	135.6	(6.1)%	5.0%
Final clients accesses	7,701.5	7,535.8	7,629.8	(2.2)%	1.2%
Wholesale accesses	108.4	131.2	144.1	21.0%	9.8%
Total accesses	7,810.0	7,667.0	7,773.9	(1.8)%	1.4%

(1) PSTN (including public use telephony) x1; ISDN basic access x1; ISDN primary access 2/6 access x30; includes our accesses for internal use, VOIP and free ADSL.

(2) Retail circuits other than broadband.

#### Slovakia

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011

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	(in thousands)						
Mobile accesses	552.9	880.4	1,164.1	59.2	%	32.2	%
Pre-pay accesses	357.2	545.9	666.1	52.8	%	22.0	%
Contract accesses	195.6	334.5	498.0	71.0	%	48.9	%
Total accesses	552.9	880.4	1,164.1	59.2	%	32.2	%

Accesses in the Czech Republic increased 1.4% in 2011, primarily due to growth in mobile and fixed broadband accesses. Access growth remained strong in Slovakia, above all in the contract segment.



	Year ended December 31,			Percent Change	
	2009 (1)	2010 (1)	2011 (1)	2009 vs. 2010	2010 vs. 2011
	(in millions of euro, except percentages)				
Revenues	2,260	2,197	2,130	(2.8)%	(3.0)%
Service revenues	1,123	1,078	995	(4.0)%	(7.7)%
OIBDA	1,053	953	931	(9.5)%	(2.3)%
OIBDA Margin	46.6%	43.4%	43.7%	(3.2) p.	0.3 p.
CAPEX	245	224	229	(8.8)%	2.1%
OpCF (OIBDA – CAPEX)	807	729	702	(9.7)%	(3.7)%

(1) Includes Slovakia, except for service revenues

## 2011 results

### Revenues

Revenues in the Czech Republic and Slovakia declined 3% to €2,130 million in 2011. In Slovakia, growth in the customer base led to higher revenues in 2011.

### OIBDA

OIBDA totaled €931 million in 2011, impacted by efficiency initiatives, sales of non-strategic assets and wide margins in Slovakia, which resulted in a smaller decline in OIBDA as compared with revenues for the year.

## 2010 results

### Revenues

Revenues derived from the Czech Republic, including Slovakia operations, decreased 2.8% to €2,197 million in 2010 compared to €2,260 million in 2009. Slovakia continued to grow in mobile revenues (50.5%) while Czech revenues from fixed and mobile services decreased (-8.7% in local currency) due to MTR cuts, customers optimizing their expenditures and lower government spending on IT services.

### OIBDA

OIBDA decreased 9.5% from €1,053 million in 2009 to €953 million in 2010, due primarily to poorer revenues performance, which was partially offset by reductions in direct costs (supplies) and in commercial costs.

## Ireland

	At December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in thousands)				
Internet and data accesses	-	11.2	24.2	n. a.	n. s.

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Broadband accesses	-	11.2	24.2	n.	a.	n.	s.
Mobile accesses	1,714.3	1,695.8	1,622.9	(1.1	)%	(4.3	)%
Pre-pay accesses	1,022.5	966.5	870.1	(5.5	)%	(10.0	)%
Contract accesses	691.8	729.4	752.9	5.4	%	3.2	%
Total accesses	1,714.3	1,707.1	1,647.2	(0.4	)%	(3.5	)%

In Ireland, results were hampered by an extremely adverse business environment, with a reduction in the customer base, due mostly to a smaller number of pre-pay customers as the contract customer base held steady.

	Year ended December 31,			Percent Change	
	2009	2010	2011	2009 vs. 2010	2010 vs. 2011
	(in millions of euro, except percentages)				
Revenues	905	848	723	(6.3 )%	(14.7 )%
Service revenues	842	779	677	(7.5 )%	(13.1 )%
OIBDA	302	275	206	(9.0 )%	(25.0 )%
OIBDA Margin	33.4 %	32.4 %	28.5 %	(1.0 ) p.p.	(3.9 ) p.p.
CAPEX	63	60	61	(4.1 )%	1.4 %
OpCF (OIBDA – CAPEX)	239	214	145	(10.3 )%	(32.5 )%

## 2011 results

### Revenues

Telefónica Ireland's revenues decreased 14.7% in 2011, primarily due to the impact of interconnection price cuts on mobile service revenues. ARPU declined amid efforts to optimize usage.

### OIBDA

The decrease in OIBDA in 2011 reflects the drop in mobile service revenues and higher commercial costs stemming from increased demand for smartphones.

## 2010 results

### Revenues

Revenues derived from Telefónica Ireland decreased 6.3% to €848 million in 2010 compared to €905 million in 2009. The decrease was mainly the result of lower customer spending, market competition in the prepay segment and lower MTRs.

### OIBDA

OIBDA decreased 9% from €302 million in 2009 to €275 million in 2010, primarily due to a decline in revenues.

## Our Services and Products

### Mobile business

We offer a wide variety of mobile and related services and products to personal and business customers. Although the services and products available vary from country to country, the following are our principal services and products:

- Mobile voice services. Our principal service in all of our markets is mobile voice telephony.
- Value added services. Customers in most of our markets have access to a range of enhanced mobile calling features, including voice mail, call hold, call waiting, call forwarding and three-way calling.
-

Mobile data and Internet services. Current data services offered include Short Messaging Services, or SMS, and Multimedia Messaging Services, or MMS, which allow customers to send messages with images, photographs and sounds. Customers may also receive selected information, such as news, sports scores and stock quotes. We also provide mobile broadband connectivity and Internet access. Through mobile Internet access, our customers are able to send and receive e-mail, browse the Internet, download games, purchase goods and services in m-commerce transactions and use our other data services.

- Wholesale services. We have signed network usage agreements with several MVNOs in different countries.
- Corporate services. We provide business solutions, including mobile infrastructure in offices, private networking and portals for corporate customers that provide flexible on line billing.

- Roaming. We have roaming agreements that allow our customers to use their mobile handsets when they are outside of our service territories, including on an international basis.
- Fixed wireless. We provide fixed voice telephony services through mobile networks in Venezuela, Argentina, Peru, Mexico, Ecuador, El Salvador, Guatemala and Nicaragua.
- Trunking and paging. In Spain and Guatemala, we provide digital mobile services for closed user groups of clients and paging services.

#### Fixed business

The principal services we offer in our fixed businesses in Spain, Europe and Latin America are:

- Traditional fixed telecommunication services. Our principal traditional fixed telecommunication services include PSTN lines; ISDN accesses; public telephone services; local, domestic and international long distance and fixed-to-mobile communications services; corporate communications services; supplementary value-added services (including call waiting, call forwarding, voice and text messaging, advanced voicemail services and conference-call facilities); video telephony; business-oriented value-added services; intelligent network services; leasing and sale of handset equipment; and telephony information services.
- Internet and broadband multimedia services. Our principal Internet and broadband multimedia services include Internet service provider service; portal and network services; retail and wholesale broadband access through ADSL; naked ADSL ( broadband connection without the monthly fixed line fee); narrowband switched access to Internet for universal service, and other technologies; residential-oriented value-added services (including instant messaging, concerts and video clips by streaming video, e-learning, parental control, firewall protection, anti-virus protection, content delivery and personal computer sales); television services such as Imagenio, our IPTV business, cable television and satellite television; companies-oriented value-added services, like puesto integral o puesto informático, which includes ADSL, computer and maintenance for a fixed price and VoIP services. Telefónica Spain provides services based on Fiber to the Home (FTTH), including a new range of products and services name “FUTURA”. This line of products includes high speed Internet access (currently up to 30 Mb), which allows Telefónica Spain to provide its customers with advanced IPTV services, such as Multiroom (allowing clients to watch different TV channels in different rooms) and Digital Video Recording (DVR).
- Data and business-solutions services. Our data and business-solutions services principally include leased lines; virtual private network, or VPN, services; fiber optics services; the provision of hosting and application, or ASP, service, including web hosting, managed hosting, content delivery and application, and security services; outsourcing and consultancy services, including network management, or CGP; and desktop services and system integration and professional services.
- Wholesale services for telecommunication operators. Our wholesale services for telecommunication operators principally include domestic interconnection services; international wholesale services; leased lines for other operators’ network deployment; and local loop leasing under the unbundled local loop regulation framework. It also includes bit stream services, bit stream naked, wholesale line rental accesses and leased ducts for other operators’ fiber deployment.

#### Sales and Marketing

Our sales and marketing strategy is aimed toward reinforcing our market position, generating brand awareness, promoting customer growth and achieving customer satisfaction. We use a variety of marketing initiatives and

programs, including those that focus on customer value, with in-depth market segmentation; programs to promote customer loyalty; pricing initiatives aimed toward stimulating usage, including segmented packages and innovative tariff options; and initiatives that are responsive to the latest market trends, including those aimed toward boosting demand for our mobile Internet and mobile broadband offerings. In connection with these and our other sales and marketing initiatives, we market our products through a broad range of channels, including television, radio,

billboards, telemarketing, direct mail and Internet advertising. We also sponsor a variety of local cultural and sporting events in order to enhance our brand recognition.

## Competition

The telecommunications industry is competitive and consumers generally have a choice of mobile and fixed line operators from which to select services. We are a global telecommunications services provider and face significant competition in most of the markets in which we operate. In Europe, our largest competitor is Vodafone and in Latin America our largest competitor is América Móvil. Newer competitors, including handset manufacturers, internet companies and software providers, are also entering the market and offering integrated communications services.

We compete in our markets on the basis of the price of our services; the quality and range of features associated with those services; the reliability of our network infrastructure and its technological attributes; and the desirability of our offerings, including bundled offerings of one type of service with another and, in the case of the mobile industry, offerings that include subsidized handsets.

To compete effectively with our competitors, we need to successfully market our products and services and to anticipate and respond to various competitive factors affecting the relevant markets, such as the introduction of new products and services, different pricing strategies and changes in consumer preferences. See “Risk Factors – Risks Relating to our Industry – We operate in highly competitive markets and the industry in which we operate is subject to rapid technological changes, which requires us to continually adapt to such changes and to upgrade our existing networks.”

## Strategic Partnerships

### China Unicom

Since 2005, we have had a stake in China Unicom and its predecessor company. On September 6, 2009 we entered into a strategic alliance agreement with China Unicom, which provides, among other areas for cooperation, joint procurement of infrastructure and client equipment, common development of mobile service platforms, joint provisions of service to multinational customers, roaming, research and development, sharing of best practices and technical, operational and management know-how, joint development of strategic initiatives in the area of network evolution, joint participation in international alliances and exchanges of senior management. In furtherance of this strategic alliance we entered into a subscription agreement with China Unicom, pursuant to which we increased our voting interest in the share capital of China Unicom to 8.06% and China Unicom obtained 0.87% voting interest in our share capital in October 2009.

Pursuant to the strategic alliance agreement mentioned above, China Unicom has agreed to use its best endeavors to maintain a listing of all the issued ordinary shares of China Unicom on the Hong Kong Stock Exchange. For so long as the strategic alliance agreement with us is in effect, China Unicom shall not (i) offer, issue or sell any significant number of its ordinary shares (including treasury shares), or any securities convertible into or other rights to subscribe for or purchase a significant number of China Unicom’s ordinary shares (including treasury shares), to any current major competitor of Telefónica or (ii) make any significant investment, directly or indirectly, in any current major competitor of Telefónica. We made similar undertakings.

The strategic alliance agreement between us and China Unicom terminates on September 6, 2012 subject to automatic annual renewal, subject to either party’s right to terminate on six months’ notice. Also, the strategic alliance agreement may be terminated by China Unicom if our shareholding in China Unicom drops below 5% of its issued share capital

or if China Unicom's shareholding in us drops below 0.5% of our issued share capital. In addition, the strategic alliance agreement is subject to termination in the event either party is in default and automatically terminates on a change in control of China Unicom.

On January 28, 2011, China Unicom completed its acquisition of 21,827,499 Telefónica shares, representing approximately 1.37% of our voting share capital.



As of the date of this Annual Report, Telefónica, through its wholly-owned subsidiary, Telefónica Internacional, has acquired 282,063,000 ordinary shares of China Unicom through several transactions executed in the period between January 23, 2011 and September 7, 2011, investing an aggregate amount equivalent to approximately 500 million U.S. dollars (equivalent to €358 million). Telefónica's shareholding in China Unicom amounts to 9.6% of its capital stock as of the date of this Annual Report. In addition, at our General Shareholders' Meeting on May 18, 2011 Mr. Chang Xiaobing, a nominee proposed by China Unicom, was appointed as a member of our Board of Directors.

#### Telecom Italia

Through a series of transactions from 2007 through 2009, we acquired an indirect holding of 10.49% in the voting shares of Telecom Italia (7.21% of the dividend rights) through our holdings in Telco. The Telecom Italia group is principally engaged in the communications sector and, particularly, in telephone and data services on fixed lines for final and wholesale customers, in the development of fiber optic networks for wholesale customers in the provision of broadband services and Internet services, in domestic and international mobile telecommunications (especially in Brazil), in the television sector using both analog and digital terrestrial technology and in the office products sector. Telecom Italia operates primarily in Europe, the Mediterranean basin and in South America.

For more information, please see "Item 4. Information on the Company —History and Development of the Company—Recent Developments," "Item 5. Operating and Financial Review and Prospects —Operating Results—Significant Factors Affecting the Comparability of our Results of Operations in the Period Under Review" and "Item 10. Additional Information—Material Contracts." Telco, through which we hold our stake in Telecom Italia, is included in our Consolidated Financial Statements using the equity method.

#### Regulation

As a telecommunications operator, we are subject to sector-specific telecommunications regulations, general competition law and a variety of other regulations, which can have a direct and material effect on our business areas, particularly in regions and countries that favor more exclusive regulatory intervention. The extent to which telecommunications regulations apply to us depends largely on the nature of our activities in a particular country, with traditional fixed telephony services usually subject to more extensive regulations.

To operate our networks, we must obtain general authorizations, concessions or licenses from national regulatory authorities, or NRAs, in those countries in which we operate. Licensing procedures also apply to our mobile operations with respect to radio frequencies. The duration of any particular license or spectrum right depends on the legal framework in the relevant country.

This section describes the regulatory frameworks and key regulatory developments at the regional level and in selected countries in which we have significant interests. Many of the regulatory developments described in this section involve ongoing proceedings or consideration of potential legislation that have not reached a conclusion. Accordingly, it is difficult for us to accurately quantify the effect on our operations of these developments in such instances.

#### Electronic Communication Regulation in the EU

The EU legal framework for electronic communications services was developed with the aim of liberalizing and improving the functioning of the EU market for telecommunications networks and services, which culminated in the adoption of the 2002 EU regulatory framework for electronic communications sector (the "EU Framework"). This regulatory framework has been subsequently modified by the European Council in response to technological changes

in the industry.

Rules promulgated pursuant to the EU Framework define users' rights and focus on privacy, data security, protection and preservation and universal access, among other things. Recent EU directives have supplemented the EU Framework with regulations focused on roaming price caps, spectrum allocation and call termination.

EU Member States are generally required to incorporate EU legislation into their domestic law regimes and consider EU legislation when applying domestic law. In each EU Member State a national regulatory authority, or

NRA, is responsible for enforcing national telecommunications laws that incorporate the EU Framework. NRAs generally have significant power under their relevant telecommunications acts, including the authority to impose network access and interconnection obligations, and to approve or review new charges and general business terms and conditions of providers with “significant market power”, or SMP. In general, an operator is considered to have SMP if its share of a particular market exceeds 40%. NRAs also have the authority to assign wireless spectrum and supervise frequencies and to impose universal service obligations.

The European Commission supervises the NRAs and formally and informally influences their decisions in order to ensure the harmonized application of the EU Framework throughout the European Union. In particular, the European Commission has identified certain markets that include one or more participants with SMP and has recommended ex ante specific regulation. In these instances, NRAs are instructed to impose at least one obligation relating to price control, transparency, non-discrimination, accounting separation or access obligations on market participants. Companies can challenge decisions of the relevant NRA before national courts. Such legal proceedings can lead to a decision by the European Court of Justice, or ECJ, which is the ultimate authority on the correct application of EU legislation.

#### EU Competition Law

The EU’s competition rules have the force of law in EU Member States and are, therefore, applicable to our operations in EU Member States.

The EC Treaty prohibits “concerted practices” and all agreements for undertakings that may affect trade between Member States and which restrict, or are intended to restrict, competition within the EU. It also prohibits any abuse of a dominant competitive position within the common market of the EU, or any substantial part of it, that may affect trade between Member States.

The EU Merger Regulation requires that all mergers, acquisitions and joint ventures involving participants meeting certain turnover thresholds be submitted to the EU Commission for review, rather than to the national competition authorities. Under the amended EU Merger Regulation, market concentrations will be prohibited if they significantly impede effective competition in the EU common market. European Commission and the EU Competition Commissioner are granted the authority to apply the European Competition framework.

Similar competition rules are set forth in each EU Member State’s legislation and are enforced by each of their national competition authorities, or NCAs. All European countries where we have activities and referred to below are Member States of the EU.

#### Recent developments

The regulatory debate in the European Union has continued to focus on the roll-out of ultra-high speed networks, roaming and net neutrality, issues particularly important for the development of the European telecommunications market and Information Society.

The EU Commissioner, Neelie Kroes, gathered 39 CEOs from the telecoms, equipment and content industries in March 2011. She asked for industry’s advice on how to meet the ambitious EU broadband targets, trying to speed up the development of Next Generation access networks. The Industry views were published in July, and contained eleven recommendations about the topics of the: sustainability of the Internet ecosystem; interoperability; and the investment framework and financing of new networks.

This initiative prompted a debate on new ways of promoting the development of fibre networks, and more particularly on co-investment by groups of operators and possible public-private partnerships to spread costs and join forces.

Related to this debate, in October the Commission started a debate about the costs and prices of current fixed copper networks and future fibre networks. The Commission is looking for ways to promote fibre investment and is asking for views about the best approach for setting the prices of current and future wholesale services in order to facilitate fibre investments.

In April the Commission published a communication on Net Neutrality in which it basically maintains that there is no need to regulate Net Neutrality. It does believe it is necessary to closely follow and better understand operators' practices with regard to traffic management. The Commission has asked BEREC to look into current practices of operators with regard to traffic management and to continue working on a series of related issues, such as transparency and minimum quality of service.

In July, the Commission published a proposal for a revision of the Roaming Regulation. It is an attempt to find a long-term solution for the level of roaming prices, which the Commission considers still being too high. This would imply a radical change to the way international roaming services are provided in Europe. From July 2014 European mobile operators would be required to unbundle the sale of roaming services from domestic mobile services. This would allow customers to choose a different provider for making calls in other Member States.

In addition, the Roaming Regulation would extend the current price cap regime for a transitory period to give the new structural changes to the roaming market time to be developed and implemented. The extended price cap regime would also include new price caps on retail charges for data roaming.

#### Telefónica Spain

#### Spain

#### General regulatory framework

The legal framework for the regulation of the telecommunications sector in Spain is governed by the General Telecommunications Law (32/2003) and several Royal Decrees. The General Telecommunications Law, among other things, sets forth rules regarding the new system of notification for electronic communications services, establishes the terms by which operators interconnect their networks, defines the universal service provision regime and subjects providers with SMP in particular telecommunications markets to specific obligations.

#### Regulatory supervision

The Telecommunications Market Commission, or the CMT, is the NRA responsible for regulating the telecommunications and audiovisual service markets in Spain.

#### Market analysis

Pursuant to the EU Framework, the CMT identifies markets that may lack effective competition and imposes specific obligations upon operators with SMP. The CMT has conducted market analyses to determine which operators have SMP in particular markets. Some of the most prominent conclusions drawn from these analyses and corresponding regulatory developments are described below.

#### Fixed markets

Retail access to fixed-location public telephone network, retail market for calls at a fixed location and retail lease lines market

In March 2006, following a market analysis, the CMT concluded that Telefónica de España is an operator with SMP in the market for the provision of retail access to fixed-location public telephone network services. As an SMP operator, Telefónica de España has certain specific obligations and is subject to certain restrictions, the most relevant

of which are maximum price caps for installation and monthly fees. Telefónica de España also has obligations regarding carrier selection, cost accounting and accounting separation. Telefónica de España is also subject to limitations regarding maximum and minimum amounts offered in connection with promotions. These limits are updated every six months.

#### Wholesale fixed call origination market

On March 22, 2007, the CMT adopted new regulations concerning call origination on the wholesale fixed call origination market that oblige Telefónica de España to provide wholesale access to its fixed network to other operators, allowing competitors to use its networks to provide access and other associated services to their customers.

In December 2008, the CMT concluded that Telefónica de España is an operator with SMP in this market and requested that Telefónica de España offer wholesale service to assist other operators in offering IP telephony services and provide transparent information of migration to Next Generation Networks, or NGN, centrals, which involves the provision of a wide range of information to competitors about network evolution.

#### Fixed call termination market on individual networks

As an operator with SMP in fixed call termination market on individual networks, Telefónica de España is required to submit an “Interconnection Reference Offer” (OIR) outlining the terms and conditions under which it will interconnect with other operators. In November 2010 the CMT approved a modification of the Telefónica OIR, reducing interconnection prices paid by alternative operators for call termination in Telefónica network.

#### Mobile market

##### Mobile voice call termination

In September 2006, the CMT established a progressive reduction schedule for MTRs (the “glide path”) from October 2006 to September 2009. In July 2009, the CMT established a new glide path for mobile voice call termination rates for the four Spanish mobile operators with an objective price of €0.04 per minute to be achieved by April 2012.

In December 2008, Telefónica Móviles España was again identified by the CMT as an operator with SMP in mobile voice call termination on individual mobile networks, and therefore continues to be subject to the obligations already imposed on it by the CMT and as well as the additional obligation to charge for seconds of usage according to a single termination price established by the CMT.

In December 2011, the CMT launched a public consultation related to the termination prices in mobile networks, with a proposed discount from 75 to 80%.

##### Wholesale (physical) network infrastructures access

In January 2009, the CMT concluded that Telefónica de España is an operator with SMP in the wholesale (physical) network infrastructures access market, and imposed the following obligations on Telefónica de España: access to full and shared unbundled access to copper loops, sub-loops and ducts, cost oriented tariffs and accounting separation, transparency and non-discrimination obligations including an “Unbundling Reference Offer” and a “Ducts Reference Offer.” In February 2008, the CMT imposed similar obligations with respect to vertical access to buildings.

##### Wholesale broadband access

In January 2009, the CMT identified Telefónica de España as an operator with SMP in the wholesale broadband access market, and consequently the CMT has imposed on Telefónica de España the obligation to provide wholesale broadband access service up to 30 Mbps to other operators in copper and fiber infrastructure. The CMT also obliges Telefónica de España to publish a wholesale broadband access reference offer, provide cost-oriented tariffs and

accounting separation, non-discrimination in network access and to communicate broadband retail changes in services prior to offering them in the market.

On November 16, 2010 the CMT approved a new wholesale broadband offer (new broadband ethernet service, or NEBA), which will allow alternative operators to provide retail services to consumers more independently from Telefónica retail offers. Telefónica proposed prices for these wholesale services in March 2011 and we are currently



awaiting approval by the CMT. Until the NEBA service is available, Telefónica will offer its FTTH retail services for resale through third parties.

#### Universal service obligations

The General Telecommunications Law aims to ensure that certain basic telecommunications services are guaranteed to all Spanish citizens.

Under the law, universal service is generally defined as a set of communication services satisfying reasonable quality and price threshold guaranteed to all end users, irrespective of their geographic location. Universal service aims to ensure that all citizens have access to a connection to the fixed line public network and network services, a telephone directory service, a sufficient number of public telephones and functional Internet access. Additional provisions included within the scope of a universal service obligation, or USO, ensure that users with disabilities and special social needs, including those with low incomes, have access to the services enjoyed by the majority of users.

In December 2008, following applications by three operators, Telefónica de España was awarded a tender for the provision of directory enquiry services for a period of three years and it has also been designated for the provision of the remaining universal service elements until a new tender process takes place. A new tender process took place during the third quarter of 2011. Telefónica de España, SAU was designated the operator responsible for the provision of the connection to the public electronic communications network and the provision of the public telephone service available from a fixed location and the operator responsible for the preparation and delivery of public telephone directories to the telephone subscribers. Telefónica Telecomunicaciones Públicas, SAU was designated as the operator responsible for the provision of a sufficient supply of public payphones.

In the year 2011, a draft Law was prepared which amended the General Telecommunications Law, and proceeded to adapt it to the provisions established in the of EU Directives package on electronic communications, which also established the May 25, 2011, as the deadline for the transposition of such package. However, after the announcement by the Prime Minister calling elections for the November 20, 2011 with the corresponding dissolution of the Chambers, the approval of this Act has been postponed. Therefore, the transposition of the directives has not been done within the prescribed period.

#### Consumer protection

On December 29, 2006, Law 44/2006 regarding the protection of consumers and users was approved, which provides that users may only be charged for services actually used. Consequently, operators may only charge based on exact seconds of usage.

#### Data retention for law enforcement purposes

The 2006 Directive 2006/24/EC of the European Parliament and of the Council on the retention of data generated or processed in connection with the provision of publicly available electronic communications services or of public communications networks (“Data Retention Directive”) was incorporated into Spanish legislation on November 9, 2007. Electronic communications operators are obliged to ensure the retention of data on electronic communications for a period of twelve months. Additionally, Spain has implemented a register of pre-pay mobile customers in conjunction with these requirements.

#### Public Broadcasting TV funding mechanism

In August 2009, the Spanish Parliament approved a new funding policy for public television, Radio Televisión Española (“RTVE”), which includes the discontinuation of advertising on public television. The law includes a tax on telecommunications companies and television stations to help fund the phasing out of advertising on RTVE.

The law applies a tax of 0.9% on the gross revenue of telecommunications companies providing audiovisual services in Spain and 3.0% in the case of regular TV broadcasters. Both the Spanish regulator and competition authority questioned the legality of this funding mechanism in light of the national and European regulatory framework. The EU Directorate General of Competition concluded that such funding mechanism did not constitute illegal state aid. Without prejudice to the state aid investigation initiated in December 2009, the European

Commission sent on March 18, 2010 a formal request for information to the Spanish government concerning the new charge imposed on telecommunications operators to offset the discontinuation of advertising on RTVE. The Commission is concerned that this administrative charge, based on authorized operators' gross revenue, may be incompatible with EU law since it does not appear to be related to costs arising from regulatory supervision. In March 2011, the EC appealed to the European Court of Justice for the infringement of European Legislation by the Spanish Kingdom, as the RTVE funding legislation was not abolished as required by the EC. The implementation of the Law on funding of RTVE obligates Telefónica Spain as an electronic communications operator to contribute 0.9% of gross operating revenues excluding those obtained in the wholesale market and as a provider of conditional access services to pay TV to contribute 1.5% of gross operating income.

#### Telefónica Europe

#### United Kingdom

##### General regulatory framework

The EU Regulatory Framework was implemented in the United Kingdom by the Communications Act in 2003. This act designates the Office of Communications, or Ofcom, as the NRA responsible for the regulation of electronic communications networks and services.

##### Market reviews

Currently, the mobile termination charges that Telefónica UK, Vodafone and Everything Everywhere (the merged entity operating the T-Mobile and Orange brands) levy must not exceed 4.42ppm, on average. H3G must not exceed 4.75ppm. This regime expired on March 31, 2011 and Ofcom issued a decision to impose charge controls based on Long Run Incremental Cost ("LRIC"). This decision has been appealed.

Ofcom has recently decided to reduce termination rates to 0.69 pence per minute (in real 2008/09 terms), starting with a reduction to 2.984 pence per minute from April 1, 2011. In each of the subsequent three years (i.e. from April 1, 2012, 2013 and 2014), termination rates will fall by 37.4% minus inflation.

#### Germany

##### General regulatory framework

The EU Regulatory Framework was implemented in Germany at the end of June 2004 by the Telecommunications Act. The NRA responsible for regulation of electronic communications networks and services is Bundesnetzagentur, or BNetzA.

##### Market reviews

In August 2006, BNetzA completed its review of voice call termination on individual mobile networks and concluded that, as an operator with SMP, the charges Telefónica Germany made to other operators for terminating calls on Telefónica Germany network had to be reduced, requiring Telefónica Germany to lower its call termination charges from €1.24 per minute to €0.994 per minute. In 2007, Telefónica Germany was required to reduce further its termination charges from €0.994 per minute to €0.880 per minute. Telefónica Germany has brought legal challenges against BNetzA's 2006 and 2007 decision that Telefónica Germany has SMP and against the imposition of regulatory remedies. The Federal Administrative Court, as the highest level of appeal, confirmed all regulatory remedies

meaning that the price controls stay in force for all mobile operators. All four German mobile operators filed a Constitutional Complaint in order to challenge the decision regarding SMP. All other actions (regarding the amount of MTRs) are pending and a decision by the Constitutional Court. The new market analysis of BNetzA in 2008 again concluded that all mobile network operators have SMP, and the decision on remedies does not contain changes in comparison to 2006. This 2008 decision has also been challenged by Telefónica Germany. The claim has been suspended until a decision of the Constitutional Court has been issued. In March 31, 2009 and as of April 1, 2009, BNetzA approved MTR for Telefónica Germany at €0.714 per minute for a period of 20 months (until November 30, 2010) Telefónica Germany challenged that decision and the claim has been suspended pending the Constitutional Court's decision.

Subsequently BNetzA developed its own cost model and imposed it on all four MNOs as the basis for the calculation of MTRs in 2010. Since December 2010, BNetzA decreased MTRs significantly: 3.39 c/min for Telefónica Germany; 3.36 c/min for Vodafone and Eplus; 3.38 c/min for T-Mobile. Telefónica Germany challenged that decision and the regulator issued a final decision in February 2011, with retroactive effect from December 1, 2010, confirming the provisionally approved MTRs. This regulation will remain valid until November 30, 2012. The German regulator has consulted an own cost model implementing the European Commission Recommendation on the Regulatory Treatment on Fixed and Mobile Termination Rates in the EU which is expected will be applicable to the next MTR determination.

## Czech Republic

### General regulatory framework

The EU Regulatory Framework was implemented in the Czech Republic in 2005 by the Electronic Communications Act. The NRA responsible for the regulation of electronic communications networks and services is the Czech Telecommunication Office, or CTO. Governmental responsibility for the area of electronic communications lies with the Ministry of Industry and Trade.

Several changes occurred in the legal environment of the electronic communications market in the Czech Republic in 2010 including new regulations focused on spectrum allocation, universal service financing, frequency band allocation, and traffic and localization data collection, among other things.

### Market reviews

CTO finished its second review of relevant markets in 2010. Following these analyses, Telefónica Czech Republic was designated as an SMP entity in seven relevant markets: one retail market and six wholesale markets.

On April 21, 2010 CTO issued a decision requiring mobile operators to gradually reduce call termination charges to 1.66 Czech Koruna per minute from July 1, 2010, to 1.37 Czech Koruna per minute from January 1, 2011 and to 1.08 Czech Koruna per minute from July 1, 2011.

## Telefónica Latin America

### Brazil

#### General regulatory framework

The delivery of telecommunications services in Brazil is subject to regulation under the regulatory framework provided in the General Telecommunications Law enacted in July 1997. The National Agency for Telecommunications, ANATEL, is the principal regulatory authority for the Brazilian telecommunications sector.

#### Interconnection

In July 2005, ANATEL published a new regulation for interconnection among providers of telecommunications services, which require operators to issue a public document disclosing all of the conditions for the establishment of interconnection for all classes and types of services. The SMP regime allows operators to freely negotiate interconnection rates with other operators. If they fail to reach an agreement, each operator may call upon ANATEL to determine the terms and conditions of interconnection.

Competition law

Brazilian competition regulation is based on Law No. 8,884 of June 11, 1994, which generally prohibits any practice aimed at restricting free competition, dominating the relevant market of goods or services, arbitrarily increasing profits, or abusively exercising dominant market position. The Economic Law Office, or SDE, the Secretariat for Economic Monitoring, or SEAE, and the Administrative Council for Economic Defense, or CADE, are the agencies authorized to enforce the competition rules.

## Recent developments

In June 2011 the new General Plan of Universal Service Goals was approved, which is applicable into 2011-2015 periods. The new Plan establishes goals on public telephony in big cities, and establishes the installation of public telephones in remote and inaccessible areas. Along with the approval of the Plan, Telefónica has signed the revised Concession Agreement for STFC, valid for the period from 2011 to 2015, when there should be further review of its terms. The main change brought refers to the end of restrictions for Concessionaries on operations of cable TV, which allowed Telefónica to exercise the option to purchase full control of the TVA (the cable TV company in the Abril Group).

Additionally, Telefónica Brazil has signed with the Communications Ministry a Term of Commitment to join the National Broadband Plan. Through this document Telefónica agrees to offer popular broadband plans from 1 MByte to maximum price of R\$ 35, and to attend progressively all localities of São Paulo until 2014.

In October 2011 Anatel approved the Regulation of Adjustment for Fixed-Mobile Rates, which provides for the progressive reduction of these rates through a reduction factor, to be deducted from inflation. This reduction factor is 18% in 2012, 12% in 2013 and 10% in 2014. The absolute reduction in the public rates should be passed on to mobile interconnection rates (VU-M).

## Mexico

### General regulatory framework

The provision of all telecommunication services in Mexico is governed by the Federal Telecommunication Law and various service-specific regulations. The governmental agencies which oversee the telecommunications industry in Mexico are the Secretariat of Communications and Transportation, or SCT, and the Federal Telecommunications Commission, or COFETEL.

### Prices and tariffs

Tariffs charged to customers are not regulated. They are set by mobile operating companies and must be registered with COFETEL. Rates do not enter into force until registered by COFETEL.

### Interconnection

Mexican telecommunications regulations obligate all telecommunications network concessionaires to execute interconnection agreements on specific terms when requested by other concessionaires. Interconnection rates and conditions may be negotiated by the parties. However, should the parties fail to agree, COFETEL must fix the unresolved issues, including tariffs.

