Telefónica is the highest-ranked European telco company in Fortune magazine's "The World's Most Admired Companies 2026"

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Telefónica is the top European telecommunications company and third worldwide in the 28th edition of

The World's Most Admired Companies 2026

ranking, compiled by Fortune magazine, which lists the companies with the best corporate reputation.

In this edition, Telefónica stands out in the areas of innovation capacity and global competitiveness, as well as product and service quality.

The ranking covers 51 different sectors and includes a selection of 685 companies in 29 countries, of which only 324, from 22 countries, are included in the final list. This list has been compiled from nearly 3,000 interviews with executives, directors and analysts from around the world.

To determine the most admired companies, starting with 1,500 companies, survey participants evaluate each company on nine key criteria, including social responsibility, long-term investment, product or service quality, efficient use of corporate assets and innovation. Only those whose scores are in the top half of their sector make it into the final ranking.

The result reinforces Telefónica's position as one of the leading companies on the international stage, driven by its commitment to innovation, operational excellence and service quality.

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