

**REPORT ON THE COMPENSATION POLICY OF THE
BOARD OF DIRECTORS OF
TELEFÓNICA, S.A.**

February 2011

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I. INTRODUCTION

As provided in Article 36 of the Regulations of the Board of Directors of Telefónica, S.A. (“**Telefónica**” or the “**Company**”), each year the Board must approve, at the proposal of the Nominating, Compensation and Corporate Governance Committee, a Report on the compensation policy of the Directors of the Company, which must set forth the standards and the basis for determining the compensation system for the Directors for the current year (in this case, for fiscal year 2011). Such Report must also include an overall summary of the compensation system applied during the prior year (i.e., 2010), describing the standards and general principles followed for the establishment and practical application thereof.

Therefore, pursuant to the proposal of the Nominating, Compensation and Corporate Governance Committee, this Report was approved by the Board of Directors of the Company at its meeting held on February 23, 2011. To prepare this document, the Board drew on the advice and cooperation of the Company’s Directorate of Corporate Human Resources, as well as on the assistance of the consulting firm Towers Watson.

This Report will be made available to the shareholders of the Company on the Company’s website (www.telefonica.es/accionistaseinversores) and will be submitted to the shareholders at the Ordinary General Shareholders’ Meeting of the Company.

II. PROCESS FOR THE PREPARATION OF THE COMPENSATION SYSTEM AND POLICY

The compensation system and policy of the Board of Directors of Telefónica and the process to be used in the preparation thereof are established in its By-Laws (Article 28) and in its Regulations of the Board of Directors (Article 35). As provided in the above-mentioned regulations, the Board of Directors, upon the proposal of the Nominating, Compensation and Corporate Governance Committee, determines, within the maximum limit established by the shareholders at the General Shareholders’ Meeting of the Company, the amount that the Directors are to receive for discharging their duties of collective supervision and decision-making inherent in such position. The By-Laws also provide, in addition to and independently of the compensation mentioned above, for the possibility of the shareholders at the General Shareholders’ Meeting resolving to establish compensation systems for the Directors that are linked to the listing price of the shares or that entail the delivery of shares or of options on shares.

The above-mentioned compensation, deriving from membership on the Board of Directors of the Company, is compatible with the other compensation received by the Directors by reason of the executive duties that they perform for the Company or by reason of any other advisory duties that they may perform for the Company, other than those inherent in their status as Directors.

To determine the amount to be paid to the Directors, the Board of Directors endeavors to ensure at all times that the compensation of the Directors is commensurate with the compensation paid at similarly-sized companies carrying on similar business in the market.

For its part, the Nominating, Compensation and Corporate Governance Committee performs an annual review of the Director compensation policy in order to propose to the Board of Directors, if required, the adoption of the resolutions deemed appropriate in connection with this matter.

In determining compensation, the Board of Directors of the Company also takes into account the responsibility and the level of commitment entailed by the role each Director is called upon to play and market requirements, using standards of moderation for such purpose that have been duly verified by the reports provided by professional experts on the matter. In this regard, and in accordance with the principles of action contained in Article 7 of the Regulations of the Board of Directors, the Board carries out its duties in accordance with the corporate interest, meaning the interests of the Company; and in that vein acts to ensure the long-term viability of the Company as a going concern and to maximize its value, while also weighing the various legitimate public or private interests that converge in the performance of all corporate activities.

The important role played by the Nominating, Compensation and Corporate Governance Committee in the determination of the compensation system and policy of the Directors is particularly worthy of mention. Thus, Article 22 of the Regulations of the Board of Directors of the Company provides that it shall fall upon such Committee, among other duties and powers: i) to propose to the Board of Directors, within the framework established in the Bylaws, the compensation of the Directors and to review it periodically to bring it into line with the duties discharged by them; and ii) to propose, within the framework established in the By-Laws, the extent and amount of the financial remuneration, rights and compensation of the Chairman, executive Directors and Senior Managers, including the basic terms of their contracts.

III. DESCRIPTION OF THE BASIC OBJECTIVES OF THE COMPENSATION SYSTEM AND POLICY

As regards the basic objectives of the compensation system and policy of the Directors of Telefónica, a distinction must be made between external Directors (who do not perform any executive duties for the Telefónica Group), and executive Directors, who perform senior management duties or are employees of the Company or its Group.

- External Directors:

As far as external Directors are concerned (i.e., proprietary, independent and other external Directors), the aim of the compensation policy is to adequately compensate the Directors for the dedication provided and the responsibility assumed, seeking to avoid such compensation compromising their independence.

