



RESULTS 4Q24

February 25th, 2025

Telefônica Brasil S.A.
Investor Relations

VIVT
B3 LISTED

VIV
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NYSE

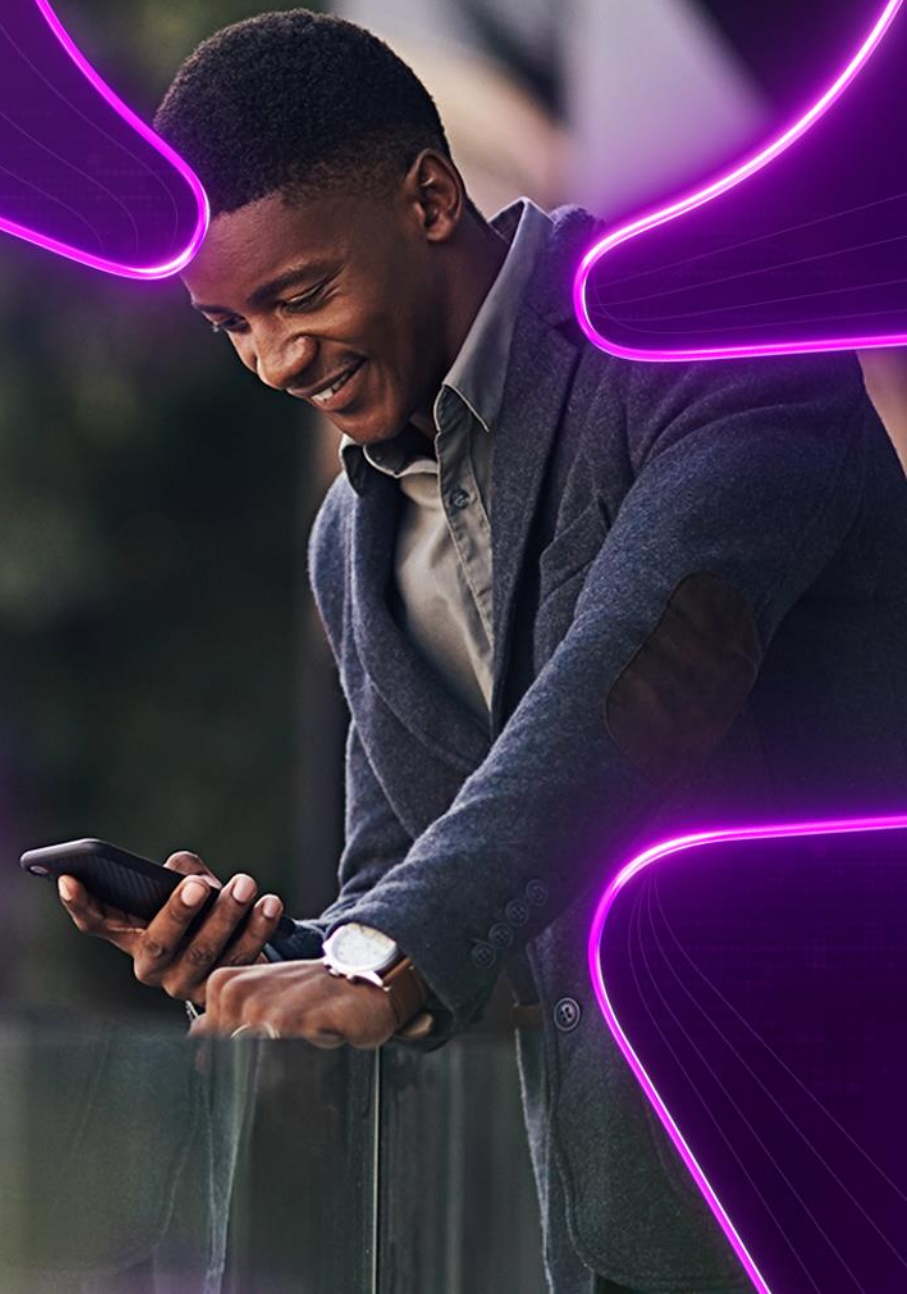
ISEB3 ICO2B3

DISCLAIMER

This presentation may contain forward-looking statements concerning prospects and objectives regarding the capture of synergies, growth of the subscriber base, a breakdown of the various services to be offered and their respective results

Our actual results may differ materially from those contained in such forward-looking statements, due to a variety of factors, including Brazilian political and economic factors, the development of competitive technologies, access to the capital required to achieve those results, and the emergence of strong competition in the markets in which we operate

The exclusive purpose of such statements is to indicate how we intend to expand our business, and they should therefore not be regarded as guarantees of future performance



Strong operating performance, rock-solid cash generation, and profitability drove Vivo's results in 2024

