

Telefónica

vivo

Vivo Investor Day

.....

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Chief Operating Officer

New York
March 12th 2018

Disclaimer



This presentation may contain forward-looking statements concerning future prospects and objectives regarding 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



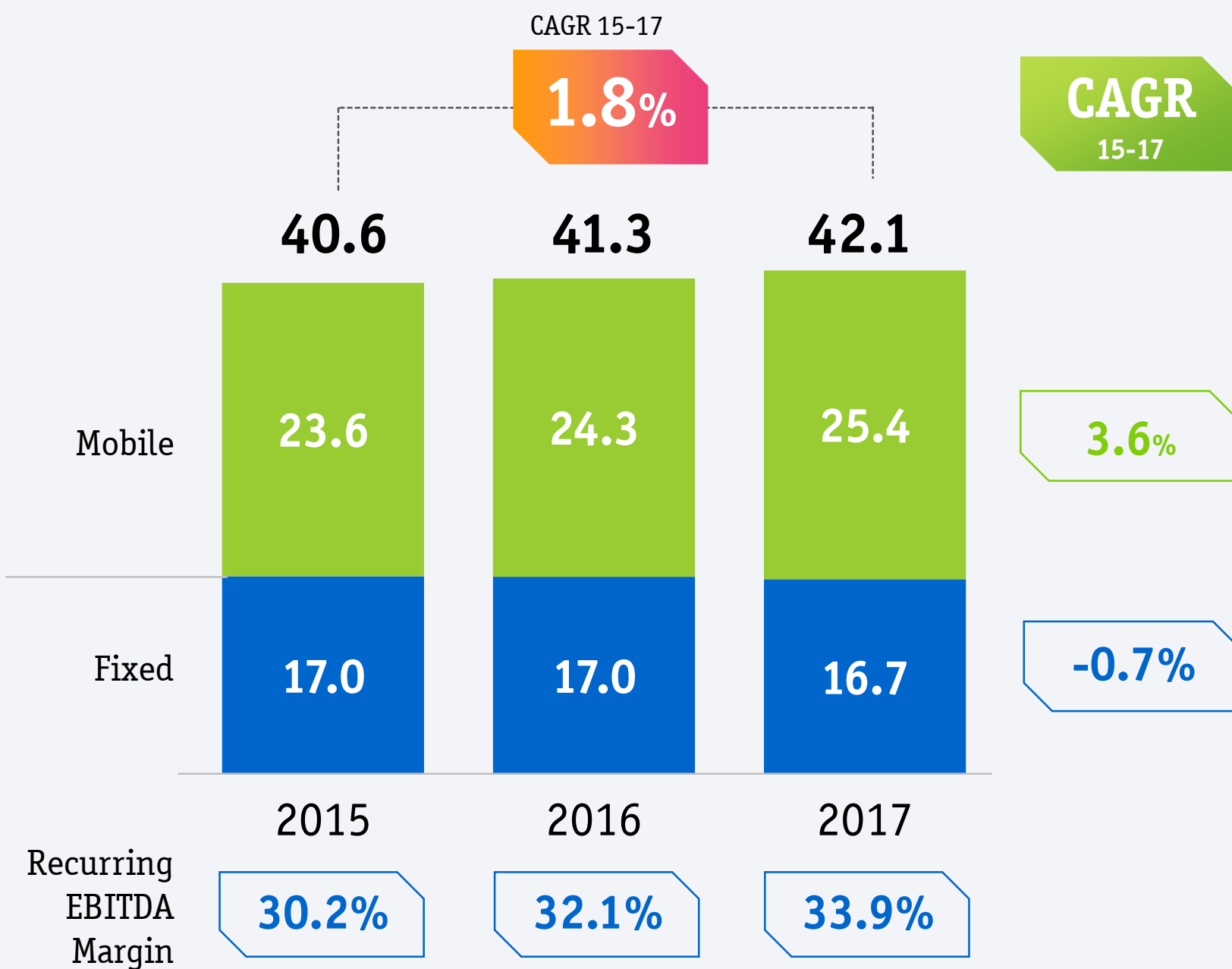
The exclusive purpose of such statements is to indicate how we intend to expand our business and they should therefore not be regarded as guarantees of future performance



For a better understanding, we are presenting pro forma numbers combining Telefônica Brasil and GVT results for all financial and operational indicators for every period as of January, 2015

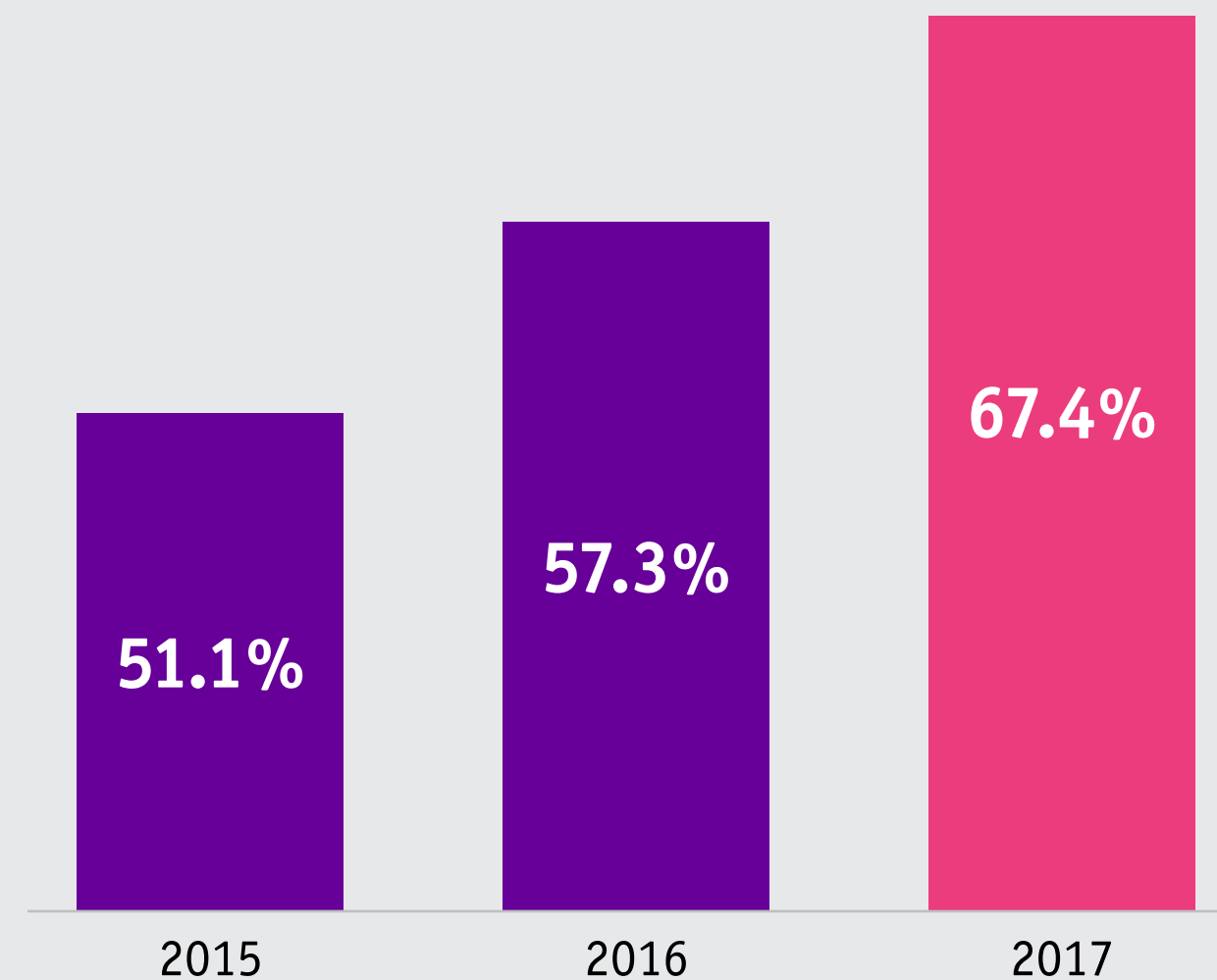
VIVO HAS PRESENTED A SOLID PERFORMANCE

Net Service Revenues | R\$ Bn



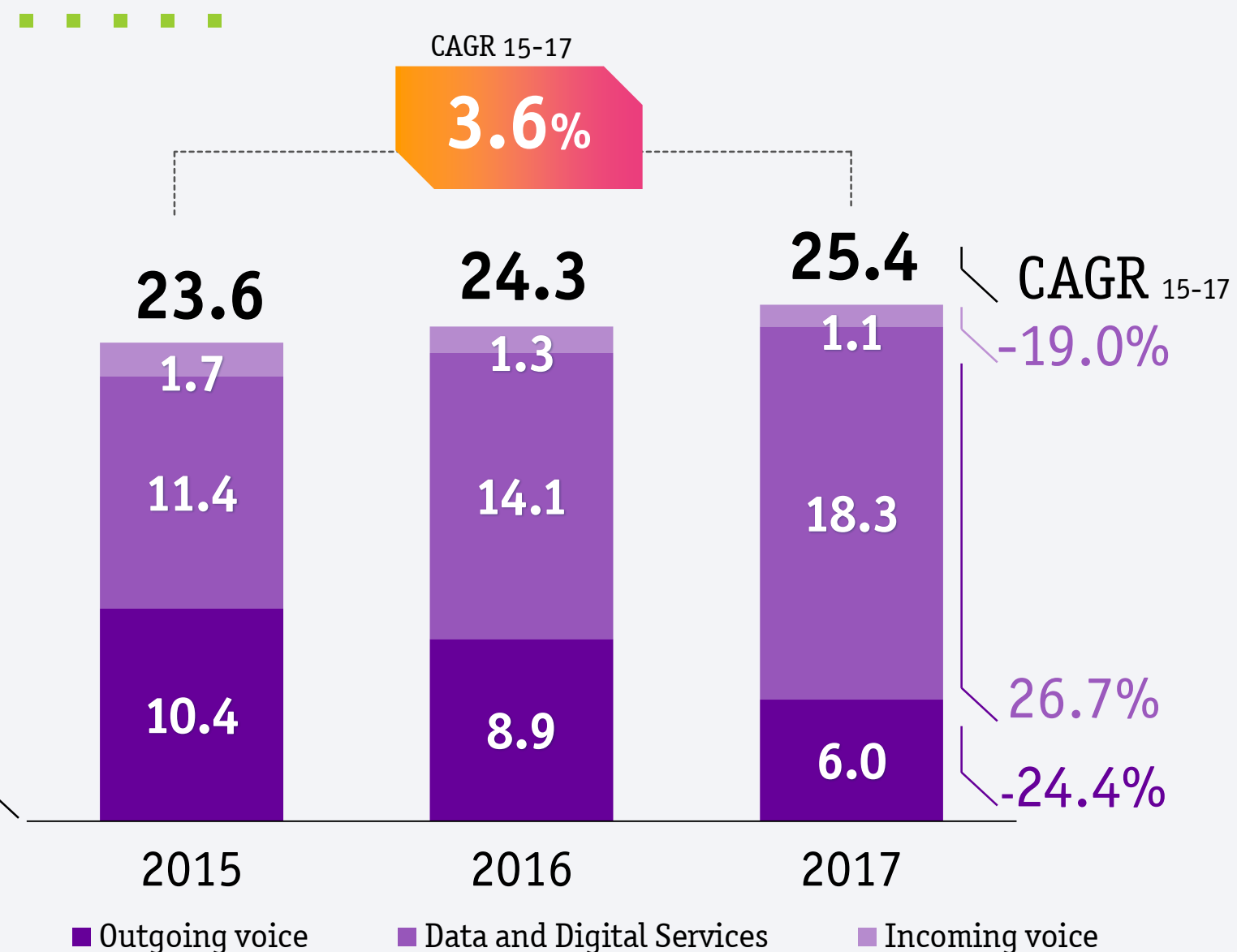
Reducing exposure to mature voice business

% of Non-Voice Revenues over Revenues Fixed + Mobile

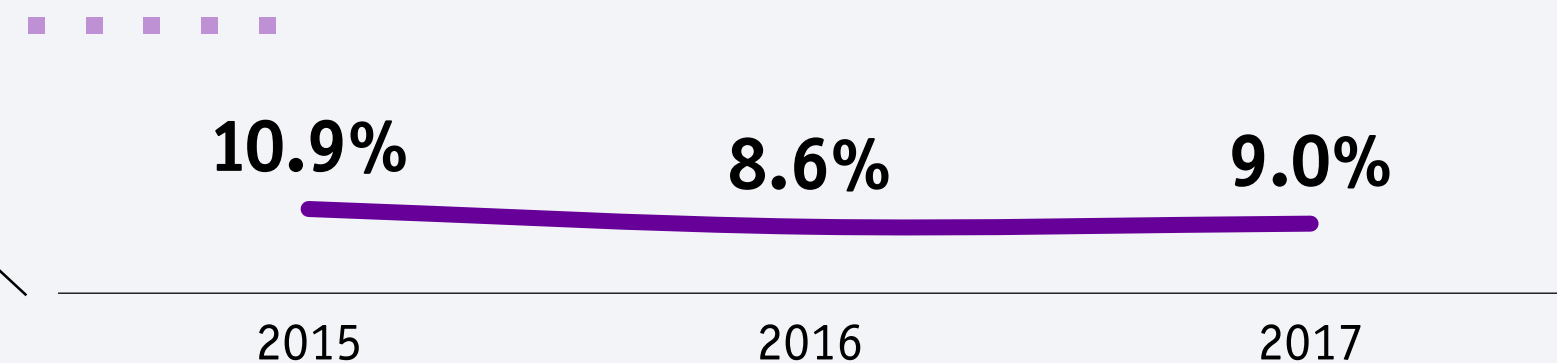


VIVO GENERATED STRONG RESULTS IN THE MOBILE BUSINESS, ESPECIALLY IN THE POSTPAID SEGMENT AND DATA SERVICES

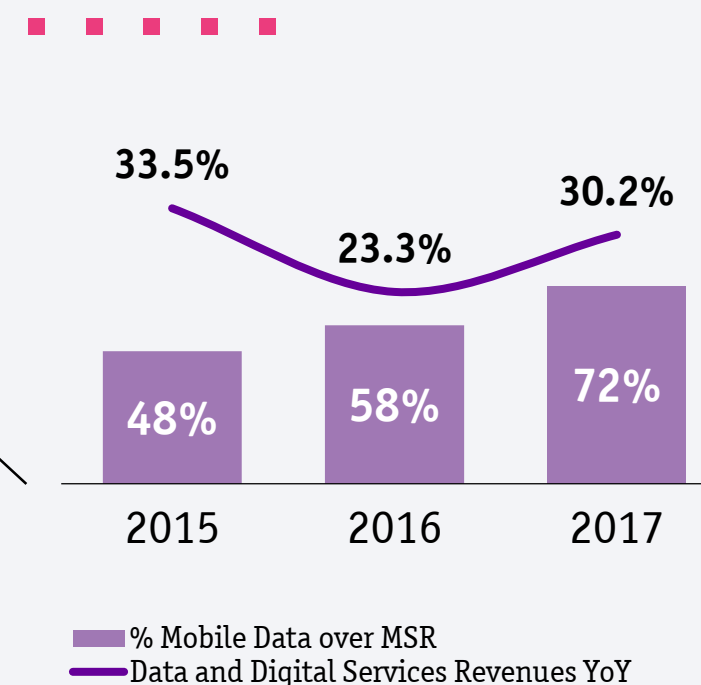
Net Mobile Service Revenues¹ R\$ Billion



Solid and consistent revenues growth in Postpaid² YoY



Data and digital services as the main lever for future growth



4G potential still high as only 46% of our customer base is on 4G while we cover 85% of population