- Executive Directors:

The basic standard underlying Telefónica's compensation policy for executive Directors is to establish compensation packages that will make it possible to attract, retain and motivate the most distinguished professionals, so as to allow the Company to achieve its strategic aims within the ever more competitive and internationalized framework in which it operates.

From this viewpoint, Telefónica's compensation policy seeks to:

- (i) Ensure that the compensation package, in its structure and overall amount, is competitive with that of comparable international entities. In particular, given the size of the Telefónica Group and its multinational scope, the largest European multinational companies are taken as the main point of reference.
- (ii) Provide incentives for the sustained creation of value for the shareholders over time. To that end, the compensation includes significant short, medium and long-term variable components:
 1. Annual variable compensation is linked to the achievement of specific and quantifiable business objectives that are in line with the interests of the Company and have an impact on the creation of value, as well as to the evaluation of individual performance. Objectives are adjusted to the strategic priorities of the business on an annual basis.

2. Medium/long-term compensation is linked to the creation of value for the shareholders.

Taking the foregoing considerations into account, the Company's Board of Directors, upon the prior proposal of the Nominating, Compensation and Corporate Governance Committee, in line with current international corporate governance best practices in the area of executive compensation (which show a growing trend for the compensation of executive Directors other than the Chairman to be basically linked to the performance of their executive duties), has resolved that, beginning in September 2007, members of the Board who are executives of the Company other than the Chairman are to receive only those amounts for the performance of their executive duties that are established in their respective contracts.

IV. STRUCTURE OF DIRECTORS' COMPENSATION

Based on the foregoing, below is a description of the structure established for the current compensation of Directors:

1. Structure of the compensation of Directors due to their status as such

The compensation accruing to Directors for their activities as such is structured, within the framework established by the law and the By-Laws, in accordance with the following standards and items of compensation, within the maximum limit determined for such purpose by the shareholders at a General Shareholders' Meeting, in accordance with the provisions of Article 28 of the By-Laws:

1.1. *Fixed amount*

Directors receive a fixed monthly amount, commensurate with market standards, according to the positions held on the Board and the Committees thereof. It is stated for the record that, as of the date hereof, provision is made for payment of a fixed amount for sitting on the Board of Directors, the Executive Commission and advisory or control Committees, on the terms and conditions described below.

1.2. *Attendance fees*

Directors are entitled to receive specified amounts as attendance fees. Notwithstanding the foregoing, as of the date hereof, the Directors only receive fees for attending the meetings of the advisory or control Committees, as described below.

Currently, the Directors, in their capacity as such, do not receive any compensation as pension or life insurance, nor do they participate in compensation plans linked to the listing price of Telefónica shares, even though such form of compensation is contemplated in the By-Laws of the Company.

In addition, it should be noted that some Directors are members of i) certain boards of some subsidiaries and affiliates of Telefónica, and receive the compensation established by such companies for their directors, and ii) various Territorial Advisory Councils and the Advisory Council of the Corporate University, and receive the compensation established for such duties.

As explained above, since September 2007, members of the Board who are executives of the Company other than the Chairman only receive compensation for the performance of their executive duties, pursuant to the terms of their respective contracts.

2. [Structure of the compensation of executive Directors](#)

The compensation payable to executive Directors for the performance of executive duties for the Company is structured as follows:

2.1. *Fixed compensation*

This part of the compensation is determined according to the competitive level in the market taken as a reference, and the individual contribution of the executive Director.

2.2. *Variable short-term (annual) compensation*

A significant portion of the compensation of Directors performing executive duties for the Company is variable, in order to strengthen their commitment to Telefónica and motivate their performance. The parameters normally used as a reference for variable annual incentives are:

- Compliance with and achievement of the objectives established at the Group level.
- Evaluation of individual performance, according to the duties and objectives established for each executive.
- The review and weighting of other elements and qualitative circumstances linked to the performance of the duties and the individual powers of each position.

2.3. Variable medium- and long-term compensation

The Company also makes provision for the implementation of incentive schemes linked to the achievement of medium or long-term objectives, in order to foster the retention and motivation of executive Directors and alignment with the sustained maximization of the value of Telefónica over time.

These schemes may include the delivery of Telefónica shares or of options thereon or of compensation rights linked to the value thereof. The application of such compensation systems shall be approved by the shareholders at a General Shareholders' Meeting, who shall determine the value of the shares taken as a reference, the number of shares to be delivered to each Director, the exercise price of the option rights, the duration of such compensation system and such other terms as they deem appropriate.