Growth

Profitability

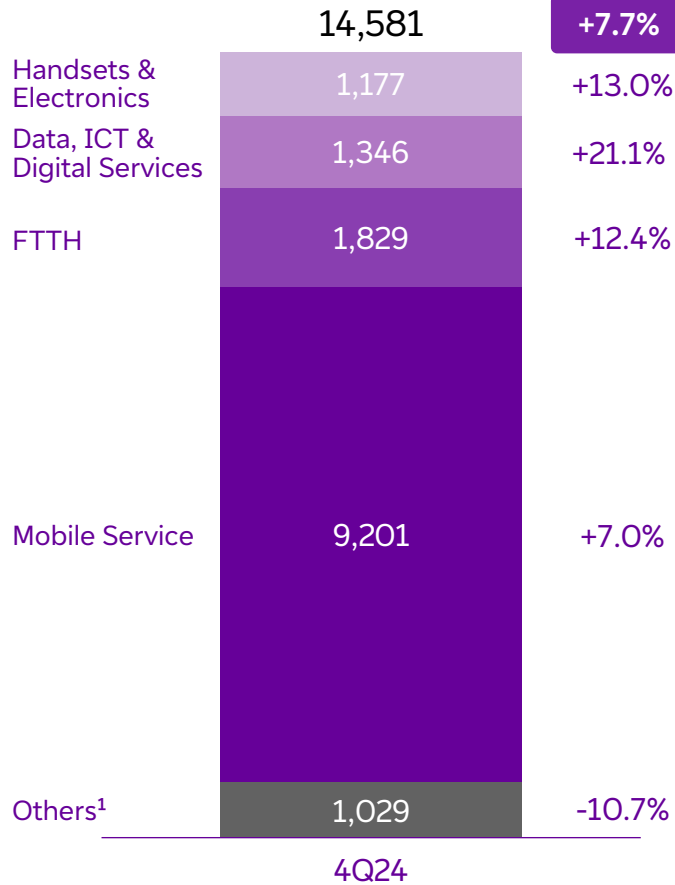
Sustainability

<p>Mobile Postpaid Accesses</p> <p>66.5 mn +7.6% YoY</p> <p>102.3mn Total Mobile Accesses (+3.3% YoY)</p>	<p>Total Revenue 4Q24</p> <p>+7.7 %</p> <p>Mobile Service Revenue +7.0% Fixed Revenue +8.0%</p>	<p>Operating Cash Flow¹ FY2024</p> <p>R\$13.7 bn</p> <p>+11.0% YoY 24.6% of Total Revenues</p>	<p>Net Income² FY2024</p> <p>R\$5.5 bn</p> <p>+10.3% YoY</p>
<p>Fiber Homes Connected</p> <p>7.0 mn +12.7% YoY</p> <p>29.1mn Homes Passed (+11.2% YoY)</p>	<p>EBITDA 4Q24</p> <p>+7.8 %</p> <p>YoY</p>	<p>Free Cash Flow FY2024</p> <p>R\$8.2 bn</p> <p>14.7% of Total Revenues</p>	<p>Shareholder Remuneration</p> <p>R\$5.8 bn</p> <p>+22.1% YoY 105.3% Payout/Net Income</p>

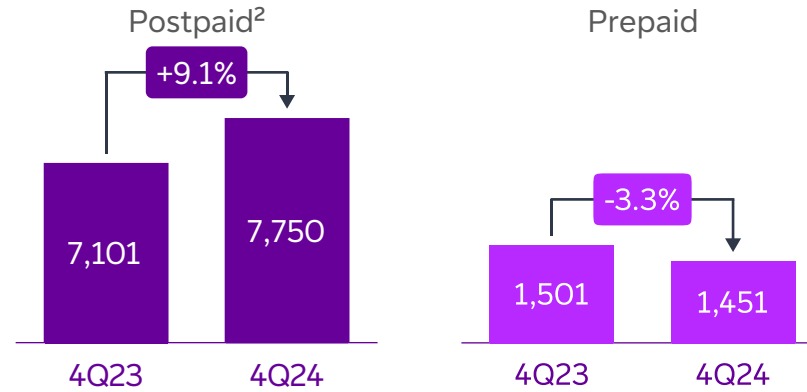
1 – Capex ex-licenses. OpCF after leases amounted to R\$8.6 billion in 2024, up 13.4% YoY with a margin of 15.5% (+0.8p.p. YoY). 2 – Net income attributed to Telefônica Brasil.

The encouraging evolution of new businesses and a shift in revenue mix drive top-line expansion

Total Revenues R\$ million

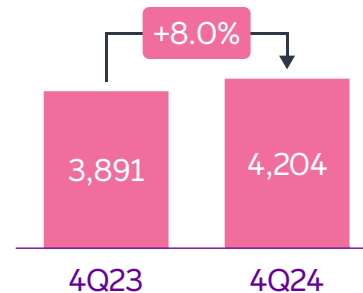


Mobile Service Revenues R\$ million



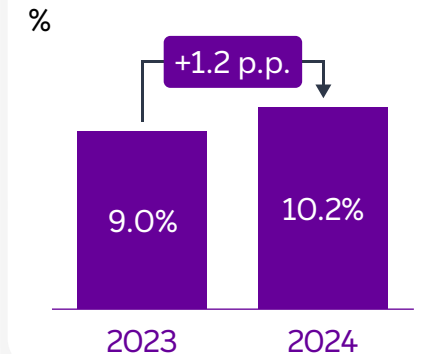
Mobile service revenues continue to benefit from improved customer base profile, as prepaid to postpaid migration remains a key lever