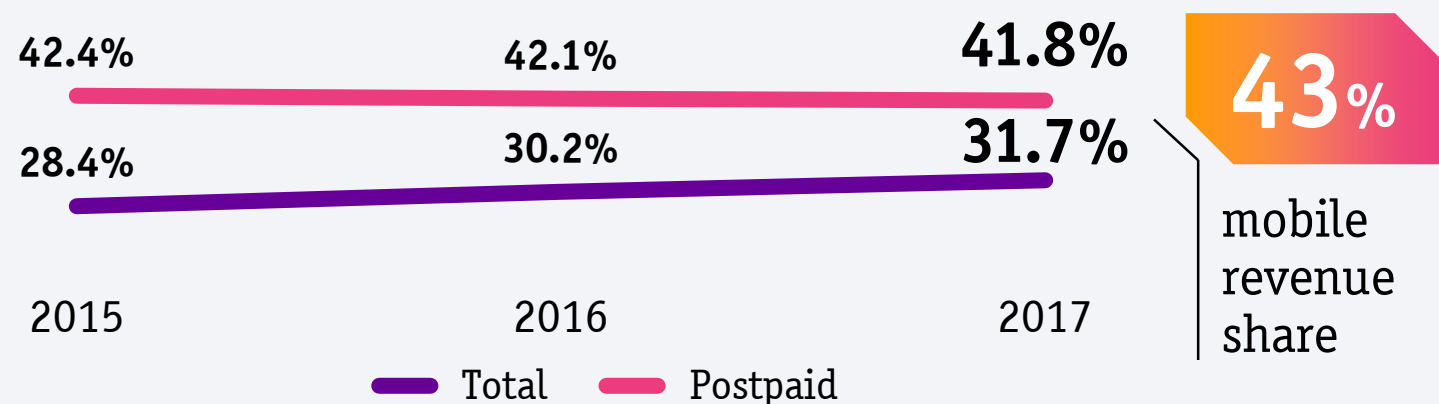
Large opportunity for **upselling data** in Hybrid and Family Plans

Rebound in prepaid with expected economy pick-up

SOLID AND CONSISTENT OPERATIONAL RESULTS, REFLECTED IN HIGH MARKET AND REVENUE SHARE, LOWER CHURN AND IMPROVING ARPU

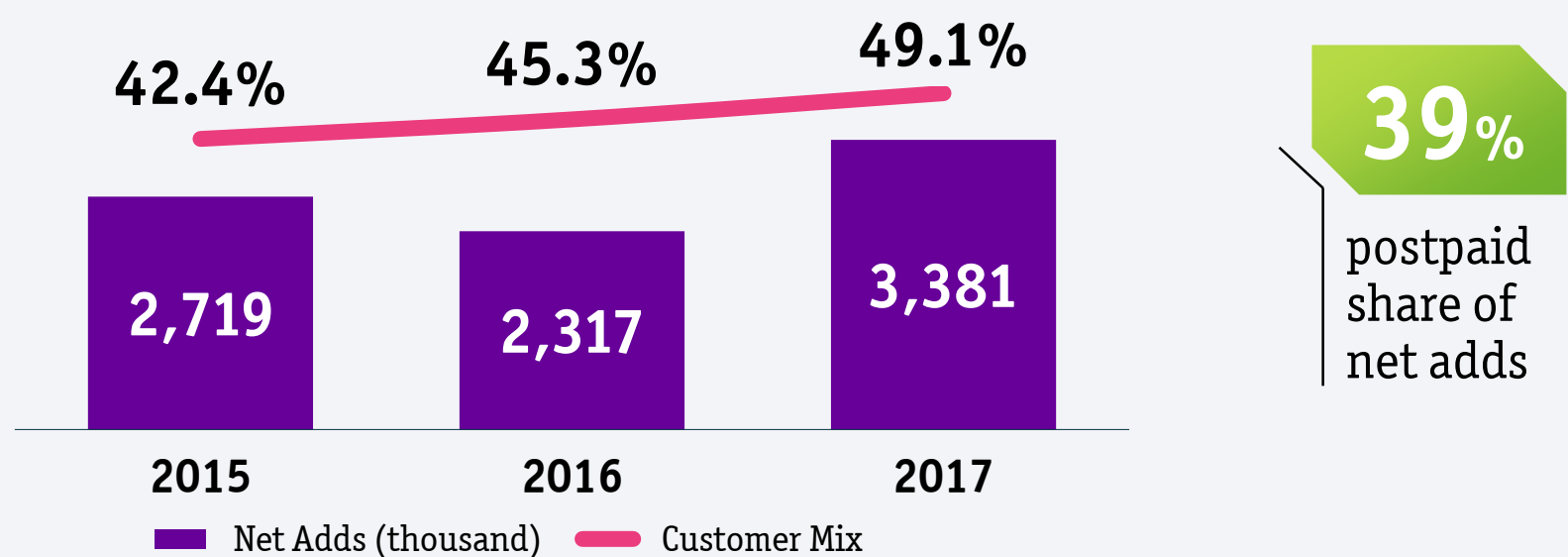
Absolute leadership in the mobile market

Mobile Market Share



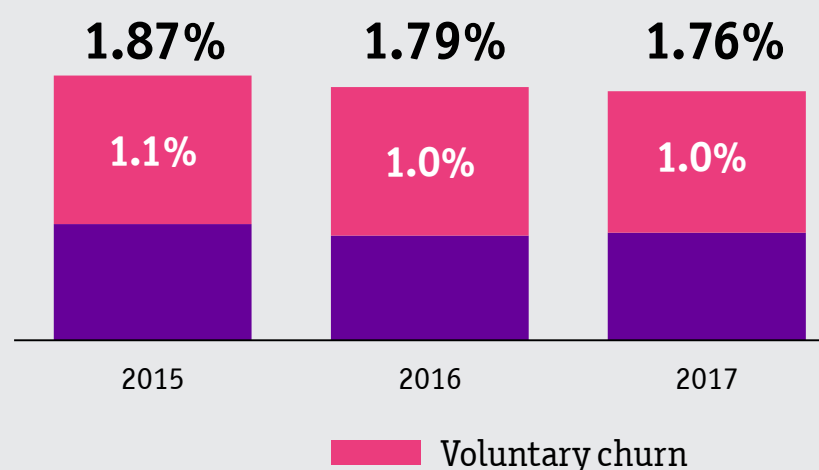
Supported by strongest level of postpaid net adds

Vivo Postpaid

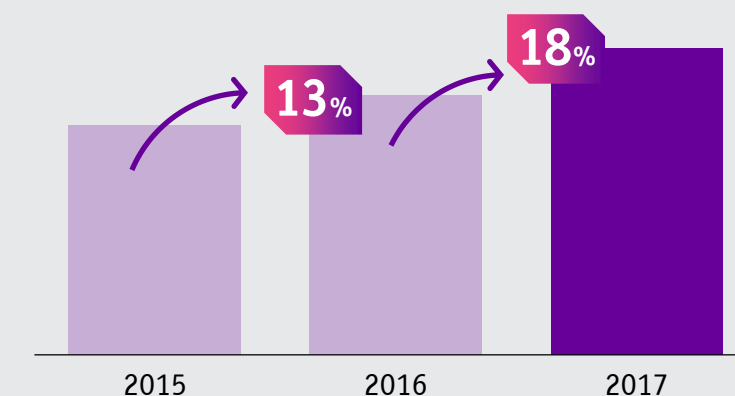


Leading to unrivaled value proposition and ARPU

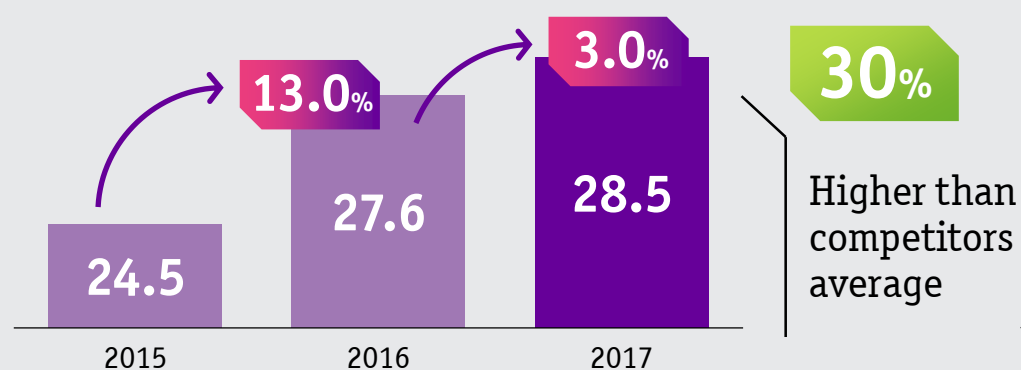
Postpaid Churn



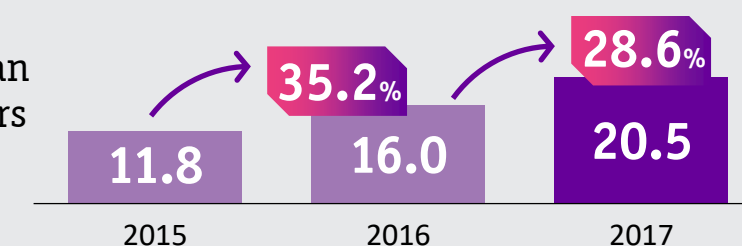
Prepaid Migration to Hybrid



Total ARPU | R\$ per month

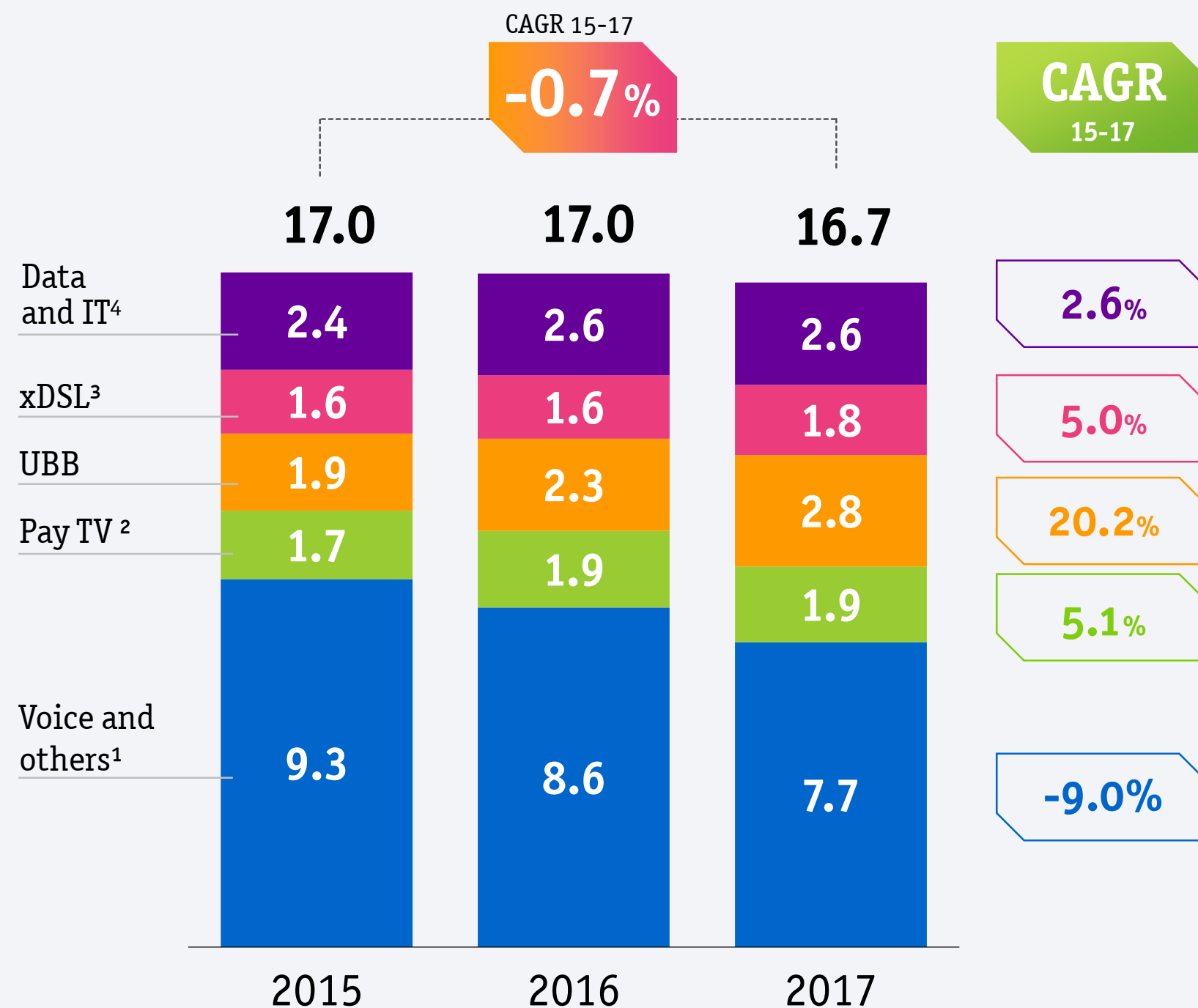


Data ARPU | R\$ per month



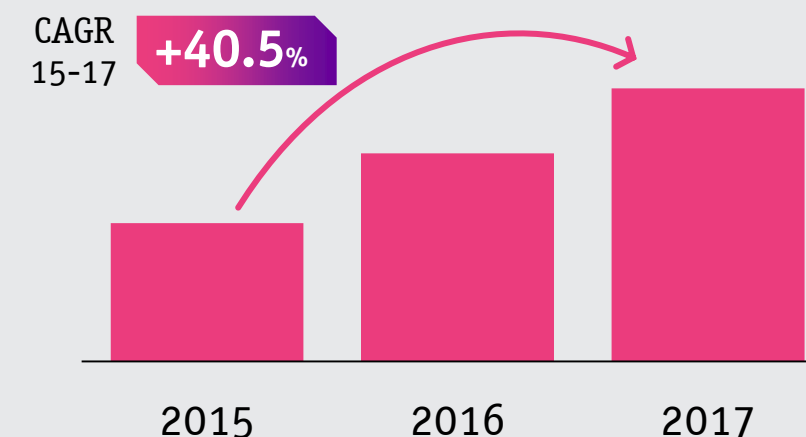
DESPITE HISTORICAL DECLINE IN FIXED VOICE, VIVO PRESENTED DOUBLE-DIGIT GROWTH IN THE UBB AND IPTV SEGMENTS