Throughout 2011, COFETEL issued several resolutions as a result of different interconnection disputes submitted by several operators. In such resolutions, COFETEL determined a mobile termination charge ("MTC") for Telefónica, as well as for other mobile operators, of 0.3912 Pesos per minute, billed per second without rounding. Telefónica México has appealed on an administrative basis such resolutions from COFETEL. Such appeals are still pending to be resolved. In May 2011, Mexico's National Supreme Court of Justice ruled that no court suspensions shall be granted to the effects of COFETEL's resolutions relating to interconnection matters as it understood that it affects the public interest.

Foreign ownership/restrictions on transfer of ownership

Mexican foreign investment law restricts foreign investment in local fixed service and other telecommunications services to a maximum of 49% of the voting stock, unless the Mexican National Commission of Foreign Investment approves a higher percentage participation, which it can do only in the case of mobile telecommunications companies.



Bajacel, Movitel, Norcel, Cedetel and Pegaso, as mobile telecommunications companies, received the required approvals from the National Commission of Foreign Investment permitting our ownership of more than 49% of their outstanding voting capital.

GTM, a company in which Telefónica México has an interest, provides local fixed and long distance services. This operator complies with Mexican foreign investment law, and has a stock structure that includes the participation of its Mexican partner, Enlaces del Norte S.A. de C.V., which owns 51% of the voting stock.

#### Competition law

The Federal Economic Competition Law enacted in 1992 and amended on June 28, 2006 prohibits monopolies and any practices that tend to diminish, harm or impede competition in the production, processing, distribution or marketing of goods and services. The Federal Competition Commission, or COFECO, is the administrative body empowered to enforce the Law.

#### Venezuela

In December 2009, a new regulation applicable to all subscription TV service providers was enacted by CONATEL, the national regulatory authority, which mandates the inclusion (12%) of national production services (channels in which both reception and diffusion of sound and images take place in the country to later transmit it by means of subscription TV service providers) in regular programming packages.

An Administrative Decision on Services Agreements (Providencia n° 1302 sobre Condiciones Generales de los Contratos de Servicios de Telecomunicaciones) was adopted, which included various regulations aimed at consumer protection. As a consequence of this regulation (2009), Telcel proceeded to adapt all of its nine services agreements to fulfill all the conditions and impositions established. We have currently received regulator observations of two of the agreements (TV service and radio localization service), and we are in process of including the modifications based on the observations.

#### Prices and tariffs

Under new Venezuelan regulations, the free-pricing system for telecommunication services remains the same, except for basic telephony services (Local, LDN and LDI) and services rendered under universal service obligations; however, the regulatory entity may, considering CONATEL's opinion, alter prices for telecommunication services for "public interest reasons." The amendment does not define the term "public interest reasons."

In February 2011, CONATEL published an Order whereby reference values are set for the Determination of Interconnection Charges for use of Mobile Telephony Services. The aim of this regulation is the establishment of reference values and criteria for determining interconnection charges in mobile phone use on the basis of a model of long run incremental costs with breakdown of the network elements by CONATEL, who should intervene setting such charges solely in those cases where there are conflicts between operators relating such charges, and they failed to reach consensus within the period specified in the interconnection legislation.

#### Competition law

Venezuelan law governing competition is the Promotion and Protection of Free Competition Act 1992. It prohibits monopolistic and oligarchic practices and other means that could impede, restrict, falsify, or limit the enjoyment of economic freedom. The Office of the Superintendent for the Promotion and Protection of Free Competition is the

agency empowered to apply the Competition Act.

Chile

General regulatory framework

The General Telecommunications Law No. 18,168 of 1982, as amended, establishes the legal framework for the provision of telecommunications services in Chile. The main regulatory authority in Chile is the Under-Secretary of Telecommunications, or SUBTEL.

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## Prices and tariffs

Under the General Telecommunications Law, maximum tariffs for telephony services are set every five years by the Ministry of Transport and Telecommunications and the Ministry of Economy. In addition, the Competition Tribunal may subject any telephony service to price regulation, except for mobile telephone services to the public that are expressly exempted under the General Telecommunications Law.

The Competition Tribunal ruled in January 2009 that only some local telephone services were to be subject to tariff regulation (line connections, monthly fixed charges, variable traffics charges, and public payphone services are excluded). Accordingly, it was determined that every local telephone company, within its service zones, would be regulated with respect to tariff levels and structure. In addition, Telefónica Chile, in its capacity as a “dominant operator” (except in regions where other companies are the dominant operators), is regulated on a non-price basis, with requirements that it not engage in discriminatory pricing and that it give previous notice of plans and packages.

In 2011, the Ministries adopted, among other things, tariffs for local service, access charge and tariffs for other services within the local telephony service. Furthermore, others tariffs were regulated such as the Bitstream service and a number portability charge. Regarding mobile tariffs, charges for the use of the networks were adopted in 2009 for the period 2009-2014 and, the time structure was modified as well. At the end of 2012, a new procedure for the determination of tariffs will start.

On July 16, 2011 the Net Neutrality Act entered into force. Additionally, Long Distance Service was eliminated at the end of November in some regions of the country. Moreover, at the beginning of year 2014, Long Distance service will be completely eliminated in all regions of Chile.

## Interconnection

Interconnection is obligatory for all license holders with the same type of public telecommunications services and between telephony public services and intermediate services that provide long distance services. The same requirement applies to holders of those intermediate service licenses, who are required to interconnect their networks to the local telephone network.

A “calling party pays” tariff structure was implemented on February 23, 1999. Under this tariff structure, local telephone companies pay mobile telephone companies an access charge for calls placed from fixed networks to mobile networks. Local telephone companies may pass this interconnection charge on to their customers. Every five years, SUBTEL sets the applicable tariffs for services provided through the interconnected networks.

## Competition law

The principal regulation concerning competition in Chile is Decree No. 211 of 1973, whose current text was established in Decree N° 1 of 2005. Pursuant to the provisions of this law, acts or behavior involving economic activities that constitute abuse of a dominant market position, or limit, restrain, or distort free competition in a manner that injures the common economic interest in the national territory are prohibited. The Competition Tribunal deals with infringements of competition law.

## Argentina

### General regulatory framework

The basic legal framework for the provision of telecommunications services in Argentina is set forth in the National Telecommunications Law (No. 19,798) of 1972 and in the specific regulations governing each type of telecommunications service. Decree 764/00 established the new and current regulatory framework rules for a free market, and includes interconnection, license, universal service and spectrum rules.

The following regulatory authorities oversee the Argentine telecommunications industry:

- the National Communications Commission, or CNC, supervises compliance with licenses and regulations, and approves changes to mandatory goal and service requirements; and

- the Secretariat of Communications, or SECOM, grants new licenses, regulates the bidding and selection processes for radio-spectrum authorizations, and approves the related bidding terms and conditions.

#### Prices and tariffs

On October 21, 2003, Law No. 25,790 became effective, extending the term for the renegotiation of concession or licensing agreements with public utilities until December 31, 2004, which was subsequently extended until December 31, 2011. As an investor in Argentina through Telefónica de Argentina, we commenced arbitration proceedings against the Republic of Argentina based on the Reciprocal Protection of Investments Treaty between Spain and Argentina for damages suffered by us because of the measures adopted by the Argentine government in connection with the renegotiation of certain concession and licensing agreements. On August 21, 2009, the parties requested the Tribunal, in accordance with Rule 43 of the ICSID Arbitration Rules, declare a resolution of the termination of the proceedings. The agreement of the parties envisages the possibility of a new request for arbitration under the ICSID Convention being submitted by Telefónica.

Additionally, Decree No. 764/00 established that providers of telephone services may freely set rates and/or prices for their service which shall be applied on a non-discriminatory basis. However, until the Secretary of Communications determines that there is effective competition for telecommunications services, the “dominant” providers in the relevant areas (which include Telefónica de Argentina) must respect the maximum tariffs established in the general tariff structure.

Also, the guidelines set forth in article 26 of Decree No. 1185/90 continue in effect for operators with significant market power. These guidelines establish information obligations with which operators must comply with respect to tariffs and which flow toward both clients and the national regulator. This Decree also establishes the powers the regulator has to revise or revoke such tariffs.

Tariffs charged to customers for mobile services are currently not regulated in Argentina.

#### Interconnection

Decree No. 764/00 approved new rules for national interconnection and established interconnection standards and conditions with which telephone service providers must comply regardless of pre-existing agreements. The rules for national interconnection set forth that interconnection agreements are to be freely negotiated between the relevant service providers, on a non-discriminatory basis. The regulations also establish the obligation for dominant and significant market operators to unbundle their local loops and to allow competitors to use them on a reasonable basis.

#### Competition law

Law 25,156, on Protection of Competition prohibits any acts or behaviors related to the production or trade of goods or services, whose purpose or effect is to prevent, restrict or distort competition or market access, or that constitute abuse of dominant position in a market. The National Commission for the Defense of Competition is the authority entrusted with application of the law.

In 2011, the Argentine government announced the end of an investigation into monopolistic concentration by the country’s anti-trust authorities, ratifying the fine (104,692,500 Argentine pesos) imposed on Telefónica for late filing of notification of the transaction. Then in February 2011 the fine was reduced to 50,000,000 Argentine pesos.

#### Colombia

General regulatory framework

In Colombia, telecommunications are a public service, subject to state regulation and oversight. Law 1341/09 (“Technologies of Information and Communications Law”) reformed the legal framework, establishing the general regime for information and communication technologies. Under this law, providers of network and telecommunications services in Colombia must register with the Information and Communication Technologies Minister. In addition, operators must obtain a concession from the National Television Commission in order to provide television services.

Law 1341/09 established a transition period in which operators can: (i) preserve the original titles (licenses, contracts, permissions, authorizations) until their expiration or (ii) adopt the regime of general authorization stated by the law and the corresponding registration and preserve the necessary permissions in order to use the spectrum.

During 2009 the Colombian telecommunications regulator, Comisión de Regulación de Comunicaciones or CRC, identified the telecommunications relevant markets and operators with dominant position and established certain ex ante regulations.

In 2010 the telecommunications authority made a review of relevant markets and published drafts concerning certain markets and projects, such as the migration to NGN networks (where interconnection prices between traditional networks and NGN networks were proposed), a review of the mobile voice market (where modifications of mobile termination rates were proposed) and a review of end user protection measures.

#### Interconnection

Mobile and fixed operators in Colombia have the right to interconnect to other operators' networks. Before the intervention of regulatory authorities, operators must attempt direct negotiations. Interconnection must assure compliance with the objectives of non-discriminatory treatment, transparency, prices based on costs plus a reasonable profit and promotion of competition.

#### Prices and tariffs

The Technologies of Information and Communications Law, provides for free pricing for voice and Internet access services. Therefore, mobile tariffs charged to customers are not regulated, although they may not be discriminatory. Nevertheless, fixed-to-mobile tariffs are subject to a price cap. Rates are fixed by mobile operating companies and must be registered with the Comisión de Regulación de Telecomunicaciones. The regulator set a price cap of 392 Colombian pesos per minute for fixed to mobile tariffs since November 1, 2006, and in 2009 the CRC reduced the tariff to 198.4 Colombian pesos per minute.

In 2011, the CRC issued a progressive reduction on mobile termination charges from 2012- 2015. A new regime for the protection of convergent consumers was adopted as well as a new regime for interconnection for convergent networks, introducing conditions for access by content and applications providers. Furthermore, CRC adopted the conditions for the provision of content and applications in mobile networks setting a new numbering management plan and has fixed price caps for the SMS between operators, applicable from January 1, 2012 to December 31, 2014. Also, has established quality conditions for the provision of the Internet mobile service.

The regulator has also approved conditions for Net Neutrality allowing different offers according to the consumer profile but prohibiting discriminatory behavior.

#### Television services

In December 2010, the National Television Commission published Agreement Number 006 to modify the fees payable to exploit closed television. Before Agreement Number 006, operators paid 10% of gross incomes; now the percentage has been reduced to 7% of gross incomes.

In January 2011, Colombia Telecom signed with the National Television Commission an amendment to its concession agreement with the effect of including an arbitration clause.

Competition law

The Colombian Competition Law is incorporated in the Law No. 155/59, Decree No 2153/92 and Law 1340/09 on Restrictive Trade Practices. The law prohibits entering in any agreement or engaging in any type of practice, procedure, or system that aims to limit free competition and abuse of a dominant position. The Superintendent of Industry and Commerce is the Colombian competition authority.



## Peru

### General regulatory framework

The provision of telecommunications services in Peru is governed by the Telecommunications Law and related regulations.

### Prices and tariffs

Tariffs for fixed telephony services must be approved by the National Regulatory Authority, the Organization for Supervision of Private Investment in Telecommunications, or OSIPTEL, in accordance with a price cap formula based on a productivity factor. Rates charged by mobile providers to their customers have been subject to a free tariff regime supervised by OSIPTEL. Tariffs must be reported to OSIPTEL prior to implementation.

On December 28, 2011 OSIPTEL fixed in S/. 0.0042 per second (not including taxes) (S/. 0.30 per minute, taxes included) the maximum rate applicable to local calls made from Telefónica del Perú S.A.A.'s fixed telephones to mobile telephones. This new rate is in force since December 30, 2011 and since then the fixed-mobile rates are determined by the fixed telephone operators.

### Interconnection

Mobile service providers are required, upon request, to interconnect with other concession holders. According to the principles of neutrality and non-discrimination contemplated in the Telecommunications Law, the conditions agreed upon in any interconnection agreement will apply to third parties in the event that those conditions are more beneficial than terms and conditions agreed upon separately.

### Competition law

The general competition framework in Peru is based on the Legislative Decree No. 1034. This law prohibits any monopolistic practices, controls, and restraints on free competition and it is applied, in the telecommunication sector, by OSIPTEL.

### Licenses and Concessions

Please see Appendix VI to our Consolidated Financial Statements.

### Seasonality

Our main business is not significantly affected by seasonal trends.

### Patents

Our business is not materially dependent upon the ownership of patents, commercial or financial contracts or new manufacturing processes.

## C. Organizational Structure

See “—History and Development of the Company” and “—Business Overview.”

D. Property, Plant and Equipment

Our central headquarters for the Telefónica Group are located in “Distrito Telefónica,” in Madrid, Spain.

## Fixed Networks

We own fixed networks in Spain, Latin America and Europe, having an incumbent role in Spain, Argentina (the greater Buenos Aires metropolitan area and the southern portion of the country), Brazil (São Paulo), Chile, Peru, Colombia and the Czech Republic.

Following market trends, competitive environments, evolution of technologies and new multimedia and broadband services demanded by our customers, we have upgraded our networks in recent years in the following manners:

- progressive introduction of broadband access technologies over copper: ADSL, ADSL2+, VDSL2, etc., increasing the bandwidth capacity provided to our broadband clients several times in the last nine years;
- introduction of fiber access technologies (xPON) across different deployment scenarios: fiber to the home (FTTH), fiber to the building (FTTB), fiber to the curb (FTTC), fiber to the node (FTTN), etc., increasing the access speed up to 100 Mbps;
- service support based on powerful Internet Protocol/ Multiprotocol Label Switching (IP/MPLS) backbones, providing full connectivity to the rest of the network layers, such as access and control, to support services for business and customer market segments (fixed and mobile);
- migration of the legacy time division multiplexing (TDM) switching networks (PSTN and ISDN) to new generation network (NGN) over all-IP packet networks;
- migration from legacy transport technologies, such as asynchronous transfer mode (ATM), frame relay (FR), low-rate leased lines, plesiochronous digital hierarchy (PDH) and synchronous digital hierarchy (SDH), to the new generation of optical transport ones, such as dense wavelength division multiplexing (DWDM), coarse wavelength division multiplexing (CWDM) and new generation - synchronous digital hierarchy (NG-SDH);
- introduction of IMS (Internet Multimedia Subsystem) in many countries to simplify the control of the network and ease the deployment of new services over the all-IP converged network;
- empowerment of the intelligence of the network to better manage its use, to avoid saturations and frauds and to identify new business opportunities;
- convergence of fixed and mobile networks, services and support systems from both technological and operational points of view; and
- deployment of new services such as pay TV, to customers connected through broadband accesses in Spain, Czech Republic, Peru, Chile, Colombia and Brazil.

## Mobile Networks

We operate mobile networks in Spain, the United Kingdom, Germany, Ireland, the Czech Republic, Slovakia, Brazil, Argentina, Venezuela, Chile, Peru, Colombia, Mexico, Guatemala, Panama, El Salvador, Nicaragua, Costa Rica, Ecuador and Uruguay.

We use a number of mobile technologies in the countries in which we operate, namely: GSM and UMTS in Spain, the United Kingdom, Ireland, Germany, Czech Republic, Slovakia and Latin America; CDMA 1X in other countries in

Latin America (such as, Brazil, Venezuela and Colombia) and, in the Czech Republic (CDMA 450 MHz). We continue the work of upgrading our mobile networks in line with market trends, the demand of new services from customers and the evolution of technologies. The main steps we are currently taking include:

- progressive migration from CDMA technologies to GSM or UMTS technologies in markets where we still exploit these legacy technologies;

- introduction of broadband into mobile access using technologies such as UMTS, HSDPA, HSUPA/HSPA+ and LTE;
- deployment of new services such as mobile television and distribution services for next generation music, video and games;
- exploration of the adequacy of new technologies such as HSPA and LTE to provide mobile accesses with increased bandwidth, in particular:
  - HSPA: we have been committed to the deployment of this technology in countries in which we have a presence and as of December 31, 2011, we have extended our coverage up to the majority of the urban/suburban areas, and we have increased the capacity of the network by upgrading the network technology to the latest available releases of UMTS standards 3GPP REL 6, REL 7 and REL 8;
  - LTE: together with main vendors and sharing experience with other operators, we have extensively analyzed the opportunities LTE will bring as 4G mobile technology is used to complement current network technology by creating higher capacity at lower relative cost by user/traffic unit, and, in this regard, during 2011 we implemented commercial operations using this technology in Germany, and we have continued extensive trials in other countries in Europe and Latin America with the objective of broadly launching LTE services during 2012; and
  - convergence of fixed and mobile networks, services and support systems from both technological and operational points of view.

#### Satellite communications

The services provided using satellite platforms include television contribution signal to feed cable and IPTV head ends, DTH television, VSAT mainly for telephony and Internet access in rural areas, emergency solutions, corporate communications and international communications.

#### Submarine cables

We are one of the world's largest submarine cable operators. We participate in approximately 25 international underwater cable systems (nine of which are moored in Spain) and own eleven domestic fiber optic cables.

There are submarine cable connections between Spain and Africa, America, Asia and Europe, respectively, which are jointly owned by us with other telecom operators. The SAM-1 cable, which we own, has a length of approximately 22,000 kilometers underwater and 3,000 kilometers terrestrial and links different countries such as the United States, Puerto Rico, Ecuador, Guatemala, Peru, Chile, Brazil, Argentina and Colombia.

The principal services using the capacity of submarine cables are voice circuits, Internet and dedicated circuits for international traffic and for corporations and business customers.

Item 4A. Unresolved Staff Comments

Not applicable.

Item 5. Operating and Financial Review and Prospects

A. Operating Results

Presentation of Financial Information

The information in this section should be read in conjunction with our Consolidated Financial Statements and the notes thereto, included elsewhere in this Annual Report. Our Consolidated Financial Statements have been prepared in accordance with IFRS as issued by the IASB.

During the years under review, we were managed as three business areas: Telefónica Spain, Telefónica Europe and Telefónica Latin America, each of which oversees the integrated fixed and mobile telephone and other businesses in its region. These three business areas form the basis of our segment reporting in our Consolidated Financial Statements.

Non-GAAP financial information

Operating income before depreciation and amortization

Operating income before depreciation and amortization, or OIBDA, is calculated by excluding depreciation and amortization expenses from our operating income in order to eliminate the impact of generally long-term capital investments that cannot be significantly influenced by our management in the short term. Our management believes that OIBDA is meaningful for investors because it provides an analysis of our operating results and our segment profitability using the same measure used by our management. OIBDA also allows us to compare our results with those of other companies in the telecommunications sector without considering their asset structure. We use OIBDA to track our business evolution and establish operational and strategic targets. OIBDA is also a measure commonly reported and widely used by analysts, investors and other interested parties in the telecommunications industry. OIBDA is not an explicit measure of financial performance under IFRS and may not be comparable to other similarly titled measures for other companies. OIBDA should not be considered an alternative to operating income as an indicator of our operating performance, or an alternative to cash flows from operating activities as a measure of our liquidity.

The following table provides a reconciliation of our OIBDA to operating income for the periods indicated.

	Year ended December 31,		
	2009	2010	2011
	(in millions of euro)		
Operating income before depreciation and amortization	22,603	25,777	20,210
Depreciation and amortization expense	(8,956 )	(9,303 )	(10,146 )
Operating income	13,647	16,474	10,064

The following tables provide a reconciliation of OIBDA to operating income for us and each of our business areas for the periods indicated.

	Year ended December 31, 2011				Total
	Telefónica				
	Telefónica Spain	Latin America	Telefónica Europe	Others and Eliminations	
	(in millions of euro)				
Operating income before depreciation and amortization	5,072	10,941	4,233	(36 )	20,210
Depreciation and amortization expense	(2,088 )	(4,783 )	(3,117 )	(158 )	(10,146 )
Operating income	2,984	6,158	1,116	(194 )	10,064

	Year ended December 31, 2010(1)				Total
	Telefónica				
	Telefónica Spain	Latin America	Telefónica Europe	Others and Eliminations	
	(in millions of euro)				

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Operating income before depreciation and amortization	8,520	13,713	4,080	(536 )	25,777
Depreciation and amortization expense	(2,009 )	(3,954 )	(3,201 )	(139 )	(9,303 )
Operating income	6,511	9,759	879	(675 )	16,474

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	Year ended December 31, 2009(1)				Total
	Telefónica Spain	Telefónica Latin America	Telefónica Europe	Others and Eliminations	
	(in millions of euro)				
Operating income before depreciation and amortization	9,757	9,041	3,999	(194 )	22,603
Depreciation and amortization expense	(2,140 )	(3,700 )	(2,988 )	(128 )	(8,956 )
Operating income	7,617	5,341	1,011	(322 )	13,647

(1) Restated for comparative purposes to show the inclusion within Telefónica Europe in 2011 of the results of both Telefónica International Wholesale Services and Telefónica North America (previously included in Telefónica Latinoamérica).

#### Net financial debt and net debt

We calculate net financial debt by deducting the positive mark-to-market value of derivatives with a maturity beyond one year from the relevant balance sheet date and other interest-bearing assets (each of which are components of non-current financial assets in our consolidated statement of financial position), current financial assets and cash and cash equivalents from the sum of (i) current and non-current interest-bearing debt (which includes the negative mark-to-market value of derivatives with a maturity beyond one year) and (ii) other payables (a component of non-current trade and other payables in our consolidated statement of financial position). We calculate net debt by adding to net financial debt those commitments related to financial guarantees, not considered as net financial debt, and those related to workforce reduction. We believe that net financial debt and net debt are meaningful for investors because they provide an analysis of our solvency using the same measures used by our management. We use net financial debt and net debt to calculate internally certain solvency and leverage ratios used by management. Neither net debt nor net financial debt as calculated by us should be considered an alternative to gross financial debt (the sum of current and non-current interest-bearing debt) as a measure of our liquidity.

The following table provides a reconciliation of our net financial debt and net debt to gross financial debt at the dates indicated:

	As of December 31,		
	2009	2010	2011
	(in millions of euro)		
Non-current interest-bearing debt	47,607	51,356	55,659
Current interest-bearing debt	9,184	9,744	10,652
Gross financial debt	56,791	61,100	66,311
Other non-current payables	515	1,718	1,583
Other current payables (deferred payment for the acquisition of Brasilcel)	—	1,977	—
Non-current financial assets(1)	(2,736 )	(3,408 )	(4,830 )
Current financial assets	(1,906 )	(1,574 )	(2,625 )
Cash and cash equivalents	(9,113 )	(4,220 )	(4,135 )
Net financial debt	43,551	55,593	56,304
Commitments related to financial guarantees	71	—	—

Net commitments related to workforce reduction	2,261	1,710	1,810
Net debt	45,883	57,303	58,114

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(1) Positive mark-to-market value of derivatives with a maturity beyond one year from the relevant statement of financial position date and other interest-bearing assets.

Significant Factors Affecting the Comparability of our Results of Operations in the Periods Under Review

Please see “Comparative information and main changes in the consolidation scope” in Note 2 to our Consolidated Financial Statements.

### Significant Changes in Accounting Policies

Please see Note 3(s) to our Consolidated Financial Statements.

### Critical Accounting Policies and Estimates

The preparation of financial statements in conformity with IFRS requires management to make estimates and assumptions that affect the amounts reflected in the Consolidated Financial Statements and accompanying notes. We base our estimates on historical experience, where applicable, and other assumptions that we believe are reasonable under the circumstances. Actual results may differ from those estimates under different assumptions or conditions.

We consider an accounting estimate to be critical if:

- it requires us to make assumptions because information was not available at the time or it included matters that were highly uncertain at the time we were making our estimate; and
- changes in the estimate or different estimates that we could have selected may have had a material impact on our financial condition or results of operations.

The various policies that are important to the portrayal of our financial condition, results of operations and cash flows include:

- accounting for long-lived assets, including goodwill;
  - deferred taxes;
  - provisions; and
  - revenue recognition.

#### Accounting for long-lived assets, including goodwill

Property, plant and equipment and intangible assets, other than goodwill, are recorded at acquisition cost. If such assets are acquired in a business combination, the acquisition cost is the estimated fair value of the acquired property, plant and equipment or intangible assets. Property, plant and equipment and intangible assets with definite useful lives are depreciated or amortized on a straight-line basis over their estimated useful lives.

Intangible assets with indefinite useful lives are not amortized, but are, instead, subject to an impairment test on a yearly basis and whenever there is an indication that such assets may be impaired.

Accounting for long-lived assets and intangible assets involves the use of estimates for determining: (a) the fair value at the acquisition date in the case of such assets acquired in a business combination, and (b) the useful lives of the assets over which they are to be depreciated or amortized. We believe that the estimates we make to determine an asset's useful life are "critical accounting estimates" because they require our management to make estimates about technological evolution and competitive uses of assets.

When an impairment in the carrying amount of an asset occurs, non-scheduled write-downs are made. We perform impairment tests of identifiable intangible and long-lived assets whenever there is reason to believe that the carrying

value may exceed the recoverable amount, which is the higher of the asset's fair value less costs to sell and its value in use. Furthermore, previously recognized impairment losses may be reversed when changes in the estimates used to determine the asset's recoverable amount indicate that an impairment loss recognized in prior periods no longer exists or may have decreased.

The determination of whether the impairment of long-lived and intangible assets is necessary involves the use of significant estimates and judgment that includes, but is not limited to, the analysis of the cause of potential impairment in value, the timing of such potential impairment and an estimate of the amount of the impairment, which requires the estimation of the future expected cash flows, discount rates and the fair value of the assets.

Specifically, management has to make certain assumptions in respect of uncertain matters, such as growth in revenues, changes in market prices, operating margins, and technology developments and obsolescence, discontinuance of services and other changes in circumstances that indicate the need to perform an impairment test. Management's estimates about technology and its future development require significant judgment because the timing and nature of technological advances are difficult to predict.

Goodwill arises when the cost of a business combination exceeds the acquirer's interest in the net fair value of the identifiable assets acquired and liabilities and contingent liabilities assumed. Goodwill is not amortized, but is, instead, subject to an impairment test on a yearly basis and whenever there is an indication that the goodwill may be impaired.

Non-scheduled write-downs of goodwill are made when an impairment in the carrying amount of goodwill occurs. We review, on a regular basis, the performance of our cash-generating units. We compare the carrying amount of the cash-generating unit to which the goodwill has been allocated with its recoverable amount. The determination of the recoverable amount of the cash-generating unit involves extensive use of estimates and significant management judgment is involved. Methods commonly used by us for valuations include discounted cash flow methods.

A significant change in the facts and circumstances that we relied upon in making our estimates may have a material impact on our operating results and financial condition.

#### Deferred taxes

Management assesses the recoverability of deferred tax assets on the basis of estimates of our future taxable profit. The recoverability of deferred tax assets ultimately depends on our ability to generate sufficient taxable profit during the periods in which the deferred tax assets are utilized. In making this assessment, our management considers the scheduled reversal of deferred tax liabilities, projected taxable profit and tax planning strategies.

This assessment is carried out on the basis of internal projections, which are updated to reflect our most recent operating trends. In accordance with applicable accounting standards, a deferred tax asset must be recognized for all deductible temporary differences and for the carry-forward of unused tax credits and unused tax losses to the extent that it is probable that taxable profit will be available against which the deductible temporary difference can be utilized. Our current and deferred income taxes are impacted by events and transactions arising in the normal course of business as well as in connection with special and non-recurring items. Assessment of the appropriate amount and classification of income taxes is dependent on several factors, including estimates of the timing and realization of deferred tax assets and the timing of income tax payments. Actual collections and payments may materially differ from these estimates as a result of changes in tax laws as well as unanticipated future transactions impacting our income tax balances.

#### Provisions

Provisions are recorded when, at the end of the period, we have a present obligation as a result of past events, whose settlement requires an outflow of resources that is considered probable and can be measured reliably. This obligation may be legal or constructive, arising from, but not limited to, regulation, contracts, common practice or public commitments, which have created a valid expectation for third parties that we will assume certain responsibilities. The amount recorded is the best estimation performed by the management in respect of the expenditure that will be required to settle the obligations, considering all the information available at the closing date, including the advice of external experts, such as legal advisors or consultants.

If we are unable to reliably measure the obligation, no provision is recorded and information is then presented in the notes to the Consolidated Financial Statements.

Because of the inherent uncertainties in this estimation, actual expenditures may be different from the originally estimated amount recognized.

## Revenue recognition

### Connection fees

Revenues from connection fees originated when customers connect to our network are deferred over the average expected length of the customer relationship.

The expected customer relationship period is estimated based on recent historical experience of customer churn rates. Significant changes in our estimations may result in differences in the amount and timing of revenues recognized.

### Multiple-element arrangements

Arrangements involving the delivery of bundled products or services are assessed to determine whether it is necessary to separate the arrangement into individual component deliverables, each with its own revenue recognition criteria.

Revenues relating to the bundled contracts is allocated to the different deliverables identified, based on their relative fair values (i.e., the fair value of each individual component deliverables in relation to the total fair value of the bundled deliverables), considering that amounts contingent upon delivery of undelivered items are not allocated to delivered items. Given that the handsets and airtime are price-sensitive and volatile in a competitive marketplace, the determination of fair values in the mobile phone business is quite complex.

Additionally, a significant change in the facts and circumstances upon which we based our fair value estimates may have an impact on the allocation of revenues among the different deliverables identified and, consequently, on future revenues.

## Operating Environment

Our results of operations are dependent, to a large extent, on the level of demand for our services in the countries in which we operate. Demand for services in those countries is affected by the performance of their respective economies, including changes in gross domestic product, or GDP, inflation, or CPI, external accounts and unemployment rates.

### Operating environment by country

#### Spain

In 2011, Spanish GDP grew by 0.7% (Spanish National Institute of Statistics estimates), compared with a positive average annual growth rate of 3.6% in the period 1998 through 2008 and a contraction on average of 1.8% in 2009 and 2010. This performance was explained by a contraction of internal demand, though household consumption grew at 0.1% according to Consensus Forecast's (an independent research firm) estimates ("CFe") in 2011 compared with an annual rate of -1.7% during 2009-10 and compared with average growth of 3.6% during the period 1998 through 2008. Investment contracted at an annual rate of 4.4% (CFe) during 2011 after a 11.3% decline on average in 2009 and 2010, compared with average annual growth of 5.6% during the period 1998 through 2008. Inflation averaged 3.2% in 2011, compared with 1.9% on average in 2009 and 2010 and -0.3% in 2009. Despite the higher average annual inflation rate, prices in 2011 experienced a high degree of volatility throughout the year, reaching a minimum of 2.4% in December having reached a maximum of 3.8% in April. The current account deficit for 2011 reached 4.0% of GDP (CFe), compared with 4.6% of GDP in 2010 and 5.2% of GDP in 2009. The unemployment rate reached

22.85% at the end of 2011, higher than the average rates of 20.3% in 2010 and 18.8% in 2009.

United Kingdom

In 2011, the British economy, measured in terms of GDP, grew by 0.9%, compared with a growth rate of 2.1% in 2010 and a negative growth rate of 4.4% in 2009. Fixed capital investment decreased by 1.9% (CFe), compared with a growth of 3.1% in 2010 and a contraction of 13.4% in 2009. Private consumption fell by 0.9% (CFe), compared with a 1.2% growth rate in 2010 after falling at an annual rate of 3.5% in 2009. The CPI increased by an average



annual growth rate of 4.5%, compared with 3.3% in 2010 and 2.2% in 2009. The unemployment rate reached 8.4% in 2011, compared with an average annual rate of 7.8% in 2010 and 7.6% in 2009.

#### Germany

In 2011, the German economy grew 3.0%, after growing 3.7% in 2010 and contracting 5.1% in 2009. Growth in 2011 was due to an expansion in fixed income investment of 6.5% (CFe) in such year, and the positive contribution of the external sector to GDP growth (exports increased 11.6% while imports grew 11%). Because of this, the current account balance declined to 5.2% in 2011, from 5.7% of GDP in 2010. Inflation averaged 2.3% in 2011, compared with 1.1% in 2010 and 0.3% in 2009. At the end of 2011, inflation stood at 2.1%. At the end of 2011, the unemployment rate stood at 6.6 %, compared with an average of 7.7% in 2010 and 8.1% in 2009. In 2011, 546,250 jobs were created, compared with the 188,500 jobs created in 2010 and the 18,250 created in 2009, according to Bundesbank.

#### Czech Republic

The Czech economy grew 1.7% in 2011, after growing 2.6% in 2010 and contracting 4.5% in 2009. Private consumption contracted 0.3% in 2011, expanded 0.5% in 2010 and contracted 0.3% in 2009 (Source: Consensus Forecast, with reference to data published by the Czech Statistical Office). Inflation, as measured by the CPI, grew 2.4%, compared with 2.3% in December 2010, slightly above the Central Bank objective (2%) and above the 1% level reached in 2009. The current account had a €6.1 billion deficit, higher than the €5.6 billion deficit recorded in 2010 (€4.4 billion deficit in 2009). Net foreign direct investment was slightly reduced, creating a €3.1 billion surplus in 2011. This surplus is lower than the surplus accounted in 2010 (€3.8 billion) but higher than that accounted for in 2009 (€1.4 billion). The European debt crisis had a negative impact on the Czech crown in 2011, with the average Czech crown to euro exchange rate for 2011 depreciating by 2.18%, compared with an appreciation of 5.6% in 2010 and 1.7% in 2009.