Fixed Revenues R\$ million



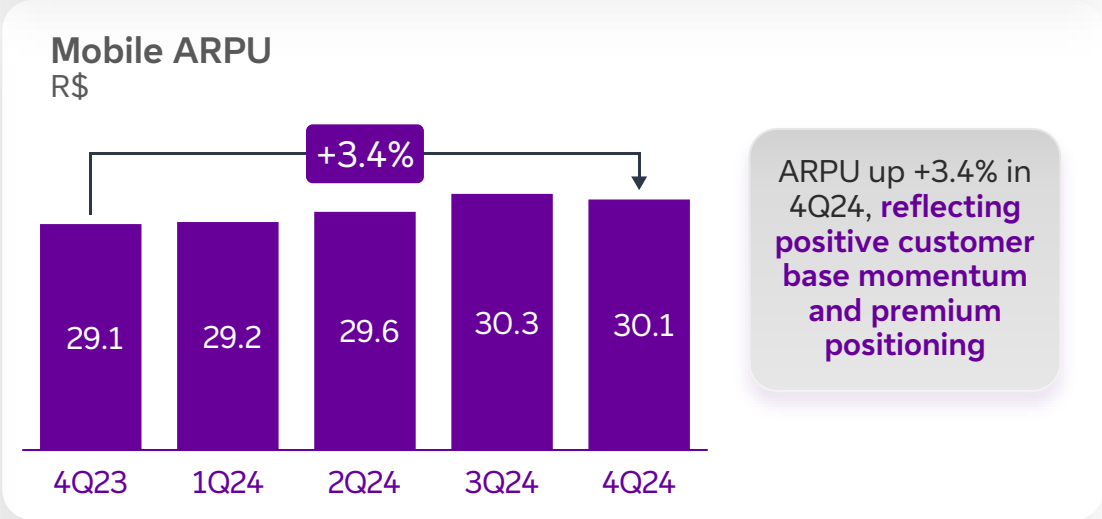
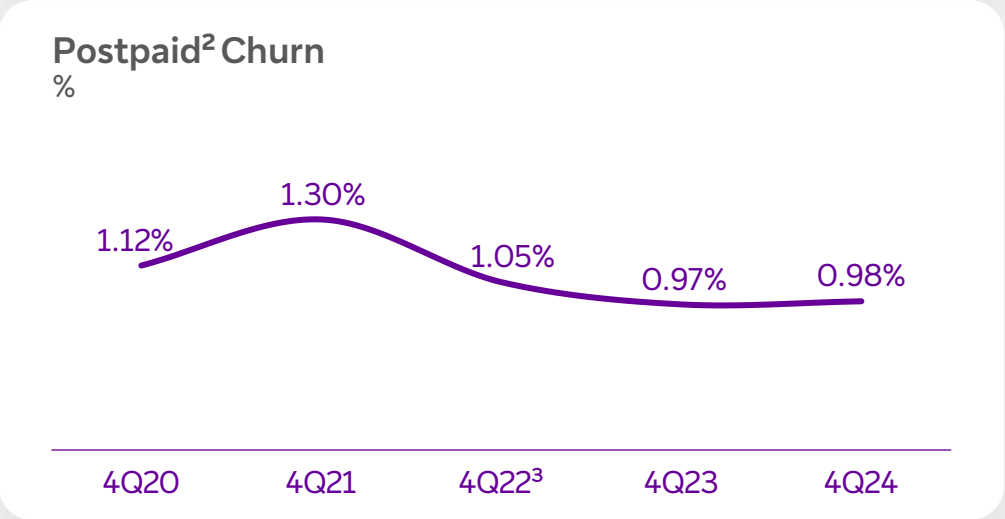
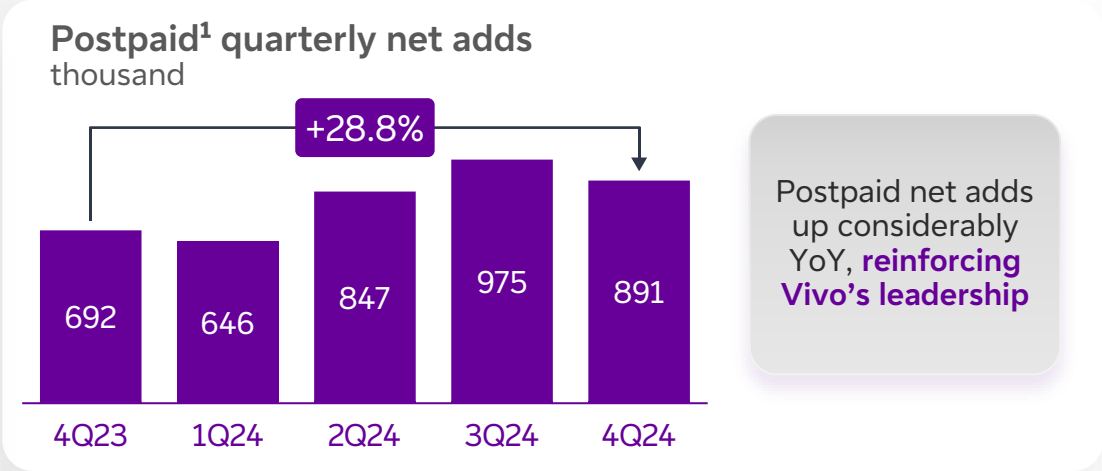
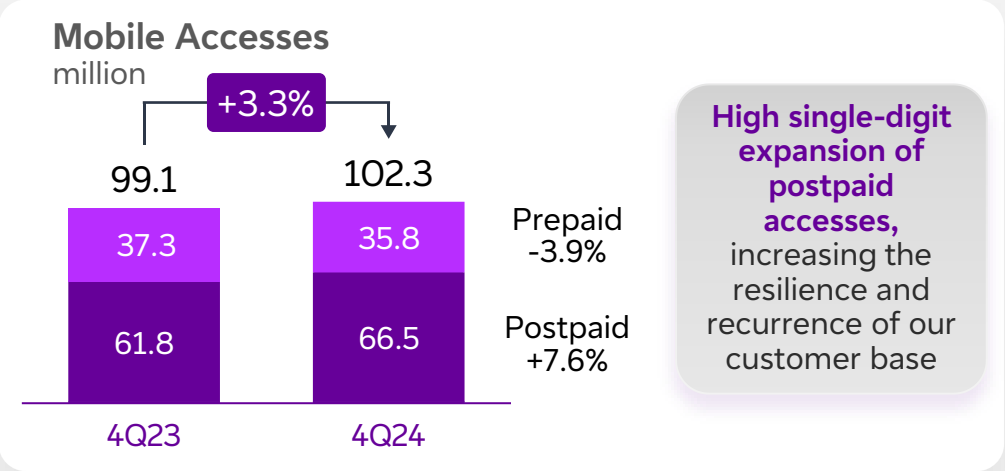
Record-breaking growth in fixed revenues, driven by strong performance of B2B digital and double-digit expansion of FTTH revenues

B2B Digital + B2C New Businesses over Total Revenues



1 – “Others” includes FTTC (Fiber-to-the-Cabinet), xDSL, IPTV and Voice. 2 – Postpaid Revenues include M2M, Dongles, Wholesale, Roaming, etc.

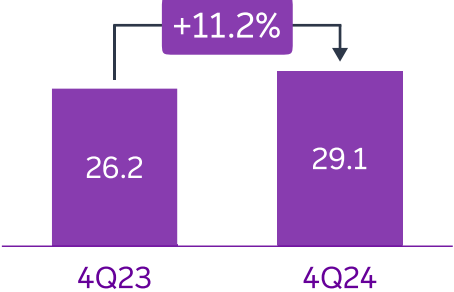
Mobile outlook continues positive, with a unique blend of customer base growth, low churn and solid ARPU



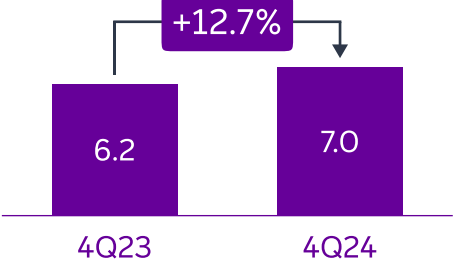
1 – Considers hybrid and pure postpaid accesses, thus excluding M2M and Dongles. 2 – Ex-M2M.
3 – Does not consider 184k disconnections in Dec/22 from the acquisition of Oi Mobile. Otherwise, 4Q22 postpaid churn would reach 1.3%.

Significant acceleration of net adds, and lowest churn ever are driving strong fiber performance

FTTH Homes Passed
million

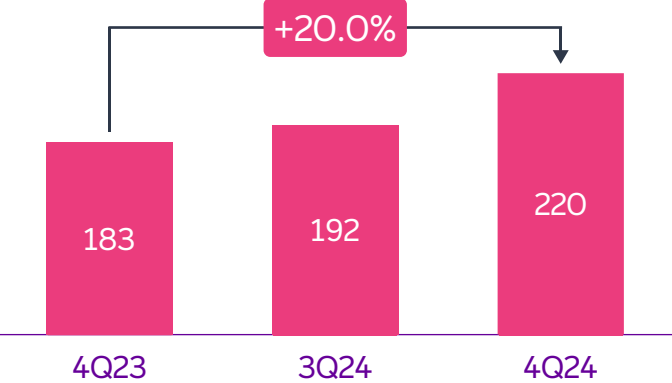


FTTH Homes Connected
million

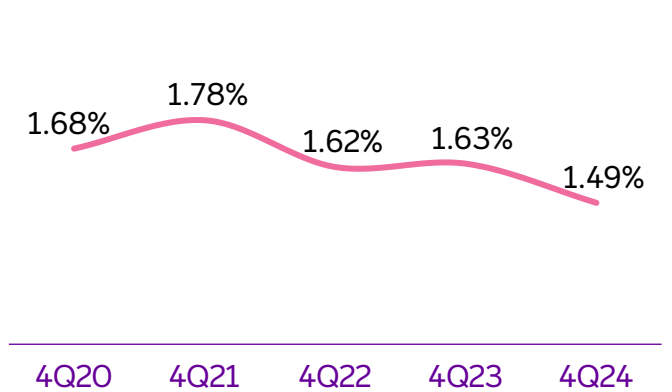


We delivered on our goal of reaching 29 million FTTH homes passed by the end of 2024, to maintain fiber revenue evolution

