

MASMOVIL Group, first European telecoms operator to become B Corp

- The B Corp standard is bestowed on **companies that meet the highest verified standards of social and environmental impact, governance, public transparency, accountability and sustainability.**
- Grupo MASMOVIL joins the B Corp community, being the **first large telecommunications company in the world and in Europe**, among the more than 4,000 member companies.
- This certificate, which **consolidates MASMOVIL's position as the largest Spanish B Corp company**, reinforces two of its most important values, "**customer first**" and "**sustainability**", which are part of its commitment to providing long-term well-being for society and the planet.
- Grupo MASMOVIL responds to the growing demand from society and its customers to **create social value for all its stakeholders**: employees, suppliers, customers, communities, the environment and shareholders.

Madrid, 20 September 2021. - [Grupo MASMOVIL](#), the leading operator in the growth of the telecommunications market in Spain, today announced that, as part of its strong commitment to making a positive impact on people and the planet, it has become a B Corp company. **This recognition verifies the company's compliance with the highest standards of social and environmental impact, governance, public transparency and legal responsibility.**

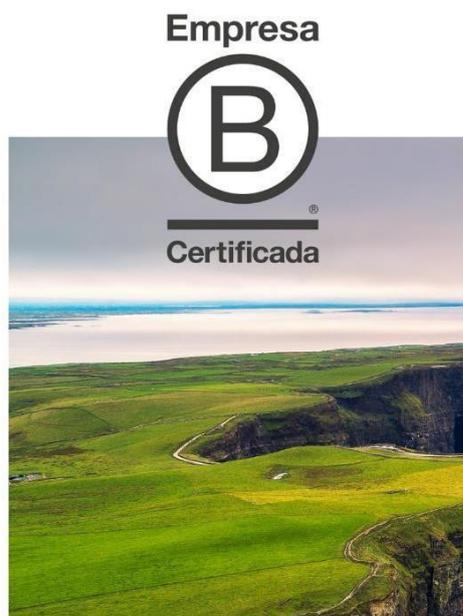
This certification, issued by [B Lab](#) - a non-profit organisation that is transforming the economy to benefit all people and the planet -, turns **MASMOVIL Group into the first major B Corp telecommunications company in the world and in Europe**, among the more than 4,000 international companies that are part of this community.

To become a B Corp, MASMOVIL Group had to comply a rigorous verification by B Lab to ensure that its social purpose of being the Spanish telecommunications company with the greatest positive impact on society is reflected in all its policies aimed at creating social value for all its stakeholders: employees, suppliers, customers, communities, the environment and shareholders.

The companies that form part of the B Corp community, including Danone, ECOALF, Camper and Triodos Bank in Spain, belong to a global movement that encourages businesses to improve the world, transform the economy and contribute to redefining the meaning of business success, based 100% on the well-being of people, communities, and the planet. Thus, B Lab reviews, evaluates and certifies the company's social and environmental commitment and assesses how its business model has a positive impact on its employees, the communities it serves and the environment.

Grupo MASMOVIL is a leader in customer satisfaction indexes, the quality of its network connectivity, being the fastest in Spain, and efficient business management, which has also been an important asset in achieving this certificate.

In addition to being a pioneer in its industry with the purpose of generating positive impact with its activities, **this certification places MASMOVIL the largest B Corp company in Spain.**



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MASMOVIL Group's social commitment

As a company belonging to the B Corp movement, **MASMOVIL has made a legal commitment, through a change in its bylaws, to consider the impact of its decisions on all its stakeholders.** This commitment enables MASMOVIL to safeguard its mission in its business operations and provides the Group with more added value in the evaluation of the investments the Company makes.

The Group has worked for more than a year to complete the process to become a B Corp in record time. This period has allowed the Group to thoroughly detail its performance with regard to the environment, customers, suppliers, employees and governance and to implement improvements and future strategies to exceed the high standards required by [B Lab](#), the organisation that promotes the B Corp movement at a global level.

Thus, in the fight against climate change and the reduction of its environmental footprint, **MASMOVIL has achieved a level of zero net carbon emissions in its operations throughout the Group during 2020** and has become the first telecommunications operator in Europe to achieve a level of zero net carbon emissions.

MASMOVIL has achieved an average annual CO2 reduction of c.70% in the last three years, thus reaching the target of zero net emissions set for 2050 in the Paris Agreement by 2020. Among other reasons, this success has been possible thanks to the use of energy from renewable sources to cover practically 100% of its needs and its ISO 14001 certified Integrated Environmental Management System.

In this line, it also highlights its participation in the "**Ditra Project**", which is aimed at the **efficient management and reduction of polluting gases from road traffic** in cities and whose objective is to improve air quality and the health of citizens.

In addition, ratifying this roadmap and with the aim of growing responsibly, Meinrad Spenger, **CEO of the MASMOVIL Group, formalized, in October 2020, the Group's adherence to the United Nations Global Compact.**

Furthermore, with regard to the situation of employees and their benefits, the MASMOVIL Group has proven to offer a variety of mechanisms to monitor and manage the level of satisfaction and involvement of all the people who work in the Group's companies. **For example, the Employee Happiness Index is constantly measured** and comprehensive benefits such as medical coverage, training and work-life balance measures are offered. Work has also been done to promote diversity, equity and inclusion through a Diversity Plan "Talent Diversity Plan" which sets goals and commitments for improvement that will be managed over the next four years.

In addition, Grupo MASMOVIL has also set out to be an **active actor in the reduction of the digital gap in Spain and works to offer universal access to the Internet by deploying a fibre network and mobile telephony to reach all corners of the country, with a special emphasis on rural areas.**

Likewise, in March 2021, it launched "MASSolidaria", a joint initiative with the third sector to reduce the digital divide by facilitating access to quality internet for disadvantaged families, one of the most important causes of the social gap.

"At MASMOVIL Group we are very committed to our vision and values and how we develop our activities to generate a positive impact on people and the planet. We work every day with the aim of being the operator with the best telecommunications service, while contributing to building a better and more sustainable society," states Meinrad Spenger, CEO of MASMOVIL Group.

Pablo Sanchez, CEO of B Lab Spain explains: *"This is a very special moment for MASMOVIL Group, but also for the B Corp movement in Spain. It is a real milestone that a company as relevant and prominent as MASMOVIL joins this growing community of business leaders who act as real generators of solutions to our main social and environmental challenges. We give you a great and warm welcome and a special recognition for being the first telecommunications company in Spain and Europe. We are witnesses to the effort, work and commitment that MASMOVIL has put into becoming a B Corp, which, moreover, has been achieved in record time".*

About MASMOVIL Group

MASMOVIL Group is the fourth largest telecommunications operator in Spain that provides fixed, mobile and broadband Internet services for residential, business and Wholesale, through its main brands: Yoigo, Pepephone, MASMOVIL, Hits Mobile Lebara and Llamaya.

The group relies on a fiber/ADSL network for broadband and 3G and 4G network for mobile telephony. At present covers 23.4 million fiber households and reaches 18 million homes with ADSL. The companies' 4G mobile network covers 98,5% of the Spanish population. The Group has more than 8.9 million customers in Spain at the end of December 2019. MASMOVIL Group has been awarded with the prize "Best fiber operator" by ADSLZone 2019" and the "Best fiber operator" by the website El Grupo Informático. In addition, it has been named "Revelation Company" in the Business Awards of the Vocento Group and it is the Spanish mobile operator best valued by its customers by "The Stiga Customer Experience Index 2019 (ISCX)". Additionally, it is the operator with the fastest fiber network in Spain according to a study during 2019 by the company, nPerf

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