#### Brazil

Brazilian GDP increased more than 2% in 2011, following an increase of 7.5% in 2010 and a contraction of 0.3% in 2009. Investment increased more than 4% in 2011, compared with an increase of 21.3% in 2010 and following a decrease of 6.7% in 2009 (Source: Brazilian Geography and Statistics Institute). Inflation, as measured by the CPI, increased to 6.5% (above the inflation target established by the Central Bank of 4.5%), compared with 5.9% in 2010 and 4.3% in 2009. Due to inflation, the basic interest rate, the SELIC, was increased from 10.75% to 11% in 2011. The current account deficit reached \$52.6 billion in 2011, compared with \$47.3 billion in 2010 and \$24.3 billion in 2009. This deficit in 2011 was financed by capital inflows, such as foreign direct investments of \$66.7 billion, and portfolio investments, of 25.1 billion. As a consequence, international reserves rose by \$63.4 billion in 2011, to a record level of \$352 billion. Despite the improvement in domestic economic data, the deterioration of worldwide economic circumstances led to an increase in country risk. The J.P. Morgan Emerging Markets Bond Index Plus (EMBI + Brazil) ended 2011 at 233 basis points, from 189 basis points at the end of 2010 and 192 basis points at the end of 2009. As the risk increased and the global economic environment became more challenging, the exchange rate halted its appreciatory trend. The Brazilian real depreciated against the U.S. dollar by 7.7 % in 2011, reaching an exchange rate of R\$1.88 per \$1.00 on December 31, 2011, from R\$1.67 per \$1.00 on December 31, 2010 and R\$1.74 per \$1.00 at the end of 2009.

#### Mexico

Mexico's real GDP grew by 3.9% (CFe) in 2011, after growing 5.4% in 2010 and after contracting 6.1% in 2009. Inflation, as measured by the CPI, was 3.82% at December 2011 compared with 4.15% at December 2010, above the

central bank's target of 3% but inside its tolerance range of 2% to 4%. Despite the harsh economic downturn suffered in 2009, during 2011 the aggregate demand in Mexico has shown a stabilizing trend that began in 2010. Indeed, exports have increased by more than 7%, private consumption by almost 4.5% and investment by 7.5% compared with 2010. The current account balance posted a deficit of \$10 billion in 2011, compared with \$5.7 billion in 2010. These external imbalances were well financed by capital inflows and international reserves held by the central bank reached \$143 billion in 2011 (amounting to 12.6% of GDP). At December 31, 2011, the exchange rate relative to the

U.S. dollar was 13.94 Mexican pesos to the U.S. dollar (compared with the minimum of 11.65 Mexican pesos to the U.S. dollar reached in July 2011).

#### Venezuela

The Venezuelan economy experienced positive results in 2011, reversing the contraction experienced during the prior two years. In 2011, GDP expanded approximately 4.0%, after contracting 1.5% in 2010. Last year, the best results were observed in non-oil activity, which rose 4.3%. Private consumption increased 3.7% (compared with a decrease of 1.9% in 2010 and a decrease of 2.9% in 2009) despite high inflation, mainly due to the high expansion in public consumption. In 2011, investment showed a 12.5% growth (growth of 1.0% in 2010 and a decrease of 19.1% in 2009), public consumption grew 6.0% (growth of 2.1% in 2010 and 1.5% in 2009), exports increased 5.9% (decrease of 12.9% in 2010 and 13.7% in 2009), and imports increased 13.4% (decrease of 2.9% in 2010 and 19.6% in 2009). In terms of inflation, the national CPI rose to 27.6% in 2011, 27.2% in 2010 and 25.1% in 2009. Venezuela continues to have the highest inflation rate in Latin America. The unemployment rate reached 8.2% at the end of 2011, 8.7% at the end of 2010 and 7.9% at the end of 2009. The external accounts experienced a positive impact as a result of the recovery of oil prices, with the current account surplus increasing to \$31.5 billion in 2011, in comparison with \$14.4 billion in 2010 and \$8.6 billion in 2009. Additionally, the capital account deficit reached \$32.6 billion in 2011, compared with deficits of \$18.6 billion in 2010 and \$14.0 billion in 2009. This performance generated a reduction in the central bank's stock of international reserves to \$29.9 billion at the end of 2011 (Source: Central Bank of Venezuela).

#### Chile

Chilean GDP grew by an estimated 6.3% (CFe) in 2011, the highest annual growth in fourteen years. A continuing strong post-earthquake output recovery was the main driver of the annual outcome, offsetting the loss of dynamism brought about by worsening global economic conditions. The unemployment rate decreased from 8.1% in 2010 to 7.1% in 2011 progressing closer to full employment levels. Inflation, measured by consumer price index (CPI), rose to 4.4% in 2011 compared with 3.0% in 2010 and -1.7% in 2009. CPI inflation surpassed the monetary policy target range (3% -/+1%) fueled by higher international oil and food prices and the emergence of demand pressures due to the outperformance of the economy. The Central Bank key interest rate was increased from 3.25% at December 2010 to 5.25% at June 2011 and remained unchanged the rest of the year. The Fiscal balance reached a surplus of 1.2% of GDP, compared with 0.4% and 4.4% GDP deficits in 2010 and 2009, respectively. Foreign direct investment net inflows accumulated \$9.0 billion in 2011, increasing from \$6.4 billion in 2010 and \$4.8 billion in 2009. The trade balance surplus diminished from \$15.9 billion in 2010 to \$10.6 billion in 2011 mainly because of copper price decreases in the last part of the year. At the end of 2011 the nominal Chilean Peso to US Dollar exchange rate was \$521.5, reflecting a year end Peso depreciation of 11.3%; however the local currency appreciated from an average of \$510.3 in 2010 to an average of \$483.7 in 2011. Throughout the year the exchange rate mainly tracked turbulences in the international financial markets.

#### Argentina

Argentina's GDP grew by 7.6% in 2011 (CFe). This data is similar, but lower, to the average annual growth rates of approximately 8.5% achieved from 2003 through 2008. The Argentine peso depreciated 7.7% relative to the U.S. dollar, closing at 4.29 Argentine pesos per U.S. dollar at the end of 2011 compared with 3.98 Argentine pesos per U.S. dollar at the end of 2010 and 3.81 Argentine pesos per U.S. dollar at the end of 2009. The official CPI increased 9.5% in 2011 (compared with 10.9% in 2010 and 7.7% in 2009). The current account balance showed a surplus of \$1.3 billion in 2011 (CFe), which is €1.6 billion and €9.8 billion lower compared with 2010 and 2009, respectively. The trade balance contributed significantly to this result since imports increased 30.8 %, more than the 23.7 % increase in

exports over the same period. Economic conditions affected unemployment positively, which decreased to 7.1 % at the end of 2011 from 7.3% at the end of 2010 and 8.4% at the end of 2009.

#### Colombia

Macroeconomic conditions improved in Colombia in 2011. After GDP growth deceleration in 2009 and a recovery the following year, growth continued to accelerate in 2011. The positive performance of domestic demand components, private consumption and investment were the main drivers of this growth. Industry and retail sales

continued to show significant growth over the year. Analysts forecast GDP to grow nearly 5.5% at the end of 2011 (Source: Latin Focus Consensus Forecast's estimate). The unemployment rate averaged 10.8% in 2011, compared with 11.8% and 12% in 2010 and 2009, respectively. At the end of third quarter of 2011, the balance of payments registered a current account deficit of \$6,828 million, 2.7% of GDP YTD as of September 2011, compared with 3.1% and 2.1% of GDP in 2010 and 2009, respectively. The current account deficit in 2011 was mainly financed through higher private external debt, foreign direct investment (FDI) inflows and portfolio investment. This resulted in a financial account surplus of \$10,640 million (4.2% of GDP YTD as of September 2011). Despite FDI inflows and better economic outlooks for the Colombian economy (stronger economic growth and the investment grade recovery), the Colombian peso depreciated 1.5% during 2011 against the U.S. dollar (closing the year at 1,942.7 Colombian pesos per one US dollar) primarily as a consequence of the high volatility in international markets and global economic uncertainty. The inflation rate was 3.7% at the end of 2011, compared with 3.2% and 2.0% at the end of 2010 and 2009, respectively.

## Peru

During 2011, the Peruvian economy, in terms of GDP, grew by 6.9% compared with 8.8% in 2010 and 0.9% in 2009. GDP growth acceleration was mainly driven by domestic private demand (Source: Central Bank of Peru). Consumer prices, as measured by the CPI, increased by 4.7% in 2011 2.7 percentage points over the center and beyond the range of the central bank's target, compared with 2.1% in 2010 and 0.3% in 2009. The fiscal deficit was approximately 2% GDP in 2011, compared with a fiscal deficit of 0.6% in 2010 and 1.9% in 2009. In the foreign exchange market, the Peruvian nuevo sol appreciated 4.2% against the U.S. dollar in 2011, reaching 2,696 Peruvian nuevo sol per U.S. dollar at the end of the year, compared with an appreciation of 2.9% against the U.S. dollar in 2010 and 8% in 2009. Long term capital inflows boosted international net reserves, reaching US\$ 48.9 billion, compared with US\$ 44.1 billion in 2010 and US\$ 33.1 billion in 2009. Country risk, measured by the J.P. Morgan Emerging Markets Bond Index (EMBIG Peru), rose 60 basis points to 217 basis points in 2011, due to turmoil in European debt and financial markets. Long-term sovereign debt is currently investment grade rated by Fitch, Standard and Poor's and Moody's rating agencies.

## Exchange Rate Fluctuations

We publish our Consolidated Financial Statements in euro. Because a substantial portion of our assets, liabilities, revenues and profit are denominated in currencies other than the euro, we are exposed to fluctuations in the values of these currencies against the euro. Currency fluctuations have had and may continue to have a material impact on our financial condition, results of operations and cash flows.

We estimate that in 2011 variations in currencies decreased our collection and payment and cash balance by approximately €169 million and decreased our consolidated revenues by approximately 0.7%. Currency fluctuations can also have a significant impact on our statement of financial position, particularly equity attributable to equity holders of the parent, when translating the financial statements of subsidiaries located outside the euro zone into euro. For example, in 2011 equity attributable to equity holders of the parent decreased by €897 million due to the translation of the financial statements of our foreign subsidiaries, principally due to the depreciation of the pound sterling and Brazilian real relative to the euro.

We estimate that in 2010 variations in currencies decreased our collection and payment and cash balance by approximately €463 million and increased our consolidated revenues by approximately 2.2% including the devaluation in the Venezuelan bolivar. Currency fluctuations can also have a significant impact on our statement of financial position, particularly equity attributable to equity holders of the parent, when translating the financial statements of

subsidiaries located outside the euro zone into euro. For example, in 2010 equity attributable to equity holders of the parent increased by €430 million due to the translation of the financial statements of our foreign subsidiaries, principally due to the appreciation of the Brazilian real and the pound sterling relative to the euro, and the effect of the devaluation in Venezuela.

We estimate that in 2009 variations in currencies increased our collection and payment and cash balance by approximately €269 million and decreased our consolidated revenues by approximately 3.1%. Currency fluctuations can also have a significant impact on our statement of financial position, particularly equity attributable to equity

holders of the parent, when translating the financial statements of subsidiaries located outside the euro zone into euro. For example, in 2009 equity attributable to equity holders of the parent increased by €2,238 million due to the translation of the financial statements of our foreign subsidiaries, principally due to the appreciation of the Brazilian real and the pound sterling relative to the euro, and the effect of the devaluation in Venezuela.

The table below sets forth the average exchange rates against the euro of the dollar and the key currencies that impacted our consolidated results of operations for the periods indicated. Positive percentage changes represent a decline in the value of the applicable currency relative to the euro, and negative percentage changes represent increases in the value of the applicable currency relative to the euro.

	2009(1)	2010(1)	2011(1)	% change 2009 to 2010	% change 2010 to 2011
	Average	Average	Average	Average	Average
Pound Sterling	0.89	0.86	0.87	(3.37)%	1.16%
U.S. Dollar	1.39	1.32	1.40	(5.04)%	6.06%
Brazilian Real	2.76	2.33	2.33	(15.58)%	0.00%
Argentine Peso	5.17	5.18	5.74	0.19%	10.81%
Peruvian Nuevo Sol	4.18	3.74	3.83	(10.53)%	2.41%
Chilean Peso	775.80	674.36	672.25	(13.08)%	(0.31)%
Mexican Peso	18.78	16.71	17.25	(11.02)%	3.23%
Venezuelan Bolivar fuerte (2)	3.10	5.75	5.56	85.48%	(3.30)%
Czech Crown	26.44	25.29	24.59	(4.35)%	(2.77)%
Colombian Peso	2,985.07	2,509.22	2,568.67	(15.94)%	2.37%
Guatemalan Quetzal	11.33	10.66	10.83	(5.91)%	1.59%

Source: Central treasury bank of the respective countries.

- (1) These exchange rates are used to convert the income statements of our subsidiaries from local currency to euro.
- (2) After considering Venezuela a hyperinflationary country, the income statement from operations in Venezuela is to be accounted pursuant to the closing exchange rate of Venezuelan bolivar fuerte to euro.

We describe certain risks relating to exchange rate fluctuations in “Item 3. Key Information—Risk Factors,” and we describe our policy with respect to limiting our exposure to short-term fluctuations in exchange rates under “Item 11. Quantitative and Qualitative Disclosures About Market Risk.”

## Group Results of Operations

Please see Item 4.B “Business Overview — Group Results of Operations.”

## B. Liquidity and Capital Resources

### Cash Flow Analysis

The table below sets forth consolidated cash flow information for the periods indicated. Positive figures refer to cash inflows and those in parenthesis refer to cash outflows.

IFRS	Year ended December 31,		
	2009	2010	2011
	(in millions of euro)		
Net cash from operating activities	16,148	16,672	17,483
Net cash used in investing activities	(9,300 )	(15,861 )	(12,497 )
Net cash used in financing activities	(2,281 )	(5,248 )	(4,912 )

For a discussion of our cash flows for the years ended December 31, 2009, 2010 and 2011, please see Note 23 to our Consolidated Financial Statements.



## Anticipated Uses of Funds

Our principal liquidity and capital resource requirements consist of the following:

- capital expenditures for existing and new operations;
- acquisitions of new licenses or other operators or companies engaged in complementary or related businesses;
- costs and expenses relating to the operation of our business;
- dividend, other shareholder remuneration, and pre-retirement payments; and
- debt service requirements relating to our existing and future debt.

We have announced for 2012 a capital expenditure over revenues target similar to that achieved in 2011. This target excludes any spectrum licenses which we may acquire. In 2012, we expect to continue expanding our mobile networks, especially in 3G, selectively invest in LTE and to further enhance our fixed broadband networks with selective fiber deployment. We also expect to invest to improve IT capabilities. Finally we plan to invest in digital sources to build capabilities and a power position in the digital markets.

We may also use funds to acquire new licenses engaged in complementary or related businesses in the digital world.

We also have liquidity requirements related to the costs and expenses relating to the operation of our business, our payment of dividends, shareholder remuneration and pre-retirement payment commitments and financial and real estate investments. In 2011, with respect to these items, we had the following principal cash expenditures: €6,852 million in connection with the payment of dividends on Telefónica S.A. shares, €3,560 million in connection with financial and net real estate investments, €807 million principally in connection with commitments under pre-retirement plans and €386 million in connection with the acquisition of Telefónica treasury shares.

We also have liquidity requirements related to debt service requirements in connection with our existing and future debt. At December 31, 2011, we had gross financial debt of €66,311 million compared with €61,100 million at December 31, 2010. For the amortization schedule of our consolidated gross financial debt at December 31, 2011 and a further description of financing activity in 2011, see “—Anticipated Sources of Liquidity” below. Our net financial debt increased to €56,304 million at December 31, 2011 compared with €55,593 million at December 31, 2010. For a reconciliation of net financial debt to gross financial debt (the sum of current and non-current interest-bearing liabilities), see “—Presentation of Financial Information—Non-GAAP financial information—Net financial debt and net debt.”

For a discussion of our liquidity risk management policy, see Note 16 to our Consolidated Financial Statements.

## Anticipated Sources of Liquidity

Cash flows from operations are our primary source of cash funding for existing operations, capital expenditures, interest obligations and principal payments. We also rely on external borrowings, including a variety of short- and medium-term financial instruments, principally bonds and debentures, and borrowings from financial institutions. Cash and cash equivalents are mainly held in euro and euro-denominated instruments. We believe that, in addition to internal generation of funds, our medium-term note program, our euro commercial paper program, our corporate domestic promissory note program and available lines of credit will provide us with substantial flexibility for our future capital requirements as existing debt is retired. As of the date of this Annual Report, our management

believes that our working capital is sufficient to meet our present requirements.

The following table shows the amortization schedule of our consolidated gross financial debt at December 31, 2011, as stated in euro using the European Central Bank buying rate for euro on such date. We may have exchange rate financial derivatives as instruments assigned to the underlying debt instruments. In 2011, the average cost of net debt, which we measure as net financial expense divided by our average net debt, was 5.22%, which, adjusting for

exchange rate differences, fell to below 5% (4.91%). The table below includes the fair value of those derivatives classified as financial liabilities (negative mark-to-market) under IFRS (€313 million classified as a current financial liability and €2,136 million as a non-current financial liability). It does not include the fair value of derivatives classified as financial assets (positive mark-to-market) under IFRS (€385 million classified as current financial assets and €4,294 million as non-current financial assets). For a further description of liquidity risk faced by us, see Note 16 to our Consolidated Financial Statements, and for a description of our financial liabilities, see Note 13 to our Consolidated Financial Statements.

AMORTIZATION SCHEDULE FOR THE YEAR ENDED DECEMBER 31,  
2012      2013      2014      2015      2016      Subsequent      Total

Non-convertible euro and foreign currency debentures and bonds	2,824	5,203	4,933	3,860	6,590	15,012	38,422
Promissory notes and commercial paper	1,832	—	—	—	—	—	1,832
Other marketable debt securities	—	—	—	—	—	1,985	1,985
Loans and other payables (principal and interest accrued)	5,683	2,314	2,746	4,384	2,774	3,722	21,623
Derivative financial liabilities	313	92	126	289	191	1,438	2,449
Total (*)	10,652	7,609	7,805	8,533	9,555	22,157	66,311

(\*) Estimated future interest payments as of December 31, 2011 on our interest-bearing-debt (not included above) are as follows: €3,215 million in 2012, €3,083 million in 2013, €2,638 million in 2014, €2,040 million in 2015, €1,740 million in 2016, and €7,545 million in subsequent years. With respect to floating rate debt, we estimate future interest payments as the forward rates derived from yield curves quoted for the different currencies on December 31, 2011.

During 2011, we obtained financing of approximately €11,500 million (excluding financing under short-term commercial paper programs), mainly in connection with pre-financing the 2011 and part of the 2012 and 2013 debt maturities.

In 2011, as a part of our refinancing plan to enhance our flexibility, primarily, we issued, through Telefónica Emisiones, S.A.U.: (i) six year bonds in an aggregate principal amount of €1,200 million, with an annual interest rate of 4.750% on February 7, 2011, increasing up to an aggregate principal amount of €1,300 million on March 21, 2011, (ii) five year bonds in an aggregate principal amount of \$1,250 million, with an annual interest rate of 3.992% on February 16, 2011, (iii) ten year bonds in an aggregate principal amount of \$1,500 million, with an annual interest rate of 5.462%, on February 16, 2011, (iv) five year bonds in an aggregate principal amount of €1,000 million, with an annual interest rate of 4.967% on November 3, 2011, and (v) five year bonds in an aggregate principal amount of 7,000 million Japanese yen, with an annual interest rate of 2.8247% on November 4, 2011.

On May 3, 2011, Telefónica arranged long-term financing in an amount of \$376 million at fixed rates guaranteed by the export credit agency of Finland (Finnvera). This financing entails four tranches: \$94 million maturing on January 30, 2020, \$90 million maturing on July 30, 2020, \$94 million maturing on January 30, 2021 and \$98 million maturing

on July 30, 2021.

On May 12, 2011, Telefónica, S.A., signed an amendment to the syndicated loan agreement entered into on July 28, 2010 whereby it was agreed that, with respect to the €5,000 million that would initially mature in July 2013, €2,000 million would be extended for another year, i.e. until July 2014, and another €2,000 million would be extended for a further three years, i.e. until July 2016.

In addition, in 2011, certain of our Latin American companies raised funds in financial markets in an aggregate principal amount equivalent to approximately €2,600 million, primarily: (a) on September 20, 2011, Vivo, S.A. arranged long-term financing with Banco Nacional de Desenvolvimento Econômico e Social (BNDES) in an amount of 3,000 million Brazilian reais (outstanding balance at December 31, 2011 was 1,004 million Brazilian reais, equivalent to €414 million); and (b) on November 22, 2011, Telefónica Móviles Chile issued five-year notes in an aggregate principal amount of approximately €165 million, structured into two tranches, the first, in the amount of 66,000 million Chilean pesos (approximately €98 million), with an annual interest rate of 6.30%, and the second, in

the amount of 2 million development units (Unidades de Fomento) (approximately €66 million), determined by the Central Bank of Chile, with a yield of 3.60%.

During 2011, we have continued to be active under certain commercial paper programs (domestic and European) with an outstanding balance of €1,685 million at December 31, 2011.

At December 31, 2011, we had unused committed credit lines of approximately €10,119 million, all of which bear interest at a floating rate based on market indices, principally the Euro Interbank Offered Rate, or EURIBOR, and the London Interbank Offered Rate, or LIBOR, 24% of which are scheduled to mature prior to December 31, 2012.

In 2012, through the date of this Annual Report, we increased our €1,200 million six-year notes issued on February 7, 2011 by an aggregate of principal amount of €120 million, with an annual interest rate of 4.750%, on February 7, 2012. On February 21, 2012 we issued six-year notes in an aggregate principal amount of €1,500 million, with an annual interest rate of 4.797%. On March 12, 2012 we issued eight-year notes in an aggregate principal amount of £700 million, with an annual interest rate of 5.597%. Telefónica Europe, B.V., entered into a financing agreement on February 15, 2012, with China Development Bank in an aggregate principal amount of \$375 million due in 2022. In addition, on March 2, 2012, we refinanced part of our financial liabilities related to the syndicated loan originally dated on October 31, 2005, scheduled to mature on December 14, 2012 and December 13, 2013 as follows: i) a three-year term loan facility in an aggregate amount of £729 million available from December 14, 2012 and maturing on December 14, 2015; ii) a three-year term loan facility in an aggregate amount of £633 million available from December 14, 2012 and maturing on December 14, 2015; iii) a five-year revolving credit facility in an aggregate amount up to €756 million available from March 2, 2012 and maturing on March 2, 2017; and iv) a five-year multicurrency revolving credit facility in an aggregate amount up to £1,469 million available from December 13, 2013 and maturing on March 2, 2017.

Our borrowing requirements are not significantly affected by seasonal trends.

Our ability to use external sources of financing will depend in large part on our credit ratings. We believe that we are well-positioned to raise capital in financial markets. However, negative conditions in the financial markets or a downgrade of any of the ratings of our debt by any of Fitch, Moody's, JCR and/or Standard & Poor's may increase the cost of our future borrowings or may make it more difficult to access the public debt markets. In connection with the credit rating agencies' review of our debt ratings, the rating agencies may give considerable weight to general macroeconomic and political conditions, the performance of our businesses in countries where we operate, our financial and shareholder remuneration policy, our acquisition policy, our ability to integrate acquisitions and our ability to refinance debt.

For a discussion of our liquidity and country risk management policy, see Note 16 to our Consolidated Financial Statements.

#### Intragroup Loans

We lend funds to our operating subsidiaries, directly or through holding companies that head our different lines of business. At December 31, 2011, we had loans outstanding totaling €4,343 million (€5,424 million at December 31, 2010) to companies in the Telefónica Group (including subsidiaries located in Latin American countries). These funds are derived from retained cash flows, loans, bonds and other sources (such as asset disposals).

C. Research and Development, Patents and Licenses, etc.

Telefónica remains firmly committed to technological innovation as an essential tool for achieving competitive advantages, anticipating market trends and differentiating its products. By introducing new technologies and developing new products and business processes, we seek to become a more effective, efficient and customer-oriented Group.

Telefónica has developed an open innovation model for the management of technological innovation to boost the application of technical research in the development of new commercial products and services. Telefónica focuses on certain applied research and development (R&D) priorities that are aligned with its strategy. Open innovation initiatives driving this model include the creation of a venture capital fund and involvement in business collaboration forums, among others. The model also uses the knowledge developed at technology centers, universities and start-ups, among other sources, and encourages innovation in conjunction with other agents (e.g. customers, universities, public administrations, suppliers, content providers and other companies), making them “technological partners.” Telefónica believes it cannot rely solely on acquired technology to differentiate its products from those of its competitors and to improve its market positioning. It is also important to encourage R&D initiatives in an effort to achieve this differentiation and make inroads into other innovation activities. The Group's R&D policy is geared towards:

- developing new products and services in order to gain market share;
  - boosting customer loyalty;
  - driving revenue growth;
  - enhancing innovation management;
  - improving business practices;
- increasing the quality of infrastructure services to improve customer service and reduce costs;
  - promoting global products;
  - supporting open innovation; and
- creating value from the technology generated.

In 2011, the technological innovation projects undertaken focused on sustainable innovation, process efficiency, creation of new revenues streams, customer satisfaction, consolidation of operations in new markets and technological leadership.

Technical innovation activities are a key part of Telefónica strategy of creating value through broadband communications and services, the IP network, mobile networks and new generation networks (fiber optic).

In 2011, projects were undertaken to promote greater access to information technology, new services focused on new Internet business models, advanced user interfaces, mobile television and other broadband services. These initiatives, among others, were undertaken based on our objective of rapidly identifying emerging technologies that could have a relevant impact on our businesses and pilot testing these technologies in new services, applications and platform prototypes.

Most of our R&D activities are carried out by Telefónica Investigación y Desarrollo, S.A.U. (Telefónica I+D), a wholly owned subsidiary, which focuses on providing solutions to our various lines of business. In its operations, Telefónica I+D receives the assistance of other companies and universities. Telefónica I+D's mission is centered on enhancing the Company's competitive positioning by leveraging technological innovation and product development. Telefónica I+D undertakes experimental and applied research and new product development with the overriding goal of broadening the range of services offered and reducing operating costs. It also provides technical assistance to the

Group's operations in Latin America and Europe.

Telefónica I+D's technological innovation activities focus on the following areas:

- Natural P2P communication of the future, using the Internet, Web 2.0 and smartphones;
- Video and multimedia services (combining text, audio, images and video) offering an enhanced user experience on all connected devices;
- Advanced solutions in emerging ITC business such as e-health, and remote patient support or monitoring; and
  - M2M (machine-to-machine) service management associated with energy efficiency and mobility.



- Cloud computing, which makes intensive use of resources available on the Web to develop, publish, commercialize and distribute applications.
- Making use of user communication profiles to uncover opportunities to develop different products and business models (marketing campaigns, target marketing, contextual services, churn reduction, cross-selling, etc.)
- Network and architecture services in a new global infrastructure shared by all business lines to reduce operating and maintenance costs, on which the Group can roll out new services and provide greater capacity amid increasing demand for mobile data, video content and the shift from people-based Internet to an object-based Internet.

At December 31, 2011, Telefónica I+D had 653 employees and collaborated with skilled professionals from over 80 companies and more than 50 universities.

Research and development costs at Telefónica amounted €983 million, €797 million and €693 million in 2011, 2010 and 2009, respectively, representing 1.6%, 1.3% and 1.2% of consolidated revenues, respectively. These figures were calculated using guidelines of the Organisation for Economic Co-operation and Development (OECD). Using these and other guidelines, there are R&D costs that, due to the length of projects and/or accounting classifications, are not included in their entirety in the consolidated statement of financial position.

Telefónica registered 95 patents in 2011, of which 57 were registered with the Spanish patent office and 38 with patent offices in the European Union, the United States and with other international patent offices.

#### D. Trend Information

We are an integrated diversified telecommunications group that offers a wide range of services, mainly in Spain, Europe, and Latin America. Our activity is based upon providing fixed and mobile services, Internet and data, pay TV and value added services, among others. Our operations in 25 countries, managed through a regional organization geared towards certain businesses units, enable us to leverage our strong local positioning, as well as the advantages afforded by our scale, two features that have been reinforced by the opportunities arising from our holdings in and strategic alliances with China Unicom and Telecom Italia.

As a multinational telecommunications company that operates in regulated markets, we are subject to different laws and regulations in each of the jurisdictions in which we provide services. We expect the regulatory landscape to continue to change in Europe as a consequence of the revised regulations resulting from the implementation of the review of the common regulatory framework currently in place in the European Union. In addition, we may also face pressure from regulatory initiatives in some countries regarding tariffs, the reform of rights of spectrum use and allocation, issues related to the quality of service, and the regulatory treatment of new broadband infrastructure deployments.

We face intense competition in most of our markets, and we are therefore subject to the effects of actions taken by our competitors. The intensity of the competition may deepen, which could have an impact on tariff structures, consumption, market share and commercial activity and negatively affect our number of customers, revenues and profitability.

However, we believe we are in a strong competitive position in most of the markets where we operate, enabling us to continue taking advantage of the growth opportunities that arise in these markets, such as by boosting both fixed and mobile broadband services and by furthering the development of services beyond connectivity, information

technology services and related businesses. In this respect, we seek to lead the industry by anticipating trends in the new digital environment.

Consequently, we embarked on a restructuring in September 2011 with the aim of reinforcing our growth, actively participating in the digital world and capturing opportunities afforded by our scale and industrial alliances. This new organization gave rise to two cross-cutting areas, Telefónica Digital and Telefónica Global Resources, in addition to the Telefónica Europe and Telefónica Latin America segments. We expect this structure to bolster Telefónica's place in the digital world, enabling it to tap growth opportunities arising in this environment, drive innovation, strengthen the product and services portfolio and maximize advantages afforded by its global customer

bases in an increasingly connected world. In addition, we expect that the creation of a Global Resources operating unit will ensure the profitability and sustainability of the business by leveraging economies of scale and driving Telefónica's transformation into a fully global company. Telefónica Europe's and Telefónica Latin America's objective is to reinforce the results of the business and generate sustainable growth, backed by the Global Corporation.

In Spain, following the commercial re-positioning carried out at the end of 2011, Telefónica expects to continue to intensify its commercial commitment to offering quality services, increasing the effectiveness of its sales channels and further improving the quality and features of its networks to increase customer satisfaction through targeted commercial offerings that are aimed toward ensuring the best response to their communications' needs. In this respect, we expect to continue to boost innovation to offer the best products and services, drive the mobile and fixed broadband growth and bundling services to provide the best integrated communications solutions in the market. Efficiency will continue to play a very important role in all areas of management, both in commercial and operational areas, including systems, networks and processes. We will focus on our customers and their satisfaction, and we expect to see savings derived from the 2011 restructuring plan, while continuing to remain committed to ensuring Telefónica Spain remains a desirable place to work.

In Latin America, our strategy is based on a regional model that captures growth and efficiency of scale without losing sight of the local management of the client. The mobile business will continue to play a fundamental role as an engine of regional growth. That is why we will continue to work to improve the capacity and coverage of our networks, adapting our distribution channel to enhance the quality of our offerings both in voice and data in order to keep and attract high-value customers. Regarding the fixed telephony business, we will encourage the increase of broadband speed and expand the supply of bundled services. Meanwhile, we expect to further advance efficiency, in operational and commercial terms, and attempt to achieve further synergies by implementing global, regional and local projects.

In Europe, customers will remain at the center of our strategy and management priorities in the region in order to guarantee a high level of customer satisfaction with our services. With the objective of offering our customers the best value, we expect to boost mobile broadband services, adding new products and services to our current portfolio. In such a competitive market, we will dedicate our efforts to reinforcing our market position. Another objective in coming years is to improve operating efficiency, pursuant to which we will roll out several local and regional initiatives, with the support of Telefónica Global Resources.

In summary, in the context of intense competition and regulatory pressure on pricing, Telefónica aims to continue strengthening its business model to make it more efficient and capture the synergies arising from the integrated approach of businesses, processes and technologies, while focusing even more on the client.

This section contains forward-looking statements. For additional information concerning forward-looking statements and the risks that could affect the matters referred to in such forward-looking statements, see "Cautionary Statement Regarding Forward-Looking Statements" above.

#### E. Off-Balance Sheet Arrangements

We have commitments that could require us to make material payments in the future. These commitments are not included in our consolidated statement of financial position at December 31, 2011 although they are described in the notes to our Consolidated Financial Statements. For additional detail regarding our off-balance sheet commitments, see Note 21(b) and Note 16 to our Consolidated Financial Statements.

#### F. Tabular Disclosure of Contractual Obligations

The following table describes our contractual obligations and commitments with definitive payment terms which may require significant cash outlays in the future. The amounts payable (including accrued interest payments) are as of December 31, 2011. For additional information, see our Consolidated Financial Statements.

	Total	Payments Due by Period			More than 5 Years
		Less than 1 year	1-3 years	3-5 years	
		(in millions of euro)			
Financial liabilities (1)(2)	66,311	10,652	15,414	18,088	22,157
Operating lease obligations (3)	9,613	1,543	2,591	2,114	3,365
Purchase and other contractual obligations(4)	2,568	1,473	737	345	13
Other liabilities (5)	2,869	696	2,173	—	—
<b>Total</b>	<b>81,361</b>	<b>14,364</b>	<b>20,915</b>	<b>20,547</b>	<b>25,535</b>

(1) Capital (finance) lease obligations are not calculated separately and are instead included as part of our long-term debt obligations.