Net Fixed Revenues | R\$ Bn

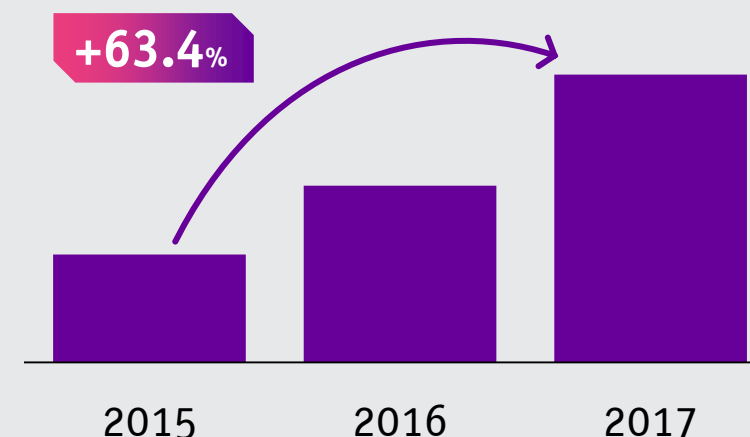


Strong momentum in key revenue lines

FTTH Revenue | R\$ million

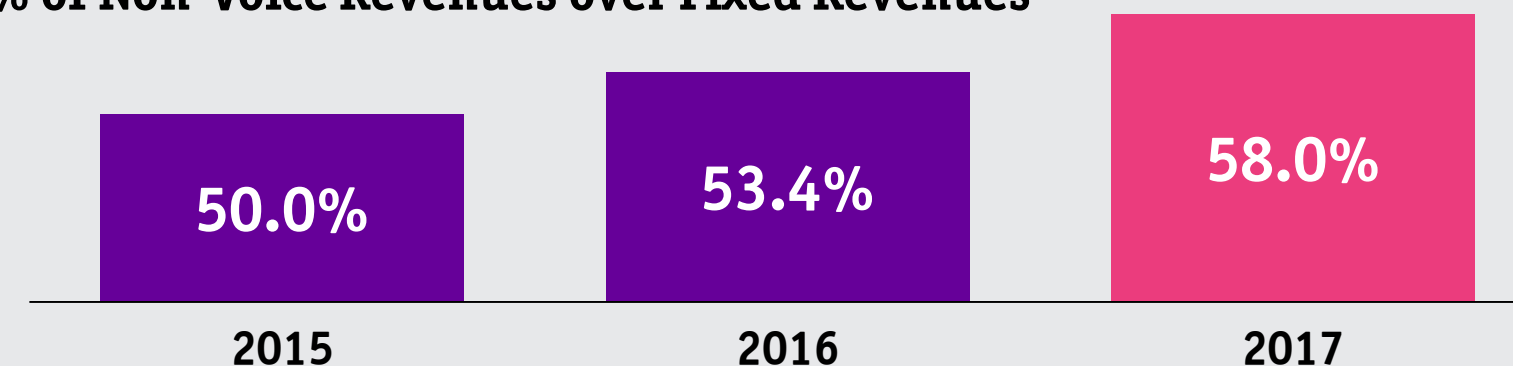


IPTV Revenue | R\$ million



Reducing exposure to mature voice business

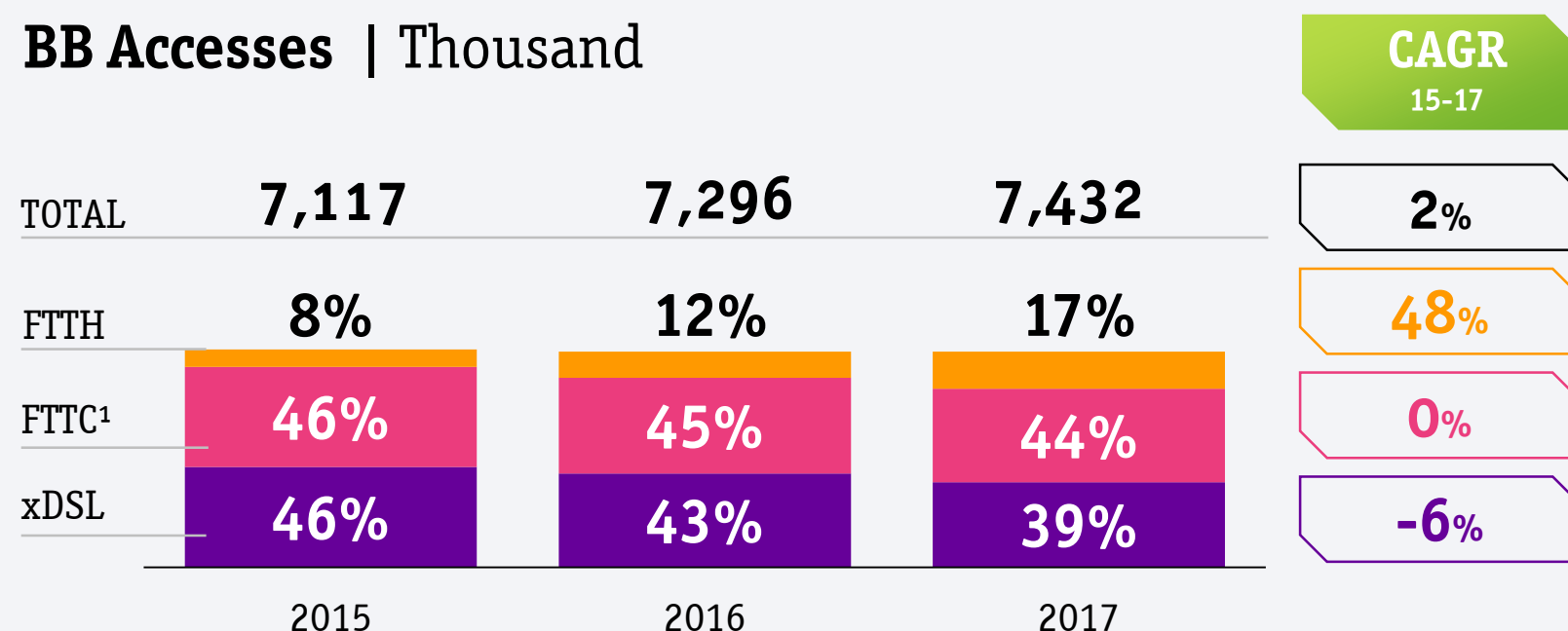
% of Non-Voice Revenues over Fixed Revenues



STRONG PERFORMANCES IN FTTH AND IPTV ARE LEADING TO CUSTOMER MIX AND ARPU IMPROVEMENT

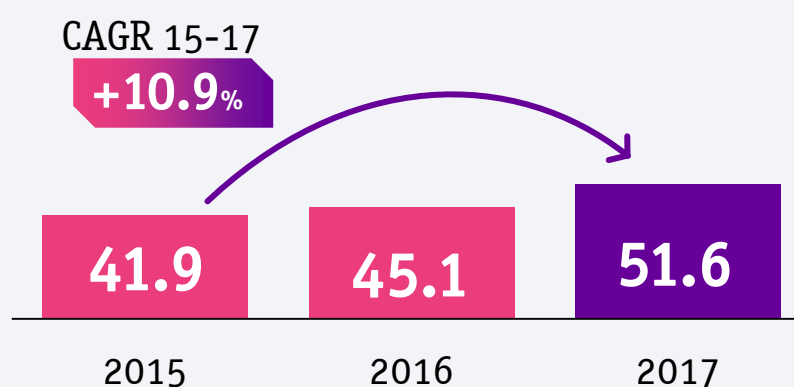
Broadband Accesses and ARPU

BB Accesses | Thousand

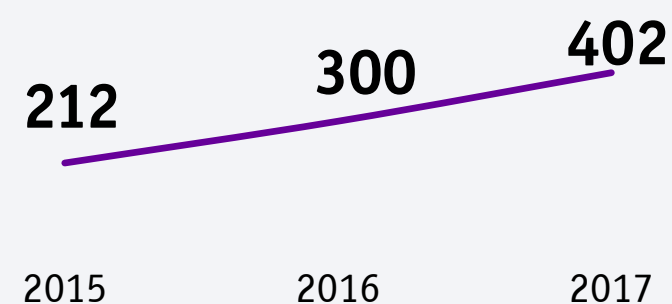


Average speed of **22Mbps (+24% yoy)** for **B2C** customers

BB ARPU R\$ per month

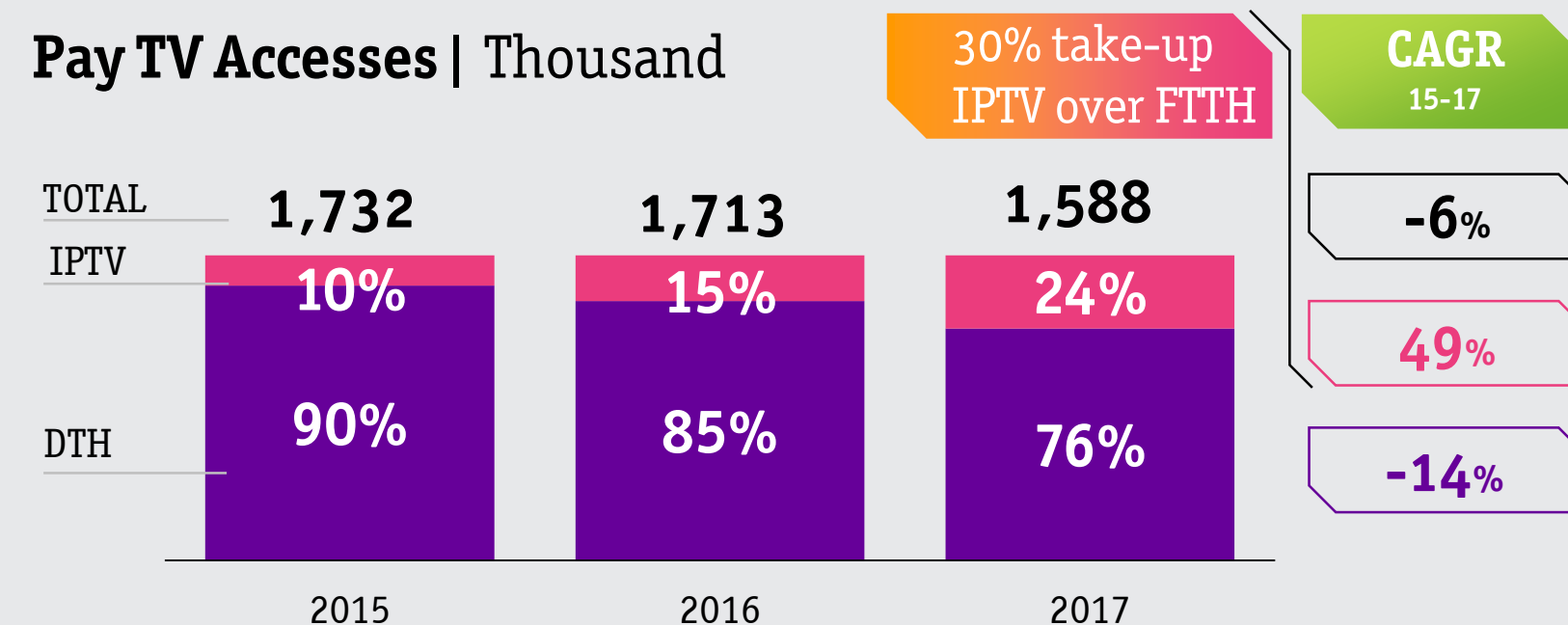


FTTH Accesses Thousand Net Adds

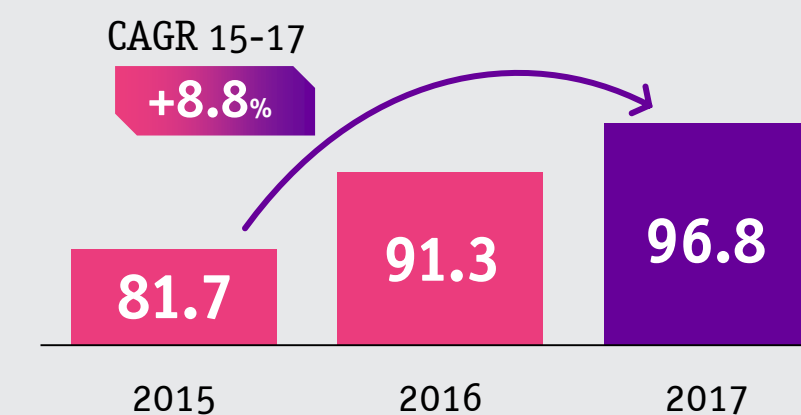


Pay TV Accesses and ARPU

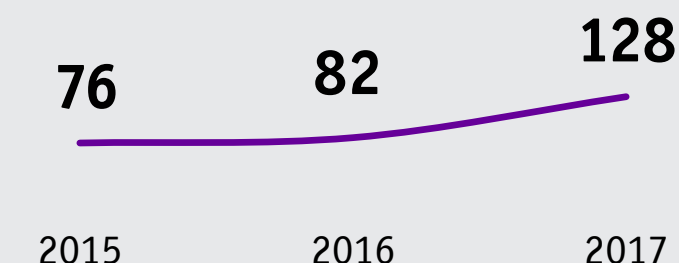
Pay TV Accesses | Thousand



TV ARPU R\$ per month



IPTV Accesses Thousand Net Adds



WITH UNDISPUTABLE LEADERSHIP IN BRAZIL, **VIVO IS IN THE BEST POSITION** TO CAPTURE MARKET OPPORTUNITIES

4th PLATFORM

Big Data & Artificial Intelligence

3rd PLATFORM

Complete Value Proposition

2nd PLATFORM

E2E Digital Transformation

1st PLATFORM

Unique Infrastructure

Aspirational Brand

.....
1st PLATFORM
UNIQUE INFRASTRUCTURE
.....

ONE OF THE MAIN PILLARS OF VIVO LEADERSHIP IS ITS NON REPLICABLE NETWORK



MOBILE NETWORK

Largest and most reliable 3G and 4G network:

- _Coverage
- _Spectrum holding
- _Fiber-connected sites



FIXED NETWORK



- _Significant expansion of the **FTTH footprint**
- _Successful new **cities growth model**
- _Leveraging on **TEF Group unique experience** on fiber deployment



Robust Core Network to fulfill the expected traffic growth

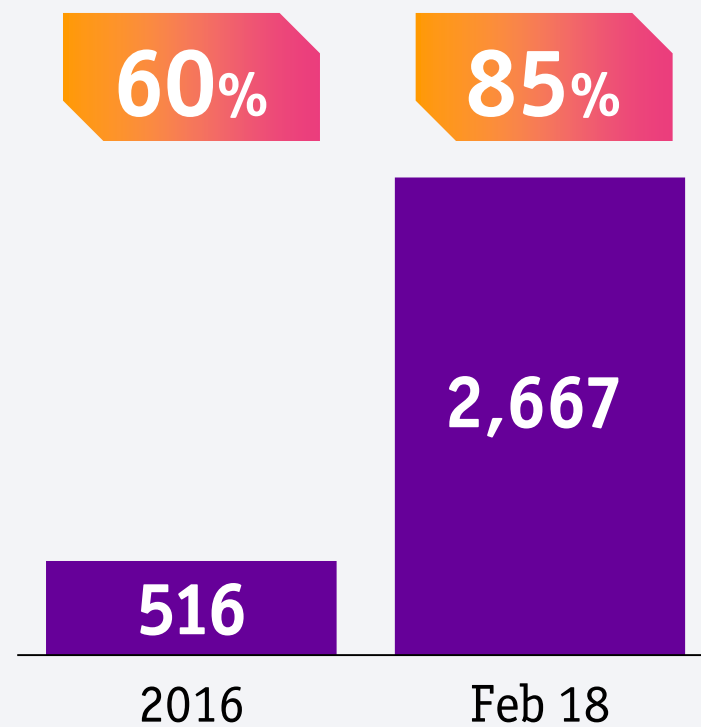
- _ **97 thousand km** of national **backbone**
- _ Use of **4 international submarine cables** with full redundancy and **capacity over 24 Tbps**

OUR ROBUST NATIONWIDE MOBILE NETWORK PROVIDES A UNIQUE NETWORK AVAILABILITY AND THE BEST CUSTOMER EXPERIENCE



4G Cities

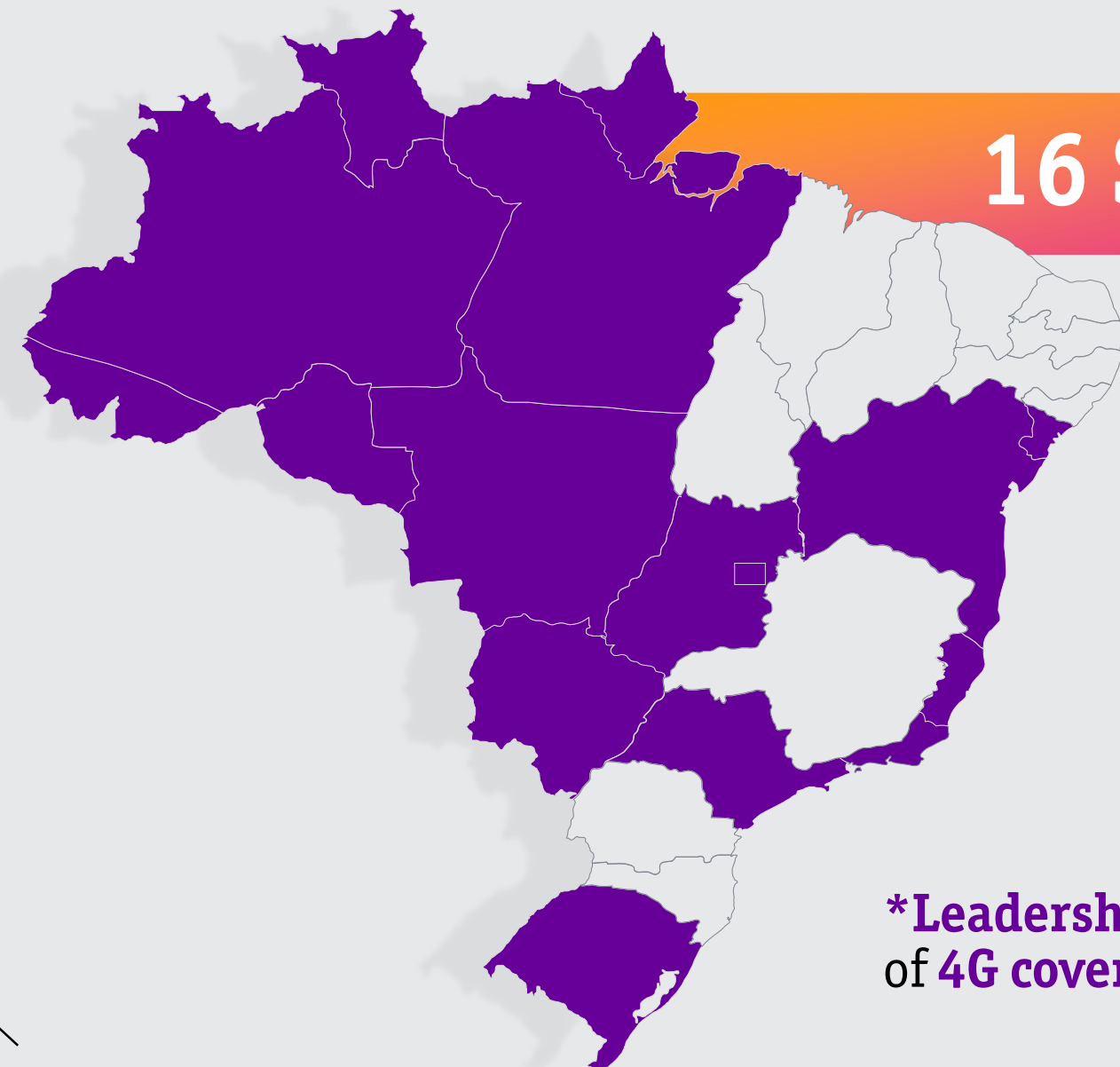
■ ■ ■ ■ ■
% pop. covered



+ Leadership in 3G, with 93% of population coverage

4G Coverage Leadership Map*

■ ■ ■ ■ ■



16 States

*Leadership in number of 4G covered cities

BEST SPECTRUM HOLDING IN THE MARKET, A CRUCIAL FACTOR IN FULFILLING THE EXPONENTIAL DATA CONSUMPTION GROWTH



2,600MHz

1,800MHz

700/850MHz

— Nationwide coverage with 20+20MHz bandwidth
30+30MHz in 478 in cities such as São Paulo,
Rio de Janeiro, Niterói and Florianópolis