As of the date hereof, there are two variable long-term compensation plan in effect:

- (i) The "Performance Share Plan" approved at the Annual General Shareholders' Meeting of Telefónica held on June 21, 2006, whose basic terms are described in sub-section V.2.2. below, and that in July 2010 entered into its fifth and last cycle, for which purpose the shares for such cycle were allocated.
- (ii) The "Global Employee Share Plan" approved at the Annual General Shareholders' Meeting of Telefónica held on June 23, 2009, an incentive plan for the purchase of Telefónica shares directed towards employees of the Group at the international level (including management personnel as well as the executive Directors of Telefónica). This Plan allows employees to acquire Telefónica shares with the Company's commitment to deliver a certain number of Telefónica shares to participants therein without charge, provided that they meet certain requirements. Employees within the Plan may acquire Telefónica shares by means of monthly contributions of up to 100 euros (or the equivalent thereof in local currency), with a maximum of 1,200 euros over a period of twelve months (purchase period). If an employee remains with the Telefónica Group and holds the shares for another year, from the end of the 12-month Purchase Period (the consolidation period), such employee shall have the right to receive one free share for each share that they have acquired and held through the end of the consolidation period.

Finally, and as indicated above, the Company is currently analyzing the possible commencement of new long-term compensation plans. Pursuant to studies being carried out in this area, the Board of Directors might consider proposing the adoption of appropriate resolutions in this regard at the next Annual General Shareholders' Meeting. If

this occurs, the details, terms and conditions of such possible plans will be reflected in the proposed resolutions that the Board of Directors submits to the shareholders at such General Shareholders' Meetings.

2.4. Benefits

Executive Directors participate, as part of their in-kind compensation, in general health and dental insurance, life insurance and disability insurance plans. They are also participants in pension/retirement plans. These benefits are entirely in line with existing market practices.

In any event, at the end of each fiscal year and depending on the level of compliance with the budget, the Nominating, Compensation and Corporate Governance Committee reviews the situation and, accordingly, proposes to the Board of Directors the compensation solutions for all of the compensation items discussed in this sub-section 2.4 that best fit the new circumstances in each case.

2.5. Basic terms of the contracts of executive Directors: termination, non-competition and exclusivity agreement

The contracts of executive Directors and some of the members of the Company's management team in general provide that they shall be entitled to receive the financial compensation described below in the event of termination of the relationship for a reason attributable to the Company, and in some cases also due to the occurrence of objective circumstances, such as a change of control in the Company. Conversely, if the termination of the relationship occurs because of a breach attributable to the executive Director or manager, or results from his/her own free decision, s/he shall not be entitled to any compensation. However, it should be noted that, in certain cases, the compensation that executive Directors are entitled to receive under their contract does not result from the application of these general standards but from their personal and professional circumstances and the time when the contract was signed. The financial compensation agreed in the event of termination of the relationship, where appropriate, consists of a maximum of three times annual salary and an additional payment according to the director's length of service for the Company. Annual salary amounts consist of the last fixed compensation and the arithmetical mean of the sum of the last two annual variable compensation payments received according to their contract.

As regards the agreement on non-competition and exclusivity, pursuant to the provisions of Section 8.3. of Royal Decree 1,382/85, which governs the employment relationship with senior management, contracts executed with executive Directors include a non-competition agreement that applies following the termination of the contract. Such

agreement provides that, upon termination of such senior management contract and for the term of the agreement, the executive Director may not render services, directly or indirectly, for his own account or on behalf of third parties, personally or through nominees, to Spanish or foreign companies whose business is the same or similar to that of the Telefónica Group.

The above-mentioned agreement not to compete has a duration of one year following the termination of the contract for any reason. There is an exception for events of dismissal that is improper or void without reinstatement as declared by final judicial decision, arbitral award or administrative ruling (without the possibility of appeal), in which case the executive Director shall be released from the agreement not to compete.

The contracts of the executive Directors also prohibit during the term thereof the signing (whether directly or through intermediaries) of other employment, commercial or civil contracts with other companies or entities that engage in activities similar in nature to those of the Telefónica Group.

Their employment relationship continues to be and is declared to be compatible with the holding of other representative and management positions and with other professional situations s/he may attend to at other entities within the Telefónica Group or at any other entities unrelated to the Group, with the express knowledge of the Board of Directors of Telefónica or of the Chairman thereof.