(2) This item includes the fair value of those derivatives classified as current financial liabilities (negative mark-to-market) under IFRS (€313 million). Future interest payments as of December 31, 2011 on our interest-bearing-debt (not included above) are as follows: €3,215 million in 2012, €3,083 million in 2013, €2,638 million in 2014, €2,040 million in 2015, €1,740 million in 2016 and €7,545 million in subsequent years. With respect to floating rate debt, we estimate future interest payments as the forward rates derived from yield curves quoted for the different currencies on December 31, 2011. It does not include the fair value of derivatives classified as financial assets (positive mark-to-market) under IFRS (€385 million classified as current financial assets and €4,294 million as non-current financial assets). For a more detailed description of our financial derivative transactions, see “Item 11. Quantitative and Qualitative Disclosures About Market Risk” and Note 16 to our Consolidated Financial Statements. For details of the composition of this item, see “Liquidity and Capital Resources— Anticipated sources of Liquidity”).

(3) Our operating lease obligations have in some cases extension options conditioned on the applicable law of each country. Accordingly, we have included only those amounts that represent the initial contract period.

(4) This item includes definitive payments due for agreements to purchase goods (such as network equipment) and services.

(5) “Other liabilities” include: (a) long-term obligations that require us to make cash payments, excluding financial debt obligations included in the table under “Financial Liabilities” above and (b) other provisions. Because of the nature of the risks covered by “Other liabilities” such as other provisions, it is not possible to determine a reliable schedule of potential payments, if any. For details of the composition of other provisions, see Note 15 to our Consolidated Financial Statements.

In addition, at December 31, 2011, we had short and long term employee benefits provisions amounting to €807 million and €4,999 million, respectively.

For details of the composition of, and changes in, our debt, see “—Liquidity and Capital Resources—Anticipated Sources of Liquidity” and Note 13 to our Consolidated Financial Statements.

## Item 6. Directors, Senior Management and Employees

### A. Directors and Senior Management

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During 2011, our Board of Directors met 14 times. At March 29, 2012 our Board of Directors had met three times during 2012. At March 29, 2012, our directors, their respective positions on our Board and the year they were appointed to such positions were as follows:

Name	Age	First Appointed	Current Term Ends
<b>Chairman</b>			
Mr. César Alierta Izuel(1)	66	1997	2012
<b>Vice-chairmen</b>			
Mr. Isidro Fainé Casas(1)(2)	69	1994	2016
Mr. José María Abril Pérez (1)(3)(5)(8)	60	2007	2013
<b>Members (vocales)</b>			
Mr. Julio Linares López(1)(8)	66	2005	2016
Mr. Ignacio Moreno Martínez (3)	54	2011	2012
Mr. José Fernando de Almansa Moreno-Barreda(5)(6)(9)	63	2003	2013
Mr. Jose María Álvarez –Pallete López	48	2006	2012
Mr. David Arculus (5)(6)	65	2006	2016
Ms. Eva Castillo Sanz (6)(9)(11)	49	2008	2013
Mr. Carlos Colomer Casellas(1)(8)(10)(11)	67	2001	2016
Mr. Peter Erskine(1)(8)(9)(10)	60	2006	2016
Mr. Alfonso Ferrari Herrero (1)(4)(5)(6)(7)(9)(10)(11)	70	2001	2016

Mr. Luiz Fernando Furlán(5)	65	2008	2013
Mr. Gonzalo Hinojosa Fernández de Angulo (1)(4)(5)(7)(9)(10)(11)	66	2002	2012
Mr. Pablo Isla Álvarez de Tejera(6)(7)(10)(11)	48	2002	2012
Mr. Antonio Massanell Lavilla(2)(4)(7)(8)(11)	57	1995	2016
Mr. Francisco Javier de Paz Mancho (1)(5)(6)(7)	53	2007	2013
Mr. Chang Xiaobing (12)	54	2011	2016

- 
- (1) Member of the Executive Commission of the Board of Directors.
  - (2) Nominated by Caja de Ahorros y Pensiones de Barcelona (“La Caixa”).
  - (3) Nominated by Banco Bilbao Vizcaya Argentaria, S.A. (“BBVA”).
  - (4) Member of the Audit and Control Committee of the Board of Directors.
  - (5) Member of the International Affairs Committee.
  - (6) Member of the Regulation Committee.
  - (7) Member of the Human Resources and Corporate Reputation and Responsibility Committee.
  - (8) Member of the Innovation Committee.
  - (9) Member of the Strategy Committee.
  - (10) Member of the Nominating, Compensation and Corporate Governance Committee.
  - (11) Member of the Service Quality and Customer Service Committee.
  - (12) Nominated by China Unicom (Hong Kong) Limited

#### Board Committees

At March 29, 2012, the committees of our Board of Directors and members thereof are as follows:

#### Executive Commission

Our Board of Directors has expressly delegated all of its authority and power to the Executive Commission except as prohibited by Spanish corporate law, under our Articles of Association, or under our Board Regulations. This commission is made up of fewer directors and meets more frequently than our Board of Directors. The members of the Executive Commission are Mr. César Alierta Izuel, Mr. Isidro Fainé Casas, Mr. José María Abril Pérez, Mr. Julio Linares López, Mr. Carlos Colomer Casellas, Mr. Peter Erskine, Mr. Alfonso Ferrari Herrero, Mr. Gonzalo Hinojosa Fernández de Angulo, Mr. Francisco Javier de Paz Mancho and Mr. Ramiro Sánchez de Lerín García-Ovies, as secretary.

#### Audit and Control Committee

The Audit and Control Committee functions are regulated by our bylaws and our Board Regulations. The Audit and Control Committee has the primary objective of providing support to our Board of Directors in its supervisory and oversight functions, specifically having the following responsibilities:

- to report, through its chairman, to our shareholders at the general shareholders' meeting regarding matters raised therein by the shareholders relating to the functions and matters of competence of the committee;
- to propose to our Board of Directors to submit to our general meeting of shareholders the appointment of our auditors referred to in Article 264 of the Spanish Corporation Law, as well as, when appropriate, the terms of their engagement, the scope of their professional assignment and the revocation, re-appointment or non-renewal of their appointment;
- to supervise the effectiveness of the Company's internal control system, the internal audit and the risk management systems as well as to discuss with our auditors any significant weaknesses in the internal control system detected during the audit;
  - to supervise the preparation and submission of regulated financial information;



- to establish and maintain the necessary relations with the auditors to receive, for review by the Committee, information on all matters that may put their independence at risk, and any other matters related to the process of auditing our accounts, as well as to receive information and maintain communication with our auditors as required by laws relating to the audit process and with respect to technical regulations on auditing. In any event, the Audit and Control Committee must receive annually written confirmation from our auditors of their independence vis-à-vis the entity or entities directly or indirectly related thereto, as well as information regarding additional services of any kind provided to such entities by our auditors, or by the persons or entities related thereto, pursuant to Law 19/1988, of July 12, on Auditing of Financial Statements; and
- to issue on an annual basis, prior to the issuance of the audit report, a report stating an opinion regarding the independence of our auditors. This report must in all cases include an opinion on the provision of the additional services referred to in the immediately preceding paragraph.

The Audit and Control Committee meets at least once per quarter and as many times as considered necessary. During 2011, the Audit and Control Committee met 11 times and, as of the date of this Annual Report, had met three times in 2012. The members of the Audit and Control Committee are Mr. Gonzalo Hinojosa Fernández de Angulo (chairman), Mr. Antonio Massanell Lavilla and Mr. Alfonso Ferrari Herrero.

#### Nominating, Compensation and Corporate Governance Committee

The Nominating, Compensation and Corporate Governance Committee is responsible for, among other things, reporting to our Board of Directors with respect to proposals for the appointment, re-election and removal of directors, members of the Executive Committee and the other committees of our Board of Directors and top members of our management and management of our subsidiaries. In addition, the Nominating, Compensation and Corporate Governance Committee is responsible for proposing to the Board of Directors, within the framework established in the bylaws, the compensation for the directors and reviewing it periodically to ensure that it is in keeping with the tasks performed by them, as provided in Article 35 of the Board Regulations, to propose to the Board of Directors, within the framework established in the bylaws, the extent and amount of the compensation, rights and remuneration of a financial nature, of the Chairman, the executive directors and the senior executive officers of Telefónica, including the basic terms of their contracts, for purposes of contractual implementation thereof and to supervise compliance with Telefónica's internal rules of conduct and the corporate governance rules thereof in effect from time to time.

The members of the Nominating, Compensation and Corporate Governance Committee are Mr. Alfonso Ferrari Herrero (chairman), Mr. Carlos Colomer Casellas, Mr. Peter Erskine, Mr. Gonzalo Hinojosa Fernández de Angulo and Mr. Pablo Isla Álvarez de Tejera. During 2011, the Nominating, Compensation and Corporate Governance Committee met eight times, and as of the date of this Annual Report, had met three times in 2012.

#### Human Resources and Corporate Reputation and Responsibility Committee

The Human Resources and Corporate Reputation and Responsibility Committee is responsible for reviewing our personnel policy and making proposals to our Board of Directors regarding our personnel policy, corporate reputation, responsibility and the promotion of our values within the Telefónica Group. The Human Resources and Corporate Reputation and Responsibility Committee met four times during 2011 and as of the date of this Annual Report had met once in 2012. The members of the Human Resources and Corporate Reputation and Responsibility Committee are Mr. Francisco Javier de Paz Mancho (chairman), Mr. Alfonso Ferrari Herrero, Mr. Gonzalo Hinojosa Fernández de Angulo, Mr. Pablo Isla Álvarez de Tejera and Mr. Antonio Massanell Lavilla.

#### Regulation Committee

The Regulation Committee's main objective is to monitor the main regulatory matters which affect us. Another responsibility of the Regulation Committee is to act as a communication and information channel between our management team and our Board of Directors concerning regulatory matters. The members of the Regulation Committee are Mr. Pablo Isla Álvarez de Tejera (chairman), Mr. José Fernando de Almansa Moreno-Barreda, Mr. David Arculus, Ms. Eva Castillo Sanz, Mr. Alfonso Ferrari Herrero, and Mr. Francisco Javier de Paz Mancho.

During 2011, the Regulation Committee met six times, and as of the date of this Annual Report, had met once in 2012.

#### Service Quality and Customer Service Committee

The Service Quality and Customer Service Committee is responsible for monitoring and reviewing the standards of quality of the main services we provide. The Service Quality and Customer Service Committee acts as an information channel between our senior management team and our Board of Directors. The members of the Service Quality and Customer Service Committee are Mr. Antonio Massanell Lavilla (chairman), Ms. Eva Castillo Sanz, Mr. Carlos Colomer Casellas, Mr. Alfonso Ferrari Herrero, Mr. Gonzalo Hinojosa Fernández de Angulo, and Mr. Pablo Isla Álvarez de Tejera. During 2011 the Service Quality and Customer Service Committee met four times, and as of the date of this Annual Report, had met once in 2012.

#### International Affairs Committee

The International Affairs Committee is responsible for analyzing international events and matters that affect the Telefónica Group and reporting these events and possible consequences to our Board of Directors. The International Affairs Committee pays close attention to events taking place in countries where we have operations and which may affect our competitive position, corporate image and financial results. The International Affairs Committee also oversees our non-profit foundations in such countries. The members of the International Affairs Committee are Mr. José Fernando de Almansa Moreno-Barreda (chairman), Mr. José María Abril Pérez, Mr. David Arculus, Mr. Alfonso Ferrari Herrero, Mr. Luiz Fernando Furlán, Mr. Gonzalo Hinojosa Fernández de Angulo and Mr. Francisco Javier de Paz Mancho. During 2011, the International Affairs Committee met four times, and as of the date of this Annual Report had met once in 2012.

#### Innovation Committee

The Innovation Committee is responsible for advising and assisting in all matters regarding innovation. Its main object is to examine, analyze and periodically monitor the Group's innovation projects, provide guidance and help ensure the implementation and development of innovation initiatives across the Group. The members of the Innovation Committee are Mr. Carlos Colomer Casellas (chairman), Mr. José María Abril Pérez, Mr. Antonio Massanell Lavilla, Mr. Peter Erskine and Mr. Julio Linares López. During 2011, the Innovation Committee met 11 times, and as of the date of this Annual Report, had met twice in 2012.

#### Strategy Committee

Without prejudice to any other tasks that the Board of Directors may assign thereto, the primary duty of the Strategy Committee is to support the Board of Directors in the analysis and implementation of the global strategy policy of the Telefónica Group. The members of the Strategy Committee are Mr. Peter Erskine (chairman), Mr. José Fernando de Almansa Moreno-Barreda, Ms. Eva Castillo Sanz, Mr. Alfonso Ferrari Herrero and Mr. Gonzalo Hinojosa Fernández de Angulo. The Strategy Committee met ten times during 2011, and as of the date of this Annual Report, had met twice in 2012.

#### Biographies of Directors

Mr. César Alierta Izuel serves as our Executive Chairman and Chairman of our Board of Directors. Mr. Alierta began his career in 1970 as general manager of the capital markets division at Banco Urquijo, S.A. in Madrid, where he worked until 1985. Subsequently, he founded and served as chairman of Beta Capital Sociedad de Valores, S.A. which he combined as from 1991 with his post as chairman of the Spanish Financial Analysts' Association (Instituto

Español de Analistas Financieros). Between 1996 and 2000, he was director and chairman of Tabacalera, S.A. At that time Tabacalera, S.A. changed its name into Altadis, S.A. (following its merger with the French Group, Seita-Société Nationale D'Exploitation Industrielle des Tabacs et Allumettes) and he became director and chairman of Altadis, S.A. He has also been a member of the board of directors of the Madrid Stock Exchange (Bolsa de Madrid), Plus Ultra Compañía de Seguros y Reaseguros, S.A. and of Iberia, S.A. On January 1997, Mr. Alierta was appointed as a director of Telefónica and on July 26, 2000, he was appointed as our Executive Chairman. Mr. Alierta is director of Telecom Italia since November 8, 2007 and of China Unicom (Hong Kong) Limited since October 15, 2008, and

of International Consolidated Airlines Group (IAG) since September 2010. Mr. Alierta holds a law degree from the University of Zaragoza and an MBA from Columbia University (New York) and is currently a member of the Columbia Business School Board of Overseers, and Chairman of the Social Board of the UNED (National Long Distance Spanish University).

Mr. Isidro Fainé Casas serves as Vice-Chairman of our Board of Directors. For over 40 years, Mr. Fainé has worked in several financial institutions, including amongst others: Banco Atlántico, S.A., (1964), Banco de Asunción (Paraguay) (1969), Banco Riva y García, S.A. (1973), Banca Jover, S.A. (1974), and Banco Unión, S.A. (1978). Mr. Fainé is currently chairman of Caja de Ahorros y Pensiones de Barcelona (“la Caixa”) of Caixa Bank, S.A., of Criteria Caixaholding, S.A., and of Confederación Española de Cajas de Ahorros; vice-chairman of Abertis Infraestructuras, S.A. and of Sociedad General de Aguas de Barcelona, S.A. (AGBAR); and second vice-chairman of Repsol YPF, S.A. He is also a member of the board of directors of Banco Portugués de Inversión, S.A. (BPI), and a non-executive director of Bank of East Asia. Mr. Fainé holds a doctorate degree in economics, a diploma in Alta Dirección (Senior Management) from IESE Business School (Instituto de Estudios Superiores de la Empresa) and an ISMP in business administration from Harvard University. He is a member of the Royal Academy of Economics and Finance (Real Academia de Ciencias Económicas y Financieras).

Mr. José María Abril Pérez serves as Vice-Chairman of our Board of Directors. From 1975 to 1982 he served as financial manager of Sociedad Anónima de Alimentación (SAAL). Since then, and until he joined the Banco Bilbao Vizcaya Argentaria Group (BBVA), he was financial manager of Sancel-Scott Ibérica, S.A. In 1985 he joined Banco Bilbao, S.A. as managing director of Investment Corporate Banking. From January to April 1993, he was appointed executive coordinator of Banco Español de Crédito, S.A. In 1998, he became general manager of the Industrial Group of BBVA. In 1999, he was appointed member of the executive committee of the BBVA Group. He has also been a member of the board of directors of Repsol, S.A., Iberia, S.A. and Corporación IBV. In 2002 he became managing director of the Wholesale and Investment Banking Division and a member of the executive committee of BBVA, and he is now in early retirement. Until July 2007, he was vice president of Bolsas y Mercados Españoles, S.A. He is currently a member of the board of directors of Advancell, S.A. He holds a degree in economics from the University of Deusto (Bilbao, Spain) and he has been professor at such university for nine years.

Mr. Julio Linares López serves as a director of our Board of Directors and as our Chief Operating Officer since December 19, 2007. In May 1970, he joined our Research and Development Center, where he held several positions until he was appointed head of our Technology Department in 1984. In April 1990, he was appointed General Manager of Telefónica Investigación y Desarrollo, S.A. In December 1994, he became deputy general manager of the Marketing and Services Development department in the commercial area and subsequently, deputy general manager for Corporate Marketing. In July 1997, he was appointed chief executive officer of Telefónica Multimedia S.A. and chairman of Telefónica Cable and Producciones Multitemáticas, S.A. In May 1998 he was appointed General Manager of Strategy and Technology in Telefónica, S.A. In January 2000, he was appointed executive chairman of Telefónica de España, S.A., a position which he held until December 2005, when he was appointed our managing director for Coordination, Business Development and Synergies. He is currently member of the board of directors and of the executive committee of Telecom Italia and member of the Social Council of the Complutense University of Madrid. Mr. Linares holds a degree in telecommunications engineering from the Polytechnic University of Madrid (Universidad Politécnica de Madrid).

Mr. José Fernando de Almansa Moreno-Barreda serves as a director of our Board of Directors. In December 1974 he joined the Spanish Diplomatic Corps (Cuerpo Diplomático) and served from 1976 to 1992 as Secretary of the Spanish Embassy in Brussels, Cultural Counselor of the Spanish Delegation to Mexico, Chief Director for Eastern European Affairs, Director of Atlantic Affairs in the Spanish Foreign Affairs Ministry, Counselor to the Spanish Permanent

Representation to NATO in Brussels, Minister-Counselor of the Spanish Embassy in the Soviet Union, General Secretary of the National Commission for the 5th Centennial of the Discovery of the Americas and Deputy General Director for Eastern Europe Affairs in the Spanish Foreign Affairs Ministry. From 1993 to 2002, Mr. Fernando de Almansa was appointed Chief of the Royal Household by His Majesty King Juan Carlos I, and is currently personal advisor to His Majesty the King. He is also a substitute director of Grupo Financiero BBVA Bancomer , S.A. de C.V. and of BBVA Bacomer, S.A.. He holds a law degree from the University of Deusto (Bilbao, Spain).

Mr. José María Álvarez-Pallete López serves as a director of our Board of Directors and, since September 11, 2011, as Chairman of Telefónica Europe. He began his career at Arthur Young Auditors in 1987. In 1988, he joined Benito & Monjardín/Kidder, Peabody & Co., where he held various positions in the research and corporate finance departments. In 1995, he joined Valenciana de Cementos Portland, S.A. (Cemex) as head of the Investor Relations and Studies department. In 1996 he was promoted to chief financial officer of Cemex Group in Spain, and in 1998, to chief administration and financial officer of Cemex in Indonesia, headquartered in Jakarta, and he was appointed member of the Board of Cemex Asia, Ltd. In February 1999 he joined the Telefónica Group as general manager of Finance for Telefónica International, S.A. In September of the same year he was promoted to chief financial officer of Telefónica. In July 2002, he was appointed chairman and chief executive officer of Telefónica Internacional, S.A., in July 2006 general manager of Telefónica Latinoamérica, and in March 2009, Chairman of Telefónica Latinoamérica. Mr. Álvarez-Pallete holds a degree in economics from the Complutense University of Madrid. He also studied economics at the Université Libre de Belgique and holds an International Management Program from the Pan-American Institute of Executive Business Administration (IPADE) and an advance research degree (DEA) from the department of finance and accounting of the Complutense University of Madrid.

Sir David Arculus serves as a director of our Board of Directors. From 1998 to 2004, he was chairman of Severn Trent Plc. and from 1998 to 2001 he was chairman of IPC Group Ltd. From 2004 to January 2006, he served as chairman of O2, Plc. (now Telefónica Europe, Plc.). Sir David Arculus is currently a member of the board of directors of Pearson, Plc. He is also chairman of Numis, Plc. and of Aldermore Bank, Plc. In 1972 he received an MBA from the London Business School. In 1968, he received his master's degree in engineering and economics from Oriel College, Oxford, and in 2003 he received a degree Honoris Causa from the University of Central England.

Ms. Eva Castillo Sanz serves as a director of our Board of Directors. Ms. Castillo began her career at the Spanish broker Beta Capital Sociedad de Valores, S.A., where she worked for five years. After that, she worked for another five years for Goldman Sachs International in London in the International Equities department. In 1997 Ms. Castillo joined Merrill Lynch as head of Equity Markets for Spain and Portugal. In 1999, she was promoted to Country Manager for Spain and Portugal and in 2000 she became chief executive officer of Merrill Lynch Capital Markets Spain. After that, Ms. Castillo was appointed chief operating officer for EMEA Equity Markets. In October 2003 she was appointed head of Global Markets & Investment Banking in Spain and Portugal, as well as president of Merrill Lynch Spain. Until December 2009, she headed Global Wealth Management business operations in Europe, the Middle East and Africa, including Merrill Lynch Bank (Suisse) and the International Trust and Wealth Structuring business. She was a member of the Merrill Lynch EMEA Executive Committee, the Global Wealth Management Executive and Operating Committees. Ms. Castillo is currently director of Old Mutual, plc. Ms. Castillo holds degrees in business, economics and law (ICADE – E3) from the Universidad Pontificia de Comillas of Madrid.

Mr. Carlos Colomer Casellas serves as a director of our Board of Directors. Mr. Colomer began his career in 1970 as marketing vice-chairman of Henry Colomer, S.A. In 1980, he was appointed chairman and general manager of Henry Colomer, S.A. and Haugron Cientifical, S.A. In 1986, he was also appointed president of Revlon for Europe. In 1989, he became chairman of Revlon International and in 1990, he was appointed executive vice-president and chief operating officer of Revlon Inc. in New York. In 2000, he was appointed chairman and chief executive officer of The Colomer Group. He is also chairman of Ahorro Bursátil, S.A. SICAV and Inversiones Mobiliarias Urquiola, S.A. SICAV. Mr. Colomer has a degree in economics from the University of Barcelona and an MBA from IESE Business School (Instituto de Estudios Superiores de la Empresa).

Mr. Peter Erskine serves as a director of our Board of Directors. He began his career in the field of marketing and trade mark management in Polycell and in Colgate Palmolive. He worked for several years at the Mars Group, serving as vice-chairman for Europe of Mars Electronics. In 1990 he was appointed vice-president of Marketing and Sales of Unitel. From 1993 to 1998, he held a number of senior positions, including director of British Telecom (BT)

Mobile and president and chief executive officer of Concert. In 1998 he became managing director of BT Cellnet. Subsequently, in 2001 he became chief executive officer and a director of the board of directors of Telefónica Europe, Plc. In 2006 he became executive chairman of Telefónica Europe, Plc (until December 31, 2007 after which he became a non-executive Director) and from July 2006 until December 2007 he served as general manager of the business unit Telefónica Europe. In 2008, he joined the Telecom Advisory Boards of Apax Partners and MacQuarie European Infrastructure Fund, and become a member of the Strategy Advisory Committee of Henley Management Centre. In January 2009 he joined the Board of Ladbrokes Plc.



as a non executive director, becoming chairman in May 2009. Currently, he is also member of the advisory board of Henley Management Centre. In 1973, he received a degree in psychology from Liverpool University.

Mr. Alfonso Ferrari Herrero serves as a director of our Board of Directors. From 1968 to 1969 he was assistant to the financial manager of Hidroeléctrica del Cantábrico, S.A. From 1969 to 1985, he worked in Banco Urquijo, S.A. holding several positions as analyst, manager of Industrial Investments and as a representative in several subsidiaries of Banco Urquijo, S.A. in his capacity as member of the board of directors. From 1985 to 1996 he was a member of the board of directors and manager of Corporate Finance of Beta Capital Sociedad de Valores, S.A., of which Mr. Ferrari was a co-founder. From 1996 until 2000 served as chairman and chief operating officer of Beta Capital, S.A. He has a doctorate in industrial engineering from the Industrial Engineers Technical School of the Polytechnic University of Madrid (Escuela Técnica Superior de Ingenieros Industriales de la Universidad Politécnica de Madrid) and holds an MBA from Harvard University.

Mr. Luiz Fernando Furlán serves as a director of our Board of Directors. Throughout his career he has been a member of the board of directors of several companies in Brazil and abroad such as Sadia, S.A., Embraco, S.A. (Brasmotor Group-Brazil) and Panamco (Pan American Beverages, Inc. – USA). He was also member of the consulting board of IBM in Latin America and of ABN Amro Bank in Brazil, as well as chairman of Brazilian Chicken Exporters Association (ABEF), Brazilian Association of Public Owned Companies (ABRASCA) and of Mercosur European Union Business Forum (MEBF). He also was vice-president of São Paulo Entrepreneurs Association (FIESP). From 2003 to 2007 he was Minister of Development, Industry and Foreign Trade of Brazil. Currently he is chairman of the board of directors of BRF-Brazil Foods, S.A. and of Amazonas Sustainability Foundation and member of the board of directors of Amil Participações S.A. and of AGCO Corporation, and member of the Advisory/Consultive Board of Panasonic (Japan), McLarty & Associates (USA) and Wal-Mart Stores Inc. (USA). He holds a degree in chemical engineering from the Industrial Engineering Faculty of São Paulo and in business administration from University of Santana (São Paulo), with specialization in financial administration from Fundação Getúlio Vargas (São Paulo).

Mr. Gonzalo Hinojosa Fernández de Angulo serves as a director of our Board of Directors. He began his career in 1966 in Cortefiel, S.A. and served in several management positions since then. From 1976 to 1985 Mr. Hinojosa was general manager of Cortefiel, S.A. and from 1985 until 2005 he served as chief executive officer of Cortefiel Group, a post which he combined with his appointment as chairman from 1998 until 2006. From 1991 through 2002, he served as a director of Banco Central Hispano Americano, S.A. and as a director of Portland Valderribas, S.A. He has also served as a director of Altadis, S.A. (1998-2007) and of Dinamia Capital Privado, S.A., SCR. Mr. Hinojosa has a degree in industrial engineering from the Industrial Engineers Technical School of the Polytechnic University of Madrid (Escuela Técnica Superior de Ingenieros Industriales de la Universidad Politécnica de Madrid).

Mr. Pablo Isla Álvarez de Tejera serves as a director of our Board of Directors. Mr. Isla began his career in 1989 as Government Attorney (Abogado del Estado), and he joined the Body of Government Attorneys that year, in the first position of the candidates, for the Spanish Ministry of Transportation, Tourism and Communications. In 1991 he moved to the General Management of the Legal Services of the Spanish Government (Dirección General del Servicio Jurídico del Estado). From 1992 to 1996, Mr. Isla served as general manager of the Legal Services Department of Banco Popular, S.A. In 1996, he was appointed general manager of the National Heritage Department of the Treasury Department of Spain (Ministerio de Economía y Hacienda). He also served as General Secretary of Banco Popular Español, S.A. from 1998 to 2000. In July 2000, Mr. Isla was appointed chairman of the board of Grupo Altadis and co-chairman of the company. In June 2005, Mr. Isla was appointed the deputy chairman and chief executive officer of Inditex, S.A.. Since 2011, Mr. Isla has been the Chairman of Inditex, S.A. Mr. Isla has a degree in law from the Complutense University of Madrid.

Mr. Antonio Massanell Lavilla serves as a director of our Board of Directors. In 1971 he joined the Caja de Ahorros y Pensiones de Barcelona (“la Caixa”), where he held several posts and in 1990, he was appointed assistant manager and secretary of the Steering Committee, and from 1999 to June 2011 he served as executive general assistant manager. In the same year, he was appointed member of the board of directors of Sociedad Española de Medios de Pago, S.A. From 1992 to 1994, Mr. Massanell served as Chairman of the Steering Committee of Sistema 6000 de la Confederación Española de Cajas de Ahorros, and director of Visa Spain (1995-1998), Autema (1991-2003), Colonial Real Estate (1992-2003), Baqueira Beret (1998-2006) and Occidental Hotels Management, B.V.

(2003-2007). Mr. Massanell is currently general manager of Caixa Bank and a member of the boards of directors of e-la Caixa, S.A., Boursorama, S.A., Caixa Capital Risc, S.G.E.C.R., S.A., Mediterránea Beach & Golf Community, S.A. and Serveis Informàtics "La Caixa," S.A. He is also chairman of Port Aventura Entertainment, S.A. and Barcelona Digital Centre Tecnològic (former Fundació Barcelona Digital). Mr. Antonio Massanell Lavilla holds a degree in economics from the University of Barcelona.

Mr. Ignacio Moreno Martínez serves as a director on our Board of Directors. Previous posts include Head of Corporate Banking and Private Equity at Banco de Vizcaya, Banco Santander de Negocios, and Mercapital. He also served as Deputy General Manager of Corporate and Institutional Banking at Corporación Bancaria de España, S.A. – Argentaria, CEO of Desarrollo Urbanístico Chamartín, S.A., and Chairman of Argentaria Bolsa, Sociedad de Valores. In addition, he also served as General Manager of the Chairman's Office at Banco Bilbao Vizcaya Argentaria, S.A., and CEO of Vista Capital Expansión, S.A., SGEGR – Private Equity. Mr. Moreno is currently CEO of N+1 Private Equity. Mr. Moreno holds a degree in Economics and Business Studies from the University of Bilbao, a Master's degree in Marketing and Sales Management from the Instituto de Empresa and an MBA from INSEAD.

Mr. Francisco Javier De Paz Mancho serves as a director of our Board of Directors. From 1990 to 1993, he was General Secretary of the Spanish Consumers Association (Unión de Consumidores de España, UCE). From 1993 to 1996, he served as general manager of Internal Trade of the Spanish Ministry of Tourism and Commerce. From 1994 to 1996, he was chairman of the Observatory of Trading of the Spanish Ministry of Tourism and Commerce (Observatorio de la Distribución Comercial del Ministerio de Comercio y Turismo); from 1996 to 2004, he was corporate strategy manager of the Panrico Donuts Group. From 1998 to 2004, he served as director of Mutua de Accidentes de Zaragoza (MAZ) and of the Panrico Group. From 2004 to 2006, he was director of Tunnel de Cadí, S.A.C. and from 2003 to 2004, he served as chairman of the Patronal Pan y Bollería Marca (COE). From 2004 to 2007, he was chairman of the National Company MERCASA. He has also been a member of the board of directors of Altadis, S.A., and of the Economic and Social Board and its permanent commission. From July 2006, he has been a member of the Executive Committee of the Chambers Board (Consejo Superior de Cámaras). Mr. de Paz has a diploma in publicity and information and followed studies in law. He followed a Programa de Alta Dirección de Empresas from the IESE Business School (Instituto de Estudios Superiores de la Empresa, University of Navarra).

Mr. Chang Xiaobing serves as a director of our Board of Directors. Prior to joining China United Telecommunications Corporation, Mr. Chang served as Deputy Director of the Nanjing Municipal Posts and Telecommunications Bureau of Jiangsu Province, Deputy Director General of the Directorate General of Telecommunications of the Ministry of Posts and Telecommunications, and Deputy Director General and Director General of the Department of Telecommunications Administration of the former Ministry of Information Industry, as well as Vice President of China Telecommunications Corporation. Mr. Chang became the Chairman of China United Telecommunications Corporation in November 2004. He was appointed in December 2004 as an Executive Director, Chairman and Chief Executive Officer of China Unicom (Hong Kong) Limited. In December 2008, China United Telecommunications Corporation changed its company name to China United Network Communications Group Company Limited ("Unicom Group"). He serves as the Chairman of Unicom Group, China United Network Communications Limited ("A Share Company") and China United Network Communications Corporation Limited ("CUCL"), respectively. Mr. Chang graduated in 1982 from the Nanjing Institute of Posts and Telecommunications with a bachelor's degree in telecommunications engineering and received a master's degree in business administration from Tsinghua University in 2001. He received a doctor's degree in business administration from the Hong Kong Polytechnic University in 2005.

#### Executive Officers/Management Team

At March 29, 2012, our executive management team consisted of the following individuals:

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Name	Position	Appointed	Age
Mr. César Alierta Izuel	Chairman of the Board of Directors and Chief Executive Officer	2000	66
Mr. Julio Linares López	Chief Operating Officer	2007	66
Mr. José María Álvarez –Pallete López	Chairman of Telefónica Europe	2011	48
Mr. Guillermo Ansaldo Lutz	General Manager of Global Resources	2011	50
Mr. Matthew Key	Chairman of Telefónica Digital	2011	49
Mr. Santiago Fernández Valbuena	Chairman of Telefónica Latin América	2002	54
Mr. Luis Abril Pérez	Technical General Secretary to the Chairman	2002	64

Name	Position	Appointed	Age
Mr. Calixto Ríos Pérez	General Manager of Internal Audit	2002	67
Mr. Ángel Vilá Voix	General Manager of Finance and Corporate Development	2011	47
Mr. Ramiro Sánchez de Lerín García-Ovies	General Legal Secretary and Secretary to the Board	2003	57

### Biographies of the Executive Officers and Senior Management

We present below the biographies of our executive officers and senior management who do not also serve on our Board of Directors.

Mr. Guillermo Ansaldo Lutz serves as General Manager of Global Resources since September 2011, and he is also member of the Executive Committee of Telefónica. From 1989 to 2000 he worked for McKinsey & Company holding different positions in Spain and Argentina. In 1995, he was appointed partner of McKinsey & Company in Argentina. From 2000 to 2004 he was the chief executive officer of Telefónica de Argentina, S.A. and since April 2005, he held the position of chief executive officer of Telefónica de España, S.A. From December 2007 to September 2011 he was Chairman and CEO of Telefónica España. He holds a degree in industrial engineering from the Universidad de Buenos Aires and an MBA from The Amos Tuck School of Business Administration, Dartmouth College.

Mr. Matthew Key serves as Chairman of Telefónica Digital since September 2011 and is a member of the Executive Committee of Telefónica. From 1984 until 1998 he held various positions of responsibility in Arthur Young, the Grand Metropolitan Plc (1988), Coca Cola & Schweppes Beverages Ltd (1993-1995), Kingfisher Plc and finally, from 1998 to 2002, Vodafone Plc. From 2000 to 2002 he worked as non-executive director of Vodafone Egypt. He has served as chairman and non-executive director of Tesco Mobile since 2003. In February 2002, he was appointed chief financial officer of Telefónica UK until December 2004. In January 2005, he was appointed chief executive officer of Telefónica UK. He was appointed chairman and chief executive of Telefónica Europe in November 2007, a post he held until September 2011. He holds a “first class” honours degree in economics from Birmingham University.