— Spectrum optimization:
1,800MHz refarming and carrier aggregation

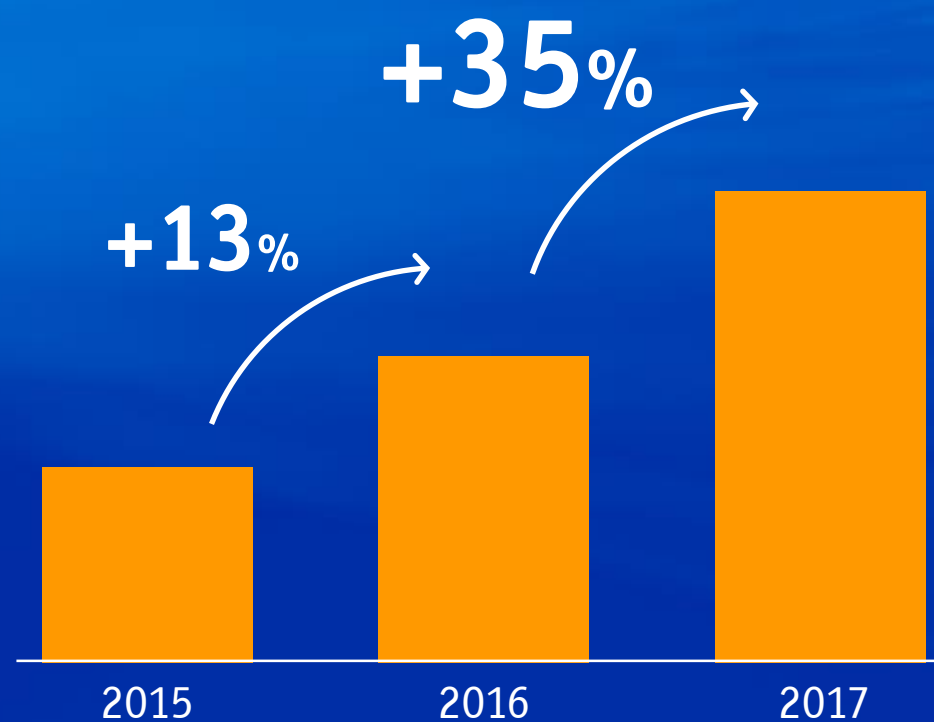
— Best positioned in premium spectrum bandwidth in Brazil
— 700MHz already available in 472 cities, 1,356 expected in 2018



VIVO MASSIVELY DEPLOYED FIBER-CONNECTED SITES AND SIGNIFICANTLY EXPANDED ITS BACKBONE, FOCUSING ON REDUNDANCY AND NETWORK RELIABILITY

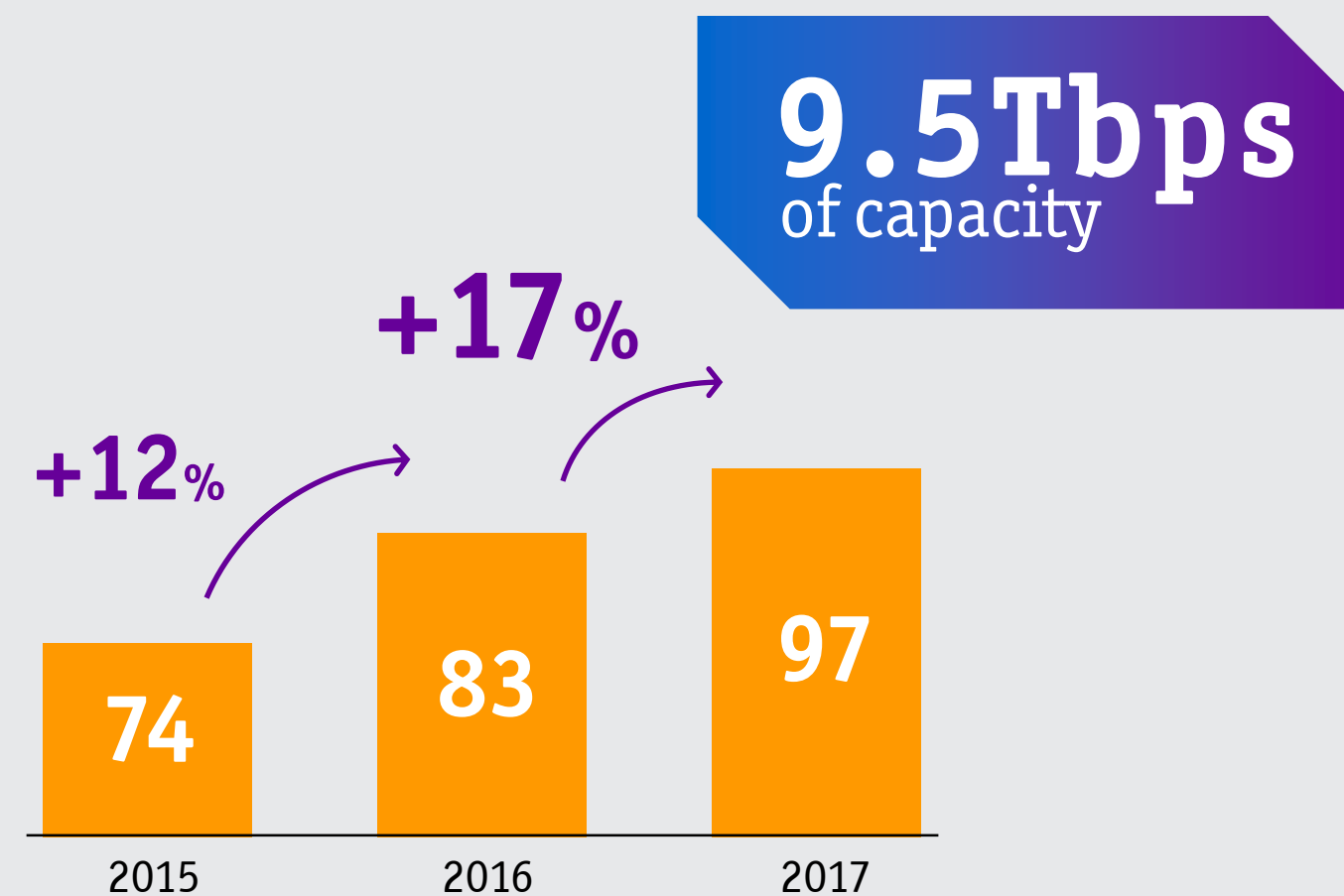
Total fiber-connected sites

sites



Backbone extension

Thousands Km

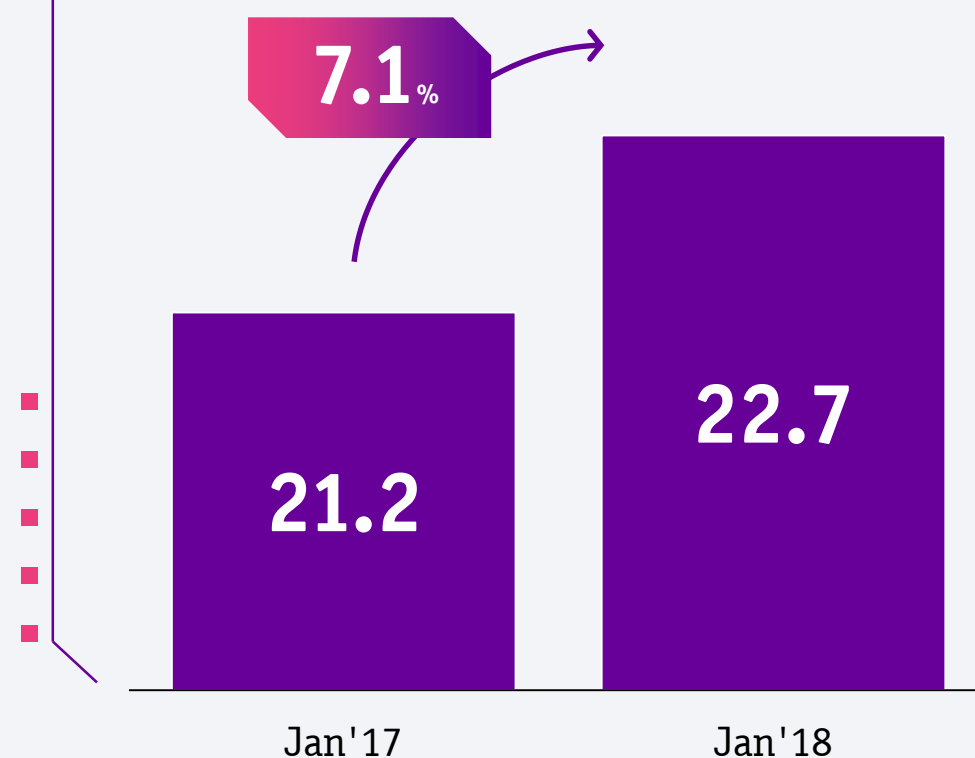


THE RESULT IS THE BEST NETWORK EXPERIENCE,
CLEARLY PERCEIVED BY OUR CUSTOMERS



4G Speed

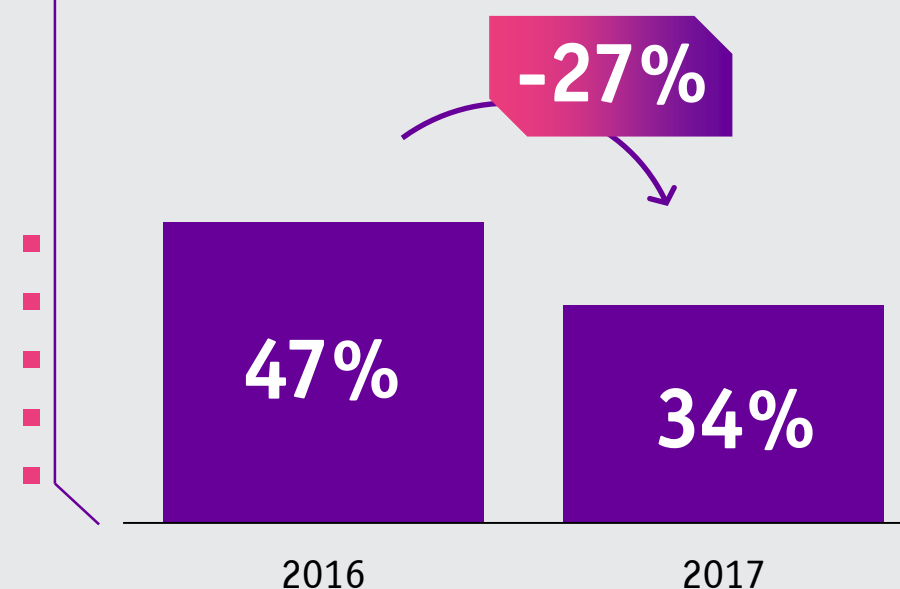
Average download speed
(Mbps)¹



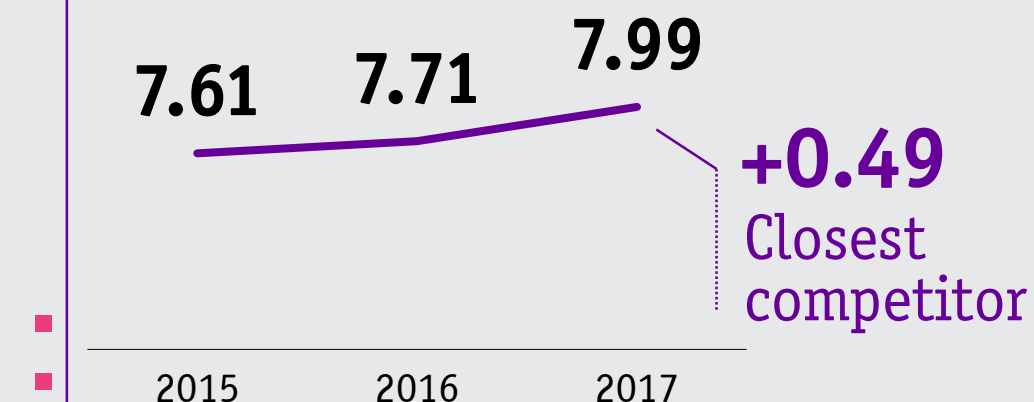
1- Open Signal January 2018

4G Fallback to 3G/2G

% 4G terminal traffic
on 3G and 2G networks



Network CSI²

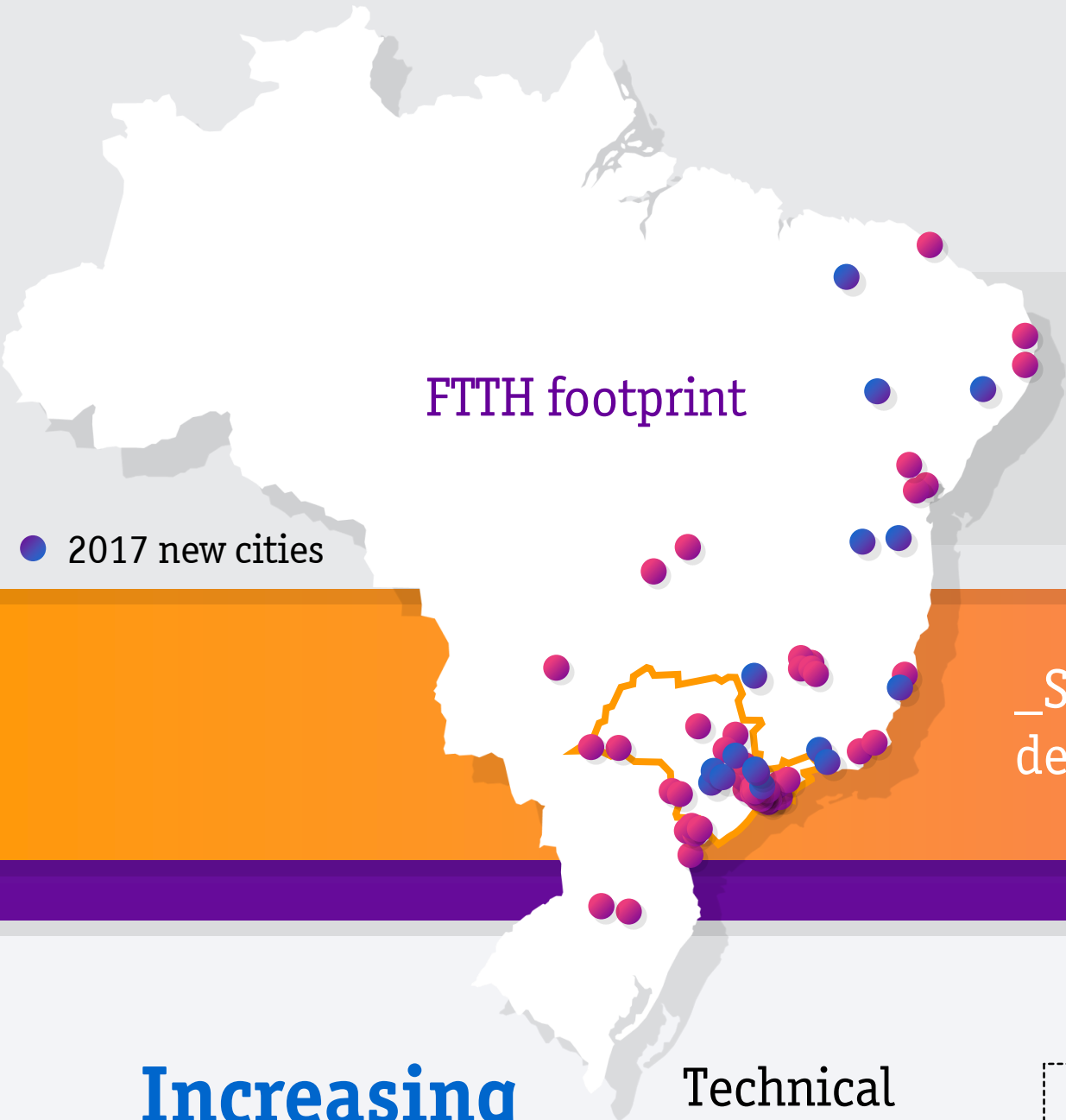


2 – Measured by the internal Consumer Satisfaction Index survey, with data collected by the research institutes Ibope, Data Folha and TNS



