



PRESS RELEASE

DEVELOR HELPS TO DEVELOP THE CORPORATE CULTURE OF TELEFÓNICA O2.

Prague, 10 September 2009 – Telefónica O2 Czech Republic, a.s., has focused – following its gradual integration of management systems – also on less tangible effects, including its corporate culture. O2 selected DEVELOR, a company which renders comprehensive services in the area of modern training, to become its external partner of the project.

The merger of the two former companies into one obviously resulted into a gradual integration of two strong corporate cultures comprising implemented processes and traditions. Encounters of this type always present a special experience for all participants and they are logically accompanied with certain emotions. Mainly due to the fact that we do not speak of two impersonal companies but more than 8,400 specific people whose everyday behaviour determine the actual appearance of the company, it proves to be essential to deal with the matter of corporate culture.

Therefore, O2 and DEVELOR started a long-term programme featuring the contribution comprising a mutual setup of expectations amongst more than 8,400 people, i.e. all the employees of O2. As regards the development of its staff, O2 had set up four priorities that affect all the individuals and have a positive effect on the company's performance as well as satisfaction of its employees and customers: welcoming of changes, personal responsibility, resolving of problems through cooperation and focus on customers.

The programme is carried out in the form of workshops; a discussion of the participants pertaining to the four target topics serves as the means for achieving the respective objective. Discussions are supported by brief theoretical inputs and team experience-oriented activities and they focus principally on the matters that individual participants may actually change themselves. Discussions are frequently very open and comprise a wide variety of opinions. Each participant specifies his/her specific output in the form of a personal covenant related to a specific alteration.

All the employees of O2 including the top management of the company, for which a special version of workshops focused on the management role in the process of cultural transformation of the company had been created, gradually participate in the programme.

Information about the Companies:

DEVELOR Czech is a leading provider of individual and comprehensive services in the area of modern training, including training, coaching and advisory services. It forms a part of the DEVELOR Group that operates in 11 countries of Central and Eastern Europe. Thanks to the cooperation of all the participating countries DEVELOR manages to develop new, original training methods tested in practice. It has operated on the Czech market since 2000.

Telefónica O2 Czech Republic, a.s. is a leading integrated telecommunication operator on the Czech market and the biggest operator in Central Europe. It currently operates almost eight million mobile and land lines thanks to which it proves to be one of the leading providers of fully convergent services in the world. It operates the most extensive landline and mobile network including 3rd generation networks – the CDMA data network and UMTS network, which allows for transmission of data, voice, picture and video. Furthermore, the company is also a leading provider of ICT services in the Czech Republic.

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