Mr. Santiago Fernández Valbuena serves as Chairman of Telefónica Latinoamérica and is a member of the Executive Committee of Telefónica. He has served as our chief financial officer since July 2002 to 2010 and from 2010 to September 2011 General Manager of Strategy, Finance and Development. He joined Telefónica Group in 1997 as chief executive officer of Fonditel, Telefónica’s pension assets manager. Previously, he was the managing director of Société Générale Equities, and also head of Equities & Research at Beta Capital in Madrid. Mr. Fernández Valbuena served as president of the Research Commission at the Spanish Institute of Financial Analysts. He has held senior teaching positions at Complutense University, and with the MBA programs of the Manchester Business School and Instituto de Empresa. He holds a degree in economics from the Universidad Complutense of Madrid and he also holds an M.S. and a PhD degree in economics and finance from Northeastern University in Boston (United States).

Mr. Luis Abril Pérez serves as our Technical General Secretary to the Chairman and is a member of the Executive Committee of Telefónica. Mr. Abril started his professional career as a microeconomics professor in the Commercial University of Deusto, where he went on to head its Finance Department. In 1978, he moved to Banco de Vizcaya, S.A., as treasury director and then worked as head of the president’s technical department. During his work with the Banco Bilbao Vizcaya Group (1988 to 1991), he acted as general director for the Asset Management division. From 1994 to 1999, Mr. Abril acted as general manager for Banco Español de Crédito, S.A. (Banesto), and he later acted as general manager of research and communications for Banco Santander Central Hispano, S.A. (1999 to 2001). He is

also non-executive Vice President and Member of the Board of Directors in Canal+ DTS, Member of the Board of Directors in Deusto and Member of the Board of Directors in Council of the Americas-Americas Society. Mr. Abril holds a degree in economics and a law degree from the Commercial University of Deusto and he also holds an MBA from the North European Management Institute, Oslo, Norway.

Mr. Calixto Ríos Pérez serves as our General Manager of Internal Audit. In 1973, Mr. Ríos joined Banco Exterior de España, S.A. as the General Manager of Extebank in New York City. Subsequently he was appointed chief executive officer and chief operating officer of Extebandes in Venezuela. Later, Mr. Ríos returned to Madrid as the general manager of International Banking Subsidiaries of Banco Exterior de España, S.A. In 1990, he was

appointed chief executive officer responsible for overseeing the construction, management and marketing of the Olympic Village for the Olympic games of Barcelona and a year later was appointed chief financial officer of Tabacalera, S.A. After the merger of Tabacalera with the French company, Seita, he was appointed advisor to the chairman and head of Strategy and Planning. In November 2000, he joined the Telefónica Group as general manager for Institutional Relations, and in July 2002 he was appointed general manager for Internal Auditing and Communications. He holds a degree in economics from the Complutense University of Madrid.

Mr. Ramiro Sánchez de Lerín García-Ovies serves as our General Secretary and Secretary to our Board of Directors. He is also a member of the Executive Committee. He began his career in Arthur Andersen, first working for its audit department and later for its tax department. In 1982, he became a Government Attorney (Abogado del Estado) and started working for the local tax authorities in Madrid (Delegación de Hacienda de Madrid). Afterwards he was assigned to the State Secretariat for the European Communities and later to the Foreign Affairs Ministry. He has been general secretary and secretary of the Board of Elosúa, S.A., Tabacalera, S.A., Altadis, S.A. and Xfera Móviles, S.A. He has also held teaching positions in Instituto Católico de Administración y Dirección de Empresas (ICADE), Instituto de Empresa and Escuela de Hacienda Pública.

Mr. Ángel Vilá Boix serves as our General Manager for Finance and Corporate Development and is a member of the Executive Committee at Telefónica, S.A. Prior to joining Telefónica, he held positions at Citigroup, McKinsey&Co, Ferrovial and Planeta. Mr. Vilá joined Telefónica in 1997 as Group Controller, moving on to become CFO of Telefónica Internacional, where he led the Telebras privatization team. In 2000, he was appointed Group Head of Corporate Development. He is member of the Boards of Directors of Telco SpA and Digital+. He previously served on the Boards of BBVA and Endemol, and on the Advisory panel of Macquarie MEIF funds. He graduated in Industrial Engineering from Universitat Politècnica de Catalunya and holds a MBA from Columbia University (New York).

**B. Compensation**

Please see Note 21(f) to our Consolidated Financial Statements.

**Incentive Plans**

Please see Note 20 to our Consolidated Financial Statements.

**C. Board Practices**

Please see “—Directors and Senior Management” above.

**D. Employees**

Please see “Headcount and employee benefits” in Note 19 to our Consolidated Financial Statements.

**E. Share Ownership**

At March 29, 2012, the following members of our Board of Directors beneficially owned directly or indirectly an aggregate of 7,188,521 shares, representing approximately 0.158% of our capital stock.

Name	Percentage of Shares
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	Beneficially Owned
Mr. César Alierta Izuel	0.094%
Mr. Isidro Fainé Casas	0.011%
Mr. Julio Linares López	0.009%
Mr. José María Abril Pérez	0.004%
Mr. José Fernando de Almansa Moreno-Barreda	0.000%
Mr. Jose María Álvarez-Pallete López	0.007%
Mr. David Arculus	0.000%
Ms. Eva Castillo Sanz	0.002%
Mr. Carlos Colomer Casellas	0.002%



Name	Percentage of Shares Beneficially Owned
Mr. Peter Erskine	0.001%
Mr. Alfonso Ferrari Herrero	0.013%
Mr. Luiz Fernando Furlán	0.000%
Mr. Gonzalo Hinojosa Fernández de Angulo	0.011%
Mr. Pablo Isla Alvarez de Tejera	0.000%
Mr. Antonio Massanell Lavilla	0.000%
Mr. Ignacio Moreno Martínez	0.000%
Mr. Francisco Javier de Paz Mancho	0.001%
Mr. Chang Xiaobing	0.000%

At March 29, 2012, members of our executive management team (excluding members of our Board of Directors listed above) beneficially owned an aggregate of 1,435,241 of our shares, representing approximately 0.03 % of our capital stock.

None of our directors or executive officers beneficially owned shares representing one percent or more of our share capital at March 29, 2012.

None of our directors and executive officers held options in respect of shares representing one percent or more of our share capital at March 29, 2012.

## Item 7. Major Shareholders and Related Party Transactions

### A. Major Shareholders

#### General

At March 29, 2012, we had 4,563,996,485 shares outstanding, each having a nominal value of €1.00 per share. All outstanding shares have the same rights.

At March 29, 2012, according to information provided to us or to the Spanish National Securities Commission, the CNMV, beneficial owners of 3% or more of our voting stock were as follows:

Name of Beneficial Owner	Number of Shares	Percent
Banco Bilbao Vizcaya Argentaria, S.A.(1)	258,217,137	5.657%
Caja de Ahorros y Pensiones de Barcelona (“la Caixa”)(2)	246,898,917	5.410%
Blackrock, Inc.(3)	177,257,649	3.88%

(1)Based on the information provided by Banco Bilbao Vizcaya Argentaria, S.A. as at December 31, 2011 for the 2011 Annual Report on Corporate Governance.

(2)Based on information provided by Caja de Ahorros y Pensiones de Barcelona, “la Caixa” as at December 31, 2011 for the 2011 Annual Report on Corporate Governance. The 5.409% indirect shareholding in Telefónica is owned

by Caixa Bank, S.A.

(3) According to notification sent to the Spanish National Securities Commission, the CNMV, dated February 4, 2010.

To the extent that our shares are represented by account in the book-entry form, we do not keep a shareholder registry and our ownership structure cannot be known precisely. Based on the information available to us there is no individual or corporation that directly or indirectly through one or more intermediaries may exercise any type of control over us. Nevertheless, we have certain shareholders whose holdings are considered material.

At December 31, 2011 approximately 252,954,331 of our shares were held in the form of ADSs by 870 holders of record, including Cede & Co., the nominee of the Depository Trust Company. The number of ADSs outstanding was 163,944,981 at December 31, 2010.

## Ownership Limitations

There are no limitations with respect to the ownership of our assets or share capital except those related to assets derived from the application of the reciprocity principle. Article 6 of the General Telecommunications Law, or the GTL, provides for the application of the reciprocity principle under existing international treaties or agreements signed and ratified by Spain. The Spanish government, upon request, may authorize exceptions to the reciprocity principle contained in the GTL.

## B. Related Party Transactions

During 2011 and through the date of this Annual Report, none of our directors nor any member of our management team has been involved in any related party transactions with us.

Our Board of Directors' Regulations grant the Board of Directors the exclusive power to authorize any transactions with major shareholders or with our directors. Prior to authorizing any such transaction, our Board will receive an opinion from the Nominating, Compensation and Corporate Governance Committee addressing the fairness of the transaction to our shareholders and us. Any of our directors that may have an interest in the proposed transaction must abstain from voting on the proposed transaction.

Two of our major shareholders are financial institutions. We have entered into related party transactions with both companies within our ordinary course of business, and always on arm's length terms. During 2011, the executed transactions were generally loans, capital markets or derivative transactions provided to us by these financial institutions and agreements for us to provide telecommunications and broadband services to such institutions.

## Related Party Transactions with Significant Shareholders

Please see Note 10 to our Consolidated Financial Statements.

## Intra-Group Loans

We are the parent company of the Telefónica Group and operate through our subsidiaries and affiliated companies. We coordinate group policies, including financial policy and, in some cases, actual financial management is conducted by us. Most of the transactions we perform with other members of the Telefónica Group relate to financing transactions, including covering their needs for funds and providing interest rate and exchange rate hedges.

At December 31, 2011, as recorded in our parent company accounts, we loaned a total of €4,343 million (€5,424 million at December 31, 2010) to companies of the Telefónica Group while companies of the Telefónica Group and their associates loaned us a total of €51,848 million (€50,320 million at December 31, 2010), of which €10,048 million (€10,063 million at December 31, 2010) was loaned to us by Telefónica Europe, B.V. and €32,078 million (€29,424 million at December 31, 2010) was loaned to us by Telefónica Emisiones S.A.U., our financing subsidiaries devoted to raising funds in the capital markets, €7,380 million (€9,011 million at December 31, 2010) was loaned to us by Telefónica Finanzas, S.A.U., our subsidiary in charge of financial support for Telefónica Group companies and €2,332 million (€1,812 million at December 31, 2010) was loaned by us to Telfisa Global, B.V., our financing subsidiary charged with centralizing and managing the cash pooling of our subsidiaries in Latin America, Europe and the United States.

With respect to the balances with associated companies, the line item "Non-current financial assets" on the consolidated statement of financial position at December 31, 2011, includes "Loans to Associates" amounting to €685 million (€647 million at December 31, 2010).

C. Interests of Experts and Counsel

Not applicable.

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Item 8. Financial Information

Consolidated Financial Statements

Please see Item 18.

Legal Proceedings

Telefónica and its group companies are party to several legal proceedings which are currently in progress in the courts of law and the arbitration bodies of the various countries in which we are present.

Based on the advice of our legal counsel it is reasonable to assume that these legal proceedings will not materially affect our financial position or solvency, regardless of the outcome. We highlight the following unresolved legal proceedings or those underway in 2011:

Contentious proceeding in connection with the merger between Terra Networks, S.A. and Telefónica, S.A.

On September 26, 2006, Telefónica was notified of the claim filed by former shareholders of Terra Networks, S.A. (Campoaguas, S.L., Panabeni, S.L. and others) alleging breach of contract in respect of the terms and conditions set forth in the prospectus of the initial public offering of shares of Terra Networks, S.A. dated October 29, 1999. This claim was rejected by a ruling issued on September 21, 2009, and the appellants ordered to pay court costs. This ruling was appealed in June, 2010. Telefónica objected to the appeal on January 5, 2011.

Cancellation of the UMTS license granted to Quam GMBH in Germany

In December 2004, the Germany Telecommunications Market Regulator revoked the UMTS license granted in 2000 to Quam GmbH, in which Telefónica has a stake. After obtaining a suspension of the revocation order, on January 16, 2006, Quam GmbH filed a suit against the order with the German courts. This claim sought to overturn the revocation order and, if this failed, to be reimbursed for the total or partial payment of the original amount paid for the license.

This claim was rejected by the Cologne Administrative Court. Quam GmbH appealed the decision before the Supreme Administrative Court of North Rhine-Westphalia, which also rejected its appeal. Quam GmbH filed a new appeal before the Federal Supreme court for Administrative Cases, which appeal was also rejected on August 17, 2011. Finally, in October 2011, Quam GmbH submitted a constitutional complaint before the Federal Constitutional Court that it is still pending resolution.

Appeal against the European Commission ruling of July 4, 2007 against Telefónica de España's broadband pricing policy

On February 22, 2006, we were sent a statement of objections, initiating disciplinary proceedings for conduct that goes against Article 82 of EC Treaty rules. Subsequently, on July 9, 2007, the European Commission issued a decision, imposing a fine of €152 million on us and Telefónica de España. The ruling charged us with applying a margin squeeze between the prices we charged competitors to provide regional and national wholesale broadband services and our retail broadband prices using ADSL technology from September 2001 to December 2006.

On September 10, 2007, we and Telefónica de España both filed appeals to overturn the decision before the Court of First Instance of the European Community. The Kingdom of Spain also lodged an appeal to overturn the decision. Meanwhile, France Telecom and the Spanish Association of Bank Users (AUSBANC) filed requests to

intervene, to which we have submitted our comments.

The ECTA (European Competitive Telecommunications Association) has submitted an application dated November 4, 2010 to intervene in the ruling supporting the EU's conclusions. Telefónica objected the intervention of ECTA on December 7, 2010. A hearing was held on May 23, 2011. On March 29, 2012, the General Court of the EU has upheld the decision of the EC. Telefónica will lodge an appeal with the European Court of Justice for its annulment.

Appeal against the decision by Agencia Nacional de Telecomunicações (ANATEL) regarding the inclusion of interconnection and network usage revenues in the Fundo de Universalização de Serviços de Telecomunicações (FUST).

Brasilcel (Vivo) Group operators, together with other Brazilian mobile operators, appealed ANATEL's decision of December 16, 2005, to include interconnection and network usage revenues and expenses in the calculation of the amounts payable into the Fund for Universal Access to Telecommunications Services (Fundo de Universalização de Serviços de Telecomunicações, or FUST for its initials in Portuguese), a fund to pay for the obligations to provide universal service, with retroactive application from 2000. On March 13, 2006, the Brasilia Federal Regional Court granted the injunction requested by the appellants, preventing ANATEL's decision from being applied. On March 6, 2007, a ruling in favor of the mobile operators was issued, stating that it was not appropriate to include the revenues received from other operators in the taxable income for the FUST calculation and rejecting the retroactive application of ANATEL's decision. ANATEL filed an appeal to overturn this decision with the Brasilia Regional Federal Court no.1. This appeal is pending resolution.

At the same time, Telesp and Telefónica Empresas, S.A., together with other fixed line operators through ABRAFIX (Associação Brasileira de Concessionárias de Serviço Telefonico Fixo Comutado) appealed ANATEL's decision of December 16, 2005, also obtaining injunctions. On June 21, 2007, Federal Regional Court No. 1 ruled that it was not appropriate to include the interconnection and network usage revenues and expense in FUST taxable income and rejected the retroactive application of ANATEL's decision. ANATEL filed an appeal to overturn this ruling on April 29, 2008 before Brasilia Federal Regional Court No. 1. This appeal is pending resolution.

Public civil procedure by the São Paulo government against Telesp for alleged repeated malfunctioning in the services provided by Telesp requesting compensation for damages to the customers affected.

In February 3, 2009, the Public Ministry of the State of São Paulo initiated proceedings against Telesp for alleged repeated malfunctioning in the telecommunication services provided by Telesp. The proceedings sought compensation for damages to the customers affected. A general claim was filed by the Public Ministry of the State of São Paulo suggesting an indemnification of 1,000 million Brazilian reais, calculated on the company's revenues base over the last five years. Telesp's potential responsibility will only be known in the calculation and enforcement of the award by affected consumers.

This proceeding was suspended via resolution dated November 5, 2009, for a period of 90 days, to assess the proposed agreement being negotiated between the parties. As no agreement was reached, the suspension was lifted and the procedure remains in the courts. A judgment was issued on April 20, 2010, imposing payment of damages suffered by all consumers who proved to be eligible for the award. Telesp filed an appeal on May 5, 2010, which is still pending. It is not currently possible to evaluate the amount involved in this lawsuit.

Case before the Directorate General for Competition of the European Commission – Telefónica / Portugal Telecom

On January 5, 2011, the European Commission sent a request to Telefónica, S.A. for information on the agreements entered into with Portugal Telecom SGPS, S.A. (Portugal Telecom) for the purchase of its ownership interest in Brasilcel, a joint venture in which both parties own an interest in the Brazilian company, Vivo. On January 19, 2011, the European Commission initiated formal proceedings to investigate whether Telefónica and Portugal Telecom had infringed on European Union anti-trust laws with respect to a clause contained in these agreements. After responding to a number of requests for information from the European Commission, on September 24, 2011, Telefónica received a list of charges from the European Commission. On January 13, 2012, it presented its response to the charges. Due to the preliminary nature of these proceedings, we are unable to form an opinion concerning the amount of any potential

liability related to this matter or the likelihood of an adverse judgment.

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## Tax proceedings

### Brazil tax proceedings

On June 13, 2011 the Treasury of the State of São Paulo initiated new proceedings against Telesp (currently Telefónica Brasil) with respect to the services subject to the ICMS tax (VAT-like tax on telecommunications services).

Telefónica is currently engaged in discussions with the Treasury of the State of São Paulo concerning which telecommunications services should be subject to this tax. Specifically, the Tax Administration has demanded the payment of the ICMS on services that are complementary or supplementary to the basic telecommunication services. As of the date of this annual report, Telefónica has challenged every resolution resulting from a legal or administrative proceeding regarding this claim. The aggregate amount of these proceedings including interest, penalties and other items as of the date of this annual report was approximately €1,077 million.

### Proceeding against Telefónica del Perú, S.A.A. regarding the income tax for years 2000 and 2001

On February 11, 2011, Telefónica del Perú, S.A.A. was notified of an adverse decision by the tax court in a matter initiated by tax authorities in 2005 relating to income tax payments for the 2000 and 2001 tax years. The dispute relates to the deductibility of certain expenses (such as financial expenses, provision for bad debts, leases and personnel expenses) and the tax neutrality of the restructuring process carried out by Telefónica del Perú, S.A.A. in January, 2000.

Telefónica del Perú, S.A.A. filed a legal action in the relevant court, seeking to reverse the administrative resolution, as the Company believes that this ruling has no reasonable basis. However, pursuant to an enforcement resolution issued by the Peruvian tax authority (SUNAT) Telefónica del Perú has paid approximately € 38 million. An appeal has been filed against the said resolution in order to get the money back until a final decision on the merits is released.

For information on legal proceedings related to tax matters, see Note 17 to our Consolidated Financial Statements.

## Dividend information and shareholders' return

### Dividend background

The table below sets forth the annual dividends declared per share and the year to which such dividends correspond. Generally, the dividend for a given year is paid in two tranches, one in the second-half of the relevant year and the other during the first half of the following year.

Year ended December 31,	Dividends per share (euro)
2011(1)	1.60
2010	1.40
2009	1.15
2008	1.00
2007	0.75

(1) A cash dividend of €0.77 per share was paid on November 7, 2011, charged against unrestricted reserves. The remaining amount (€0.83), will be paid in May 2012. With the payment of this dividend, we will have completed our stated commitment to distribute a dividend of €1.60 per share.

Additionally, our Board of Directors analyzed and positively considered a revision of our shareholder remuneration targets announced in October 2009, which were established considering an economic and operating environment and financial market conditions that have changed materially since then. In the current environment and considering our stock market valuation, we have decided to anticipate a flexible shareholder remuneration scheme, initially set for 2013, while maintaining remuneration for our shareholders that is compatible with our strategy of

sustained investment in our business, including spectrum acquisition, capturing growth opportunities in our markets and enhancing our financial flexibility.

Total shareholder remuneration for the year 2012 is expected to amount to €1.50 per share, including the payment of a cash dividend of €1.30 per share and a share buyback for the remaining amount. Treasury shares acquired will be amortized and the share buyback is scheduled for completion by May 2013.

For the year 2013, the estimated minimum total shareholder remuneration per share will be similar to that for 2012 (€1.50 per share). The remuneration mix (dividend, share buyback or the combination of both) will be determined by us considering market conditions and investor preferences at that time.

Payments of any future dividends will be dependent on our results of operations, liquidity and capital resources and market conditions at the time, all of which may be influenced by a variety of factors. See “Cautionary Statement Regarding Forward-Looking Statements.”

#### Treasury shares and share buyback program

We held the following Telefónica, S.A. shares as treasury shares at the dates indicated:

	Number of shares	Acquisition price (euro per share)	Trading price(1) (euro per share)	Market value(2) (in millions of euro)	Percentage of our capital stock(3)
Treasury shares at December 31, 2011	84,209,364	15.68	13.39	1,127	1,84508 %
Treasury shares at December 31, 2010	55,204,942	17.01	16.97	937	1.20957 %
Treasury shares at December 31, 2009	6,329,530	16.81	19.52	124	0.13868 %

(1) Closing price of our shares on the Automated Quotation System of the Spanish stock exchange at the indicated dates.

(2) Market value is calculated as trading price times number of shares held on treasury at the indicated dates.

(3) Calculated using capital stock at each date.

These treasury shares are directly owned by Telefónica, S.A., except for 1 share held by Telefónica Móviles Argentina, S.A. as of December 31, 2011 (16,896 treasury shares held by Telefónica Móviles Argentina, S.A. at December 31, 2010).

The following transactions involving treasury shares were carried out in 2010 and 2011:

	Number of shares
Treasury shares at December 31, 2011	84,209,364
Acquisitions	55,979,952
Performance Share Plan	(2,900,189 )

Disposals	(24,075,341)
Treasury shares at December 31, 2010	55,204,942
Acquisitions	52,650,000
Performance Share Plan	(2,964,437 )
Disposals	(810,151 )
Treasury shares at December 31, 2009	6,329,530

The amount paid to acquire Telefónica, S.A. shares in 2011 was €822 million (€897 million in 2010).

At the date of authorization for issue of our Consolidated Financial Statements, we held 234 million call options on treasury shares subject to physical settlement (options on 190 million and 160 million treasury shares at December 31, 2011 and 2010, respectively).

## Item 9. The Offering and Listing

## A. Offer and Listing Details

## General

Our ordinary shares, nominal value €1.00 each, are currently listed on each of the Madrid, Barcelona, Bilbao and Valencia stock exchanges and are quoted through the Automated Quotation System under the symbol “TEF.” They are also listed on various foreign exchanges such as the London and Buenos Aires stock exchanges. Our ADSs are listed on the New York Stock Exchange and the Lima Stock Exchange.

The table below sets forth, for the periods indicated, the reported high and low quoted closing prices, as adjusted for all stock splits, for our shares on the Madrid Stock Exchange, which is the principal Spanish market for our shares, and our ADSs on the New York Stock Exchange:

	Per Share (in euro)		Per ADS (in dollars)(1)	
	High	Low	High	Low
Year ended December 31, 2007	23.260	15.200	34.37	20.15
Year ended December 31, 2008	22.780	12.730	33.97	15.88
Year ended December 31, 2009	19.750	13.690	29.69	17.24
Year ended December 31, 2010	19.820	14.875	28.55	17.81
Year ended December 31, 2011	18.655	12.690	27.08	16.58
Quarter ended March 31, 2010	19.820	16.440	28.55	22.53
Quarter ended June 30, 2010	18.090	14.875	24.72	17.81
Quarter ended September 30, 2010	18.410	15.090	24.91	19.05
Quarter ended December 31, 2010	19.595	16.390	27.56	21.33
Quarter ended March 31, 2011	18.655	16.580	25.74	21.61
Quarter ended June 30, 2011	18.230	16.020	27.08	22.63
Quarter ended September 30, 2011	16.985	12.690	24.79	17.80
Quarter ended December 31, 2011	15.830	12.835	22.54	16.61
Month ended September 30, 2011	14.590	12.690	20.70	17.80
Month ended October 31, 2011	15.830	14.070	22.54	18.38
Month ended November 30, 2011	15.180	12.865	20.63	17.00
Month ended December 31, 2011	14.115	12.835	18.85	16.61
Month ended January 31, 2012	13.710	13.005	17.73	16.58
Month ended February 29, 2012	13.495	12.810	17.76	16.95
Month ended March 31, 2012 (through March 28, 2012)	13.010	12.300	17.27	16.31

Source: Madrid Stock Exchange Information and Bloomberg.

(1) The closing prices prior to January 21, 2011 reflect the adjustment for the ratio change.

Until January 21, 2011, each ADS represented the right to receive three ordinary shares. As of January 21, 2011, the ADS-to-Share Ratio was changed, so that each ADS now represents the right to receive one ordinary share.

On March 28, 2012, the closing price of our shares on the Automated Quotation System of the Spanish stock exchanges was €12.300 per share, equal to \$16.313 at the Noon Buying Rate on March 23, 2012 for cable transfers in euro as certified for customs purposes by the Federal Reserve Bank of New York on that date.

Our ADSs are listed on the New York Stock Exchange under the symbol “TEF.” Citibank, N.A. is the Depository issuing ADSs in form of certificated ADSs (American Depositary Receipts, or ADRs) or uncertificated ADSs pursuant to the deposit agreement dated as of November 13, 1996, as amended as of December 3, 1999 and as further amended as of June 23, 2000 and as of March 9, 2007 among Telefónica, the Depository and the holders from time to time of ADSs (the “Deposit Agreement”).

At December 31, 2011, approximately 252,954,331 of our shares were held in the form of ADSs by 870 holders of record, including Cede & Co., the nominee of The Depository Trust Company. The number of ADSs outstanding

was 54,648,327 at December 31, 2010. (163,944,981 taking into account the ADS-to-Share ratio effective January 21, 2011).

### Spanish Securities Market Legislation

The Spanish Securities Markets Act (Ley del Mercado de Valores, or the LMV), enacted in 1988 and further amended, regulates the primary and secondary securities markets in Spain by establishing principles for their organization and operation, rules governing the activities of persons and institutions operating in these markets and a system for their supervision. This legislation and the regulation implementing it (mainly, as far as private issuers are concerned, the Royal Decree 1310/2005, of November 4, in relation to the issuance of securities and its admission to listing in official secondary markets, and Royal Decree 1362/2007, of October 19, concerning the transparency requirements in relation to information about issuers whose securities are admitted to trading on a regulated market):

- establishes an independent regulatory authority, the CNMV, to supervise the securities markets;
- establishes the rules for surveillance, supervision and sanction provided for the representation of transferable securities by book entries or by certificate;
  - establishes a framework for the issuance of securities;
  - establishes a framework for trading activities;
- establishes the disclosure obligations of issuers, particularly the obligation to file annual audited financial statements and to make public quarterly financial information;
  - establishes the framework for tender offers;
  - establishes the code of conduct for all market participants; and
  - regulates market abuse infringements.

On March 11, 2005 Royal Decree Law 5/2005 was approved, modifying the LMV in order to implement the Directive 2003/71/EC of the European Parliament and of the Council on the prospectus to be published when securities are offered to the public or admitted to trading. The Directive: (i) harmonizes the requirements for the process of approval of the prospectuses in order to grant to the issuer a single passport for such document, valid throughout the European Union; (ii) incorporates the application of the country of origin principle by which the prospectus will be approved by the Member States of the European Union where the issuer has its registered office but it also introduces as a new matter the possibility that in certain circumstances, such as issues with high minimum denominations (€1,000 or more), the issuer may designate the relevant European Union competent authority for prospectus approval.

Subsequently, Royal Decree 1310/2005 partially developed the LMV in relation to the admission to trading of securities in the official secondary markets, the sales or subscription public offers and the prospectus required to those effects.

Royal Decree 1333/2005 developed the LMV in relation to market abuse, implementing Directive 2003/6/EC of the European Parliament and of the Council, relating insider dealing and market manipulation practices (“market abuse”).

On April 12, 2007 Law 6/2007 was approved, modifying the LMV in order to implement the Directive 2004/25/EC of the European Parliament and of the Council relating to public tender offers and the Directive 2004/109/EC relating to the transparency of issuers. Law 6/2007 intends: (i) to encourage an efficient market for corporate control, while protecting the rights of minority shareholders of listed companies and (ii) to enforce transparency in financial markets.

In relation to public tender offers, Law 6/2007 (i) establishes the cases in which a company must launch a takeover bid over the whole share capital of the relevant company; (ii) establishes that takeover bids shall be launched



once a specific stake on the share capital of the company has been reached; (iii) adds new obligations for the board of directors of the target companies of the takeover bid in terms of defensive measures against the takeover bid; (iii) regulates the squeeze-out and sell-out procedure when a 90% of the share capital is held following a takeover bid. Royal Decree 1066/2007 completes the regulation currently in place for takeover bids in Spain.

Regarding transparency of issuers whose shares are accepted to trading on an official market, Law 6/2007 (i) modifies the reporting requirements of the periodic financial information of listed companies and issuers of listed securities; (ii) establishes a new disclosure regime for significant shareholders; (iii) adds new information and disclosure requirements for issuers of listed securities; (iv) establishes a civil liability procedure of the issuer and board of directors in connection with the financial information disclosed by issuers of securities; and (v) confers new supervisory powers upon the CNMV with respect to the review of accounting information.

On December 19, 2007 Law 47/2007 was approved, modifying the LMV in order to implement the Directive 2004/39/EC of the European Parliament and of the Council, on Markets in Financial Instruments (MiFID); the Directive 2006/73/EC of the European Parliament and of the Council on organizational requirements and operating conditions regarding the Market in Financial Instruments Directive, and the Directive 2006/49/EC of the European Parliament and of the Council on the capital adequacy of investment firms and credit institutions. Its principal aim is to establish a general legal framework for financial markets in the European Union, in particular with regard to financial services, as well as to ensure appropriate transparency for investors through a regular flow of the relevant information concerning security issuers. Amongst other things, the new regime (i) establishes new multilateral trading facilities for listing shares apart from the stock markets; (ii) reinforces the measures for the protection of investors; (iii) establishes new organizational requirements for investment firms; (iv) implements new supervisory powers for CNMV, establishing cooperation mechanisms amongst national supervisory authorities.

On July 4, 2009, Law 3/2009, regarding structural modifications on Spanish Corporations (Ley 3/2009, de 3 de abril, sobre modificaciones estructurales de las sociedades mercantiles) came into force, modifying the maximum threshold established in the Spanish Corporation Act as to the number of treasury shares held by listed companies and their subsidiaries from 5% up to 10% of their total capital outstanding.

On August 1, 2011, Law 25/2001, partially reforming the Spanish Corporation Act and transposing Directive 2007/36/EC of the European Parliament and of the Council of 11 July relating to the exercise of certain rights shareholders in listed companies (Ley 25/2001, de 1 de agosto, de reforma parcial de la Ley de Sociedades de Capital y de incorporación de la Directiva 2007/36/CE, del Parlamento Europeo y del Consejo, de 11 de Julio, sobre el ejercicio de determinados derechos de los accionistas de las sociedades cotizadas.) was approved.

## Securities Trading in Spain

The Spanish securities market for equity securities consists of four stock exchanges located in Madrid, Bilbao, Barcelona and Valencia and the Automated Quotation System, or Mercado Continuo. During 2009, the Automated Quotation System accounted for the majority of the total trading volume of equity securities on the Spanish stock exchanges.

## Automated Quotation System

The Automated Quotation System links the four Spanish stock exchanges, providing those securities listed on it with a uniform continuous market that eliminates certain of the differences among the local exchanges. The principal features of the system are the computerized matching of buy and sell orders at the time of entry of the order. Each

order is executed as soon as a matching order is entered, but can be modified or canceled until executed. The activity of the market can be continuously monitored by investors and brokers. The Automated Quotation System is operated and regulated by Sociedad de Bolsas, S.A., a corporation owned by the companies that manage the local exchanges. All trades on the Automated Quotation System must be placed through a brokerage firm, an official stock broker or a dealer firm that is a member of a Spanish stock exchange. Beginning January 1, 2000, Spanish banks were allowed to become members of Spanish stock exchange and, therefore, can trade through the Automated Quotation System.

In a pre-opening session held from 8:30 a.m. to 9:00 a.m. each trading day, an opening price is established for each security traded on the Automated Quotation System based on a real-time auction. The regime concerning opening prices was changed by an internal rule issued by the Sociedad de Bolsas. Pursuant to such rule, each stock in the continuous market is assigned a static and a dynamic range within which its price can fluctuate. The price of a stock may rise or fall within its static range (which is published once a month and is calculated according to the stock's average historic price volatility) above or below its opening price (which shall be the closing price of the previous session). When the stock trades outside of this range, the trading of the stock is suspended for 5 minutes, during which an auction takes place. After this auction, the price of the stock can once again rise or fall within its static range above or below its last auction price (which will be considered as the new static price before triggering another auction). Furthermore, the price of a stock cannot rise or fall by more than its dynamic price range (which is fixed and published once a month and is calculated according to the stock's average intra-day volatility), from the last price at which it has traded. If the price variation exceeds the stock's dynamic range, a five minute auction is triggered. Between 5:30 p.m. and 5:35 p.m. a closing price is established for each security through an auction system similar to the one held for the pre-opening early in the morning.

Trading hours for block trades are also from 9:00 a.m. to 5:30 p.m. Between 5:30 p.m. and 8:00 p.m., certain trades may occur outside the computerized matching system without prior authorization from Sociedad de Bolsas, S.A. at a price within the range of 5% above the higher of the average price and closing price for the day and 5% below the lower of the average price and closing price for the day if there are no outstanding bids or offers, respectively, on the system matching or bettering the terms of the proposed off-system transaction and, if, among other things, the trade involves more than €300,000 and more than 20% of the average daily trading volume of the stock during the preceding three months. These trades must also relate to individual orders from the same person or entity and be reported to the Sociedad de Bolsas, S.A. before 8:00 p.m. At any time trades may take place (with the prior authorization of the Sociedad de Bolsas, S.A.) at any price if:

- the trade involves more than €1.5 million and more than 40% of the average daily volume of the stock during the preceding three months;
- the transaction derives from a merger or spin-off process, or from the reorganization of a group of companies;
- the transaction is executed for the purposes of settling a litigation or completing a complex group of contracts; or
  - Sociedad de Bolsas, S.A. finds other justifiable cause.