VIVO IS EXPANDING EXISTING FOOTPRINT AND ACCELERATING ITS LEARNING CURVE FOR FTTH DEPLOYMENT

FTTH Expansion Acceleration



in 2017:

16
New FTTH cities

19k
vertical structures

	FTTH	FTTC	FTTx
Cities	87	128	215
HPs million	7.0	11.4	18.4

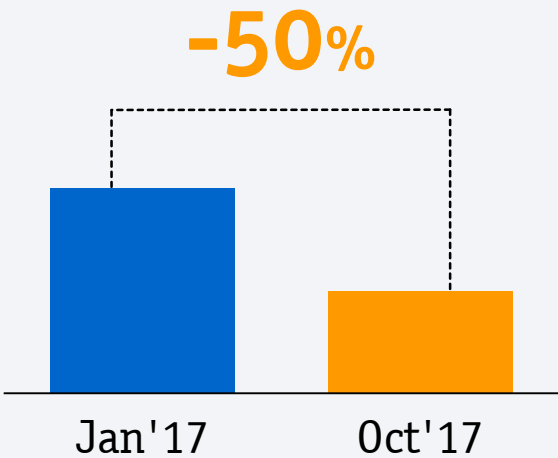
_Superior FTTH deployment

_Scale and learning curve gains leveraging on TEF Group

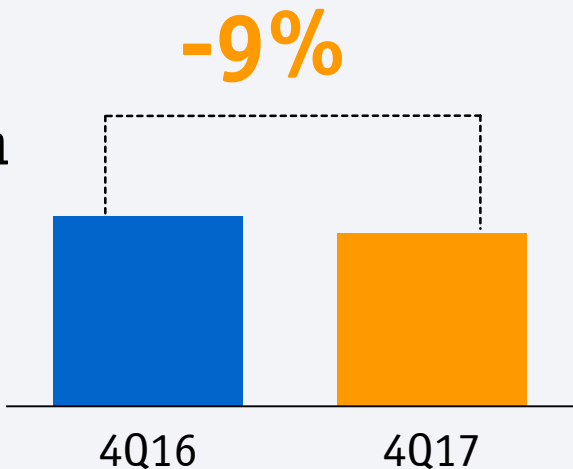
_Field operations and channels prepared for quick launch

Increasing Operational Know-How

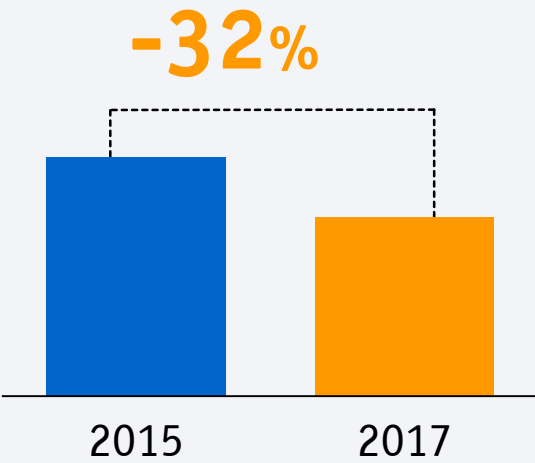
Technical Complaints



Churn FTTH



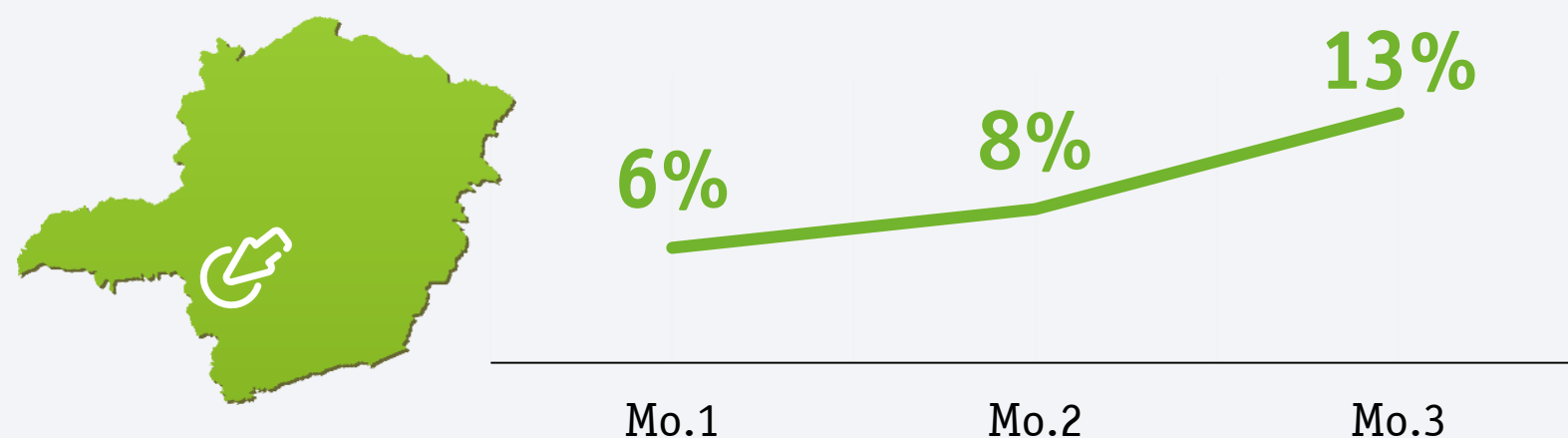
Capex/HP



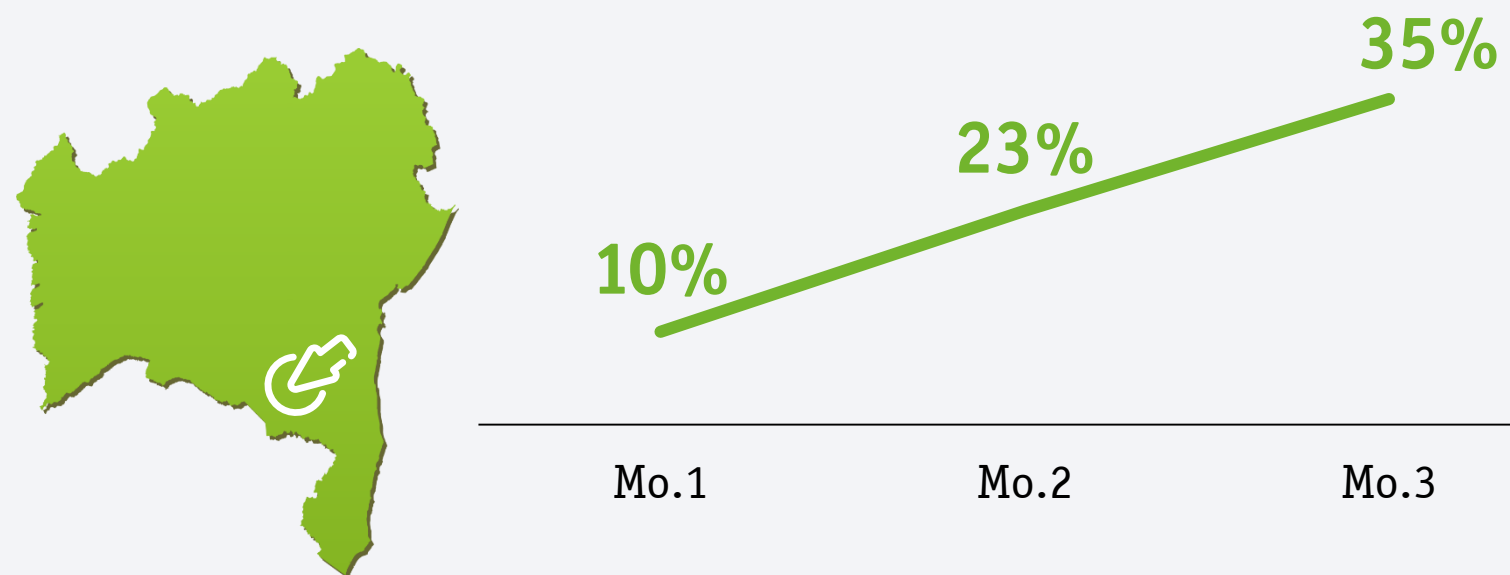
VIVO HAD A SUCCESSFUL TRACK RECORD IN NEW CITIES, QUICKLY LEADING THE MARKET

Network occupancy

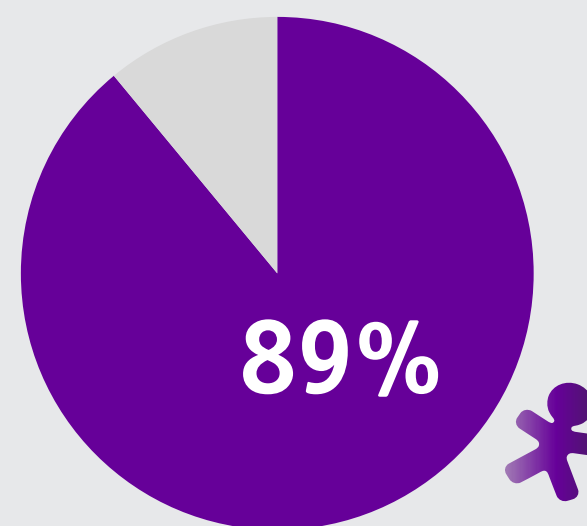
Pouso Alegre - MG



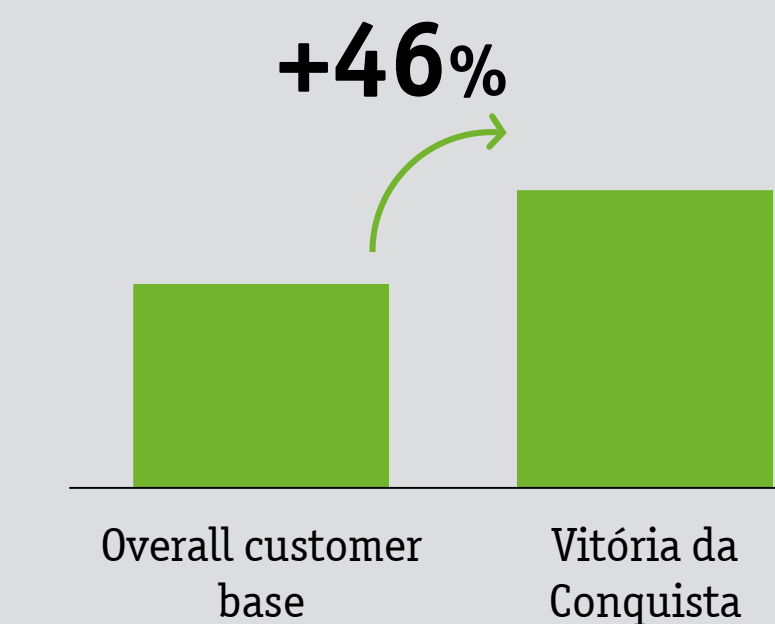
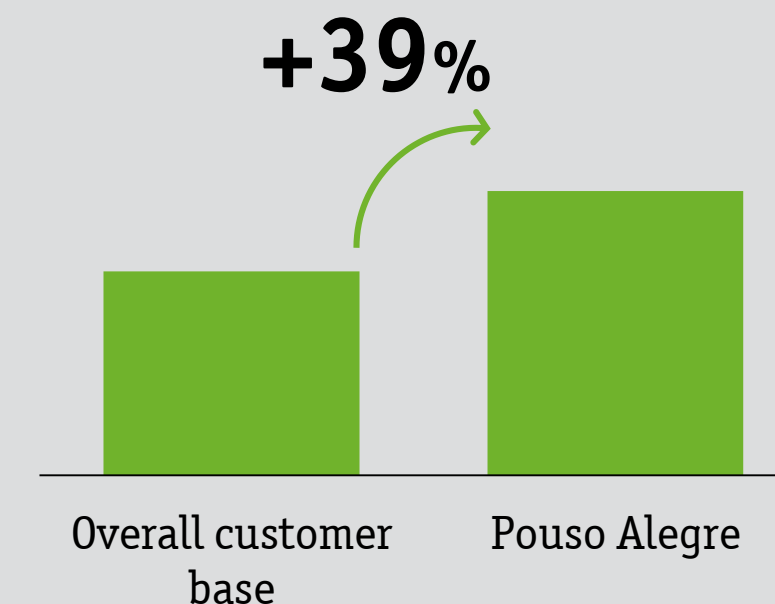
Vitória da Conquista - BA