V. DIRECTORS' COMPENSATION

Below is a description of the compensation established and received by the Directors during fiscal year 2010, both as Directors and for the performance of executive duties, where applicable.

1. Compensation of the Directors for their activity as Directors

In fiscal year 2007, the Nominating, Compensation and Corporate Governance Committee, complying with the duties assigned to it and based on updated market information, conducted a review of the standards for distribution of compensation established for the Directors of the Company for their mere status as such, and proposed to the Board of Directors that the fixed annual amount corresponding to the Directors for sitting on the Board of Directors, the Executive Commission and the advisory or control Committees of the Board be reviewed, since until then there had been no change in the amount established in financial year 2004.

Such distribution of compensation, approved by the Company's Board of Directors in 2007, was not modified during 2010 and has remained in effect through the date hereof.

1.1 *Fixed amount*

Accordingly, and pursuant to the resolution adopted by the Board of Directors, set forth below are the amounts established as fixed compensation for sitting on the Board of Directors, the Executive Commission and the advisory or control Committees of Telefónica, which have been in effect since March 2007 and did not undergo any change during fiscal year 2010:

Amounts in euros

Position	Board of Directors	Executive Commission	Advisory or control Committees
Chairman	300,000	100,000	28,000
Vice Chairman	250,000	100,000	-
Member:			
Executive	-	-	-
Proprietary	150,000	100,000	14,000
Independent	150,000	100,000	14,000
Other external	150,000	100,000	14,000

1.2 *Attendance fees*

As mentioned above, the Directors do not receive any kind of fees for attending meetings of the Board of Directors or of the Executive Commission, and only receive the fees established for attending meetings of advisory or control Committees. The amount established for such item is 1,250 euros per meeting.

1.3 *Summary of the total compensation received by the Directors for their activity as Directors in fiscal year 2010*

The table below contains an itemized description of the compensation and benefits received by the Directors of Telefónica in their capacity as members of the Board of Directors of Telefónica during fiscal year 2010:

Directors	Board	Executive Commission	Other Committees of the Board		TOTAL
			Fixed	Fees	
<u>Chairman</u>					
Mr. César Alierta Izuel	300,000	100,000	-	-	400,000
<u>Vice Chairmen</u>					
Mr. Isidro Fainé Casas	250,000	100,000	-	-	350,000
Mr. Vitalino Manuel Nafría Aznar	250,000	-	56,000	26,250	332,250
<u>Members</u>					
Mr. Julio Linares López	-	-	-	-	-
Mr. José María Abril Pérez	150,000	100,000	14,000	3,750	267,750
Mr. José Fernando de Almansa Moreno-Barreda	150,000	-	56,000	26,250	232,250
Mr. José María Álvarez-Pallete López	-	-	-	-	-
Mr. David Arculus	150,000	-	28,000	11,250	189,250
Ms. Eva Castillo Sanz	150,000	-	42,000	23,750	215,750
Mr. Carlos Colomer Casellas	150,000	100,000	56,000	23,750	329,750
Mr. Peter Erskine	150,000	100,000	56,000	36,250	342,250
Mr. Alfonso Ferrari Herrero	150,000	100,000	106,167	48,750	404,917
Mr. Luiz Fernando Furlán	150,000	-	14,000	3,750	167,750
Mr. Gonzalo Hinojosa Fernández de Angulo	150,000	100,000	98,000	51,250	399,250
Mr. Pablo Isla Álvarez de Tejera	150,000	-	84,000	18,750	252,750
Mr. Antonio Massanell Lavilla	150,000	-	70,000	31,250	251,250
Mr. Francisco Javier de Paz Mancho	150,000	100,000	56,000	16,250	322,250
TOTAL	2,600,000	800,000	736,167	321,250	4,457,417

Amounts in euros

In addition, the compensation received by the Directors of Telefónica for membership in the various advisory or control Committees during fiscal year 2010 is specifically set forth below.