Information with respect to the computerized trades between 9:00 a.m. and 5:30 p.m. is made public immediately, and information with respect to trades outside the computerized matching system is reported to Sociedad de Bolsas, S.A. by the end of the trading day and published in the Boletín de Cotización and in the computer system by the beginning of the next trading day.

#### Clearance and settlement system

The Sociedad de Gestión de los Sistemas de Registro, Compensación y Liquidación de Valores S.A.U., formerly Iberclear, was created by the Ley 44/2002 de Medidas de Reforma del Sistema Financiero, enacted on November 22, 2002 to increase the efficiency of the Spanish financial markets. Such law introduced a new article, 44-bis to the LMV which established the framework for the constitution of Sociedad de Gestión de los Sistemas de Registro, Compensación y Liquidación de Valores S.A.U.

Iberclear is regulated by the Spanish Securities Act and where appropriate by Royal Decree 505/1987 of April 3, 1987, Royal Decree 166/1992 of February 14, 1992, and by any other related regulation. This company, which is a wholly owned subsidiary of Bolsas y Mercados Españoles, Sociedad Holding de Mercados y Sistemas Financieros, S.A. (Bolsas y Mercados Españoles), has the following functions:

- bookkeeping of securities represented by means of book entries admitted to trading in the stock markets or in the public debt book entry market;

- managing the clearance and settlement system for the brokerage transactions in the stock markets and at the public debt book entry market; and
- providing technical and operational services directly linked to the registry, clearance and settlement of securities, or any other service required by Iberclear to be integrated with any other registry, clearance, and settlement systems.

Iberclear will provide the CNMV, the Bank of Spain and the Ministry of Economy with the information that these entities may request regarding the registry clearance and settlement performed within the systems managed by Iberclear.

Transactions carried out on the Spanish stock exchanges are cleared and settled through Iberclear.

Only members of the system are entitled to use Iberclear, and membership is restricted to authorized broker members of the Spanish stock exchanges, the Bank of Spain (when an agreement, approved by the Spanish Ministry of Economy and Finance, is reached with Iberclear) and, with the approval of the CNMV, other brokers not members of the Spanish stock exchanges, banks, savings banks and foreign settlement and clearing systems. The clearance and settlement system and its members are responsible for maintaining records of purchases and sales under the book-entry system. Shares of listed Spanish companies are held in book-entry form. Iberclear, which manages the clearance and settlement system, maintains a registry reflecting the number of shares held by each of its member entities (each, an entidad participante) as well as the amount of such shares held on behalf of beneficial owners. Each member entity, in turn, maintains a registry of the owners of such shares. Spanish law considers the legal owner of the shares to be the member entity appearing in the records of Iberclear as holding the relevant shares in its own name or the investor appearing in the records of the member entity as holding the shares.

The settlement of any transactions must be made three business days following the date on which the transaction was carried out.

Obtaining legal title to shares of a company listed on a Spanish stock exchange requires the participation of a Spanish official stockbroker, broker-dealer or other entity authorized under Spanish law to record the transfer of shares. To evidence title to shares, at the owner's request, the relevant member entity must issue a certificate of ownership. In the event the owner is a member entity, Iberclear is in charge of the issuance of the certificate with respect to the shares held in the member entity's name.

Brokerage commissions are not regulated. Brokers' fees, to the extent charged, will apply upon transfer of title of shares from the Depositary to a holder of ADRs in exchange for such ADSs, and upon any later sale of such shares by such holder. Transfers of ADSs do not require the participation of an official stockbroker. The Deposit Agreement provides that holders depositing shares with the Depositary in exchange for ADSs or withdrawing shares in exchange for ADSs will pay the fees of the official stockbroker or other person or entity authorized under Spanish law applicable both to such holder and to the Depositary.

#### B. Plan of Distribution

Not applicable.

#### C. Markets

Please see “—Offer and Listing Details” above.

D. Selling Shareholders

Not applicable.

E. Dilution

Not applicable.

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F. Expenses of the Issue

Not applicable.

Item 10. Additional Information

A. Share Capital

Not applicable.

B. Memorandum and Articles of Association

The following summary describes certain material considerations concerning our capital stock and briefly describes certain provisions of our bylaws and Spanish law.

Corporate Objectives

Article 4 of Title I of our bylaws sets forth our corporate purposes:

- The provision and operation of all kinds of public or private telecommunications services and, for such purpose, the design, installation, maintenance, repair, improvement, acquisition, disposition, interconnection, management, administration of, and any other activity not included in the preceding enumeration with respect to, all kinds of telecommunications networks, lines, satellites, equipment, systems and technical infrastructure whether now existing or to be created in the future, including the premises in which any and all of the foregoing items are located;
- the provision and operation of all kinds of services that are ancillary or supplemental to or result from telecommunications services;
- the research and development, promotion and application of all kinds of component principles, equipment and systems directly or indirectly used for telecommunications;
- manufacturing and production activities and, in general, all other forms of industrial activity in connection with telecommunications; and
- acquisition, disposition and, in general, all other forms of commercial activity in connection with telecommunications.

Director Qualification

In order to be elected as a director, a person must have held a number of our shares representing a nominal value of no less than €3,000 for at least three years prior to his or her election. These shares may not be transferred so long as such person remains a director. This requirement does not apply to any person who, at the time of his or her appointment, has either a labor or professional relationship with the company or is expressly exempted from such requirement by a vote of at least 85% of the Board of Directors.

Interested Transactions

When a director or persons related to him or her has an interest in a transaction with us or with any of the companies of our Group, such transaction (if unrelated to the ordinary course of our business or if not performed on an arm's length basis involving consideration that is significant to the Company and otherwise) must be presented to the Nominating, Compensation and Corporate Governance Committee. Such committee shall assess the transaction from the point of view of equal treatment of shareholders and the arm's length basis of the transaction and shall be included in the Annual Corporate Governance Report and in the periodic information of the Company upon the terms set forth in applicable laws and regulations. The performance of such transactions requires the authorization of our Board of Directors, after the favorable report of the committee. The interested director must refrain from participating in votes that affect such transaction.



## Significant Differences in Corporate Governance Practices

### Corporate governance guidelines

In Spain, companies with securities listed on a Spanish stock exchange are expected to follow the Conthe Code published in May 2006, which contains corporate governance and shareholder disclosure recommendations. It combines and substitutes the former Spanish Corporate Governance Codes: the Olivencia Code of Good Governance and the Aldama Report. Spanish listed companies are required by law to publish an Annual Report on Corporate Governance and also to publish corporate governance information on their websites. We base our corporate governance procedures on the recommendations of the Conthe Code. As part of our corporate governance procedures, we have adopted regulations for our Board of Directors that govern, among other things, director qualification standards, responsibilities, compensation, access to management information, the Board of Directors' purpose and each of our Board committee's purpose and responsibilities. Moreover, we have a Regulation of the General Shareholders' Meeting that aims to reinforce its transparency, providing shareholders with a framework guaranteeing and facilitating exercise of their rights. The Annual Report on Corporate Governance published by us provides a detailed explanation of our corporate governance procedures and explains the role and duties of our Board of Directors and Board Committees. For a more detailed description regarding our corporate governance practices see "Item 16G. Corporate Governance."

### Description of Our Capital Stock

#### Description of share capital

At March 29, 2012, our issued share capital consisted of 4,563,996,485 ordinary registered shares with a nominal value of €1.00 each.

Our shareholders have delegated to the Board of Directors the authority to issue up to 2,281,998,242 new shares. The Board of Directors is authorized to exclude preemptive rights, in whole or in part, pursuant to the applicable provisions of the Spanish Corporation Law. The Board's authorization to issue new shares expires on May 18, 2016.

#### Meetings and voting rights

We hold our ordinary general shareholders' meeting during the first six months of each fiscal year on a date fixed by the Board of Directors. Extraordinary general shareholders' meetings may be called, from time to time, at the discretion of our Board of Directors or upon the request of shareholders representing 5% of our paid-in share capital. We publish notices of all ordinary and extraordinary general shareholders' meetings in the Official Gazette of the Commercial Registry, and on our web site at least one month before the relevant meeting. Furthermore, the Board of Directors may publish notices in other media, if deemed appropriate in order to give broader publicity to the notice meeting.

Each share of Telefónica, S.A. entitles the holder to one vote. However, only registered holders of shares representing a nominal value of at least €300 (which currently equals at least 300 shares) are entitled to attend a general shareholders' meeting. Holders of shares representing a nominal value of less than €300 (less than 300 shares), may aggregate their shares by proxy and select a representative that is a shareholder to attend a general shareholders' meeting or delegate his or her voting rights by proxy to a shareholder who has the right to attend the shareholders' meeting.

Any share may be voted by proxy. Proxies must be in writing and are valid only for a single meeting.

Only holders of record five days prior to the day on which a general meeting of shareholders is scheduled to be held may attend and vote at the meeting. Under the deposit agreement for our ADSs, our depositary accepts voting instructions from holders of ADSs. The depositary executes such instructions to the extent permitted by law and by the terms governing the shares. The depositary or its nominee, whichever is applicable, will be entitled to vote by proxy the shares represented by the ADSs.

Shareholders representing, in person or by proxy, at least 25% of our subscribed voting capital constitute a quorum for a general meeting of shareholders. If a quorum is not present at the first call, then the meeting can be held

on second call. Regardless of the number of shareholders present at the meeting on second call, they are deemed to constitute a quorum.

Shareholders representing, in person or by proxy, at least 50% of our subscribed voting capital constitute a quorum on a first call for shareholders' meetings at which shareholders will be voting on any of the following actions:

- issuance of bonds;
- increase or reduction of share capital;
- any other amendment of our bylaws;
- merger, split or spin-off of Telefónica;
- withdrawal or restriction of the right of pre-emptive subscription to new shares, the transfer of the business as a going concern, the transformation of the company, or the removal of a registered office abroad.

When a quorum is present on the first call, these special resolutions must be adopted by the affirmative vote of shareholders representing a majority of our present subscribed voting capital.

If a quorum for the meeting is not present after the first call, upon a second call for the meeting, 25% of our subscribed voting capital will constitute a quorum. When shareholders representing less than 50% of the subscribed voting capital are in attendance, these special resolutions must be adopted by a vote of two-thirds of those shareholders present.

#### Dividends

Shareholders vote on final dividend distributions at the shareholders' meeting. Distributable profits are equal to:

- net profits for the year; plus
- profits carried forward from previous years; plus
- distributable reserves; minus
- losses carried forward from previous years; minus
- amounts allocated to reserves as required by law or by our bylaws.

The amount of distributable profits is based on our unconsolidated financial statements prepared in accordance with Spanish GAAP, which differ from the Consolidated Financial Statements prepared in accordance with IFRS included elsewhere in this Annual Report.

The Board of Directors can approve interim dividend payments without a prior shareholder vote on the issue. However, under those circumstances, the dividend is limited to distributable net profits of the current year and is subject to certain legal requirements.

Unclaimed dividends revert to us five years from their date of payment.

Registration and transfers

Our shares are in registered book-entry form. Transfers executed through stock exchange systems are implemented pursuant to the stock exchange clearing and settlement procedures carried out by the Spanish clearing institution. Transfers executed outside of stock exchange systems, that is, over the counter, are implemented pursuant to the general legal regime for book-entry transfer, including registration by the Spanish clearing institution.

There are no restrictions with respect to the transfer of our shares.

## Liquidation rights

Under Spanish law, upon our liquidation, the shareholders would be entitled to receive, on a pro rata basis, any assets remaining after the payment of our debts and taxes and liquidation expenses.

## C. Material Contracts

### Material Contracts Related to Our Investment in Telecom Italia

On April 28, 2007, we, together with a group of Italian investors (the “Italian Investors”), including Assicurazioni Generali S.p.A. (“Generali”), Sintonia S.A. (“Sintonia”), Intesa Sanpaolo S.p.A. (“Intesa Sanpaolo”) and Mediobanca S.p.A. (“Mediobanca”), entered into a co-investment agreement, (the “Co-Investment Agreement”), to establish the terms and conditions for our participation in what is now Telco. Through Telco, on October 23, 2007, we and the Italian Investors purchased the entire share capital of Olimpia S.p.A., or Olimpia, which held approximately 18% of the ordinary share capital of Telecom Italia. As of the date of this Annual Report, the Italian Investors hold a total of 53.8% of Telco’s share capital and we hold the remaining 46.2%.

In addition to Telco’s participation in Telecom Italia’s ordinary share capital through its interest in Olimpia, pursuant to the Co-Investment Agreement, on October 25, 2007, Generali and Mediobanca contributed to Telco ordinary shares of Telecom Italia they held on that date. These shares in the aggregate amounted to 5.6% of Telecom Italia’s ordinary share capital and brought Telco’s direct and indirect participation in Telecom Italia’s ordinary share capital to approximately 23.6%.

On April 28, 2007, the Italian Investors also entered into a shareholders’ agreement, (the “Shareholders’ Agreement”), which establishes, among other things, the principles of corporate governance of Telco and Olimpia, respectively, the principles related to the transfer of Telco’s shares and any Olimpia shares or Telecom Italia shares directly or indirectly owned by Telco and the principles of designation, among the parties, of candidates to be included in a common list for the appointment of directors of Telecom Italia pursuant to the voting list mechanism provided for by Telecom Italia’s by-laws.

On November 19, 2007, the parties to the Shareholders’ Agreement amended the Shareholders’ Agreement as well as the bylaws of Telco to include the specific limitations imposed by ANATEL as initially posted on its website on October 23, 2007 and subsequently published on November 5, 2007 as ANATEL’s “Ato” No. 68,276 dated October 31, 2007. We refer to such agreement as the Amendment to the Shareholders’ Agreement.

Pursuant to the Shareholders’ Agreement, we entered into an option agreement (the “Option Agreement”), with Telco on November 6, 2007, which provides that, in the event that a decision to dispose, directly or indirectly, in any form or manner (including through measures with equivalent effect, such as mergers and demergers of Telco or Olimpia) or encumber Telecom Italia shares or Olimpia shares or any rights attached thereto, including but not limited to voting rights, is taken by the board of directors of Telco by a simple majority resolution according to the procedure specifically provided for by the Shareholders’ Agreement and we are a dissenting party, then we will have the right, to be exercised within 30 days of such decision being taken, to buy from Telco the Telecom Italia shares or the Olimpia shares, as the case may be, at the same price and conditions offered by the third party offering to acquire such Telecom Italia shares or Olimpia shares.

On December 10, 2007, an agreement was reached to merge Olimpia into Telco, as a result of which Telco’s entire stake in the voting shares of Telecom Italia (23.6%) became a direct stake. In March 2008, Telco acquired 121.5 million additional shares of Telecom Italia, equivalent to 0.9% of its share capital, bringing its total direct interest to

24.5% of Telecom Italia voting shares.

On October 28, 2009, Sintonia requested, pursuant to the Shareholders Agreement, the non-proportional de-merger of Telco, with the withdrawal of its pro rata share of the assets and liabilities of Telco (comprised of Telecom Italia shares held by Telco representing approximately 2.1% of Telecom Italia's share capital). The terms of Sintonia's exit were approved on November 26, 2009, and the transaction closed on December 22, 2009. Upon Sintonia's exit, Telco's interest in Telecom Italia was reduced to 22.45% of Telecom Italia's share capital. At the

same time, our stake in Telco increased from 42.3% to 46.2%, thereby allowing us to maintain our indirect interest in Telecom Italia at 10.5% of Telecom Italia's voting rights (7.2% of the dividend rights).

On October 28, 2009, Telco investors, other than Sintonia, entered into an agreement (the "Renewal Agreement"), through which they agreed (i) not to request the non-proportional de-merger of Telco with the withdrawal of their corresponding share of Telecom Italia shares held by Telco at that time (as was previously done by Sintonia) and (ii) to extend and modify the Shareholders Agreement for an additional term of three years until April 27, 2013 (effective as of April 28, 2010) substantially on the same terms and conditions, except to provide (a) that the right of Telco's investors to request the non-proportional de-merger of Telco will only be exercisable in the period between October 1, 2012 and October 28, 2012, and (b) for an early withdrawal right period exercisable between April 1, 2011 and April 28, 2011. On the same date and in connection with the Renewal Agreement, separately, we entered into an Amendment Deed to the Call Option Agreement with Telco (i) to extend the term of the Option Agreement to coincide with the expiration date of the Renewal Agreement and (ii) to exempt certain transactions regarding the Telecom Italia shares, namely those related to the exercise of de-merger and early withdrawal rights pursuant to the Renewal Agreement.

In line with the commitments assumed by Telco shareholders, on December 22, 2009, the rest of Telco's financing needs with respect to debt maturities were met with a bridge loan granted by shareholders, including ourselves, Intesa Sanpaolo and Mediobanca for approximately €902 million, and a bank bridge loan granted by Intesa Sanpaolo and Mediobanca for the remaining €398 million.

On January 11, 2010, Telco arranged a €1,300 million loan with Intesa Sanpaolo, Mediobanca, Société Générale, S.p.A. and Unicredito, S.p.A., maturing on May 31, 2012, part of which is secured with the Telecom Italia shares held by Telco. The lending banks have granted Telco shareholders, including ourselves, a call option on the Telecom Italia shares that they may be entitled to receive as a result of the potential execution of the pledge.

The financing from the bridge loans described above was cancelled with the proceeds of a bond issuance subscribed by Telco's shareholders, on a pro rata basis in accordance with their interests in Telco, on February 19, 2010 for an aggregate principal amount of €1,300 million. Our subscription amounted to an aggregate principal amount of €600 million.

On October 6, 2010, Telefónica, Intesa Sanpaolo, Mediobanca, and Generali (collectively, the "Existing Shareholders"), Telco, certain companies controlled by Telefónica, Telecom Italia and certain companies controlled by Telecom Italia entered into a "compromiso" (the "Compromiso") in order to terminate certain administrative and judicial proceedings in Argentina related to the Telco investment in Telecom Italia. The Compromiso was required in order for the Argentine authorities to approve the Telco investment in Telecom Italia and it was accepted by the competent Argentine authorities on October 13, 2010. Pursuant to a deed of amendment dated December 10, 2010 (the "2010 Amendment Deed"), the Existing Shareholders implemented the Compromiso by inserting an additional clause into the Shareholders' Agreement (with such amendments and integrations from time to time agreed, the "Prior Shareholders' Agreement") related to the governance of Telco and Telecom Italia with respect to the operations of Telecom Italia, Telefónica and their respective group companies which offer telecommunications, Internet, data, radio, media and substitute services in Argentina.

On February 29, 2012, the Existing Shareholders entered into a renewal agreement (the "Second Renewal Agreement") in which the parties agreed to terminate, effective the date of the Second Renewal Agreement, the Prior Shareholders' Agreement and enter into a new shareholders agreement for a period of three years on the same terms and conditions set out in the original Shareholders' Agreement dated as of April 28, 2007 between the Existing Shareholders and Sintonia S.A., as subsequently amended and supplemented in 2007, 2009, 2010 and pursuant to the 2010 Amendment

Agreement, subject to the amendments and integrations set forth therein (the “New Shareholders’ Agreement”). Further, on February 29, 2012, the call option granted to Telefónica to purchase shares of Telecom Italia held by Telco pursuant to the Prior Shareholders’ Agreement was extended to February 28, 2015 pursuant to an amendment deed to the Option Agreement (the “Telefónica Option Amendment Deed”) entered into between Telefónica and Telco.



In addition, on February 29, 2012, the Existing Shareholders undertook to take actions to ensure the refinancing of Telco's financial indebtedness through appropriate financial instruments, contractual agreements and/or corporate transactions in proportion to their respective shareholdings of Telco.

#### Material Contract Related to Our Investment in China Unicom

On September 6, 2009, Telefónica and China Unicom entered into a subscription agreement, or the Subscription Agreement, pursuant to which each party conditionally agreed to invest the equivalent of \$1 billion in the other party through the acquisition of shares in the other party. Moreover, both parties entered into a strategic alliance agreement which provides for, among other areas for cooperation, joint procurement of infrastructure and client equipment, common development of mobile service platforms, joint provisions of service to multinational customers, roaming, research and development, sharing of best practices and technical, operational and management know-how, joint development of strategic initiatives in the area of network evolution, joint participation in international alliances and exchanges of senior management.

On October 21, 2009, the mutual share exchange pursuant to the Subscription Agreement was implemented through the subscription by Telefónica Internacional of 693,912,264 newly issued shares of China Unicom and a contribution in kind to China Unicom of 40,730,735 shares of Telefónica.

Following the completion of the transaction, we increased our share of China Unicom's voting share capital from 5.38% to 8.06% and obtained the right to appoint a member to its board of directors, while China Unicom became owner of approximately 0.87% of our voting share capital at that date. Subsequently, after a capital reduction carried out by China Unicom, we reached a shareholding equivalent to 8.37% of the company's voting share capital.

Under the Subscription Agreement, we agreed with China Unicom that for a period of one year from completion of the acquisition of the mutual share exchange, we shall not, directly or indirectly, sell, transfer or dispose of any of the China Unicom shares held, directly or indirectly, by us or any of our subsidiaries (save for the transfer of such shares to any member of the Telefónica group). China Unicom has made an analogous undertaking with respect to its participation in our share capital.

In addition, subject to Telefónica or any of its subsidiaries holding in aggregate, directly or indirectly, not less than 5% of the issued share capital of China Unicom from time to time and to the extent not prohibited under applicable law, the articles of association of China Unicom and the Hong Kong Listing Rules, we shall be entitled to nominate one representative to the Board of Directors of China Unicom.

Finally, with effect from completion, and for so long as the strategic alliance agreement is in effect, China Unicom shall not (i) offer, issue or sell any significant number of its ordinary shares (including those held in treasury by the company itself, if any), or any securities convertible into or other rights to subscribe for or purchase a significant number of China Unicom's ordinary shares (including those held in treasury by the company itself, if any), to any of our current major competitors or (ii) make any significant investment, directly or indirectly, in any of our current major competitors. We have made similar undertakings.

The strategic alliance agreement between the parties terminates on the third anniversary and automatically renews thereafter for one year terms, subject to either party's right to terminate on six month's notice. Also, the strategic alliance agreement may be terminated by China Unicom if we sell our shares in China Unicom causing us to own less than 5% of the issued share capital of China Unicom or by us if China Unicom sells our shares and ceases to own at least 0.5% of our issued share capital. In addition, the strategic alliance agreement is subject to termination in the event either party is in default and automatically terminates on a change in control of China Unicom.

On January 23, 2011, Telefónica and China Unicom entered into an extension to their already existing strategic alliance agreement (the “Enhanced Strategic Alliance Agreement”) in which both companies agreed to strengthen and deepen their strategic cooperation in certain business areas and through which, upon the terms and conditions set out thereof, each party agreed to invest the equivalent of \$500 million in ordinary shares of the other party toward the alliance. Furthermore, we have agreed to propose the appointment of a director nominated by China Unicom. Following completion of the transaction, we will own approximately a 9.6% of China Unicom’s voting share capital.

Pursuant to the Enhanced Strategic Alliance Agreement and as of the date of this Annual Report, Telefónica, through its wholly-owned subsidiary, Telefónica Internacional, has acquired 282,063,000 ordinary shares of China Unicom through several transactions executed in the period between January 25, 2011 and September 7, 2011, investing an aggregate amount equivalent to approximately 500 million U.S. dollars (equivalent to €358 million).

Additionally, on January 28, 2011, China Unicom acquired 21,827,499 Telefónica shares at the agreed price of €17.16 per share, giving it ownership of 1.37% of the Company's capital (the arithmetic average of the closing price of Telefónica shares as quoted on the Madrid Stock Exchange for the thirty consecutive trading days ending on January 14, 2011), which represents a total price of \$500 million. In recognition of China Unicom's stake in Telefónica, the Company nominated Mr. Chang Xiaobing, who was designated by China Unicom, to the Board of Directors at the General Shareholders' Meeting held on May 18, 2011.

At December 31, 2011 Telefónica's shareholding in China Unicom amounted to 9.6% of its capital stock.

Since their strategic alliance agreement signed in September 2009, Telefónica and China Unicom have made significant progress in various areas of cooperation. In this respect, we believe that this new agreement will enhance this alliance and deepen cooperation between the two companies in the areas of procurement, mobile service platforms, service to MNCs, wholesale carriers, roaming technology/R&D, international business development, cooperation and sharing of best practices.

#### Material Contract related to the acquisition of Vivo (PT)

On July 28, 2010, we signed an agreement with Portugal Telecom for the acquisition by Telefónica of the 50% of the capital stock of Brasilcel owned by Portugal Telecom. Brasilcel owned approximately 60% of the total share capital of Vivo Participações, S.A. The acquisition price of such capital stock was €7,500 million, €4,500 million of which was paid at the closing of the transaction on September 27, 2010, €1,000 million of which was paid on December 30, 2010, and the remaining €2,000 million of which was paid on October 31, 2011. Upon closing of the transaction, the respective subscription and shareholders agreements entered into by Telefónica and Portugal Telecom in 2002 relating to their joint venture in Brazil were terminated.

#### D. Exchange Controls

##### Exchange Controls and Other Limitations Affecting Security Holders

##### Ownership limitations

There are no limitations with respect to the ownership of our assets or share capital except those derived from the application of the reciprocity principle as described above.

##### Trading by us in our own shares or shares of companies under our control

Consistent with applicable Spanish laws and regulations and the authorization of our shareholders, from time to time we or our affiliates engage in transactions involving securities of members of our Group. These transactions may include purchases of shares of group members, forward contracts with respect to these shares and other similar transactions.

At December 31, 2011, we held 84,209,364 shares of treasury stock, representing 1.84508 % of our capital stock. At December 31, 2010, we held 55,204,942 shares of treasury stock, representing 1.20957% of our capital stock. As a

part of our shareholders' remuneration policy, we have implemented various share buyback programs since 2003. For further description about our shareholders' return, see "Item 8. Financial Information—Dividend Information and Share Buyback Programs."

The Spanish Corporations Law prohibits the purchase by us and our subsidiaries of shares in the secondary market except in the following limited circumstances:

- the purchase of shares must be authorized by a general meeting of our shareholders and, in the case of a purchase of shares by a subsidiary, also by a general meeting of shareholders of the subsidiary;

- the shares so purchased have no economic or voting rights while held by us and have no voting rights while held by our subsidiaries;
- the purchaser must create reserves equal to the purchase price of any shares that are purchased and, if a subsidiary is the acquirer, the reserve must also be recorded by the parent company; and
  - the total number of shares held by us and our subsidiaries may not exceed 10% of our total capital.

Any acquisition of our shares exceeding, or that causes us and our subsidiaries' holdings to exceed, 1% of our voting rights must be reported to the CNMV.

At our annual general shareholders meeting held on June 2, 2010, our shareholders extended their prior authorization to the Board of Directors to acquire our shares for an additional 5 years from the date of such meeting. The authorization also applies to companies under our control. Pursuant to the authorization, the aggregate nominal value of our shares held by us or any of our subsidiaries cannot exceed the limit established by applicable laws (which is, as of the date of this Annual Report, 10% of our outstanding capital).

#### Other restrictions on acquisitions of shares

A person or group of persons that directly or indirectly exercises beneficial ownership or control of 3% or more of the voting rights, or which increases or decreases the number of shares which it owns or controls to an amount which equals or exceeds 3%, 5%, 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 60%, 70%, 75%, 80% and 90% of such voting rights, must inform us and the CNMV of such ownership.

A person or group of persons that fails to inform any of the above entities after reaching any of the indicated thresholds may incur fines and penalties. A person or group that is a member of our Board of Directors or a member of our Executive Commission must report any acquisition or transfer of our capital stock, regardless of the amount of shares acquired or transferred.

For reporting requirements concerning acquisitions by us or our affiliates of our shares, see “—Trading by us in our own shares or shares of companies under our control” above.

#### Dividend and Liquidation Rights

According to Spanish law and our bylaws, dividends may only be paid out of profits or distributable reserves if the value of our net worth is not, and as a result of such distribution would not be, less than our capital stock. Pursuant to Spanish law, we are required to reserve 10% of our fiscal year net income until the amount in our legal reserve reaches 20% of our capital. Our legal reserve is currently at 20%.

Dividends payable by us to non-residents of Spain ordinarily are subject to a Spanish withholding tax. For the tax implications of dividends, see “—Taxation.”

Upon our liquidation, our shareholders would be entitled to receive pro rata any assets remaining after the payment of our debts and taxes and expenses of such liquidation. Any change in the rights of shareholders to receive dividends and payment upon liquidation would require an amendment to our bylaws by resolution adopted by a general meeting of shareholders. If there were more than one class of shares, such amendment would also require the approval of each class of shareholders affected by the amendment.

Preemptive Rights and Increases of Share Capital

Pursuant to the Spanish Corporations Law, shareholders have preemptive rights to subscribe for any new shares and for bonds convertible into shares. Such rights may not be available under special circumstances if waived by a resolution passed at a general meeting of shareholders in accordance with Article 308 of the Spanish Corporations Law, or the Board of Directors, if authorized (Article 506 of the Spanish Corporation Law). Further, such rights, in any event, will not be available in the event of an increase in capital to meet the requirements of a convertible bond issue or a merger in which shares are issued as consideration. Such rights:

- are transferable;
- may be traded on the Automated Quotation System; and
- may be of value to existing shareholders because new shares may be offered for subscription at prices lower than prevailing market prices.

Absent an exemption from registration, shares issuable upon exercise of rights must be registered under the Securities Act of 1933 in order to be offered to holders of ADRs. If we decided not to register the shares, the rights would not be distributed to holders of ADRs. Pursuant to the Deposit Agreement, however, holders of ADRs are entitled to receive their proportionate share of the proceeds, if any, from sale by the Depositary of any rights accruing to holders of ADRs.

#### E. Taxation

The following is a general summary of the material Spanish and U.S. federal income tax consequences to U.S. Holders (as defined below) of the ownership and disposition of shares or ADSs. This summary is based upon Spanish and U.S. tax laws (including the U.S. Internal Revenue Code of 1986, as amended (the “Code”), final, temporary and proposed Treasury regulations, rulings, judicial decisions and administrative pronouncements), and the Convention Between the United States of America and the Kingdom of Spain for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income, signed February 22, 1990, (the “Treaty”), all as of the date hereof and all of which are subject to change or changes in interpretation, possibly with retroactive effect. In addition, the summary is based in part on representations of the Depositary and assumes that each obligation provided for in or otherwise contemplated by the Deposit Agreement or any other related agreements will be performed in accordance with its terms.

As used herein, the term “U.S. Holder” means a beneficial owner of one or more shares or ADSs:

- (a) that is, for U.S. federal income tax purposes, one of the following:
  - i. a citizen or resident of the United States,
  - ii. a corporation (or other entity taxable as a corporation) created or organized in or under the laws of the United States or any political subdivision thereof, or
  - iii. an estate or trust the income of which is subject to U.S. federal income taxation regardless of its source;
- (b) who is entitled to the benefits of the Treaty;
- (c) who holds the shares or ADSs as capital assets for U.S. federal income tax purposes;
- (d) who owns, directly, indirectly or by attribution, less than 10% of the share capital or voting stock of Telefónica; and
- (e) whose holding is not attributable to a fixed base or permanent establishment in Spain.

This summary does not address all of the tax considerations that may apply to holders that are subject to special tax rules, such as U.S. expatriates, insurance companies, tax-exempt organizations, certain financial institutions, persons

subject to the alternative minimum tax, dealers and certain traders in securities, persons holding shares or ADSs as part of a straddle, hedging, conversion or integrated transaction, persons who acquired their shares or ADSs pursuant to the exercise of employee stock options or otherwise as compensation, partnerships or other entities classified as partnerships for U.S. federal income tax purposes or persons whose functional currency is not the U.S. dollar. Such holders may be subject to U.S. federal income tax consequences different from those set forth below.

If a partnership holds shares or ADSs, the tax treatment of a partner generally will depend upon the status of the partner and the activities of the partnership. A partner in a partnership that holds shares or ADSs is urged to consult its own tax advisor regarding the specific tax consequences of owning and disposing of the shares or ADSs.



For purposes of the Treaty and U.S. federal income tax, U.S. Holders of ADSs will generally be treated as owners of the underlying shares represented by such ADSs. Accordingly, no gain or loss will be recognized if a U.S. Holder exchanges ADSs for the underlying shares represented by those ADSs.

The U.S. Treasury has expressed concerns that parties to whom American depositary receipts are released before shares are delivered to the depositary, or intermediaries in the chain of ownership between holders and the issuer of the security underlying the American depositary receipts, may be taking actions that are inconsistent with the claiming of foreign tax credits by U.S. holders of American depositary receipts. Such actions would also be inconsistent with the claiming of the reduced rate of tax applicable to dividends received by certain non-corporate U.S. Holders. Accordingly, the availability of foreign tax credits to U.S. Holders of ADSs and the reduced tax rate for dividends received by certain non-corporate U.S. Holders of ADSs, each as described below, could be affected by actions taken by such parties or intermediaries.

This discussion assumes that Telefónica is not, and will not become, a passive foreign investment company (“PFIC”), as discussed below under “—U.S. Federal Income Tax Considerations—Passive foreign investment company rules.”

U.S. Holders of shares or ADSs should consult their own tax advisors concerning the specific Spanish and U.S. federal, state and local tax consequences of the ownership and disposition of shares or ADSs in light of their particular situations as well as any consequences arising under the laws of any other taxing jurisdiction. In particular, U.S. Holders are urged to consult their own tax advisors concerning their eligibility for benefits under the Treaty.

## Spanish Tax Considerations

### Taxation of dividends

Under Spanish law, dividends paid by Telefónica to U.S. Holders of ordinary shares or ADSs are subject to Spanish Non-Resident Income Tax, withheld at source, as of January 1, 2012, at a rate of 21%. For these purposes, upon distribution of the dividend, Telefónica or its paying agent will withhold an amount equal to the tax due according to the rules set forth above (i.e., applying the general withholding tax rate of 21%).