MS UBB (>34Mbps)
3 months after launch



ARPU
R\$ / month

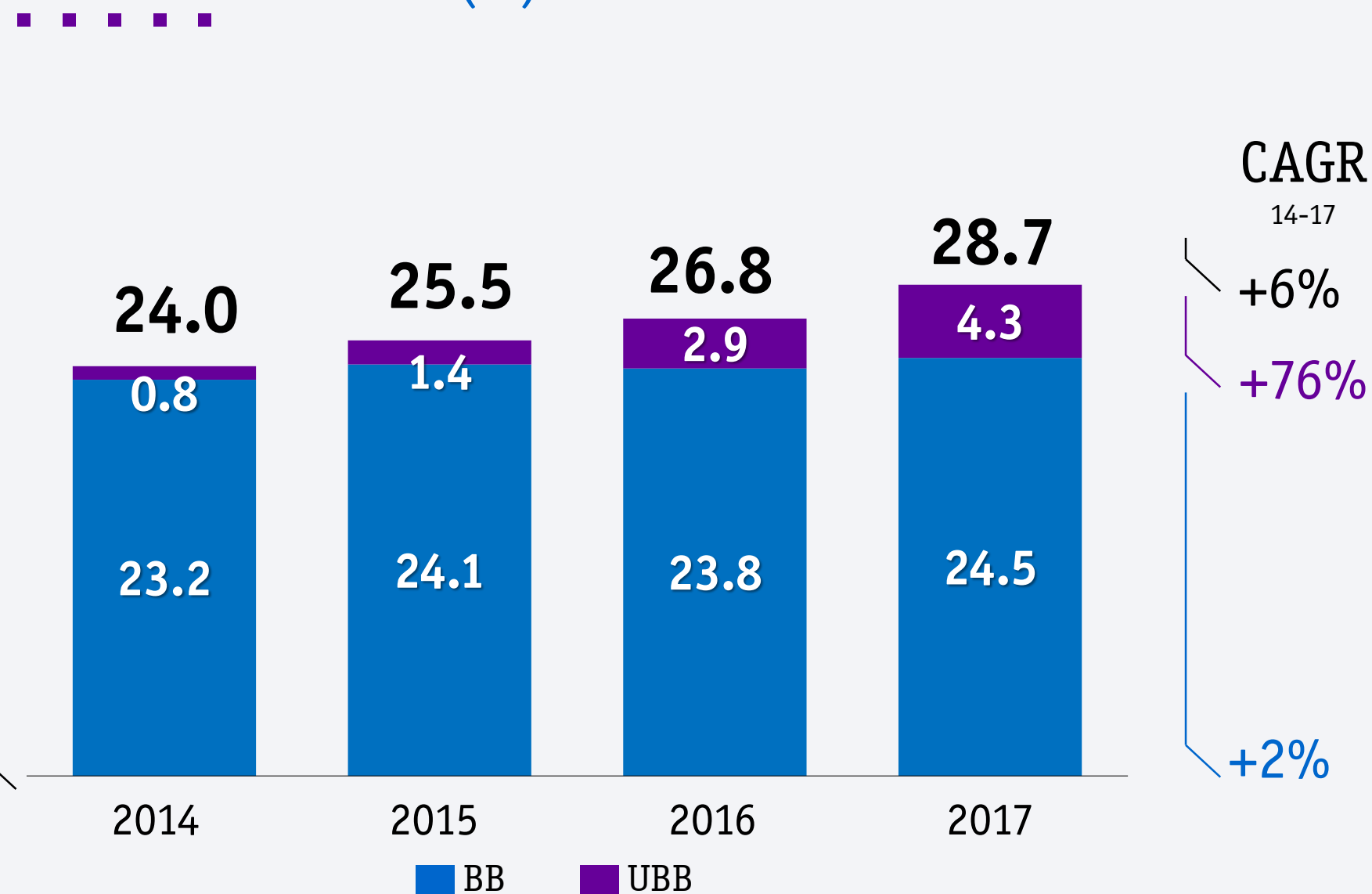


THE UBB MARKET IS GROWING OVER 70% YoY, BUT COVERAGE AND AVAILABILITY IN BRAZIL ARE STILL VERY LIMITED



UBB¹ has significantly higher growth rate

Brazil BB accesses (M)



vivo

4G+



— Broadband was the **only segment** with accesses growth in 2017

— UBB specifically represented **over 70%** of the total broadband market growth 14-17

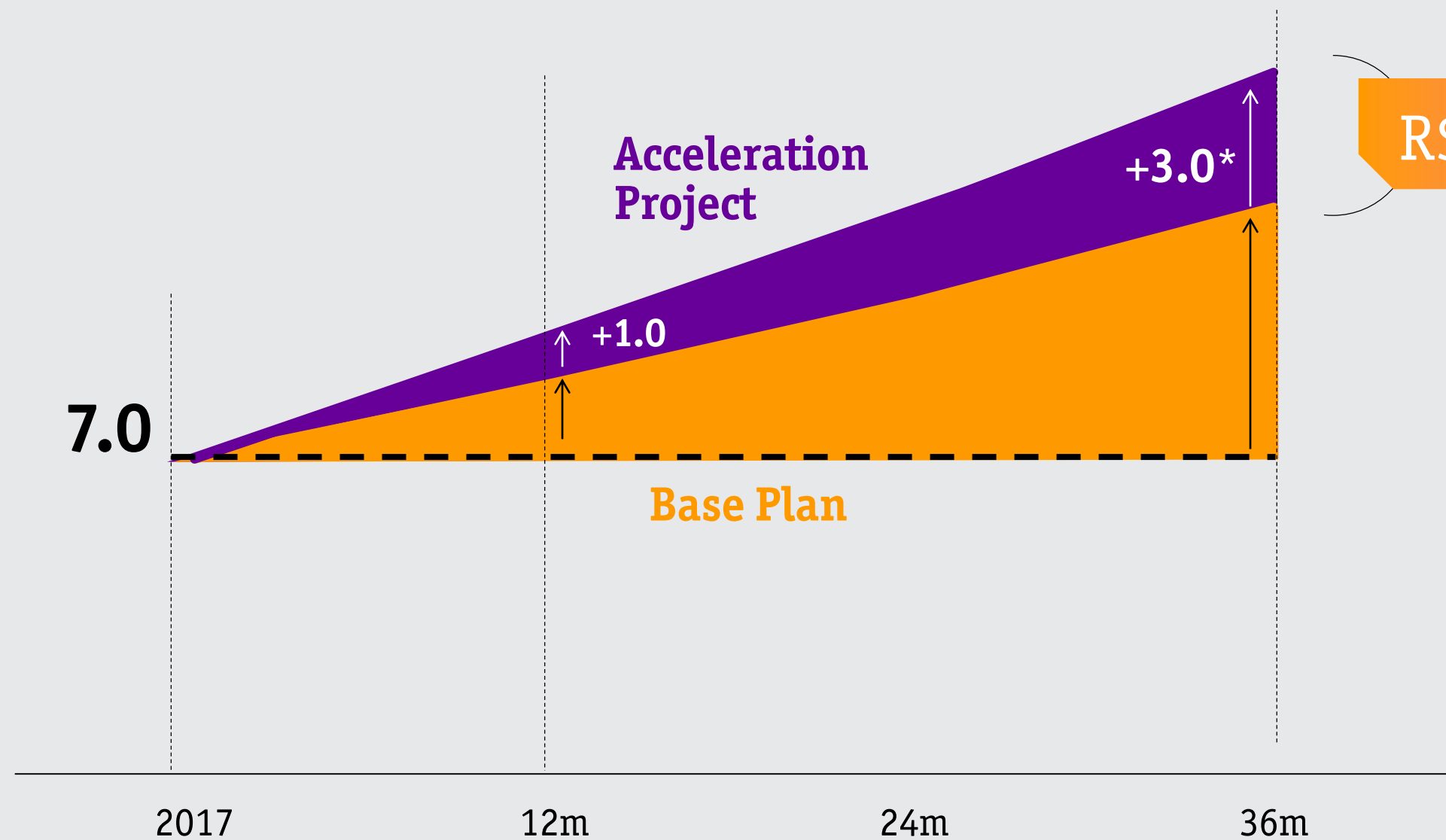
— Average national **UBB penetration** not higher than **7%** of households



VIVO WILL INVEST AN ADDITIONAL R\$2.5BN IN ORDER TO BOOST FTTH EXPANSION IN THE NEXT 36 MONTHS

Footprint Evolution

FTTH HPs (M)



R\$2.5Bn

In 2020

- _ **1.0 M** additional clients
(33% expected take-up)
- _ **>R\$ 1 Bn** in additional UBB revenues in 2020
- _ EBITDA **margin accretive**
- _ Cities above **50k inhabitants**
- _ **Selected neighborhoods** in cities already covered
- _ **Favorable** competitive areas
- _ **Cherry-picking** based on **IRR**

* 4,200 km additional backbone

THIS EXPANSION WILL FOLLOW 2 APPROACHES: CHERRY-PICKING NEW AREAS IN EXISTING CITIES AND ENTERING IN NEW ECONOMICALLY ATTRACTIVE CITIES



Covered Cities

Vivo FTTN already present
Population >100k

87
cities

_Higher concentration of
ABC households

_> **25%** UBB penetration

Increase presence by
cherry-picking
attractive neighborhoods



New Cities

New FTTN presence
Population >50k

+400
candidate cities

_Increasing demand for UBB

_< **4%** UBB penetration

Expand to
economically attractive
neighborhoods in new cities

2nd PLATFORM
E2E DIGITAL TRANSFORMATION

VIVO'S MAIN CHALLENGE IS TO MAKE THE
LARGEST DIGITAL TRANSFORMATION IN BRAZIL

BACK-END

IT transformation

Agile Model &
Digital Culture

FRONT-END

E-care (Meu Vivo)

E-billing

E-commerce



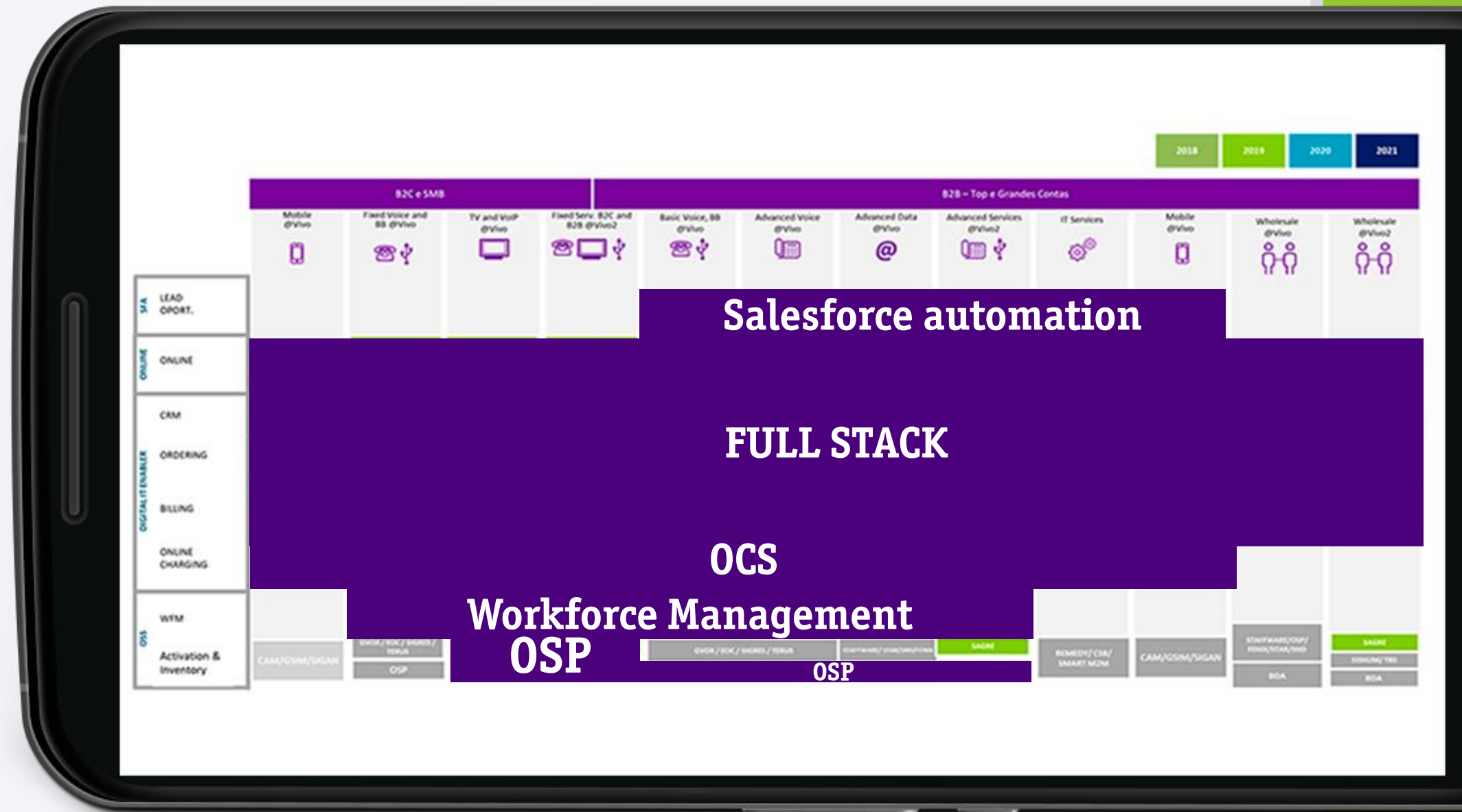
Digitalization



+ Efficiency

+ Better Customer Experience

TO SUPPORT THE DIGITAL TRANSFORMATION, VIVO IS DRASTICALLY SIMPLIFYING ITS IT INFRASTRUCTURE AND PROCESSES



MAIN BENEFITS

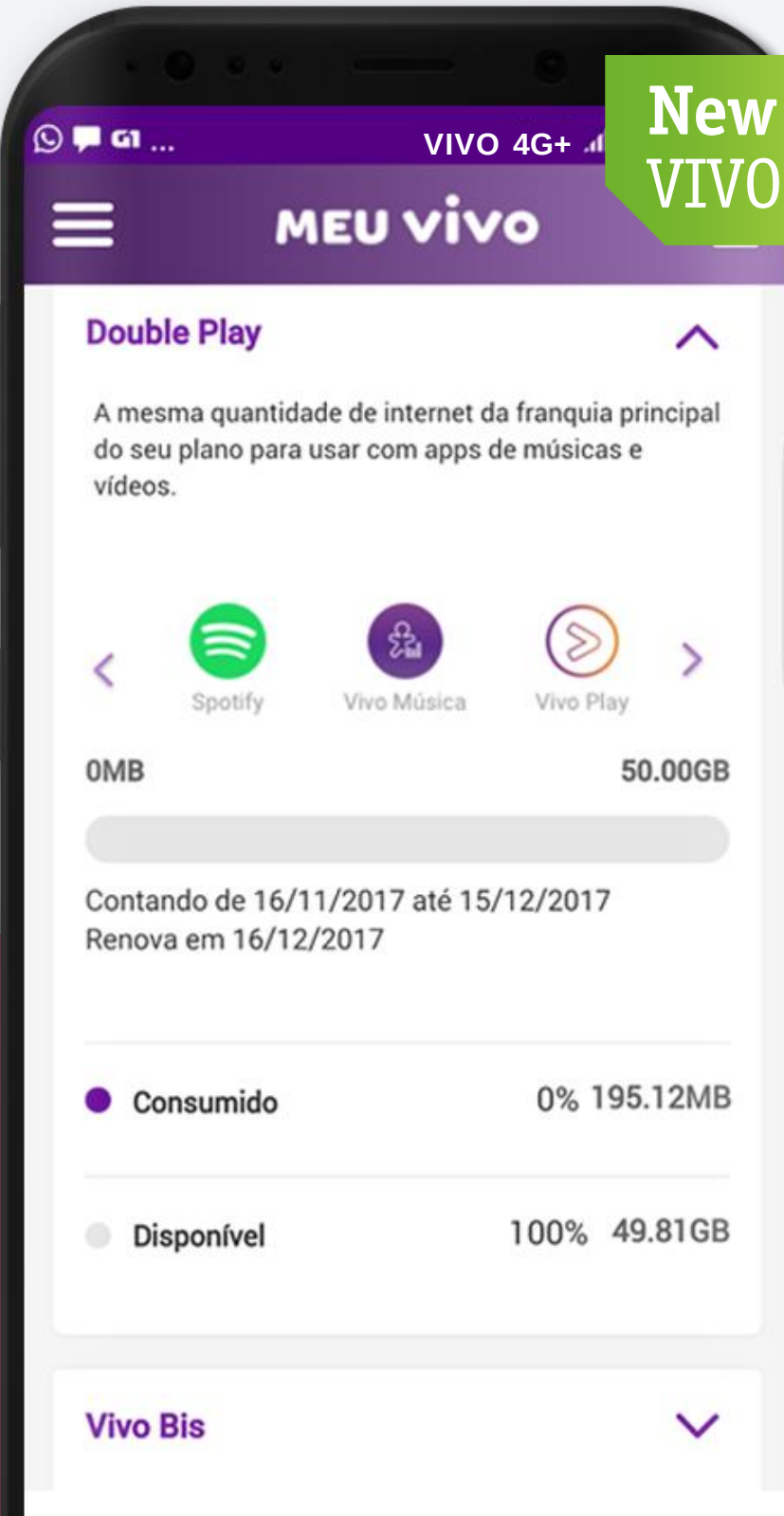
- _ Shorter **time-to-market**
- _ Simplified and user friendly **sales platform**
- _ Single and integrated **billing**
- _ Consolidated view of **multichannel interactions**
- _ New **e-care**

.....