Directors	Audit and Control	Nominating, Compensation and Corporate Governance	H.R., Reputation and CR	Regulation	Service Quality and Customer Service	International Affairs	Innovation	Strategy	TOTAL
Mr. César Alierta Izuel	-	-	-	-	-	-	-	-	-
Mr. Isidro Fainé Casas	-	-	-	-	-	-	-	-	-
Mr. Vitalino Manuel Nafría Aznar	26,500	-	16,500	21,500	-	17,750	-	-	82,250
Mr. Julio Linares López	-	-	-	-	-	-	-	-	-
Mr. José María Abril Pérez	-	-	-	-	-	17,750	-	-	17,750
Mr. José Fernando de Almansa Moreno-Barreda	-	-	-	21,500	-	33,000	-	27,750	82,250
Mr. José María Álvarez-Pallete López	-	-	-	-	-	-	-	-	-
Mr. David Arculus	-	-	-	20,250	-	19,000	-	-	39,250
Ms. Eva Castillo Sanz	-	-	-	20,250	17,750	-	-	27,750	65,750
Mr. Carlos Colomer Casellas	-	21,500	-	-	16,500	-	41,750	-	79,750
Mr. Peter Erskine	-	24,000	-	-	-	-	26,500	41,750	92,250
Mr. Alfonso Ferrari Herrero	26,500	38,000	19,000	20,250	17,750	19,000	-	14,417	154,917
Mr. Luiz Fernando Furlán	-	-	-	-	-	17,750	-	-	17,750
Mr. Gonzalo Hinojosa Fernández de Angulo	40,500	24,000	19,000	-	19,000	19,000	-	27,750	149,250
Mr. Pablo Isla Álvarez de Tejera	-	24,000	14,000	35,500	14,000	-	15,250	-	102,750
Mr. Antonio Massanell Lavilla	26,500	-	17,750	-	33,000	-	24,000	-	101,250
Mr. Francisco Javier de Paz Mancho	-	-	33,000	21,500	-	17,750	-	-	72,250
TOTAL	120,000	131,500	119,250	160,750	118,000	161,000	107,500	139,417	1,057,417

Amounts in euros

1.4. *Other amounts received for serving Companies of the Group or for the performance of advisory duties*

It is also noted for record purposes that the compensation received by the Company's Directors for sitting on the boards of directors of other companies of the Telefónica Group came to 1,780,898 euros. In addition, the Company's Directors who participate in the various Territorial Advisory Councils and in the Advisory Council of the Corporate University received a total of 556,250 euros during fiscal year 2010.

2. Compensation of executive Directors

2.1. *Fixed and variable annual compensation*

The following table shows the changes in the fixed and variable annual compensation paid to executive Directors for the performance of their executive duties over the last two financial years:

Amounts in euros (except percentages)

	2010	2009	2010/2009
Variable compensation	8,186,448	8,058,179	1.59%
Fixed compensation	6,356,975	5,947,604	6.88%
Total salary compensation	14,543,423	14,005,783	3.84%
Percentage of total salaries represented by variable compensation	56.29%	57.53%	n/a

(1) *Note: Variable compensation for a particular year corresponds to the compensation paid during such year for the performance and results of the prior fiscal year.*

As regards fiscal year 2011, and as already mentioned, fixed and variable compensation will be determined according to the principles mentioned above, i.e., following standards and parameters that will allow for the loyalty, motivation and commitment of the persons performing executive duties for the Group, and also aligned with achieving the strategic and business objectives established from time to time by the Telefónica Group.

2.2. Share Plans: Performance Share Plan and Global Employee Share Plan.

Performance Share Plan

As mentioned above, as part of the compensation systems established to allow for the retention and loyalty of management talent in the medium and long term, the shareholders at the Ordinary General Shareholders' Meeting of Telefónica held on June 21, 2006, approved the application of a long-term incentive plan for executives and management personnel of Telefónica and of other companies belonging to the Telefónica Group, consisting of the delivery to the participants selected for such purposes, following compliance with the necessary requirements established therein, of a specified number of shares of Telefónica as variable compensation.

The total duration of the plan originally provided for is seven years. The Plan is divided into five cycles, with a duration of three years each, with each cycle beginning on July 1 ("Commencement Date") and ending on June 30 of the third year following the Commencement Date ("Conclusion Date"). The cycles are independent of each other, with the first cycle beginning on July 1, 2006 (with the delivery of shares, if appropriate, starting on July 1, 2009) and the fifth cycle beginning on July 1, 2010 (with the delivery of shares, if appropriate, starting on July 1, 2013).