FTTH Net Additions
thousand



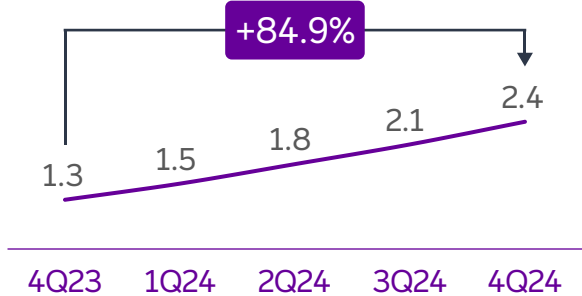
FTTH Churn
%



Total

Fiber + Mobile¹

Vivo Total Customer Base
million

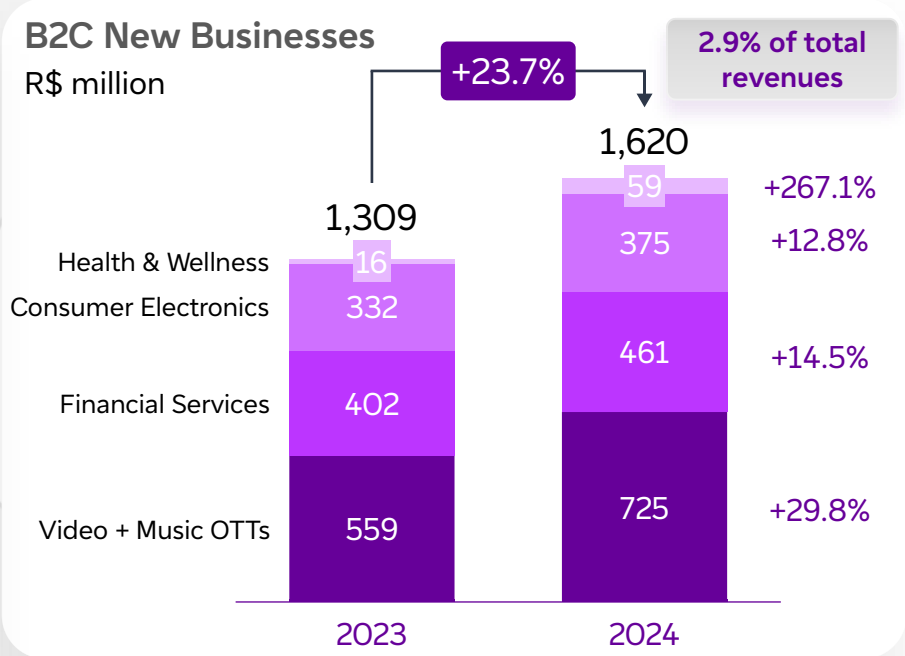
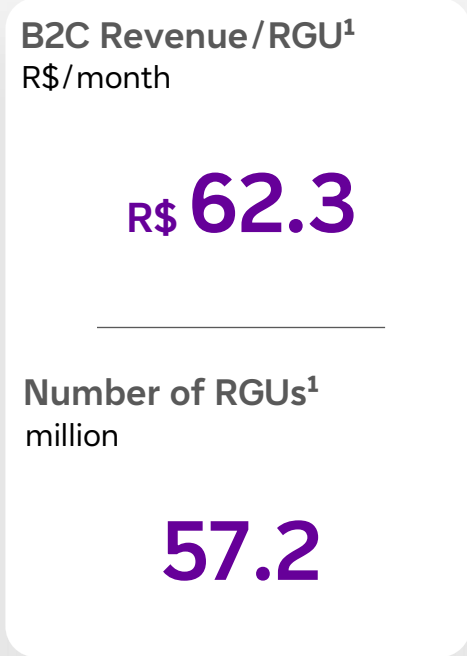
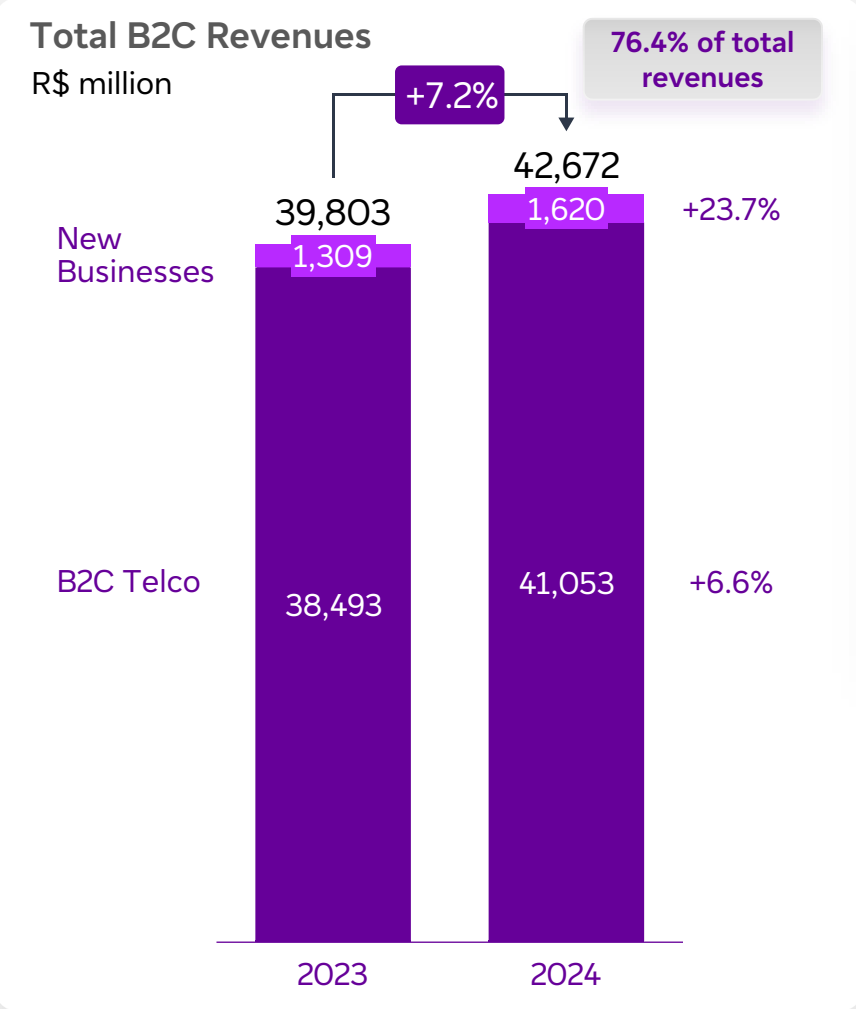


Vivo Total Highlights:

- In 2024, Vivo Total¹ revenue grew >90% YoY
- ~90% of FTTH sales in Vivo's stores are with Vivo Total
- ~1/3 of Vivo's convergent (fiber + mobile) customers still do not have Vivo Total

1 – Vivo Total is a convergent offer that combines fiber and mobile in a single bill.