100

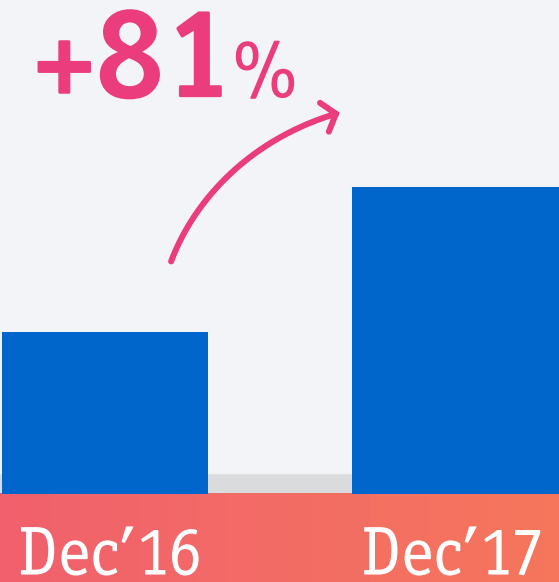
legacy IT systems to be switched off in the next three years

TRANSFORMING CUSTOMER EXPERIENCE THROUGH INNOVATIVE DIGITAL CHANNELS

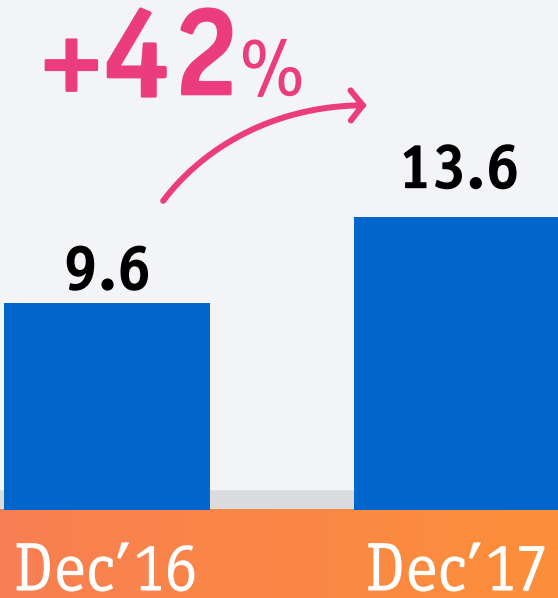


New MEU VIVO app

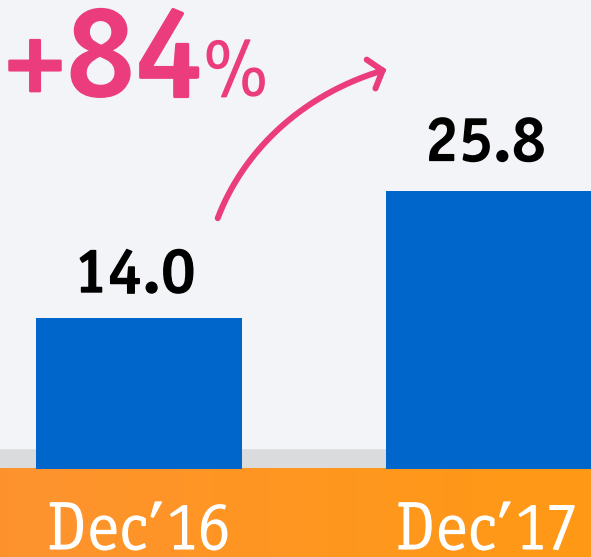
MEU VIVO transactions



MEU VIVO unique users (M)



MEU VIVO APP downloads (M)