The delivery of shares is contingent upon:

- Remaining with company for the duration of each three-year cycle, although certain special conditions are established in connection with participants leaving the Company
- The specific number of shares to be delivered at the end of each cycle will depend on the level of achievement and the maximum number of shares allocated to each Manager. The level of achievement is based on the comparison of the Total Shareholder Return (TSR), taking into account both listing price and dividends, of Telefónica shares with the TSR of a group of listed companies of the telecommunications industry which constitutes the Comparison Group (these are the companies making up the FTSE Global Telecoms Index, excluding Telefónica, at the beginning of the cycle). A maximum number of shares is allocated to each employee covered by the plan at the beginning of each cycle, and the specific number of shares that will be delivered to him/her at the end of the cycle is obtained by multiplying such maximum number by the level of achievement as of such date. Such level will be of 100% if Telefónica's TSR equals or exceeds that of the third quartile of the Comparison Group, and of 30% if such TSR equals the mean. If both amounts are the same, a linear interpolation will be made, and if it is lower than the mean, no shares will be delivered.

At the expiration of each cycle, Telefónica will deliver the corresponding shares, the specific number of which will have been determined in accordance with the conditions described above, to all Officers of the Telefónica Group participating in the plan. The part of the cost to be borne by other companies belonging to the Group who are the employers of the affected Officers will be passed on to such companies.

As regards the shares allocated to date under this Plan, the table below shows the maximum number of shares for the third, fourth and fifth and last cycles of the Plan that must be delivered (beginning on July 1, 2011, July 1, 2012 and July 1, 2013) to each of the executive Directors of Telefónica if they comply with the conditions established for such delivery:

	<i>Maximum no. of shares Third Cycle</i>	<i>Maximum no. of shares Fourth Cycle</i>	<i>Maximum no. of shares Fifth Cycle</i>
Mr. César Alierta Izuel	148,818	173,716	170,897
Mr. Julio Linares López	101,466	130,287	128,173
Mr. José María Álvarez-Pallete López	67,644	78,962	77,680

Pursuant to the Plan's schedule, the second cycle thereof was implemented in 2010, during which the Total Shareholder Return (TSR) for Telefónica's shares was greater than the TSR for companies with 75% of the stock capitalization of the Comparison Group, for which reason, in accordance with the general terms of the Plan, there was a delivery to the beneficiaries of this cycle all of the shares previously allocated thereto. The following table sets forth the number of shares delivered to each of Telefónica's executive Directors in implementation of the Plan's second cycle:

	<i>No. of shares delivered First Cycle</i>
Mr. César Alierta Izuel	116.239
Mr. Julio Linares López	57.437
Mr. José María Álvarez-Pallete López	53.204

Global Employee Share Plan.

In addition, as regards the Global Employee Share Plan (*Plan Global de compra de acciones para empleados*) mentioned above, the three executive Directors of Telefónica have decided to participate in this Plan with the maximum contribution, i.e., one hundred euros, for twelve months. Thus, as of the date of preparation of this Report, the three executive Directors had acquired a total of 78 shares under this plan, with such Directors having the right to receive an equivalent number of shares free of charge, provided that, among other things, the shares acquired have been held for the consolidation period (twelve months following the end of the purchase period).

2.3. Benefits

In fiscal year 2006, the establishment of a Management Benefits Plan (Retirement Plan) was approved, in which executive Directors participate, funded solely by the Company, to supplement the current Pension Plan, which involves defined contributions equal to a specified percentage of Managers' fixed compensation, according to their professional levels within the organization of the Telefónica Group (annual regular contribution) and extraordinary contributions depending on the circumstances of each Manager, performed during 2006 and to be received in accordance with the conditions established in such Plan. In connection with the above-mentioned Benefits Plan, the total amount of the ordinary contributions made by Telefónica to the executive Directors during the last two fiscal years is as follows: 1,925,387 euros as of December 31, 2009; and 1,925,387 as of December 31, 2010.

In addition, the executive Directors participate in the general pension plans for the Group employees (hereinafter, the "Pension Plans") and are beneficiaries, as a part of their in-kind compensation (hereinafter, "In-kind compensation"), of life insurance with death or disability coverage and of general medical and dental insurance, in line with the benefits for the other employees of the Telefónica Group. Set forth below is the aggregate compensation received by the executive Directors for each of these items ("Pension Plan Contributions" and "In-kind Compensation") during fiscal years 2010 and 2009:

Amounts in euros

	2010	2009
Pension Plan Contributions	25,444	25,444
In-kind Compensation ⁽¹⁾	117,290	100,051

(1) "In-kind Compensation" includes payments for life insurance and other insurance (general medical insurance and dental coverage).

2.4. *Advisors for preparation of the Report.*

As indicated above, the information and advice of the internal services of the Company and the consulting firm Towers Watson were drawn upon in the preparation of this Report.

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