Vivo's capability to monetize customer loyalty is based on our broad portfolio and differentiated value proposition

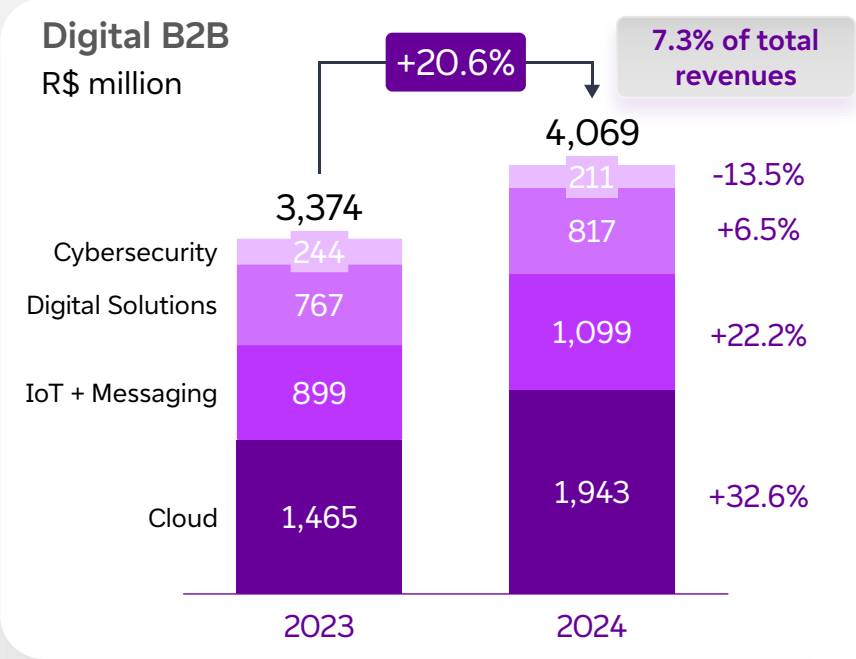
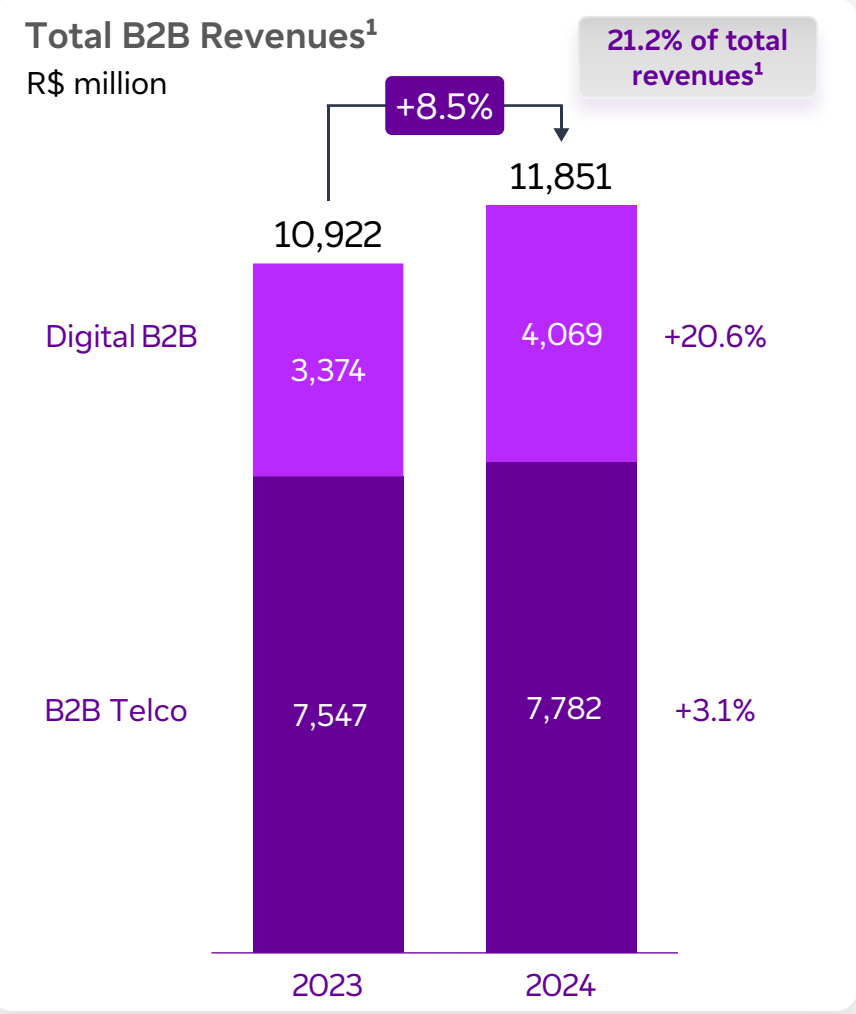


- Launch of Vivo Modo Seguro, aimed at **increasing our customers' digital safety**
- Includes services such as **blocking inconvenient spam calls**, smartphone insurance, and tips on how to identify frauds and scams


- OTTs subscriptions reached 3 mn (+14% YoY)
- Vivo Play, our video platform that combines live TV with streaming services, **grew its base +84% YoY**

1 – Considers B2C's annual revenue for calculating the indicator. B2C Revenue Generating Units (Taxpayer ID/CPFs).

B2B had high-single digit growth in 2024, boosted by our unique commercial reach and ample array of services



Digital B2B revenue this quarter was benefitted by **IPNET** and an **accelerated contribution of Vivo Vita solutions**



- IPNET was consolidated on October 1st, 2024, with results fully impacting 4Q24
- The result was R\$64 million of additional revenues in the quarter
- This acquisition strengthens Vivo as a cloud solution provider for the main hyperscalers, by adding Google solutions to a portfolio that already has Azure and AWS

1 – Excludes Wholesale revenues that amounted R\$1,322 million in 2024.