However, under the Treaty, if you are a U.S. Holder, you are entitled to a reduced withholding tax rate of 15%.

To benefit from the Treaty-reduced rate of 15%, you must provide to Telefónica through its paying agent in Spain, before the tenth day following the end of the month in which the dividends were payable, a certificate from the U.S. Internal Revenue Service (“IRS”) stating that, to the best knowledge of the IRS, such U.S. Holders are residents of the United States within the meaning of the Treaty and entitled to its benefits.

If the certificate referred to in the above paragraph is not provided within said term, you may afterwards obtain a refund of the amount withheld in excess of the rate provided for in the Treaty.

### Spanish Refund Procedure

According to Spanish Regulations on Non-Resident Income Tax, approved by Royal Decree 1776/2004 dated July 30, 2004, as amended, a refund for the amount withheld in excess of the Treaty-reduced rate can be obtained from the relevant Spanish tax authorities. To pursue the refund claim, if you are a U.S. Holder, you are required to file:

- the corresponding Spanish tax form;

- the certificate referred to in the preceding section, and
- evidence of the Spanish Non-Resident Income Tax that was withheld with respect to you.

The refund claim must be filed within four years from the date in which the withheld tax was collected by the Spanish tax authorities.

U.S. Holders are urged to consult their own tax advisors regarding refund procedures and any U.S. tax implications thereof.

Additionally, under Spanish law, the first €1,500 of dividends obtained by individuals who are not resident in Spain for tax purposes, and do not operate through a permanent establishment in Spain, will be exempt from taxation in certain circumstances. U.S. Holders should consult their tax advisors to determine whether this exemption is available.

#### Taxation of capital gains

As of January 1, 2012, the rate applicable to capital gains of non-residents of Spain who are not entitled to the benefit of any applicable treaty for the avoidance of double taxation and who do not operate through a fixed base or a permanent establishment in Spain is 21% under Spanish law.

Under the Treaty, capital gains realized by U.S. Holders arising from the disposition of shares or ADSs will not be taxed in Spain, provided that the seller has not maintained a direct or indirect holding of 25% or more in our capital during the 12 months preceding the disposition of the shares or ADSs. U.S. Holders will be required to establish that they are entitled to the exemption from tax under the Treaty by providing to the relevant Spanish tax authorities a certificate of residence issued by the IRS stating that to the best knowledge of the IRS, such U.S. Holder is a U.S. resident within the meaning of the Treaty.

#### Spanish wealth tax

Individual U.S. Holders who hold shares or ADSs located in Spain are subject to the Spanish Wealth Tax (Impuesto sobre el Patrimonio) (Spanish Law 19/1991), which imposes tax on property located in Spain on the last day of any year.

#### Inheritance and gift tax

Transfers of shares or ADSs on death and by gift to individuals are subject to Spanish inheritance and gift taxes (Impuesto sobre Sucesiones y Donaciones), respectively, if the transferee is a resident of Spain for tax purposes, or if the shares or ADSs are located in Spain at the time of death, regardless of the residence of the heir or beneficiary. The state applicable tax rate, after applying relevant personal, family and wealth factors, generally ranges between 7.65% and 81.6% for individuals. Notwithstanding the above, certain autonomous communities have used their right to establish their own tax rates and deductions and to control the management and settlement of such taxes.

Gifts granted to corporations non-resident in Spain are subject to Spanish Non-Resident Income Tax at a 21% tax rate on the fair market value of the shares as a capital gain. If the donee is a United States resident corporation, the exclusions available under the Treaty described in the section “—Taxation of Capital Gains” above will be applicable.

#### Expenses of Transfer

Transfers of shares or ADSs will be exempt from any transfer tax (Impuesto sobre Transmisiones Patrimoniales) or value added tax. Additionally, no stamp tax will be levied on such transfers.

#### U.S. Federal Income Tax Considerations

##### Taxation of dividends

Distributions received by a U.S. Holder on shares or ADSs, including the amount of any Spanish taxes withheld, other than certain pro rata distributions of shares to all shareholders (including ADS holders), will constitute foreign source dividend income to the extent paid out of Telefónica's current or accumulated earnings and profits (as determined for U.S. federal income tax purposes). Because Telefónica does not maintain calculations of its earnings and profits under U.S. federal income tax principles, it is expected that distributions generally will be reported to U.S. Holders as dividends. The amount of dividend income paid in euros that a U.S. Holder will be required to include in income will equal the U.S. dollar value of the distributed euros, calculated by reference to the exchange rate in effect

on the date the payment is received by the Depository (in the case of ADSs) or by the U.S. Holder (in the case of shares), regardless of whether the payment is converted into U.S. dollars on the date of receipt. If the dividend is converted to U.S. dollars on the date of receipt, a U.S. Holder will generally not be required to recognize foreign currency gain or loss in respect of the dividend income. A U.S. Holder may have foreign currency gain or loss if the dividend is converted into U.S. dollars after the date of its receipt. Gain or loss that a U.S. Holder realizes on a sale or other disposition of euros will be U.S.-source ordinary income or loss. Corporate U.S. Holders will not be entitled to claim the dividends-received deduction with respect to dividends paid by Telefónica. Subject to applicable limitations and the discussion above regarding concerns expressed by the U.S. Treasury, dividends received by certain non-corporate U.S. Holders in taxable years beginning before January 1, 2013 will be taxable at a maximum rate of 15%. Non-corporate U.S. Holders should consult their own tax advisors to determine whether they are subject to any special rules that limit their ability to be taxed at this favorable rate.

Spanish income taxes withheld from dividends on shares or ADSs at a rate not exceeding the rate provided in the Treaty will be creditable against a U.S. Holder's U.S. federal income tax liability, subject to applicable restrictions and limitations that may vary depending upon the U.S. Holder's circumstances and the discussion above regarding concerns expressed by the U.S. Treasury. Spanish taxes withheld in excess of the rate applicable under the Treaty will not be eligible for credit against a U.S. Holder's federal income tax liability. See "Spanish Tax Considerations—Taxation of dividends" above for a discussion of how to obtain the applicable treaty rate. Instead of claiming a credit, a U.S. Holder may elect to deduct foreign taxes (including the Spanish taxes) in computing its taxable income, subject to generally applicable limitations. An election to deduct foreign taxes (instead of claiming foreign tax credits) applies to all taxes paid or accrued in the taxable year to foreign countries and possessions of the United States. The limitations on foreign taxes eligible for credit are calculated separately with respect to specific classes of income. The rules governing foreign tax credits are complex. Therefore, U.S. Holders should consult their own tax advisors regarding the availability of foreign tax credits in their particular circumstances.

#### Taxation upon sale or other disposition of shares or ADSs

A U.S. Holder will generally recognize U.S. source capital gain or loss on the sale or other disposition of shares or ADSs. Any such gain or loss will be long-term capital gain or loss if the U.S. Holder has held such shares or ADSs for more than one year. The amount of the U.S. Holder's gain or loss will be equal to the difference between such U.S. Holder's tax basis in the shares or ADSs sold or otherwise disposed of and the amount realized on the sale or other disposition, as determined in U.S. dollars.

As discussed under "Spanish Tax Considerations—Taxation of capital gains" above, gain realized by a U.S. Holder on the sale or other disposition of shares or ADSs will be exempt from Spanish tax on capital gains under the Treaty. If a U.S. Holder is eligible for the exemption from Spanish tax on capital gains but does not follow appropriate procedures for obtaining the exemption, such holder will not be entitled to credit the amount of Spanish tax on capital gains paid against its U.S. federal income tax liability. U.S. Holders should consult their own tax advisors regarding the potential Spanish tax consequences of a sale or other disposition of shares or ADSs and the procedures available for an exemption from such tax.

#### Passive foreign investment company rules

Telefónica believes that it was not a PFIC for U.S. federal income tax purposes for its 2011 taxable year. However, because PFIC status depends upon the composition of a company's income and assets and the market value of its assets (including, among others, less than 25% owned equity investments) from time to time, there can be no assurance that Telefónica will not be considered a PFIC for any taxable year. If Telefónica were treated as a PFIC for any taxable year during which a U.S. Holder held a share or ADS, certain adverse tax consequences could apply to the U.S.

Holder.

If Telefónica were treated as a PFIC for any taxable year during which a U.S. Holder held a share or ADS, gain recognized by a U.S. Holder on a sale or other disposition of such share or ADS would be allocated ratably over the U.S. Holder's holding period for the share or ADS. The amounts allocated to the taxable year of the sale or other disposition and to any year before Telefónica became a PFIC would be taxed as ordinary income. The amount allocated to each other taxable year would be subject to tax at the highest rate in effect for individuals or corporations, as appropriate, and an interest charge would be imposed on the resulting tax liability. The same treatment would

apply to any distribution in respect of shares or ADSs to the extent it exceeds 125% of the average of the annual distributions on shares or ADSs received by the U.S. Holder during the preceding three years or the U.S. Holder's holding period, whichever is shorter. Certain elections may be available that would result in alternative treatments (such as mark-to-market treatment) of the shares or ADSs.

In addition, if Telefónica were treated as a PFIC in a taxable year in which it pays a dividend or in the prior taxable year, the favorable dividend rate discussed above with respect to dividends paid to certain non-corporate U.S. Holders would not apply.

If we were a PFIC for any taxable year during which a U.S. Holder held shares or ADSs, such U.S. Holder may be required to file a report containing such information as the U.S. Treasury may require.

#### Information reporting and backup withholding

Payments of dividends and sales proceeds that are made within the United States or through certain U.S.-related financial intermediaries generally are subject to information reporting and backup withholding unless the U.S. Holder is an exempt recipient or, in the case of backup withholding, the U.S. Holder provides a correct taxpayer identification number and certifies that it is not subject to backup withholding. The amount of any backup withholding from a payment to a U.S. Holder will be allowed as a credit against the U.S. Holder's U.S. federal income tax liability and may entitle such U.S. Holder to a refund, provided that the required information is timely furnished to the IRS.

Certain U.S. Holders who are individuals or are controlled by individuals, may be required to report information relating to stock of a non-U.S. person, subject to certain exceptions (including an exception for stock held through a U.S. financial institution). U.S. Holders are urged to consult their tax advisers regarding the effect, if any, of this legislation on their ownership and disposition of shares or ADSs.

#### F. Dividends and Paying Agents

Not Applicable.

#### G. Statements by Experts

Not Applicable.

#### H. Documents on Display

#### Where You Can Find More Information

We file Annual Reports on Form 20-F and furnish periodic reports on Form 6-K to the SEC. You may read and copy any of these reports at the SEC's public reference room in Washington, D.C. Please call the SEC at 1-800-SEC-0330 for further information on the public reference rooms. Our SEC filings are also available to the public from commercial document retrieval services. Some of our SEC filings are also available at the website maintained by the SEC at "<http://www.sec.gov>."

Our ADSs are listed on the New York Stock Exchange under the symbol "TEF." You may inspect any periodic reports and other information filed with or furnished to the SEC by us at the offices of the New York Stock Exchange, 20 Broad Street, New York, New York 10005.

As a foreign private issuer, we are exempt from the rules under the Exchange Act which prescribe the furnishing and content of proxy statements, and our officers, directors and principal shareholders are exempt from the reporting and “short-swing” profit recovery provisions contained in Section 16 of the Exchange Act.

We are subject to the informational requirements of the Spanish securities commission and the Spanish stock exchanges, and we file reports and other information relating to our business, financial condition and other matters with the Spanish securities commission and the Spanish stock exchanges. You may read such reports, statements and other information, including the annual and biannual financial statements, at the public reference facilities maintained



in Madrid and Barcelona. Some of our Spanish securities commission filings are also available at the website maintained by the Spanish securities commission at <http://www.cnmv.es>.

We have appointed Citibank, N.A. to act as Depositary for the Telefónica ADSs. Citibank will, as provided in the Deposit Agreement, arrange for the mailing of summaries in English of such reports and communications to all record holders of the ADSs of Telefónica. Any record holder of Telefónica ADSs may read such reports and communications or summaries thereof at Citibank's office located at 388 Greenwich Street, 14th Floor, New York, New York 10013.

#### I. Subsidiary Information

Not applicable.

#### Item 11. Quantitative and Qualitative Disclosures About Market Risk

We are exposed to various financial market risks as a result of: (i) our ordinary business activity, (ii) debt incurred to finance our business, (iii) our investments in companies, and (iv) other financial instruments related to the above commitments.

The main market risks affecting us are as follows:

a) Exchange rate risk

Exchange rate risk arises primarily from (i) our international presence, through our investments and businesses in countries that use currencies other than the euro (primarily in Latin America, but also in the United Kingdom and the Czech Republic), and (ii) debt denominated in currencies other than that of the country where the business is conducted or the home country of the company incurring such debt.

b) Interest rate risk

Interest rate risk arises primarily from changes in interest rates affecting (i) financial expenses on floating rate debt (or short-term debt likely to be renewed), due to changes in interest rates and (ii) the value of long-term liabilities at fixed interest rates.

c) Share price risk

Share price risk arises primarily from changes in the value of our equity investments that may be bought, sold or otherwise involved in transactions, from changes in the value of derivatives associated with such investments, from changes in the value of our treasury shares and from equity derivatives.

We are also exposed to liquidity risk if a mismatch arises between our financing needs (including operating and financial expense, investment, debt redemptions and dividend commitments) and our sources of finance (including revenues, divestments, credit lines from financial institutions and capital market transactions). The cost of financing could also be affected by movements in credit spreads (over benchmark rates) demanded by lenders.

Finally, we are exposed to "country risk" (which overlaps with market and liquidity risks). This refers to the possible decline in the value of assets, cash flows generated or cash flows returned to the parent company as a result of political, economic or social instability in the countries where we operate, especially in Latin America.

We seek to actively manage these risks through the use of derivatives (primarily on exchange rates, interest rates and share prices) and by incurring debt in local currencies, where appropriate, with a view to stabilizing cash flows, our income statement and, to a lesser extent, part of the value of our investments. In this way, we attempt to protect our solvency, facilitate financial planning and take advantage of investment opportunities.

We manage our exchange rate risk and interest rate risk in terms of net debt and net financial debt as calculated by us. We believe that these parameters are more appropriate to understanding our debt position. Net debt and net financial debt take into account the impact of our cash balance and cash equivalents including derivatives positions

with a positive value linked to liabilities. Neither net debt nor net financial debt as calculated by us should be considered an alternative to gross financial debt (the sum of current and non-current interest-bearing debt) as a measure of our liquidity. For a more detailed description on reconciliation of net debt and net financial debt to gross financial debt, see “Item 5. Operating and Financial Review and Prospects—Presentation of Financial Information—Non-GAAP financial information—Net financial debt and net debt.”

For a more detailed description on quantitative and qualitative disclosures about market risks see Note 16 to our Consolidated Financial Statements.

## Item 12. Description of Securities Other Than Equity Securities

### D. American Depositary Shares

The Depositary of our ADR program is Citibank, N.A., and the address of its principal executive office is 388 Greenwich Street, 14th Floor, New York, New York 10013.

Our ADSs are listed on the New York Stock Exchange under the symbol “TEF.”

Until January 21, 2011, each ADS represented the right to receive three ordinary shares of capital stock of €1.00 nominal value each, of Telefónica, S.A. Citibank, in its capacity as Depositary, effected a ratio change on the Telefónica, S.A.’s ADR program so that each ADS now represents the right to receive one ordinary share. The effective date of the ratio change was January 21, 2011. The Depositary issues ADSs in form of certificated ADSs (American Depositary Receipts, or ADRs) or uncertificated ADSs pursuant to the Deposit Agreement.

Under the terms of the Deposit Agreement, as of the date of this Annual Report, an ADS holder may have to pay the following services fees to the Depositary.

Category	Depositary Actions	Associated Fee / By Whom Paid
(a) Depositing or substituting the underlying shares	Issuance of ADSs upon the deposit of shares	Up to U.S.\$5.00 for each 100 ADSs (or portion thereof) evidenced by the new ADSs delivered (charged to person depositing the shares or receiving the ADSs)(1)
(b) Receiving or distributing dividends	Distribution of cash dividends or other cash distributions; distribution of share dividends or other free share distributions; distribution of securities other than ADSs or rights to purchase additional ADSs	Up to U.S.\$5.00 for each 100 ADSs (or portion thereof) held (in the case of cash distributions, deducted from the relevant distribution; in the case of all other distributions, billed to the relevant holder)(2)
(c) Selling or exercising rights	Distribution or sale of securities	Up to U.S.\$5.00 for each 100 ADSs (or portion thereof) held (billed to the relevant holder)
(d) Withdrawing an underlying security	Acceptance of ADSs surrendered for withdrawal of deposited securities	Up to U.S.\$5.00 for each 100 ADSs (or portion thereof) evidenced by the ADSs

surrendered (charged to person  
surrendering or to person to whom  
withdrawn securities are being  
delivered)(1)

(e) Transferring, splitting or Transfers  
grouping receipts

Up to U.S.\$1.50 per ADS so presented  
(charged to person presenting certificate  
for transfer)

(f) General depositary services, particularly those charged on an annual basis	Other services performed by the Depositary in administering the ADSs	Up to U.S.\$5.00 for each 100 ADSs (or portion thereof) held on the applicable record date (billed to person holding ADSs on applicable record date established by the Depositary)(2)
(g) Expenses of the Depositary	<p>Certain fees and expenses incurred by the depositary bank and certain taxes and governmental charges in connection with:</p> <ul style="list-style-type: none"> <li>· compliance with foreign exchange control regulations or any law or regulation relating to foreign investment;</li> <li>· the Depositary or its custodian's compliance with applicable law, rule or regulation;</li> <li>· stock transfer or other taxes and other governmental charges;</li> <li>· cable, telex, facsimile transmission/delivery;</li> <li>· expenses of the Depositary in connection with the conversion of foreign currency into U.S. dollars (which are paid out of such foreign currency);</li> <li>· any other charge payable by Depositary or its agents.</li> </ul>	Expenses payable at the sole discretion of the Depositary (billed or deducted from cash distributions to person holding ADSs on applicable record date established by the Depositary)

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(1) In the case of ADSs issued by the Depositary into The Depositary Trust Company (“DTC”) or presented to the Depositary via DTC, the ADS issuance and cancellation fees will be payable to the Depositary by DTC Participant(s) receiving the ADSs from the Depositary or the DTC Participant(s) surrendering the ADSs to the Depositary for cancellation, as the case may be, on behalf of the beneficial owner(s) and will be charged by the DTC Participant(s) to the account(s) of the applicable beneficial owner(s) in accordance with the procedures and practices of the DTC participant(s) as in effect at the time.

(2) For ADSs held through DTC, the Depositary fees for distributions other than cash and the Depositary service fee are charged by the Depositary to the DTC Participants in accordance with the procedures and practices prescribed by DTC from time to time and the DTC Participants in turn charge the amount of such fees to the beneficial owners for whom they hold ADSs.

The Depositary has agreed to reimburse or pay on behalf of Telefónica, S.A, certain reasonable expenses related to our ADS program and incurred by us in connection with the program (such as NYSE listing fees, legal and accounting fees incurred with preparation of Form 20-F and ongoing SEC compliance and listing requirements, distribution of

proxy materials, investor relations expenses, etc). The Depositary has covered all such expenses incurred by us during 2011 for an amount of \$5.9 million. The amounts the Depositary reimbursed or paid are not performance related to the fees collected by the depositary from ADS holders.

As part of its service to us, the Depositary has agreed to waive certain expenses for the standard costs associated with the administration of our ADS program for the year ended December 31, 2011.

Part II

Item 13. Defaults, Dividend Arrearages and Delinquencies

None.

Item 14. Material Modifications to the Rights of Security Holders and Use of Proceeds

Not applicable.

Item 15. Controls and Procedures

Disclosure Controls and Procedures

Our Chief Executive Officer and our Chief Financial Officer, after evaluating the effectiveness of our disclosure controls and procedures (as defined in Rule 13a-15(e) under the Securities Exchange Act of 1934) as of the end of the period covered by this Form 20-F, have concluded that, as of such date, our disclosure controls and procedures were effective.

Management's Annual Report on Internal Control over Financial Reporting

The management of Telefónica is responsible for establishing and maintaining adequate internal control over financial reporting as defined in Rule 13a-15(f) under the Securities Exchange Act of 1934. Telefónica's internal control system is designed to provide reasonable assurance as to the reliability of financial reporting and the preparation of the published financial statements under generally accepted accounting principles.

Any internal control system, no matter how well designed, has inherent limitations, including the possibility of human error and the circumvention or overriding of the controls and procedures, which may not prevent or detect misstatements.

Telefónica management assessed the effectiveness of Telefónica's internal control over financial reporting as of December 31, 2011. In making this assessment, it used the criteria set forth by the Committee of Sponsoring Organizations of the Treadway Commission (COSO) in Internal Control – Integrated Framework. Based on its assessment and those criteria, Telefónica management believes that at December 31, 2011, Telefónica's internal control over financial reporting is effective.

Report of the Independent Registered Public Accounting Firm

Telefónica's independent registered public accounting firm, Ernst & Young, S.L., has issued a report on the effectiveness of the company's internal control over financial reporting. The report is included on page F-1.1.

Changes in Internal Control Over Financial Reporting

There were no changes in our internal control over financial reporting during the period covered by this Annual Report that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

Item 16. [Reserved]

Item 16A. Audit Committee Financial Expert

Our Board of Directors has determined that Mr. Antonio Massanell Lavilla meets the requirements of an “audit committee financial expert” as such term is defined by the SEC.

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Item 16B. Code of Ethics

In December 2006, we adopted a code of business conduct and ethics, the Telefónica Business Principles, which apply to all Telefónica Group employees. In March 2008, we decided to modify such Business Principles in order to gather in them all components of the code of ethics definition in Section 406 of Sarbanes-Oxley Act, and consequently our code of ethics for senior officers was replaced by the Telefónica Business Principles. These Principles were further modified on October 8, 2010 in order to include a new principle of privacy and data protection. A copy of the Telefónica Business Principles is filed as an Exhibit to this Annual Report. For more information, please see “Item 16G. Corporate Governance—Code of Ethics.”

Item 16C. Principal Accountant Fees and Services

Please see Note 21(d) to our Consolidated Financial Statements.

The Audit and Control Committee’s Pre-Approval Policies and Procedures

The engagement of any service rendered by our external auditor or any of its affiliates must always have the prior approval of our Audit and Control Committee. Such Committee has developed a Pre-approval Policy regarding the engagement of professional services by our external auditor, in accordance with the Spanish Audit Law and the Sarbanes-Oxley Act. This Policy establishes the obligation to obtain prior approval from our Audit and Control Committee for any service to be rendered by our external auditor to Telefónica or any of its subsidiaries.

This Policy sets forth restrictions on engaging our external auditor for the performance of non-audit services, according to which the engagement of our external auditor for the provision of such services is only permitted when there is no other firm available to provide the needed services at a comparable cost and with a similar level of quality. Moreover, this Policy prohibits the engagement of our external auditor for the provision of certain type of services that would be considered as “prohibited services.”

In addition, the Audit and Control Committee oversees the total amount of fees paid to our external auditor for the provision of non-audit services in order to assure that such fees do not exceed a certain percentage of the total amount of fees paid for the provision of audit services.

Item 16D. Exemptions from the Listing Standards for Audit Committees

Not applicable.

Item 16E. Purchases of Equity Securities by the Issuer and Affiliated Purchasers

The number of shares of treasury stock at December 31, 2011 amounted to 84,209,364 (55,204,942 at December 31, 2010). These treasury shares are directly owned by Telefónica, S.A., except for one share held by Telefónica Móviles Argentina, S.A.

Period of Fiscal Year	Year ended December 31, 2011		
	Total Number of Shares Purchased	Average Price Paid per Share (euro)	Total Number of Shares (or Units) Purchased as

			Part of Publicly Announced Plans or Programs(1)
January 1 to January 31	750,000	16.80	219,776
February 1 to February 28	—	—	—
March 1 to March 31	2,250,000	17.56	399,572
April 1 to April 30	3,027,577	17.90	194,977
May 1 to May 31	1,800,000	16.86	207,957
June 1 to June 30	6,167,704	14.75	1,685,009
July 1 to July 31	5,988,123	14.84	1,201,509
August 1 to August 31	13,407,065	14.00	254,376
September 1 to September 30	4,090,530	13.67	—
October 1 to October 31	6,010,626	15.23	—
November 1 to November 30	7,488,327	14.98	—
December 1 to December 31	5,000,000	13.45	—
Total	55,979,952	14.85	4,163,176

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(1) As of June 30 and July 4, 2011, following the end of the third phase of the Performance Share Plan, a total of 2,446,104 treasury shares were added, corresponding to two derivative financial instruments arranged by the Company to meet its obligations to deliver treasury shares to its managers and executives. A net 2,900,189 shares, corresponding to a total of 4,166,304 gross shares, less a withholding of 1,266,115 shares prior to delivery at the option of the employee, was delivered. In addition, 1,717,082 shares could be assigned for the Global Employee Share Plan.

For a more detailed description of our plans or programs, see “Item 8. Financial Information—Dividend Information and Shareholders’ Return”, “Item 11. Quantitative and Qualitative Disclosures About Market Risk—Share Price Risk.” and “Item 6. Directors, Senior Management and Employees—Incentive Plans.”

#### Item 16F. Change in Registrant’s Certifying Accountant

During the years ended December 31, 2010 and 2011 and through the date of this Annual Report, the principal independent accountant engaged to audit our financial statements, Ernst & Young, S.L., has not resigned, indicated that it has declined to stand for re-election after the completion of its current audit or been dismissed. For each of the years ended December 31, 2010 and 2011, Ernst & Young, S.L. has not expressed reliance on another accountant or accounting firm in its report on our audited annual accounts for such periods.

#### Item 16G. Corporate Governance

##### Significant Differences in Corporate Governance Practices

##### Corporate governance guidelines

In Spain, companies with securities listed on a Spanish stock exchange are expected to follow the Conthe Code published in May 2006, which contains corporate governance and shareholder disclosure recommendations. It combines and substitutes the former Spanish Corporate Governance Codes: the Olivencia Code of Good Governance and the Aldama Report. Spanish listed companies are required by law to publish an Annual Report on Corporate Governance and also to publish corporate governance information on their websites. We base our corporate governance procedures on the recommendations of the Conthe Code. As part of our corporate governance procedures, we have adopted regulations for our Board of Directors that govern, among other things, director qualification standards, responsibilities, compensation, access to management information, the Board of Directors’ purpose and each of our Board Committee’s purpose and responsibilities. Moreover, we have a Regulation of the General Shareholders’ Meeting that aims to reinforce its transparency, providing shareholders with a framework guaranteeing and facilitating exercise of their rights. The Annual Report on Corporate Governance published by us provides a detailed explanation of our corporate governance procedures and explains the role and duties of our Board of Directors and Board Committees. Our Annual Report on Corporate Governance is available on our website at [www.telefonica.com](http://www.telefonica.com). None of the information contained on our website is incorporated in this Annual Report.

##### Committees

We have had an Audit and Control Committee since 1997. Our Audit and Control Committee is composed of three non-executive directors, all of whom are deemed Rule 10A-3 independent by our Board of Directors. The functions, composition and competencies of this Committee are regulated by the Board of Directors’ Regulations and are similar to those required by the New York Stock Exchange. The Audit and Control Committee shall consist of not less than three nor more than five directors appointed by our Board of Directors. All Committee members shall be external directors. When appointing such members, our Board of Directors shall take into account the appointees’ knowledge

and experience in matters of accounting, auditing and risk management.

We have had a Nominating, Compensation and Corporate Governance Committee since 1997, which is composed of five external directors. The functions, composition and competencies of this Committee are regulated by the Board of Directors' Regulations and are very similar to those required by the NYSE. The Nominating, Compensation and Corporate Governance Committee shall consist of not less than three nor more than five directors appointed by the Board of Directors. All members of the Committee must be external directors and the majority thereof must be independent. The Chairman of the Nominating, Compensation and Corporate Governance Committee, who shall in all events be an independent director, shall be appointed from among its members.

Additionally we have a Human Resources and Corporate Reputation and Responsibility Committee, a Regulation Committee, a Service Quality and Customer Service Committee, an International Affairs Committee, an Innovation Committee and a Strategy Committee. The functions, composition and competencies are regulated by the Board of Directors' Regulations.

#### Independence of the Board

As of the date of this Annual Report, we have 18 directors, out of which eight have been deemed independent by our Board of Directors attending to the director's classification contained in the Conthe Corporate Governance Code. A significant majority of our current directors, 15, are non-executive directors. We, in accordance with the Conthe Code, assess the independence of our directors. Among other things, independent directors: (i) shall not be, past employees or executive directors of any of the Group companies, unless three or five years have elapsed, respectively, (ii) shall not receive any payment or other form of compensation from us or our group on top of their directors' fees, unless the amount involved is not significant, (iii) shall not be partners, now or on the past three years, in the external auditor or in the firm responsible for the audit report, (iv) shall not be executive directors or senior officers of another company where one of our executive directors or senior officers is an external director, (v) shall not have material business dealings with us or any other company in our group, (vi) shall not be spouses, nor partners maintaining an analogous affective relationship, nor close relative of any of our executive directors or senior officers and (vii) shall not stand in any of the situations listed in (i), (v) or (vi) above in relation to a significant shareholder or a shareholder with board representation.

The classification of each director shall be explained by the Board of Directors to the shareholders at the general shareholders' meeting at which the appointment thereof must be made or ratified. Furthermore, such classification shall be reviewed annually by our Board of Directors after verification by the Nominating, Compensation and Corporate Governance Committee, and reported in the Annual Corporate Governance Report.

#### Internal Audit Function

We have an Internal Audit Department responsible for internal audit matters and for ensuring the efficiency of the internal audit control process of our different units. This Internal Audit Department reports directly to the Audit and Control Committee, thus supporting the adequate performance of all its functions.

#### Non-Executive Director Meetings

Pursuant to the NYSE listing standards, non-executive directors of U.S.-listed companies must meet on a regular basis without management present and the company must disclose a method for any interested parties to communicate directly with the non-executive directors. As a group, our non-executive directors do not meet formally without management present. Nevertheless, every committee of the Board of Directors is composed exclusively of non-executive directors (other than the Innovation Committee, which includes Julio Linares, one of our executive directors), thus giving each of these committees, the chance to analyze and discuss any matter related to our

management, within its respective area of responsibility.

#### Whistleblowing

We have procedures in place that allow any employee to anonymously and confidentially report instances of fraud, alterations of financial information or specific risks to Telefónica and its subsidiaries.

## Code of Ethics

The NYSE listing standards require U.S. companies to adopt a code of business conduct and ethics for directors, officers and employees, and promptly disclose any waivers of the code for directors or executive officers. In 2004 we adopted, as required by the Sarbanes-Oxley Act, a code of ethics that applied to our principal executive officer, principal financial officer and to our senior financial officers. In December 2006, we adopted a code of business conduct and ethics, the “Telefónica Business Principles,” which apply to all Telefónica Group employees. On March 2008, we decided to modify such Business Principles in order to incorporate within them all components of the code of ethics definition in Section 406 of Sarbanes Oxley Act, and consequently our code of ethics for senior officers was replaced by such Business Principles. These Principles were further modified on October 8, 2010 in order to include a new principle of privacy and data protection.

We also have an Internal Code of Conduct for securities markets issues to prevent insider trading misconduct and to control possible conflicts of interest. In addition, the Regulations of the Board of Directors set out in detail our directors’ main obligations relating to conflicts of interest concerning business opportunities, misappropriation of our assets, confidentiality and non-competition.

Part III

Item 17. Financial Statements

We have responded to Item 18 in lieu of responding to this Item.

Item 18. Financial Statements

Please see pages F-1.1 through F-162.



Item 19. Exhibits

Exhibit Number	Description
1.1	Amended and Restated bylaws (English translation)*
4.1	Shareholders' Agreement dated as of April 28, 2007 among Telefónica S.A., Assicurazioni Generali S.p.A., Sintonia S.A., Intesa Sanpaolo S.p.A., Mediobanca S.p.A.**
4.2	Co-investment Agreement dated as of April 28, 2007 among Telefónica S.A., Assicurazioni Generali S.p.A., Sintonia S.A., Intesa Sanpaolo S.p.A., Mediobanca S.p.A.**
4.3	Call Option Agreement, dated November 6, 2007, between Telefónica, S.A. and Telco***
4.4	Amendment to the Shareholders' Agreement and Bylaws, dated November 19, 2007 among Telefónica S.A., Generali, Sintonia S.A., Intesa Sanpaolo S.p.A. and Mediobanca S.p.A.***
4.5	Renewal Agreement, dated October 28, 2009, by and among Telefónica S.A., Assicurazioni Generali S.p.A. (on its own behalf and on behalf of its subsidiaries Generali Vie S.A., Alleanza Toro S.p.A., INA Assitalia S.p.A., Generali Lebensversicherung A.G.), Intesa Sanpaolo S.p.A. and Mediobanca S.p.A. ****
4.6	Amendment Deed to the Call Option, dated October 28, 2009, by and between Telefónica S.A. and Telco S.p.A. ****
4.7	Subscription Agreement, dated September 6, 2009 between Telefónica, S.A. and China Unicom (Hong Kong) Limited*****
4.8	Enhanced Strategic Alliance Agreement dated January 23, 2011 between Telefónica, S.A. and China Unicom (Hong Kong) Limited *****
4.9	Amendment Deed, dated December 10, 2010, by and among Telefónica S.A., Assicurazioni Generali S.p.A. (on its own behalf and on behalf of its subsidiaries Generali Vie S.A., Alleanza Toro S.p.A., INA Assitalia S.p.A. and Generali Lebensversicherung AG), Intesa Sanpaolo S.p.A. and Mediobanca S.p.A. *****
4.10	Second Renewal Agreement, dated February 29, 2012, by and among Telefónica S.A., Assicurazioni Generali S.p.A. (on its own behalf and on behalf of its subsidiaries Generali Vie S.A., Alleanza Toro S.p.A., INA Assitalia S.p.A. and Generali Lebensversicherung AG), Intesa Sanpaolo S.p.A. and Mediobanca S.p.A. *****
4.11	Amendment Deed to Call Option Agreement, dated February 29, 2012, between Telefónica and Telco *****
8.1	Subsidiaries of Telefónica (see Note 1 to the Consolidated Financial Statements and Appendix V thereto)
11.1	Code of Ethics ("Telefónica Business Principles") *****
12.1	Certification of César Alierta Izuel, Chief Executive Officer of Telefónica, pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
12.2	Certification of Miguel Escrig Meliá, Chief Financial Officer of Telefónica, pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
13.1	Certification pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002

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\*Incorporated by reference to Telefónica's Annual Report on Form 20-F for the fiscal year ended December 31, 2009

\*\*Incorporated by reference to Telefónica's Annual Report on Form 20-F for the fiscal year ended December 31, 2006.

