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## GOODCORPORATION COMPLETES WORK FOR TELEFÓNICA O2 CZECH REPUBLIC

GoodCorporation has completed its biggest-ever single company assessment, a full-scale audit for Telefónica O2 Czech Republic. One of the largest companies in the Czech Republic, Telefónica O2 has almost 10,000 employees, 3 million fixed line customers and 5 million mobile users.

The company was formed in 2005 when Telefónica acquired and merged Cesky Telekom and Eurotel Praha. GoodCorporation was asked to carry out this assessment to ensure the early establishment of best practice in this key emerging market.

Commenting on the job, Leo Martin, founding director of GoodCorporation said: " It can be a real challenge to apply Corporate Responsibility in emerging markets such as the Czech Republic where the focus is very much on rapid economic growth. It was encouraging to work with Telefónica which was seeking to establish responsible business behaviour in the early stages of its involvement in this major Eastern European country."

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***Note to editors:** GoodCorporation is a privately owned certification business that assesses companies and organisations for best business practice. It was founded in 2000 by a group of former partners and directors of KPMG Consulting who wanted to create a clear and transparent system that would enable companies to assess their business practices in a credible way. It is the only certification business to assess the ethical business practices of a company or organisation, providing an independent accreditation when the Standard has been achieved. It does not sell consultancy on the back of its audits.

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