Vivo is the only telco in the Americas included in the Dow Jones Best-in-Class World Index

Recognitions

Vivo joins the **Dow Jones Best-in-Class World Index** for the first time

88 points

in S&P Global's Corporate Sustainability Assessment (CSA)

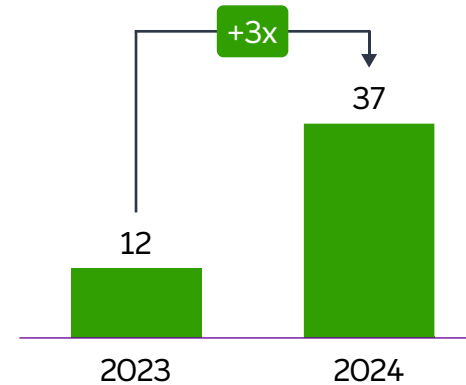
- Only Brazilian telco
- Leader in the Americas
- 6th best performance in the sector globally
- Considered the most important sustainability index in the world

One of the leading companies in B3's **Corporate Sustainability Index**

ISEB3

Environmental

Vivo Recycle
Tons collected



New collection record reached in the program

ICO2B3

Present in B3's **Carbon Efficient Index** since 2010

Social



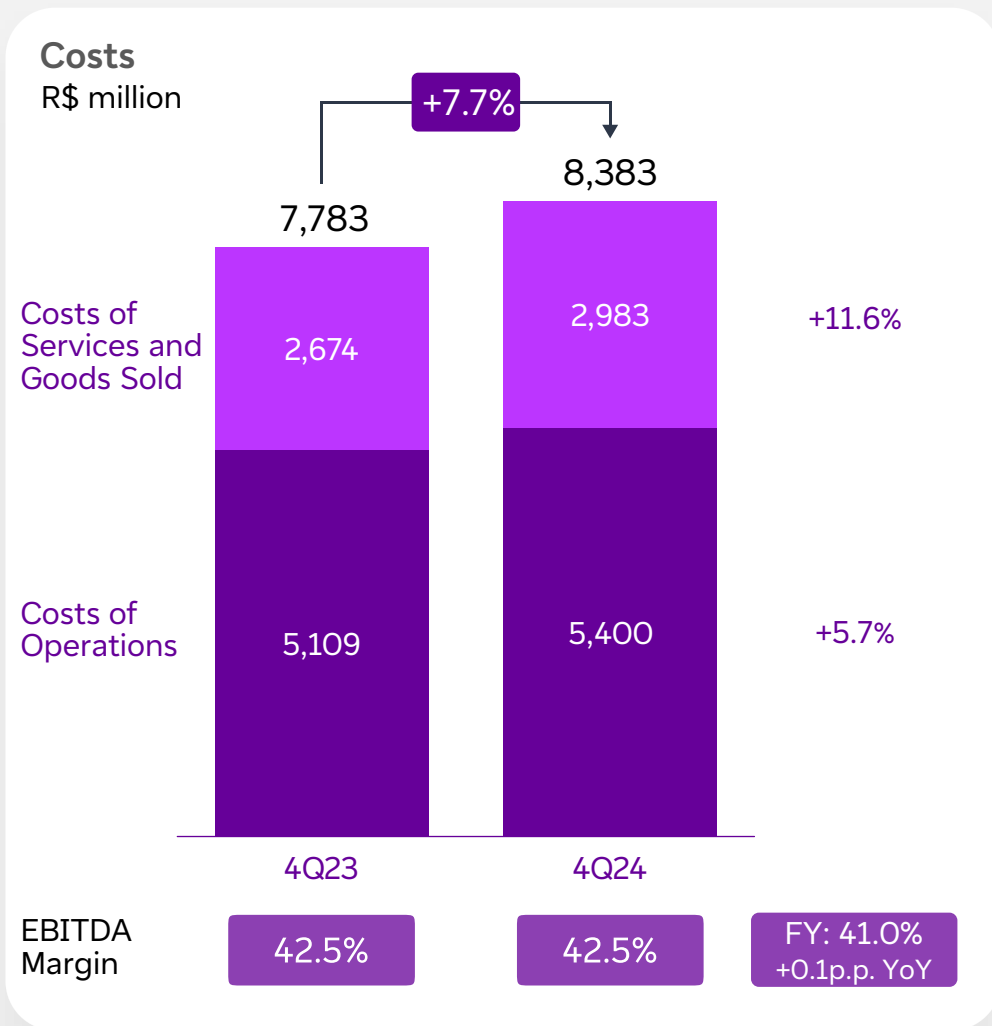
Developing **digital skills** for public school educators and students, with **~2 million beneficiaries** and **~R\$50mn** invested



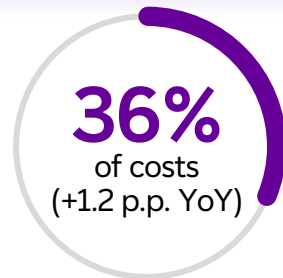
50% of the >400 internship roles and 36 trainee positions are being allocated to **black talents**

2nd year among the top 100 **most sustainable companies in the world** according to Corporate Knights

Costs growing in line with revenues, driven by the acceleration of new businesses

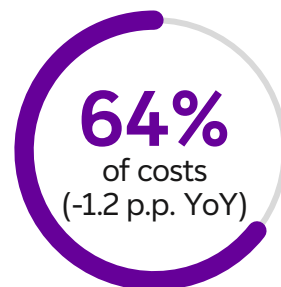


Cost of Services & Goods Sold



- **Cost of Services** grew primarily due to higher sales of B2B digital solutions and customer base growth
- **Cost of Goods Sold** expanded in-line with the increased sales of smartphones and electronics