\*\*\* Incorporated by reference to Telefónica's Schedule 13D/A filed on November 26, 2007.

\*\*\*\* Incorporated by reference to Telefónica's Schedule 13D/A filed on November 23, 2009.

\*\*\*\*\* Incorporated by reference to Telefónica's Schedule 13D/A filed on September 17, 2009.

\*\*\*\*\* Incorporated by reference to Telefónica's Schedule 13D filed on February 8, 2011.

\*\*\*\*\* Incorporated by reference to Telefónica's Annual Report on Form 20-F for the fiscal year ended December 31, 2010.

\*\*\*\*\* Incorporated by reference to Telefónica's Schedule 13 D/A filed on March 12, 2012.

We agree to furnish to the SEC upon request, copies of the instruments defining the rights of the holders of our long-term debt and of our subsidiaries' long-term debt.

SIGNATURES

The registrant hereby certifies that it meets all of the requirements for filing on Form 20-F and has duly caused and authorized the undersigned to sign this Annual Report on its behalf.

TELEFÓNICA, S.A.

By: /s/ César Alierta Izuel  
Name: César Alierta  
Izuel  
Title: Chief  
Executive  
Officer

TELEFÓNICA, S.A.

By: /s/ Miguel Escrig Meliá  
Name: Miguel Escrig  
Meliá  
Title: Chief  
Financial  
Officer

Date: March 29, 2012

TELEFÓNICA, S.A. AND SUBSIDIARIES

COMPOSING THE TELEFÓNICA GROUP

CONSOLIDATED FINANCIAL STATEMENTS

(CONSOLIDATED ANNUAL ACCOUNTS)

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

The Board of Directors and Shareholders of  
Telefónica, S.A.

We have audited Telefónica, S.A.'s internal control over financial reporting as of December 31, 2011, based on criteria established in Internal Control—Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission (the COSO criteria). Telefónica, S.A.'s management is responsible for maintaining effective internal control over financial reporting, and for its assessment of the effectiveness of internal control over financial reporting included in the accompanying Annual Report on Internal Control over Financial Reporting. Our responsibility is to express an opinion on Telefónica, S.A.'s internal control over financial reporting based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, testing and evaluating the design and operating effectiveness of internal control based on the assessed risk, and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

In our opinion, Telefónica, S.A. maintained, in all material respects, effective internal control over financial reporting as of December 31, 2011, based on the COSO criteria.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated statements of financial position of Telefónica, S.A. and subsidiaries as of December 31, 2011 and 2010, and the related consolidated statements of income, comprehensive income, changes in equity, and cash flows for each of the three years in the period ended December 31, 2011 and our report dated March 28, 2012 expressed an unqualified opinion thereon.

ERNST & YOUNG, S.L.

/s/ Ignacio Viota del Corte  
Ignacio Viota del Corte

Madrid, Spain  
March 28, 2012

F-1.1

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REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

The Board of Directors and Shareholders of  
Telefónica, S.A.

We have audited the accompanying consolidated statements of financial position of Telefónica, S.A. and subsidiaries as of December 31, 2011 and 2010, and the related consolidated statements of income, comprehensive income, changes in equity, and cash flows for each of the three years in the period ended December 31, 2011. These consolidated financial statements are the responsibility of Telefónica, S.A.'s Directors. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the consolidated financial position of Telefónica, S.A. and subsidiaries as of December 31, 2011 and 2010, and the consolidated results of their operations and their cash flows for each of the three years in the period ended December 31, 2011, in conformity with International Financial Reporting Standards as issued by the International Accounting Standards Board.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), Telefónica S.A.'s internal control over financial reporting as of December 31, 2011, based on criteria established in Internal Control-Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission and our report dated March 28, 2012 expressed an unqualified opinion thereon.

ERNST & YOUNG, S.L.

/s/ Ignacio Viota del Corte  
Ignacio Viota del Corte

Madrid, Spain  
March 28, 2012

## TELEFÓNICA GROUP

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION AT DECEMBER 31

(MILLIONS OF EUROS)

ASSETS	NOTE	2011	2010
<b>A) NON-CURRENT ASSETS</b>		108,800	108,721
Intangible assets	(Note 6)	24,064	25,026
Goodwill	(Note 7)	29,107	29,582
Property, plant and equipment	(Note 8)	35,463	35,797
Investment properties		6	5
Investments in associates	(Note 9)	5,065	5,212
Non-current financial assets	(Note 13)	8,678	7,406
Deferred tax assets	(Note 17)	6,417	5,693
<b>B) CURRENT ASSETS</b>		20,823	21,054
Inventories		1,164	1,028
Trade and other receivables	(Note 11)	11,331	12,426
Current financial assets	(Note 13)	2,625	1,574
Tax receivables	(Note 17)	1,567	1,331
Cash and cash equivalents	(Note 13)	4,135	4,220
Non-current assets held for sale		1	475
<b>TOTAL ASSETS (A+B)</b>		129,623	129,775
<b>EQUITY AND LIABILITIES</b>	<b>NOTE</b>	<b>2011</b>	<b>2010</b>
<b>A) EQUITY</b>		27,383	31,684
Equity attributable to equity holders of the parent		21,636	24,452
Non-controlling interests	(Note 12)	5,747	7,232
<b>B) NON-CURRENT LIABILITIES</b>		69,662	64,599
Non-current interest-bearing debt	(Note 13)	55,659	51,356
Non-current trade and other payables	(Note 14)	2,092	2,304
Deferred tax liabilities	(Note 17)	4,739	6,074
Non-current provisions	(Note 15)	7,172	4,865
<b>C) CURRENT LIABILITIES</b>		32,578	33,492
Current interest-bearing debt	(Note 13)	10,652	9,744



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Current trade and other payables	(Note 14)	17,855	19,251
Current tax payables	(Note 17)	2,568	2,822
Current provisions	(Note 15)	1,503	1,675
TOTAL EQUITY AND LIABILITIES (A+B+C)		129,623	129,775

The accompanying Notes 1 to 24 and Appendices I to VI are an integral part of these consolidated statements of financial position.

## TELEFÓNICA GROUP

## CONSOLIDATED INCOME STATEMENTS FOR THE YEARS ENDED DECEMBER 31

(MILLIONS OF EUROS)

INCOME STATEMENT	NOTE	2011	2010	2009
Revenues	(Note 19)	62,837	60,737	56,731
Other income	(Note 19)	2,107	5,869	1,645
Supplies		(18,256 )	(17,606 )	(16,717 )
Personnel expenses		(11,080 )	(8,409 )	(6,775 )
Other expenses	(Note 19)	(15,398 )	(14,814 )	(12,281 )
Depreciation and amortization	(Note 19)	(10,146 )	(9,303 )	(8,956 )
<b>OPERATING INCOME</b>		<b>10,064</b>	<b>16,474</b>	<b>13,647</b>
Share of (loss) profit of associates	(Note 9)	(635 )	76	47
Finance income		827	792	814
Exchange gains		2,795	3,508	3,085
Finance costs		(3,609 )	(3,329 )	(3,581 )
Exchange losses		(2,954 )	(3,620 )	(3,625 )
Net financial expense	(Note 16)	(2,941 )	(2,649 )	(3,307 )
<b>PROFIT BEFORE TAX FROM CONTINUING OPERATIONS</b>		<b>6,488</b>	<b>13,901</b>	<b>10,387</b>
Corporate income tax	(Note 17)	(301 )	(3,829 )	(2,450 )
<b>PROFIT FOR THE YEAR FROM CONTINUING OPERATIONS</b>		<b>6,187</b>	<b>10,072</b>	<b>7,937</b>
Profit after taxes from discontinued operations	(Note 18)	-	-	-
<b>PROFIT FOR THE YEAR</b>		<b>6,187</b>	<b>10,072</b>	<b>7,937</b>
Non-controlling interests	(Note 12)	(784 )	95	(161 )
<b>PROFIT FOR THE YEAR ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT</b>		<b>5,403</b>	<b>10,167</b>	<b>7,776</b>
Basic and diluted earnings per share from continuing operations attributable to equity holders of the parent (euros)	(Note 19)	1.20	2.25	1.71

Basic and diluted earnings per share attributable to equity holders of the parent (euros)	(Note 19)	1.20	2.25	1.71
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The accompanying Notes 1 to 24 and Appendices I to VI are an integral part of these consolidated income statements.

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CONSOLIDATED STATEMENT OF COMPREHENSIVE  
INCOME

(MILLIONS OF EUROS)

Year ended December 31

	2011	2010	2009
Profit for the year	6,187	10,072	7,937
<b>Other comprehensive income (loss)</b>			
(Losses) gains on measurement of available-for-sale investments	(13 )	(61 )	638
Reclassification of losses (gains) included in the income statement	3	202	(4 )
Income tax impact	3	(57 )	(105 )
	(7 )	84	529
Losses on hedges	(921 )	(291 )	(794 )
Reclassification of losses (gains) included in the income statement	210	73	(77 )
Income tax impact	217	62	262
	(494 )	(156 )	(609 )
Translation differences	(1,265 )	820	1,982
Actuarial gains (losses) and impact of limit on assets for defined benefit pension plans (Note 15)	(85 )	(94 )	(189 )
Income tax impact	28	35	53
	(57 )	(59 )	(136 )
Share of income (loss) recognized directly in equity of associates and others	58	(84 )	233
Reclassification of (gains) losses included in the income statement	-	-	-
Income tax impact	(9 )	23	2
	49	(61 )	235
<b>Total other comprehensive income (loss)</b>	<b>(1,774 )</b>	<b>628</b>	<b>2,001</b>

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Total comprehensive income recognized in the year	4,413	10,700	9,938
Attributable to:			
Equity holders of the parent	4,002	10,409	9,418
Non-controlling interests	411	291	520
	4,413	10,700	9,938

The accompanying Notes 1 to 24 and Appendices I to VI are an integral part of these consolidated statements of comprehensive income

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CONSO LIDATED Attributable to equity holders of the parent

## STATEMENT OF

## CHANGES IN

## EQUITY

(MILLIONS OF EUROS)

Financial position at December 31,

2010

Profit for the year

Other

comprehensive income (loss)

Total

comprehensive income

Dividends paid (Note 12)

Net movement in treasury shares

Acquisitions and disposals of non-controlling interests and

business combinations

(Note 5)

Other movements

Financial position at December 31,

2011

Financial position at December 31,

2009

Profit for the year

Other

comprehensive income (loss)

Total comprehensive income

Dividends paid (Note 12)

Net movement in treasury shares

Acquisitions and disposals of

Share capital 4,564 460 984 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Share premium 460 460 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Legal reserve 984 984 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Revaluation reserve 141 141 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Treasury shares (1,376) (1,376) 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Retained earnings 19,971 19,971 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Available-for-sale investments 45 45 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Hedges 648 648 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Equity of associated companies (42 ) (42 ) 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Translation differences (943 ) (943 ) 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Non-controlling interests (Note 12) 7,232 7,232 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

Total equity 31,684 31,684 924 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

4,564 460 984 141 (1,376) 19,971 45 648 (42 ) (943 ) 24,452 7,232 31,684

- - - - 5,403 - - - - 5,403 784 6,187

- - - - (52 ) (7 ) (494 ) 49 (897 ) (1,401 ) (373 ) (1,774)

- - - - 5,351 (7 ) (494 ) 49 (897 ) 4,002 411 4,413

- - - - (6,852 ) - - - - (6,852 ) (876 ) (7,728)

- - - - (777 ) - - - - (777 ) - (777)

- - - - 984 - - - - (323 ) 661 (1,200 ) (539)

- - - - (15 ) 371 (206 ) - - - - 150 180 330

4,564 460 984 126 (1,782) 19,248 38 154 7 (2,163) 21,636 5,747 27,383

4,564 460 984 157 (527 ) 16,685 (39 ) 804 19 (1,373) 21,734 2,540 24,274

- - - - 10,167 - - - - 10,167 (95 ) 10,072

- - - - (55 ) 84 (156 ) (61 ) 430 242 386 628

- - - - 10,112 84 (156 ) (61 ) 430 10,409 291 10,700

- - - - (5,872 ) - - - - (5,872 ) (440 ) (6,312)

- - - - (849 ) - - - - (849 ) - (849)

- - - - - - - - - - 4,307 4,307

non-controlling  
interests and  
business  
combinations  
(Note 5)

|  |       |     |     |      |         |         |       |       |       |         |         |       |         |
|--|-------|-----|-----|------|---------|---------|-------|-------|-------|---------|---------|-------|---------|
| Other movements  | -     | -   | -   | (16) | -       | (954)   | -     | -     | -     | -       | (970)   | 534   | (436)   |
| Financial position<br>at December 31,<br>2010                    | 4,564 | 460 | 984 | 141  | (1,376) | 19,971  | 45    | 648   | (42)  | (943)   | 24,452  | 7,232 | 31,684  |
| Financial position<br>at December 31,<br>2008                    | 4,705 | 460 | 984 | 172  | (2,179) | 16,069  | (566) | 1,413 | (216) | (3,611) | 17,231  | 2,331 | 19,562  |
| Profit for the year  | -     | -   | -   | -    | -       | 7,776   | -     | -     | -     | -       | 7,776   | 161   | 7,937   |
| Other<br>comprehensive<br>income (loss)                          | -     | -   | -   | -    | -       | (136)   | 527   | (609) | 235   | 1,625   | 1,642   | 359   | 2,001   |
| Total<br>comprehensive<br>income                                 |       |     |     |      |         | 7,640   | 527   | (609) | 235   | 1,625   | 9,418   | 520   | 9,938   |
| Dividends paid<br>(Note 12)                                      | -     | -   | -   | -    | -       | (4,557) | -     | -     | -     | -       | (4,557) | (295) | (4,852) |
| Hyperinflation<br>restatement to<br>01/01/09 (Note 2)            |       |     |     |      |         |         |       |       |       | 613     | 613     | -     | 613     |
| Net movement in<br>treasury shares                               | -     | -   | -   | -    | (656)   | -       | -     | -     | -     | -       | (656)   | -     | (656)   |
| Acquisitions and<br>disposals of<br>non-controlling<br>interests | -     | -   | -   | -    | -       | -       | -     | -     | -     | -       | -       | (122) | (122)   |
| Capital reduction<br>(Note 12)                                   | (141) | -   | -   | -    | 2,308   | (2,167) | -     | -     | -     | -       | -       | -     | -       |
| Other movements  | -     | -   | -   | (15) | -       | (300)   | -     | -     | -     | -       | (315)   | 106   | (209)   |
| Financial position<br>at December 31,<br>2009                    | 4,564 | 460 | 984 | 157  | (527)   | 16,685  | (39)  | 804   | 19    | (1,373) | 21,734  | 2,540 | 24,274  |

The accompanying Notes 1 to 24 and Appendices I to VI are an integral part of these consolidated statements of changes in equity.

## TELEFÓNICA GROUP

## CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEARS ENDED DECEMBER 31

(MILLIONS OF EUROS)

|   | NOTE      | 2011      | 2010      | 2009      |
|---|-----------|-----------|-----------|-----------|
| Cash flows from operating activities  |           |           |           |           |
| Cash received from customers  |           | 77,222    | 72,867    | 67,358    |
| Cash paid to suppliers and employees  |           | (55,769 ) | (51,561 ) | (46,198 ) |
| Dividends received  |           | 82        | 136       | 100       |
| Net interest and other financial expenses paid                                  |           | (2,093 )  | (2,154 )  | (2,170 )  |
| Taxes paid  |           | (1,959 )  | (2,616 )  | (2,942 )  |
| Net cash from operating activities  | (Note 23) | 17,483    | 16,672    | 16,148    |
| Cash flows from investing activities  |           |           |           |           |
| Proceeds on disposals of property, plant and equipment and intangible assets    |           | 811       | 315       | 242       |
| Payments on investments in property, plant and equipment and intangible assets  |           | (9,085 )  | (8,944 )  | (7,593 )  |
| Proceeds on disposals of companies, net of cash and cash equivalents disposed   |           | 4         | 552       | 34        |
| Payments on investments in companies, net of cash and cash equivalents acquired |           | (2,948 )  | (5,744 )  | (48 )     |
| Proceeds on financial investments not included under cash equivalents           |           | 23        | 173       | 6         |
| Payments made on financial investments not included under cash equivalents      |           | (669 )    | (1,599 )  | (1,411 )  |
| Payments from cash surpluses not included under cash equivalents                |           | (646 )    | (621 )    | (548 )    |
| Government grants received  |           | 13        | 7         | 18        |
| Net cash used in investing activities   | (Note 23) | (12,497 ) | (15,861 ) | (9,300 )  |
| Cash flows from financing activities  |           |           |           |           |
| Dividends paid  | (Note 12) | (7,567 )  | (6,249 )  | (4,838 )  |
| Transactions with equity holders  |           | (399 )    | (883 )    | (947 )    |
| Proceeds on issue of debentures and bonds                                       | (Note 13) | 4,582     | 6,131     | 8,617     |
| Proceeds on loans, borrowings and promissory notes                              |           | 4,387     | 9,189     | 2,330     |
| Cancellation of debentures and bonds  | (Note 13) | (3,235 )  | (5,482 )  | (1,949 )  |
| Repayments of loans, borrowings and promissory notes                            |           | (2,680 )  | (7,954 )  | (5,494 )  |
| Net cash used in financing activities   | (Note 23) | (4,912 )  | (5,248 )  | (2,281 )  |



|   |           |          |       |       |
|---|-----------|----------|-------|-------|
| Effect of foreign exchange rate changes on collections and payments                         | (169 )    | (463 )   | 269   |       |
| Effect of changes in consolidation methods  | 10        | 7        | -     |       |
| Net (decrease) increase in cash and cash equivalents during the year                        | (85 )     | (4,893 ) | 4,836 |       |
| CASH AND CASH EQUIVALENTS AT JANUARY 1  | 4,220     | 9,113    | 4,277 |       |
| CASH AND CASH EQUIVALENTS AT DECEMBER 31  | (Note 13) | 4,135    | 4,220 | 9,113 |
| <b>RECONCILIATION OF CASH AND CASH EQUIVALENTS WITH THE STATEMENT OF FINANCIAL POSITION</b> |           |          |       |       |
| BALANCE AT JANUARY 1  | 4,220     | 9,113    | 4,277 |       |
| Cash on hand and at banks   | 3,226     | 3,830    | 3,236 |       |
| Other cash equivalents  | 994       | 5,283    | 1,041 |       |
| BALANCE AT DECEMBER 31  | (Note 13) | 4,135    | 4,220 | 9,113 |
| Cash on hand and at banks   | 3,411     | 3,226    | 3,830 |       |
| Other cash equivalents  | 724       | 994      | 5,283 |       |

The accompanying Notes 1 to 24 and Appendices I to VI are an integral part of these consolidated statements of cash flow.

**TELEFÓNICA, S.A. AND SUBSIDIARIES COMPOSING THE TELEFÓNICA GROUP**

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONSOLIDATED ANNUAL ACCOUNTS)  
FOR THE YEAR ENDED DECEMBER 31, 2011**

(1) **BACKGROUND AND GENERAL INFORMATION**

**Telefónica Group organizational structure**

Telefónica, S.A. and its subsidiaries and investees (the “Telefónica Group” or “the Group”) make up an integrated group of companies operating mainly in the telecommunications, media and contact center industries.

The parent company of the Group is Telefónica, S.A. (“Telefónica” or “the Company”), a public limited company incorporated on April 19, 1924 for an indefinite period. Its registered office is at calle Gran Vía 28, Madrid (Spain).

Appendix V lists the subsidiaries, associates and investees in which the Telefónica Group has direct or indirect holdings, their corporate purpose, country, functional currency, share capital, the Telefónica Group’s effective shareholding and their method of consolidation.

**Corporate structure of the Group**

Telefónica’s basic corporate purpose, pursuant to Article 4 of its Bylaws, is the provision of all manner of public or private telecommunications services, including ancillary or complementary telecommunications services or related services. All the business activities that constitute this stated corporate purpose may be performed either in Spain or abroad and wholly or partially by the Company, either through shareholdings or equity interests in other companies or legal entities with an identical or a similar corporate purpose.

In 2011, the Telefónica Group followed a regional, integrated management model based on three business areas by geographical market and integrated wireline and wireless businesses in Spain, Latin America and the rest of Europe.

On September 5, 2011, the Executive Committee of Telefónica’s Board of Directors approved a new organizational structure with the aim of reinforcing its growth story, actively participating in the digital world and capturing the most of the opportunities afforded by its global scale and industrial alliances. More detailed information on the activities carried out by the Group is provided in Note 4. The business activities carried out by most of the Telefónica Group companies are regulated by broad ranging legislation, pursuant to which permits, concessions or licenses must be obtained in certain circumstances to provide the various services.

In addition, certain wireline and wireless telephony services are provided under regulated rate and price systems.

(2) **BASIS OF PRESENTATION OF THE CONSOLIDATED FINANCIAL STATEMENTS**

The accompanying consolidated financial statements were prepared from the accounting records of Telefónica, S.A. and of each of the companies comprising the Telefónica Group, whose individual

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financial statements were prepared in accordance with the generally accepted accounting principles prevailing in the various countries in which they are located, and for purposes of these consolidated financial statements are presented in accordance with International Financial Reporting Standards (IFRS) as issued by the International Accounting Standards Board (IASB), which for the purposes of the Telefónica Group are not different from those adopted by the European Union, to give a true and fair view of the consolidated equity and financial position at December 31, 2011, and of the consolidated results of operations, changes in consolidated equity and the consolidated cash flows obtained and used in the year then ended. The figures in these consolidated financial statements are expressed in millions of euros, unless otherwise indicated, and therefore may be rounded. The euro is the Group's reporting currency.

The accompanying consolidated financial statements for the year ended December 31, 2011 were prepared by the Company's Board of Directors at its meeting on February 22, 2012 for submission for approval at the General Shareholders' Meeting, which is expected to occur without modification.

Note 3 contains a detailed description of the most significant accounting policies used to prepare these consolidated financial statements.

For comparative purposes, the accompanying financial statements for 2011 include the consolidated statement of financial position at December 31, 2010 and the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows and the notes thereto for the year ended December 31, 2010 and 2009.

#### Comparative information and main changes in the consolidation scope

The main events and changes in the consolidation scope affecting comparability of the consolidated information for 2011 and 2010 (see Appendix I for a more detailed explanation of the changes in consolidation scope in 2010 and the main transactions in 2009) are as follows:

2011

a) Extension of the strategic partnership agreement with China Unicom

Expanding on the existing strategic partnership, on January 23, 2011, Telefónica, S.A. and China Unicom (Hong Kong) Limited ("China Unicom") signed an extension to their Strategic Partnership Agreement, in which both companies agreed to strengthen and deepen their strategic cooperation in certain business areas, and committed to investing the equivalent of 500 million US dollars in ordinary shares of the other party. Telefónica acquired through its subsidiary Telefónica Internacional, S.A.U. 282,063,000 ordinary shares of China Unicom from third parties for 358 million euros.

Subsequent to the execution of this transaction, Telefónica, through Telefónica Internacional, S.A.U., has a shareholding of approximately 9.57% of the voting shares of China Unicom.

China Unicom completed the acquisition of Telefónica shares on January 28, 2011, giving it ownership of 1.37% of the Company's capital.



In recognition of China Unicom's stake in Telefónica, approval was given at Telefónica's General Shareholders' Meeting for the appointment of a board member named by China Unicom, in accordance with prevailing legislation and the Company's Bylaws.

b) Corporate structure in Brazil

On March 25, 2011 the Boards of Directors of each of the subsidiaries controlled by Telefónica, Vivo Participações and Telesp, approved the terms and conditions of a merger and restructuring process whereby all shares of Vivo Participações that were not owned by Telesp were exchanged for Telesp shares, at a rate of 1.55 new Telesp shares for each Vivo Participações share. These shares then became the property of Telesp, whereby Vivo Participações then became a wholly owned subsidiary of Telesp. The restructuring process was approved by the shareholders of Vivo Participações at the Extraordinary General Shareholders' Meeting held on April 27, 2011 and by the shareholders of Telesp at the Extraordinary General Shareholders' Meeting held on the same date, following authorization by Anatel the Brazilian telecommunications regulator.

Once the shares were exchanged, the Telefónica Group became the owner of 73.9% of Telesp which, in turn, has 100% ownership of the shares of Vivo, S.A. The impact on equity attributable to equity holders of the parent arising from this transaction was an increase of 661 million euros (an increase of 984 million euros in "Retained earnings" offset by the impact of translation differences), against net equity attributable to non-controlling interests.

On June 14, 2011, the respective Boards of Directors of Vivo Participações and Telesp approved a restructuring plan whose objective is to simplify the corporate structure of both companies and foster their integration, eliminating Vivo Participações from the corporate chain through the incorporation of its total equity into Telesp, and concentrating all mobile telephony activities in Vivo, S.A. (now a direct subsidiary of Telesp).

The transaction was also subject to authorization from the Brazilian telecommunications regulator and was approved at the General Shareholders' Meetings of both companies on October 3, 2011. The company emerging from the merger changed its name of incorporation to Telefónica Brasil, S.A.

As a result of the merger of the Brazilian companies Telesp and Vivo Participações in October 2011, the tax value of certain assets identified in the purchase price allocation changes, among them licenses, as they become tax deductible under Brazilian tax regulation. The change in the tax value of the licenses requires the reversal of the deferred tax liability recognized in the prior purchase price allocation, resulting in an impact to "Corporate income tax" in the accompanying consolidated income statement in the amount of 1,288 million euros (952 million euros in profit attributable to equity holders of the parent company) (Note 17).

c) Redundancy plan in Spain

On July 7, 2011, Telefónica de España, S.A.U. agreed with workers' representatives a collective redundancy procedure for the period from 2011 to 2013 for up to a maximum of 6,500 employees, through voluntary, universal and non-discriminatory programs. The "Redundancy Plan" was approved by employment authorities on July 14, 2011.

The Group has recognized the cost of the 2011 Redundancy Plan, per Company estimates, under "Personnel expenses" in the accompanying consolidated income statement in an amount of 2,671 million euros (see Note 15).

2010

a) Acquisition of 50% of Brasilcel, N.V.

On July 28, 2010, Telefónica, S.A. and Portugal Telecom, SGPS, S.A. ("Portugal Telecom") signed an agreement for the acquisition by Telefónica, S.A. of 50% of the share capital of Brasilcel, N.V. ("Brasilcel") owned by Portugal Telecom. (Brasilcel owned approximately 60% of Vivo Participações, S.A.). This transaction was completed on September 27, 2010, terminating the joint venture agreements entered into by Telefónica and Portugal Telecom in 2002.

Vivo Participações, S.A. was changed from the proportionate to full consolidation method within the scope of consolidation as of the transaction completion date.

On December 21, 2010, the merger between Telefónica and Brasilcel was registered in the Madrid Mercantile Register, with the Company becoming a direct shareholder of the Brazilian consolidated group Vivo, with 59.6% of its capital stock.

Pursuant to Brazilian legislation, on October 26, 2010, Telefónica, S.A. announced a tender offer for the voting shares of Vivo Participações, S.A. ("Vivo Participações") held by non-controlling interests representing approximately 3.8% of its capital stock. This offer was approved by the Brazilian market regulator (C.V.M.) on February 11, 2011 and, after its execution, Telefónica acquired an additional 2.7% of the Brazilian company's capital stock, for a total of 62.3%.

Additionally, in accordance with IFRS 3 (see Note 3.c), the Telefónica Group remeasured the previously held 50% investment in Brasilcel, generating a capital gain of 3,797 million euros, recognized under "Other income" in the accompanying consolidated income statement for 2010 (Note 19).

The main impacts of this transaction are explained in Note 5.

b) Acquisition of HanseNet Telekommunikation GmbH

On December 3, 2009, Telefónica's subsidiary in Germany, Telefónica Deutschland GmbH ("Telefónica Deutschland"), signed an agreement to acquire all of the shares of German company HanseNet Telekommunikation GmbH ("HanseNet"). The transaction was completed on February 16, 2010, the date on which the Telefónica Group completed the acquisition of 100% of the shares of HanseNet. The amount initially paid out was approximately 913 million euros, which included 638 million euros of refinanced debt, and





an acquisition cost in the amount of 275 million euros, which was ultimately reduced by 40 million euros upon completion of the transaction (Note 5).

This company has been included in the Telefónica Group's consolidation scope under the full consolidation method.

c) Devaluation of the Venezuelan Bolívar

Regarding the devaluation of the Venezuelan Bolívar on January 8, 2010, the two main factors to consider with respect to the Telefónica Group's 2010 financial statements were:

- The decrease in the Telefónica Group's net assets in Venezuela as a result of the new exchange rate, with a balancing entry in translation differences under equity of the Group, generating an effect of approximately 1,810 million euros at the date of devaluation.
- The translation of results and cash flows from Venezuela at the new devalued closing exchange rate.

(3) ACCOUNTING POLICIES

The principal accounting policies used in preparing the accompanying consolidated financial statements are as follows:

a) Translation methodology

The financial statements of the Group's foreign subsidiaries were translated to euros at the year-end exchange rates, except for:

1. Capital and reserves, which were translated at historical exchange rates.
2. Income statements, which were translated at the average exchange rates for the year.
3. Statements of cash flow, which were translated at the average exchange rate for the year.

Goodwill and statement of financial position items remeasured to fair value when a stake is acquired in a foreign operation are recognized as assets and liabilities of the company acquired and therefore translated at the closing exchange rate.

The exchange rate differences arising from the application of this method are included in "Translation differences" under "Equity attributable to equity holders of the parent" in the accompanying consolidated statements of financial position, net of the portion of said differences attributable to non-controlling interests, which is shown under "Non-controlling interests." When the Company loses control of a foreign subsidiary, either through total or partial sale or dilution of its interest, the entire cumulative translation difference since January 1, 2004 (the IFRS transition date) applicable to such operation is recognized in income together with any gain or loss from the loss of control. Transactions in the stock of subsidiaries that do not result in loss of control are recognized within equity, with a reallocation of the related cumulative translation difference. All other transactions resulting in the total or partial sale of the Company's interest in an entity not controlled by the Company will result in a proportionate recognition of the related cumulative translation difference in income.

The financial statements of Group companies whose functional currency is the currency of a hyperinflationary economy are adjusted for inflation in accordance with the procedure

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described in the following paragraph prior to their translation to euros. Once restated, all items of the financial statements are converted to euros using the closing exchange rate. Amounts shown for prior years for comparative purposes are not modified.

To determine the existence of hyperinflation, the Group assesses the qualitative characteristics of the economic environment of the country, such as the trends in inflation rates over the previous three years. The financial statements of companies whose functional currency is the currency of a hyperinflationary economy are adjusted to reflect the changes in purchasing power of the local currency, such that all items in the statement of financial position not expressed in current terms (non-monetary items) are restated by applying a general price index at the financial statement closing date, and all income and expense, profit and loss are restated monthly by applying appropriate adjustment factors. The difference between initial and adjusted amounts is taken to profit or loss.

In that regard, as indicated in Note 2, Venezuela has been classified as a hyperinflationary economy in 2011 and 2010. The inflation rates used to prepare the restated financial information are those published by the Central Bank of Venezuela. On an annual basis, these rates are 27.59% and 27.18% for 2011 and 2010, respectively.

b) Foreign currency transactions

Monetary transactions denominated in foreign currencies are translated to euros at the exchange rates prevailing on the transaction date, and are adjusted at year end to the exchange rates then prevailing.

All realized and unrealized exchange gains or losses are taken to the income statement for the year, with the exception of gains or losses arising from specific-purpose financing of investments in foreign investees designated as hedges of foreign currency risk to which these investments are exposed (see Note 3 i), and exchange gains or losses on intra-group loans considered part of the net investment in a foreign operation, which are included under "Other comprehensive income."

c)

### Goodwill

- For acquisitions occurring from January 1, 2010, the effective date of Revised IFRS 3, Business combinations, goodwill represents the excess of acquisition cost over the fair values of identifiable assets acquired and liabilities assumed at the acquisition date. Cost of acquisition is the sum of the fair value of consideration delivered and the value attributed to existing non-controlling interests. For each business combination, the company determines the value of non-controlling interests at either their fair value or their proportional part of the net identifiable assets acquired. After initial measurement, goodwill is carried at cost, less any accumulated impairment losses. Whenever an equity interest is held in the acquiree prior to the business combination (business combinations achieved in stages), the carrying value of such previously held equity interest is remeasured at its acquisition-date fair value and the resulting gain or loss, if any, is recognized in profit or loss.
- For acquisitions after January 1, 2004, the IFRS transition date, and prior to January 1, 2010, the effective date of Revised IFRS 3, Business combinations, goodwill represents the excess of the acquisition cost over the acquirer's interest, at the acquisition date, in the fair values of identifiable assets, liabilities and contingent liabilities acquired from a subsidiary or joint venture. After initial measurement, goodwill is carried at cost, less any accumulated impairment losses.
- In the transition to IFRS, Telefónica availed itself of the exemption allowing it not to restate business combinations taking place before January 1, 2004. As a result, the accompanying consolidated statements of financial position include goodwill net of amortization deducted until December 31, 2003, arising before the IFRS transition date, from the positive consolidation difference between the amounts paid to acquire shares of consolidated subsidiaries, and their carrying amounts plus increases in the fair value of assets and liabilities recognized in equity.

In all cases, goodwill is recognized as an asset denominated in the currency of the company acquired.

Goodwill is tested for impairment annually or more frequently if there are certain events or changes indicating the possibility that the carrying amount may not be fully recoverable.

The potential impairment loss is determined by assessing the recoverable amount of the cash generating unit (or group of cash-generating units) to which the goodwill relates when originated. If this recoverable amount is less than the carrying amount, an irreversible impairment loss is recognized in income (see Note 3 f).