



## PRESS RELEASE NOTA DE PRENSA

### CORPORATE HOME EXCHANGE SIGNS AN AGREEMENT WITH TELEFÓNICA TO LAUNCH A HOME EXCHANGE PLATFORM FOR ALL THEIR EMPLOYEES

Telefónica and Corporate Home Exchange have concluded a partnership agreement to provide its employees the opportunity to exchange their homes within a safe company network consisting of over 140,000 employees from worldwide offices.

Telefónica Group operates in 25 different countries located in Europe and Latin America regions. The company's global presence attracts listings from diverse destinations and provides employees with a wide selection for possible exchanges.

- **Telefónica Europe**

Offices in Germany, Slovakia, Spain, Ireland, United Kingdom and Czech Republic.

- **Telefónica Latin America**

Offices in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panama, Peru, Uruguay and Venezuela.

- **Telefónica Digital**

Headquartered in London with regional centers in Silicon Valley, Sao Paulo, Madrid, Barcelona and Tel Aviv.

- **Partnerships**

Telefónica operates in China and Italy, through shares in the capital of China Unicom and Telecom Italia.

Corporate Home Exchange is the subsidiary of Homeforswap.com, the fastest growing home exchange community in Europe. Homeforswap has experienced 90% growth in 2012. This year we have seen the combination of a growing collaborative consumption economy and the boom in the home exchange industry worldwide, Telefónica offers a home exchange service through its customized platform with exclusive access for employees.

An analysis of home swapping at the public and corporate level:

- Homeforswap.com reaches 75% growth in international expansion. In just one year, thousands of families in 125 countries have joined the home exchange trend.
- Nearly 36% of people who rent vacation homes are shifting to home exchanges.
- 54% of all members of Homeforswap.com live and exchange their home in Europe, the continent leads the way for the highest rate of participation.
- South America and Asia are showing promising results. Despite being a new concept in both cultures, with globalization and democratization of information, home exchange is becoming accepted in new cities around the world. Telefónica is now offering its employees the chance to visit South America by utilizing the innovative service.

- The most travelled cities for home exchanges during 2012 were San Francisco, London, Paris, Madrid and Berlin. Telefónica has offices located in all of the frequently visited destinations.
- Middle-aged adults are the second highest users of home exchange services, after families with children. The age range of employees within Telefónica aligns with the common user profile providing similar interests and views of the service.

### **Projection for Corporate Home Exchange and Homeforswap.com for 2014:**

Spain, United States, and the United Kingdom are the countries most likely to experience significant growth in the market. A shift in behaviors has led to change in the lifestyle of people. The positive results of 2013 are only the beginning of a revolutionary movement that will bear fruit in 2014.

### **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world according to market capitalization and range of customers. Since its established position, the company has focused its strategy to strengthen its leadership in the digital world.

Present in 25 countries, the company has a client base of almost 316 million people. Telefónica has a strong presence in Europe and Latin America, including major industrial partnerships that form their network on a global scale. Telefónica is a public company with more than 1.5 million direct shareholders. Its capital is currently divided into 4,551,024,586 ordinary shares traded in the Spanish Stock Exchanges, as well as in London, New York, Lima and Buenos Aires.

### **Corporate About Home Exchange and Homeforswap.com**

[Corporate Home Exchange](http://www.corporatehomeexchange.com) ( [www.corporatehomeexchange.com](http://www.corporatehomeexchange.com) ) facilitates the ability to create a customized platform, safe and secure home exchanges between employees of the company, as well as management, customer support and maintenance of the service. A subsidiary of the public online home exchange service, [Homeforswap.com](http://Homeforswap.com), which was launched a few years ago and currently has thirty thousand members in one hundred twenty countries. In early 2013 they released a new version of the public website that included various improvements such as, Google Maps search, private messaging system within the site, and updates and recommendations for matching criteria or preferences.