Cost of Operations

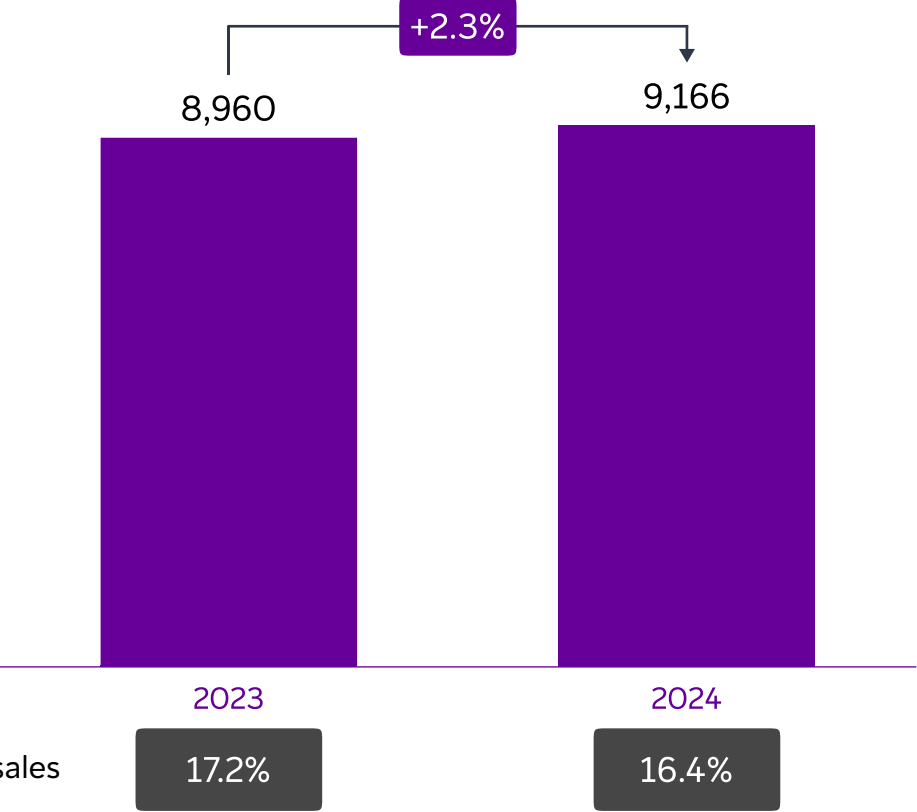


- **Commercial and Infrastructure Expenses** registered an increase due to higher network infrastructure costs and greater commercial activity in the period
- **Provision for Bad Debt** remains at stable sequential levels, as customers prioritize paying connectivity bills, and we continue digitalizing our billing
- **Other Revenues (Expenses)** benefited by the reversal of contingencies related to the migration from Concession to Authorization, impacting EBITDA in R\$386mn. In 4Q23, there was a positive impact of R\$292mn from the conclusion of negotiations with tower companies, related to leasing contracts of the towers acquired from Oi

Double-digit growth of OpCF, as EBITDA expansion remains positive, and capex intensity decreases significantly

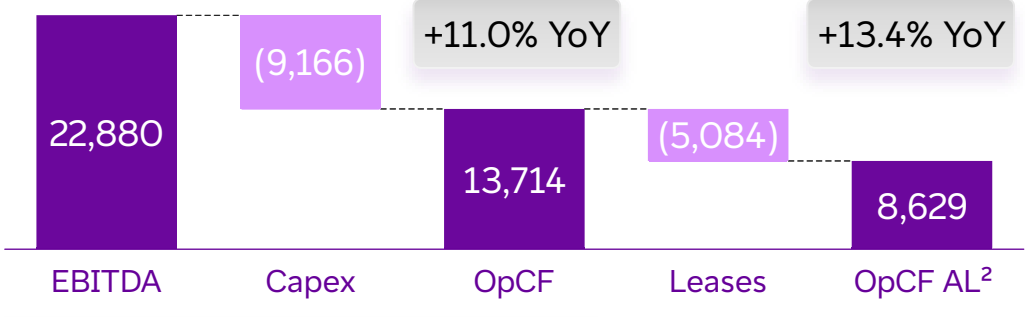
Capex¹

R\$ million

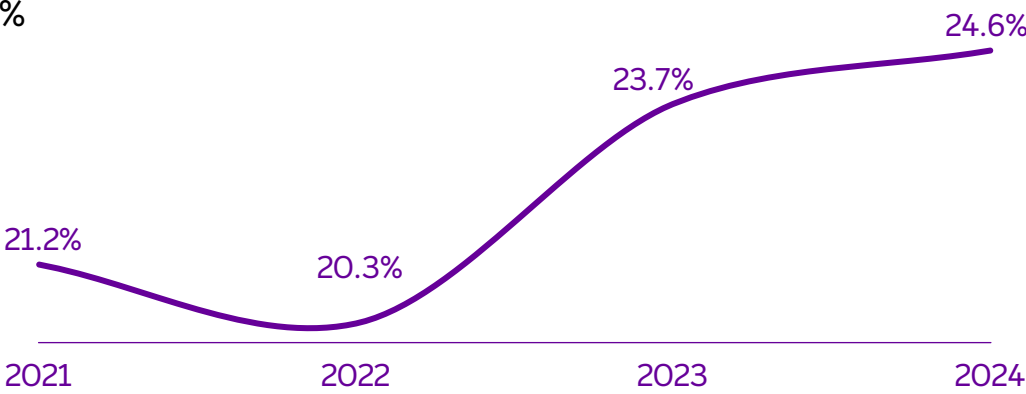


Operating Cash Flow¹

R\$ million, 2024



OpCF Margin¹

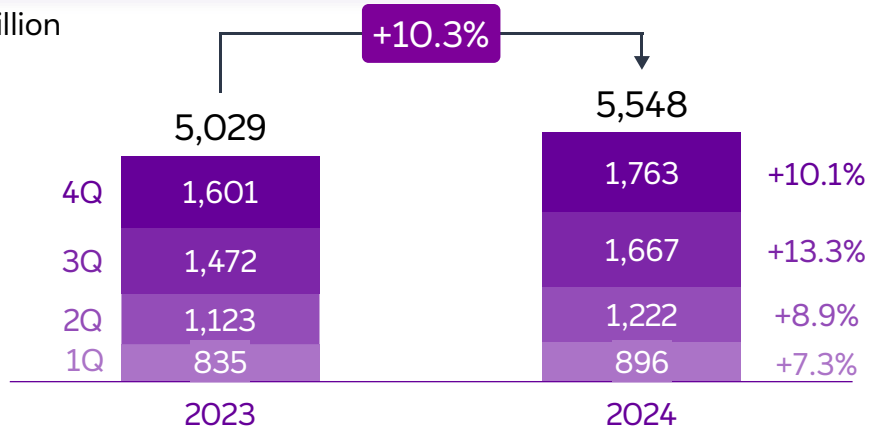


1 – Ex-spectrum licenses and IFRS-16. 2 – After Leases.

Vivo continues to deliver consistent net income growth and free cash flow generation

