



NOTA DE PRENSA

Movistar launches miMovistar, a customizable and flexible offer that allows customers to design their own product

- **miMovistar will have a web configurator to make it easier for users to sign up and adapt its products to their needs.**
- **This configurator will initially add services such as health, gaming and home security to connectivity and television, and will later add others such as energy or finance.**
- **It includes, free of charge, smartphones and other technological devices, as well as elements that will improve speed, coverage or digital security.**

Madrid, May 4, 2022 - Movistar today has presented miMovistar, its new global portfolio for the general public through which customers will be able to choose the products and services they need in a simple, customizable and flexible way.

The proposal is the natural evolution of Movistar Fusión, Movistar's benchmark product over the last ten years, which paved the way for integrated offers with a single bill and set the pace for the Spanish market.

myMovistar was born with the ambition of becoming an ecosystem where customers can build and manage everything they need for their lives, with different territories such as: myConnectivity, myEntertainment, myFinances, myHome or myWellness.

The portfolio, which is always modular, starts with connectivity (Internet, voice and data), to which, if the customer wishes, modules can be added to include a television content offer and value-added services such as, initially, health, gaming and security, to build the most complete and adapted formula that the customer wants.

With this new move, Movistar responds to the needs derived from the transformation of the market and a consumer who demands flexibility and personalization, both in connectivity services and in content or services relevant to his life, being able to control costs.

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Emilio Gayo, president of Telefónica España, points out that "10 years ago we launched a proposal that integrated the communication and content services demanded by the market and which became the leading format in the communications offer. And we designed it after listening intensively to our customers. Since then, the market has changed and we have adapted to it, and we continue to do so today".

Gayo adds that "we continue to deepen our strategy of diversification of the offer and a commercial strategy that responds to current customer demands, offering them a value proposition that gives them the power to choose and make their lives easier and better".

Thus, for greater customer sovereignty, the customer will have a web configurator where he can, at any time, organize his products and services, designing the offer of his choice and analyzing the costs of his bill. For the customer's convenience, it will compare and recommend packages based on their profile, usage and prerequisites.

Any of the miMovistar configurations selected by the customer will include at no additional cost, among other services, the new Smart Wifi router, which automatically creates two networks, one with maximum speed and the other with maximum coverage; Conexión Segura, an antivirus that blocks malware threats, phishing and fraudulent websites automatically and without the need for installation; or unlimited storage in Movistar Cloud, which allows you to save all your photos, documents and files.

In addition, any of the miMovistar connectivity options will also include a device at no cost to the customer, whose catalog will depend on their choice and will include, in addition to smartphones, smart TVs, tablets, laptops or smart watches.

The company will integrate in the future more services within the miMovistar ecosystem, such as Movistar Car/Moto, Movistar Money, Home Insurance, Energy, as well as additional connectivity options.

miMovistar is aimed at all current and new customers who want to build a configuration tailored to their needs. Existing Fusión customers can choose to continue with their current tariff or switch to miMovistar and adapt it to what they choose.

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miMovistar

1 Conectividad

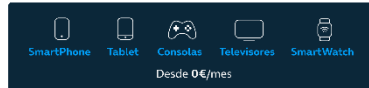
Movistar Max* Fibra 300 Mb + línea móvil 30GB 54,90 €/mes <small>Incluye línea 0 €/mes y 5 GB</small>	Movistar ilimitado Fibra 1 Gb + línea móvil ilimitada 69,90 €/mes <small>Incluye línea 0 €/mes y 5 GB</small>	Movistar ilimitadox2 Fibra 1 Gb + 2 líneas móviles ilimitadas 84,90 €/mes	Líneas móviles adicionales	Línea L · 8 GB de datos al mes. · Llamadas ilimitadas. 7,90 €/mes	Línea XL · 30 GB de datos al mes. · Llamadas y SMS ilimitados. 14,90 €/mes	Línea Infinita · Datos ilimitados. · Llamadas y SMS ilimitados. 19,90 €/mes
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Incluyen: Dispositivo a 0 euros | Movistar + Inicia (#0, #Vamos y TDT) | Desco UHD | Conexión Segura | Movistar Cloud

2 Movistar Plus+

Movistar + Esencial · Cine · Series · 80 canales temáticos 10 €/mes	Todo el Fútbol · Fútbol · Liga de Campeones · LaLiga 43 €/mes	Champions League 20 €/mes LaLiga 30 €/mes	Ficción · Cine · Disney+ · Series 15 €/mes	Ficción con Netflix · Cine · Disney+ · Series · Netflix X2 25 €/mes	Deportes · Deportes · DAZN · Golf 18 €/mes	Canales a la carta · Playboy · Toros · Caza y Pesca · Mezzo
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3 Dispositivos



4 Servicios

Movistar Prosegur Alarmas · 39,90 €/mes · 49,90 €/mes (Avanzado) · 62,00 €/mes (Avanzado Ext.)	Movistar Salud · 6,95 €/mes (Personal) · 10,95 €/mes (Familiar)	Internet Segunda Residencia · 21,99 €/mes (Max) · 15,00 €/mes (Ilimitado)	Internet Segunda Residencia Plus · 36,99 €/mes (Max) · 30,00 €/mes (Ilimitado)	Xbox Game Pass Ultimate · 12,99 €/mes
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* Movistar Max en Zona Regulada no incluye dispositivo a 0€.

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