



MasOrange launches "Advertising": a new advertising platform that connects brands with real users supported by the most advanced technology

- MasOrange Advertising's goal is to connect brands with their audiences in a more efficient and innovative way by leveraging anonymized information from more than 30M customers.
- It allows to reach real and qualified users by segmenting audiences, ensuring companies that they direct their campaigns with the highest precision, thanks to advanced analytics and AI.
- +O Advertising has its own omnichannel technological platform, which allows advertising campaigns to be activated in its own and third-party media, such as social networks or any digital media.
- MasOrange guarantees the strictest compliance with privacy policies by incorporating prior consent and the protection of customers' identity.
- The Group expects Advertising to be a profitable growth path with the potential to generate a value of more than €500M in the medium term.

Madrid, 26 September 2025.– [MasOrange](#) takes another step forward in its diversification strategy by offering services beyond connectivity, with the launch of "Advertising", a new line of business to revolutionise the advertising world by taking advantage of the value of the largest customer base in the Spanish market and the the most innovative technology, incorporating AI and advanced analytics, developed by internal talent from the MasOrange team.

MasOrange Advertising's ambition with this unique initiative in Europe is to become the great alternative to the big Internet giants in the advertising market, with an omnichannel and open proposal, and ensuring total privacy for the customer.

"MasOrange Advertising" provides an effective and innovative solution to make the most of the changes that have taken place in the advertising ecosystem in recent years, helping brands to overcome new challenges to connect with their audiences.

Objective: connect brands with real audiences and relevant information

The goal of this new MasOrange business line is to connect brands with their audiences in a more efficient, personalized and innovative way, taking advantage of the anonymized information of more than 30M customers, the largest and most relevant database in Spain.

In the use of this database, MasOrange guarantees the strictest compliance with privacy policies – incorporating prior consent – and the protection of customers' identity.

The activity of the customers (data from more than 50% of users and households throughout the country) allows MasOrange Advertising to personalise campaigns



based on interests, consumption habits or lifestyle and reach real and qualified users, without bots, allowing companies to address their campaigns in the most effective way depending on the established target.

The new model does not generate spam, nor a greater volume of advertising pressure. It segments better and ensures that the advertiser's campaigns reach the right target, by the right channels, always respecting the anonymity and privacy of the customer.

*"MasOrange Advertising offers an **unprecedented proposition in the European advertising market**, supported by our technological capabilities and the strength of our customer base. With this launch, **we deepen our strategy of diversifying beyond connectivity**, leveraging our assets to occupy a **leading position in a transforming advertising industry**", said Meinrad Spenger, CEO of MasOrange.*

*"We are convinced that this new line of business will be a **profitable growth path for the Group** with the potential to generate a **value of more than 500M euros in the medium term**", said Alberto Galaso, Deputy Chief of New Business at MasOrange.*



Proprietary technology platform, combined with talent, AI and advanced analytics

To achieve this goal in the most efficient way, MasOrange has a **new first-class proprietary technological platform capable of analyzing 24 billion pieces of data in 2 seconds**, which, combined with the **Company's technological talent, the most relevant database in the market, the AI and advanced analytics**, offers **hyper-segmented profiles to advertisers aligned with the interests of each brand**.

"MasOrange Advertising" will manage the activation of its clients' campaigns from start to finish and maximize their performance with programmatic purchase, first-party audiences and continuous analysis with highly relevant insights.

For this, it will rely on an **own inventory of on and off media supported by the omnichannel nature** of its activity and will also connect with **external media and platforms**.

Finally, this technology will provide reach data **to really measure the impact on the audience in a reliable and transparent way**.



During the last months, MasOrange Advertising has carried out pilots with such relevant brands as **Samsung, Loewe, Cetelem, Legalitas, Beta Fiction, ByD, Abanca, Unir and Adams** and together with partners such as JC Decaux with extraordinarily positive results.

[Video presentation MasOrange Advertising](#)

About MasOrange

MasOrange is the largest telecommunications operator in Spain by number of customers, with more than 39 million mobile and broadband lines. In addition, it offers television, insurance, energy, home security, consumer finance, health, cybersecurity and cloud solutions, both for consumer and business customers.

The group operates through 8 national brands (Orange, Yoigo, Jazztel, MASMOVIL, Simyo, Pepephone, Lebara and Lyca) and 5 regional brands (Euskaltel, R, Telecable, Guuk and Embou), with which it covers all the needs of its customers in Spain.

MASORANGE's fibre optic offer reaches 31 million homes, its 4G mobile network covers 99% of the population, and its 5G network reaches more than 90% of the territory and is available in more than 4,000 municipalities throughout the country.

The company aspires to be the operator with the most satisfied customers in the market, consolidate itself as a driver of talent and lead the economy of purpose in Spain, always respecting people and the planet. It also works to make technology accessible to everyone – with a special focus on empty Spain – and develops products and services that improve the customer experience.