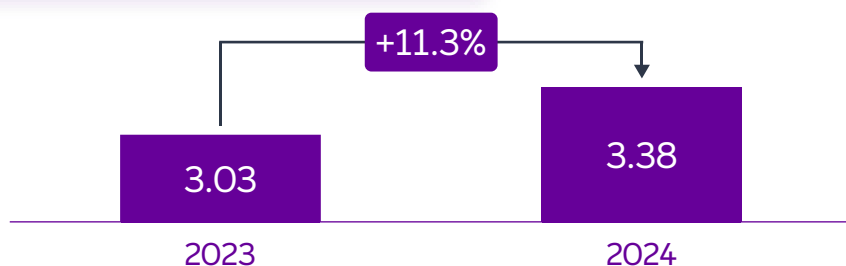
Net Income¹

R\$ million



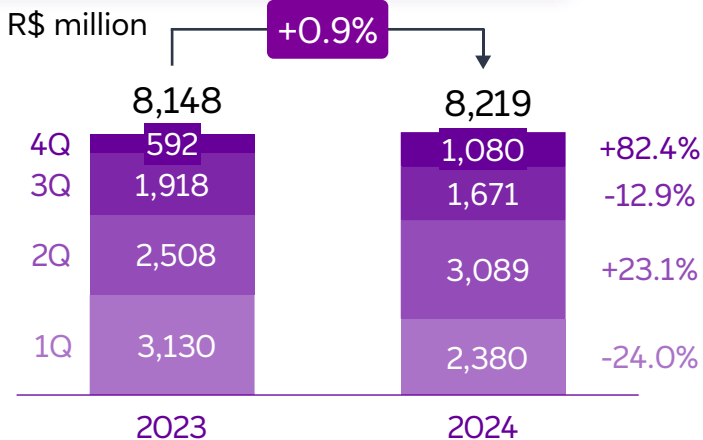
Earnings per Share

R\$



Free Cash Flow²

R\$ million

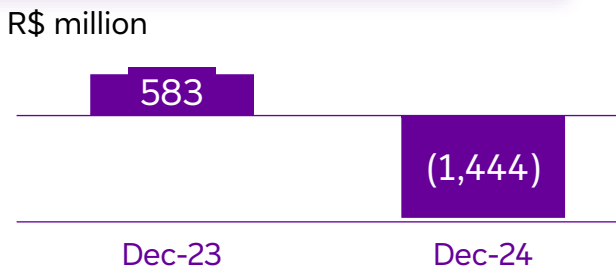


FCF Yield³
10.8%

FCF/Sales
14.7%

Net Debt/(Cash)⁴

R\$ million

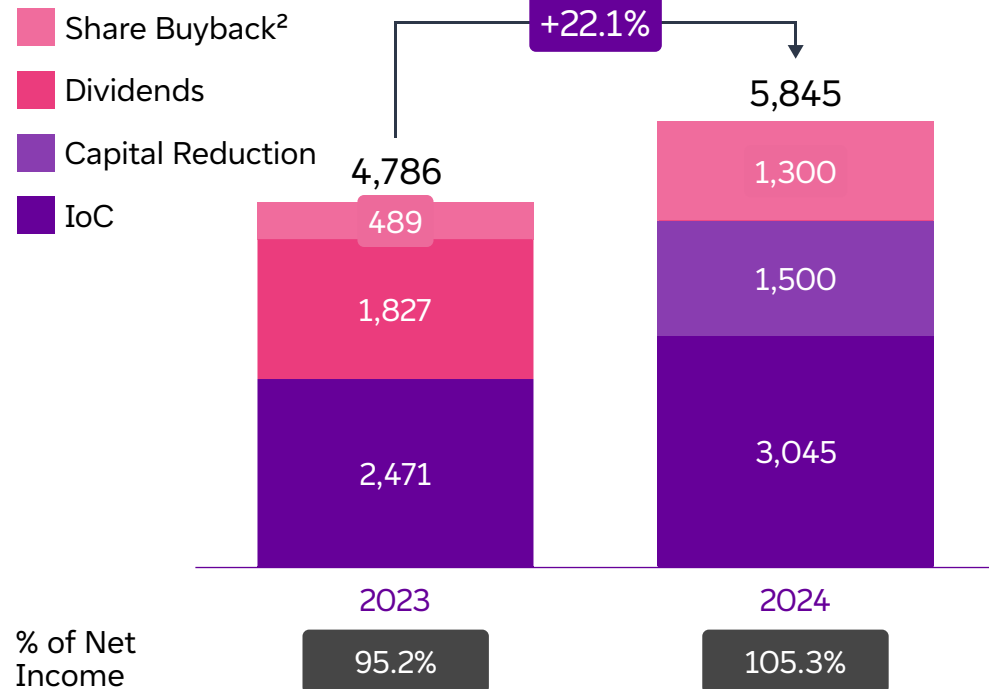


2024 Net Debt including IFRS-16
R\$13.8bn
0.6x LTM EBITDA

1 – Considers the net income attributed to Telefônica Brasil. 2 – After leases. 3 – Market cap based on 12/31/2024. 4 – Excluding IFRS-16. Debt position does not include the outstanding amount related to the FISTEL TFF fee for the period 2020-2024, amounting to R\$4.7 billion.

Shareholder remuneration grew 22% YoY, and we delivered on our guidance for 2024 with a payout of 105.3%

Shareholder Remuneration¹ R\$ million



On December 20th, 2024, we cancelled 21.9mn common shares acquired during the year (1.3% of the Company's total shares)³

2025 Shareholder Remuneration to date¹

Type of Payment	Amount (R\$ mn)	Date of Payment
Outstanding IoC declared in 2024	2,250	April 8 th , 2025
Capital Reduction	2,000	July 15 th , 2025
Share Buyback	200	Ongoing

- We reaffirm the shareholder remuneration guidance, committing to distribute **at least 100% of our net income in 2025 and 2026**
- **New Share Buyback Program starting on February 26th, 2025.** This Program will be in place until Feb/2026, for a total amount of R\$1.75bn
- In January 2025, Vivo's Board of Directors approved a proposal for a reverse stock split, followed by a forward stock split operation, **that aims to provide greater liquidity for our shares traded on the Brazilian Stock Exchange (B3)**

1 – Considers the date of payment. 2 – Considers share buybacks executed until 12/31/2024.
3 – During the last 3 years, we cancelled a total of 60.3 million common shares, equivalent to 3.6% of the Company's total shares.

The migration of our fixed voice concession to authorization will transform our business and operations

Milestones

- **Celebration of the self-composition agreement** in December 2024
- The formalization of the migration will take place in the next months, **with benefits captured starting in 2025**

Impacts & Obligations

- Execution of projects to be delivered in up to 10 years, with an **estimated NPV of R\$4.5bn¹**
- **Conclusion of all administrative and judicial proceedings related to the concession**, releasing R\$792mn of provisions² in 4Q24, and mitigating the risk associated with ~R\$5bn in regulatory contingencies
- Termination of all **future concession fee payments**

Potential benefits



Migration of customers to cutting-edge technologies:

- **Greater service quality** for the 1.2mn clients³ that use our copper network, leading to lower churn
- Cross-sell opportunities, **potentially increasing ARPU**

Network reform and disposal of assets:



- **Extraction and sale of ~120k⁴ tons of copper cables**, also reducing recurring costs with the right of way on poles
- ~1.9k owned or rented properties in use, of which **~50% could be freed-up for sale or leases cancelation**
- **Unlocking savings** related to infrastructure expenses (i.e. energy, property taxes, maintenance, etc.)



Operation restructuring leading to Opex and Capex optimization:

- **Opportunity for improved returns on ~R\$1.3bn of annual revenue** linked to copper-based services that generate negative Free Cash Flow

1 – The NPV was calculated considering 20 years of Opex and Capex related to the projects. 2 – Of which R\$386mn impacted EBITDA, and R\$406mn financial result. 3 – Considers the number of RGUs. In terms of accesses, we have 2,384k fixed voice accesses and 155k xDSL accesses. 4 – Includes copper and cable coating.



For further information

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