

Telefónica O2 Czech Republic

Quality Policy

As a company, Telefónica O2 Czech Republic, a.s., is aware of the important role that quality plays in today's market environment; and, as part of its vision and strategies, the company therefore practices principles, which focus on constant improvement to the quality of the products offered by the company, with the objective of achieving the maximum level of customer satisfaction and loyalty.

Focus on the Customer

The most important prerequisite for the continuing success of our business is the satisfaction and loyalty of our existing potential customers. We listen carefully to their needs and expectations; we try to understand them; and, we look to accommodate their needs. We feel responsible for the services and products we offer and try to surprise our customers with our innovative, interesting and practical ideas.

Focus on Results

By actively anticipating the needs and expectations of our customers, shareholders, employees and other involved parties, we create an environment for both short-term and long-term setting, implementation and reviewing of our policies, strategies and objectives, in a way that benefits all of those involved.

Management and Stability of Our Plans and Objectives

Our senior management supports and motivates our other employees in an effort to improve the quality of the products that we offer. Based on the careful consideration of all of the information and expertise that are available to them, our senior management initiates changes in our activities, processes and relationships with the involved parties – with the objective of fulfilling our corporate vision and strategies on a long-term basis.

Process and Fact-Based Management

We believe that the key to long-term prosperity, an ability to compete and our being able to increase the value of the company lies in effective management and the ongoing improvement to our processes. Through the systematic monitoring, evaluation and optimization of these processes, we make sure that they maintain the high level of quality, which our customers and partners may rely upon – anywhere and at anytime. We focus on those areas where quality is being created and where it can be improved without the need for unnecessary additional costs.

The Development and Involvement of Our Employees

We support an open communication environment, where we can share our knowledge. We continuously work on the development of our personal and professional creative potential and motivate one another. We are proud of our work and actively pursue our quest for the highest possible level of satisfaction on the part of our customers.

Constant Learning, Innovation and Improvement

We always search for new options for improvement and flexibly incorporate these into our products, increasing their value. To our customers, we bring the latest technical innovations and cutting-edge technologies in an easy-to-understand and easy-to-use form, which can truly simplify and improve the quality of their lives.

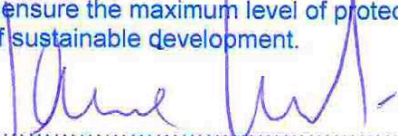
Developing Partnerships

We respect the interests of our shareholders, suppliers and partners. We build long-term solid relationships based on mutual trust, an open approach, respect and solidarity.

Social Responsibility

We actively adopt, implement and improve the concept of social responsibility and business ethics, with the objective of improving the quality of life, local communities and society in general. We work hard to minimize any negative impact on our environment and to ensure the maximum level of protection of our natural resources, in accordance with the requirements of sustainable development.

October 2, 2006, Prague


Jaime Smith, CEO Telefónica O2 Czech Republic, a.s.