51%
of total
interactions

1/4
of postpaid
clients access
monthly

MEU VIVO APP IS CONSTANTLY EVOLVING WITH NEW FUNCTIONALITIES

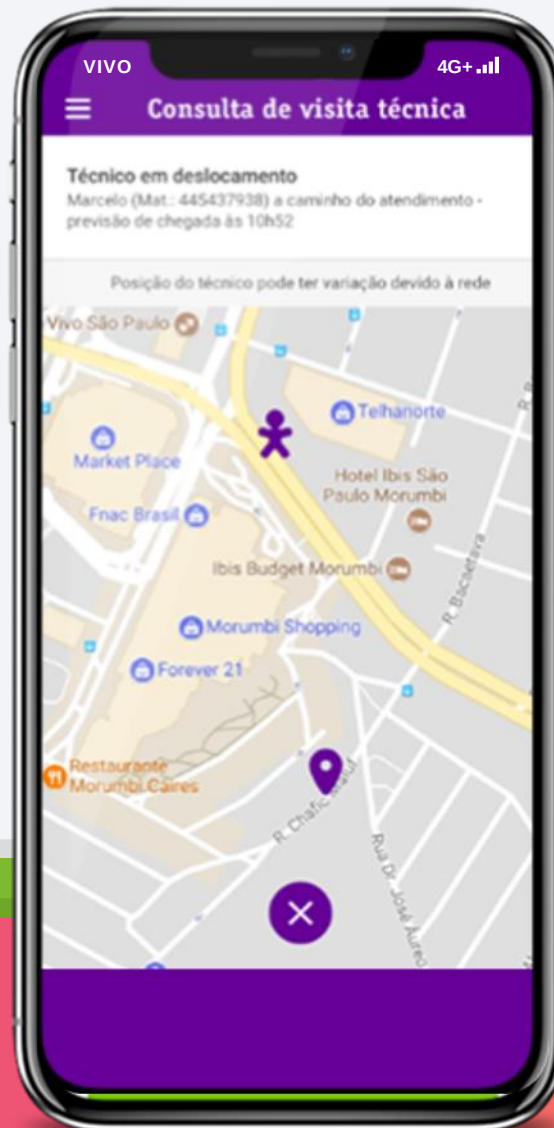


E-care

Data sharing



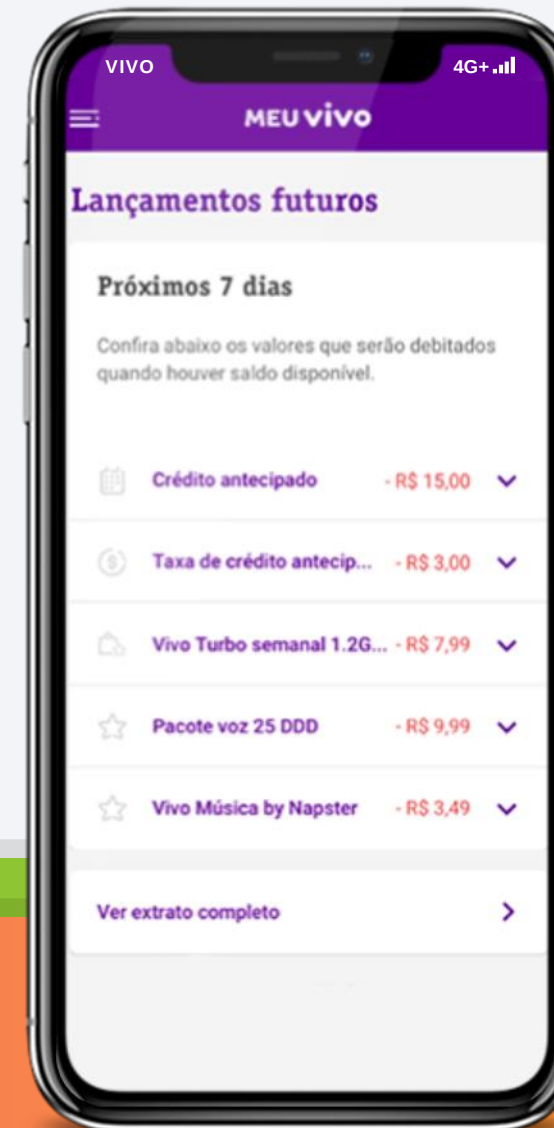
Technical support
and visit scheduling



Detailed bill



Future
expenditures



Vivo Valoriza



VIVO IS ALSO BOOSTING E-BILLING PENETRATION

Experience
improvements
in Meu Vivo

Initiatives to
leverage e-billing
adoption

70%
of new
postpaid
customers
signed for
e-billing
at the store



E-billing

**E-billing
Penetration**

>50%
in mobile
B2C

+19pp

24%

Dec 16

43%

Dec 17

Copy of Bill Requests

All channels - B2C mobile

-28%

2016

2017

E-COMMERCE IS GAINING TRACTION WITH BETTER ONLINE EXPERIENCE



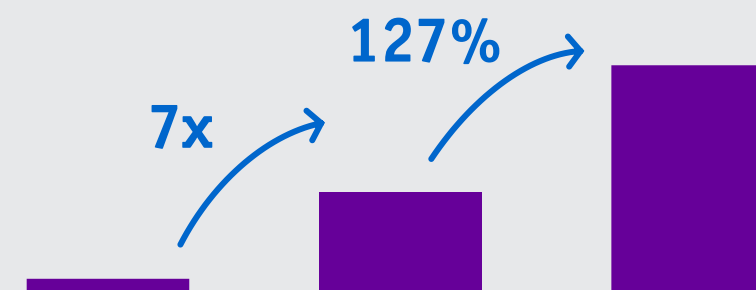
E-commerce

Digital Share

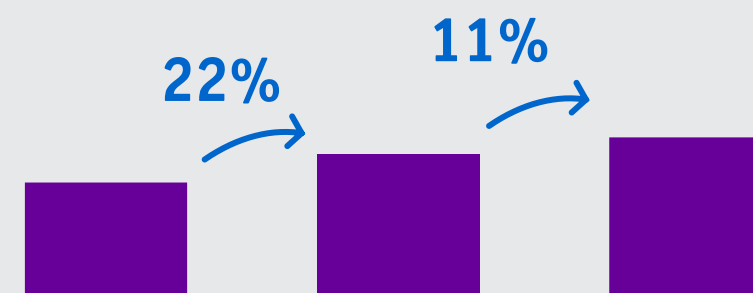
2017: 5%
2020: >25%

Online Transactions¹

Hybrid Plans Activation²

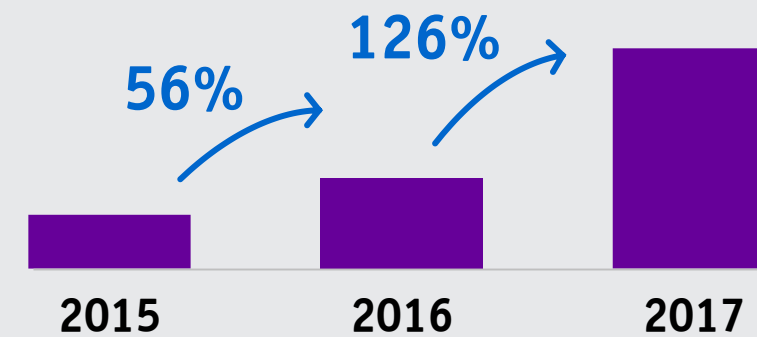


FTTH B2C SALES



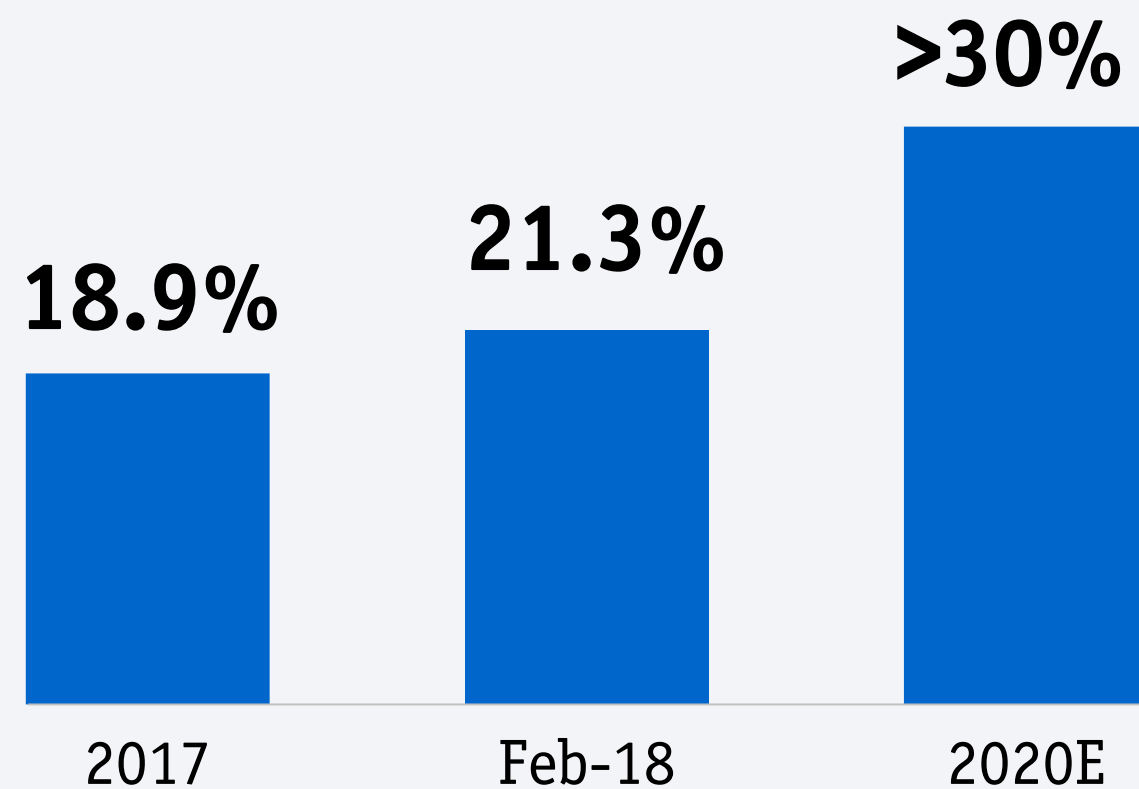
2017: 24%
2020: >50%

FTTH B2B SALES



2017: 10%
2020: >40%

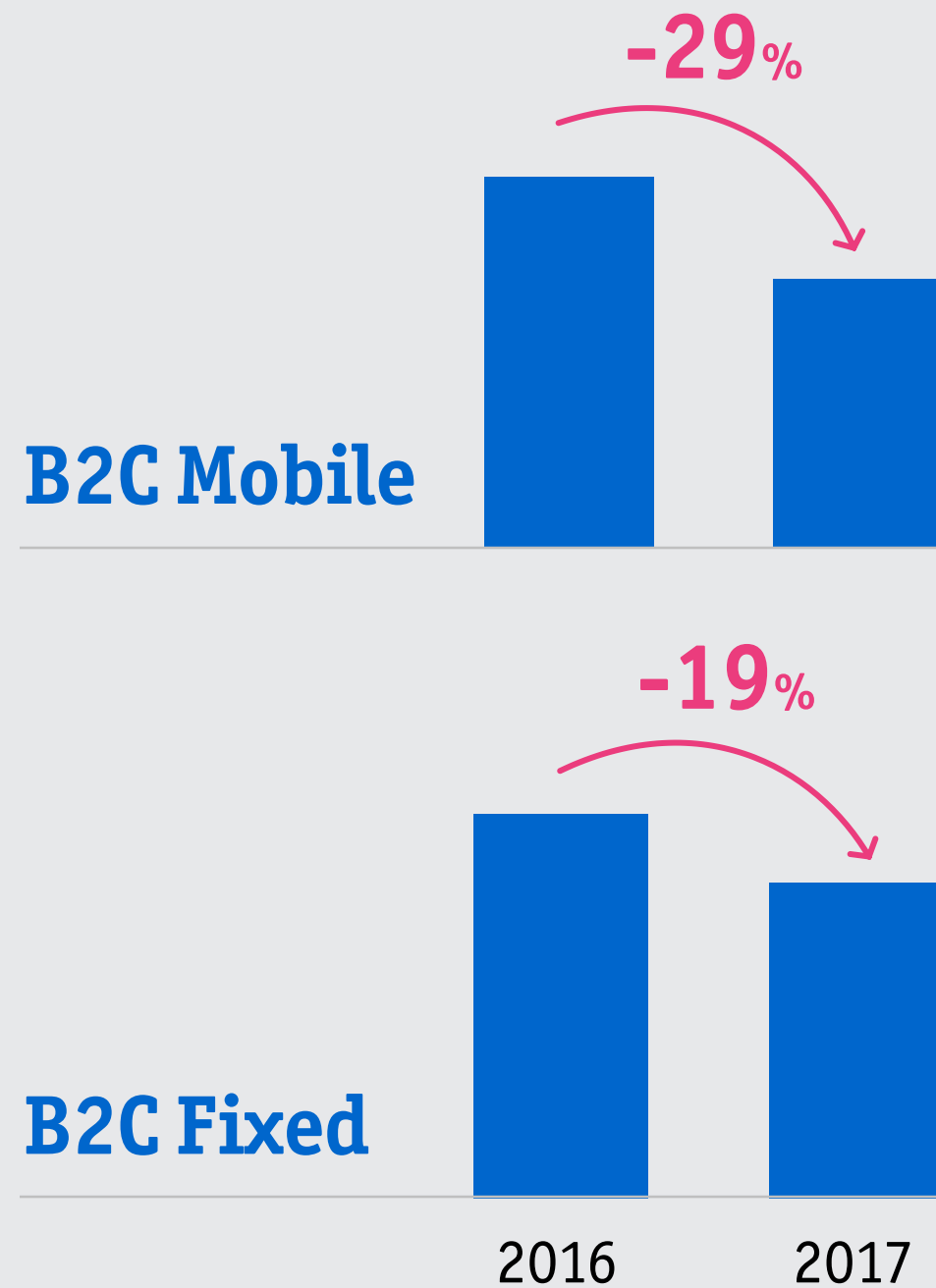
Digital Top-ups



DIGITALIZATION INITIATIVES CLEARLY HAD A POSITIVE IMPACT ON CONTACT RATES IN ALL PRODUCTS

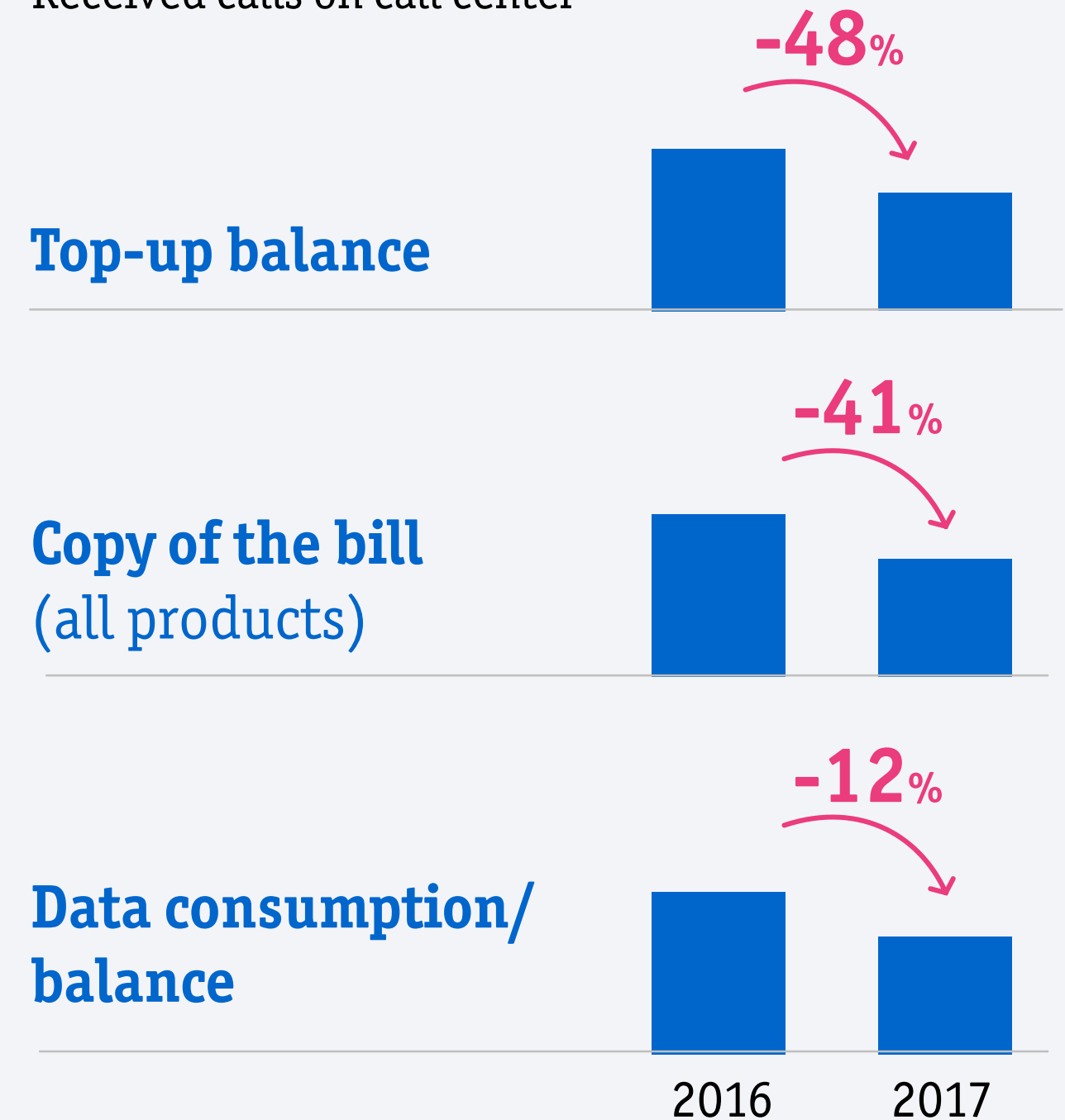
Contact Rate

Received calls on call center



Customers are encouraged to use digital channels for the main contact reasons

Received calls on call center



AGILE: VIVO IS TRANSFORMING THE WAY OF WORK AND INTERNAL COLABORATION



Digital Culture

Digital Culture



Design Thinking



Lean UX



Agile Method



SQUADS



A hand holding a smartphone is shown in the background, with a blue and purple gradient overlay. The phone's screen displays the status bar with 'vivo 4G+', a battery icon, and the time '11:59'.

.....
3rd PLATFORM
COMPLETE VALUE PROPOSITION
.....

.....

MOBILE VALUE PROPOSITION

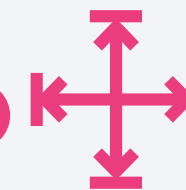


OUR MOBILE VALUE PROPOSITION AIMS TO DELIVER THE
BEST DATA VALUE FOR MONEY WITH EXCLUSIVE SERVICES

data
centric
value
proposition



DATA in the core



Unique functionalities



VAS in the offer

VIVO'S STRATEGY FOCUSED ON OFFERING "MORE FOR MORE" IS PAYING OFF

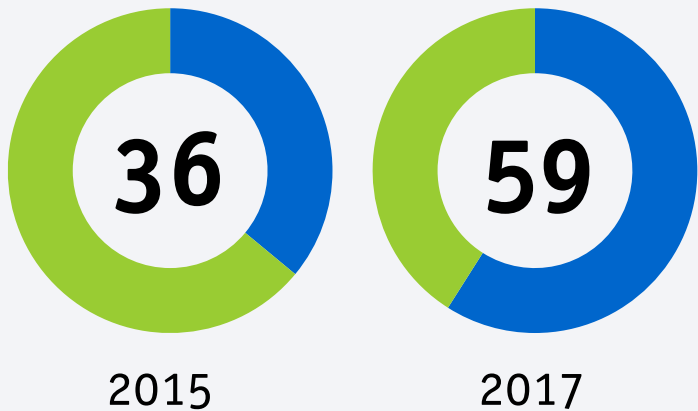


PREPAID

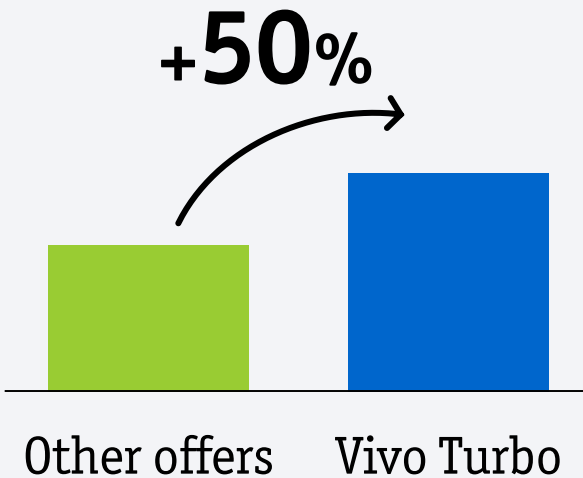


First operator with a **complete** weekly offer (voice, data and SMS)

% Prepaid with Vivo Turbo



R\$/client/month

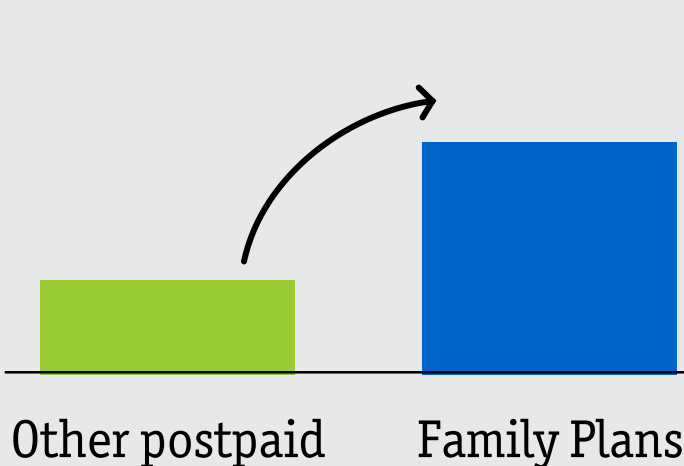


POSTPAID

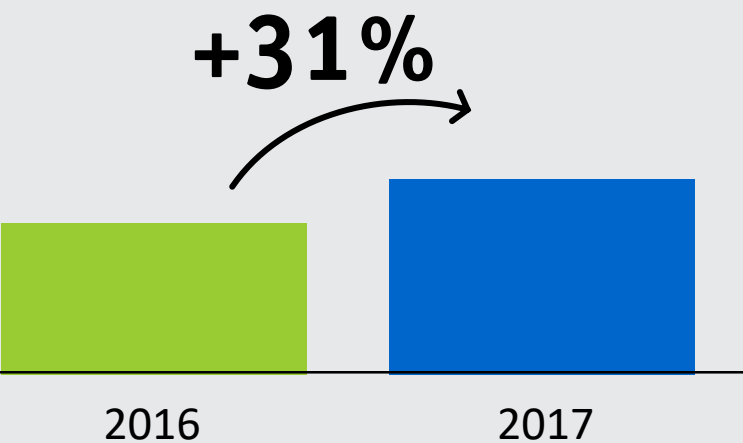


Vivo created **family plan** concept, with all services available to all **family members**

R\$/client/month



of additional lines



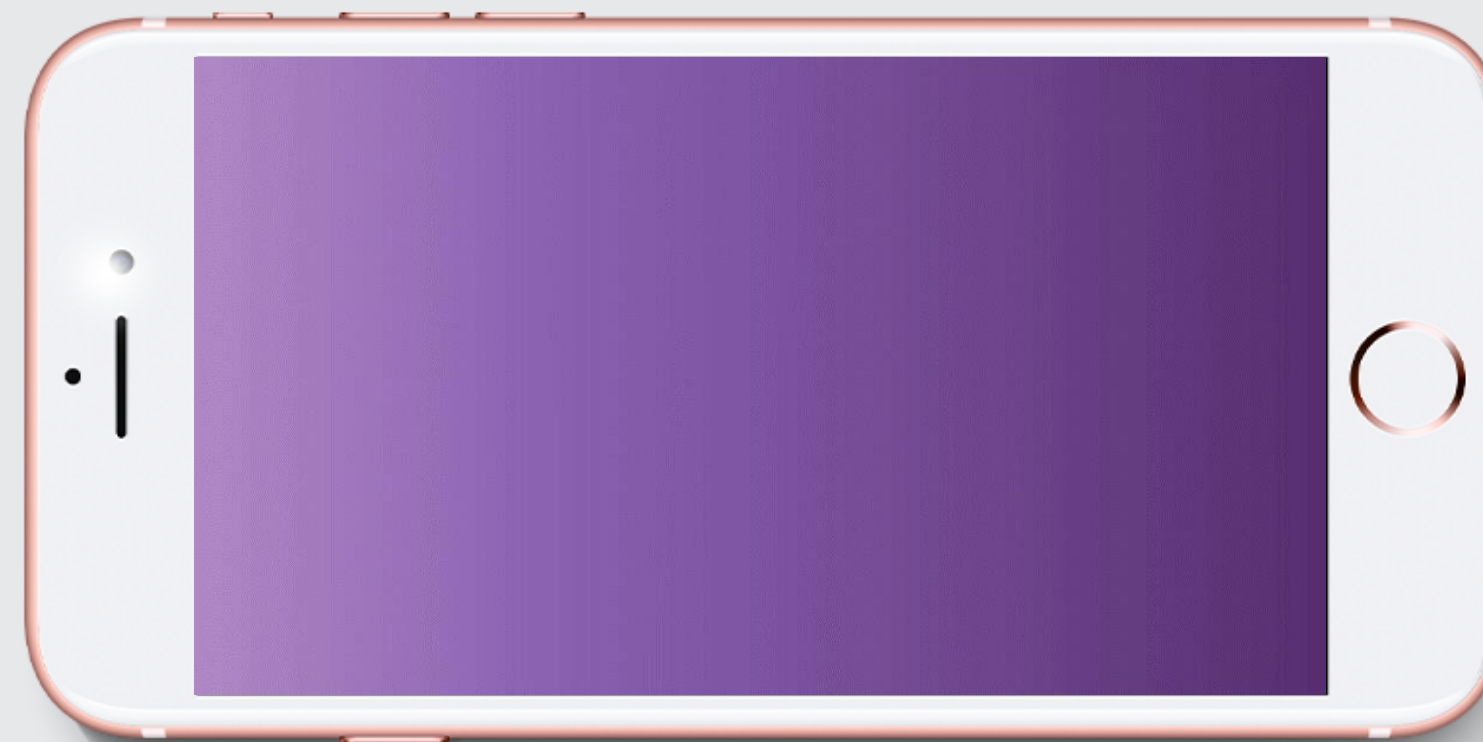
ALSO, IT HAS UNIQUE USAGE FUNCTIONALITIES AND DATA MANAGEMENT TOOLS



PREPAID Data sharing within Vivo community

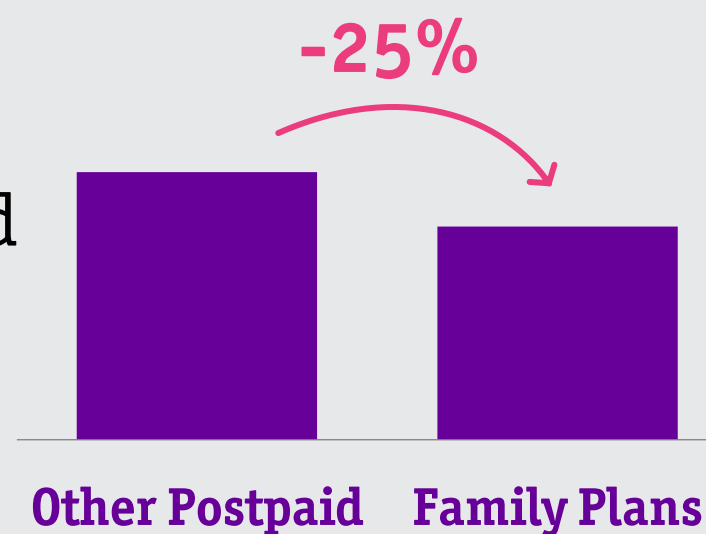


POSTPAID Data management through Meu Vivo



~2M transactions per month

Churn
Postpaid



Data carry over and data management through **Meu Vivo**

VIVO ADDED EXCLUSIVE DIGITAL SERVICES TO THE OFFERS



VAS

PREPAID

Bundled apps

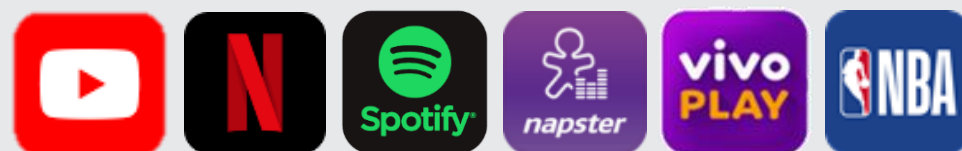


POSTPAID

Bundled apps



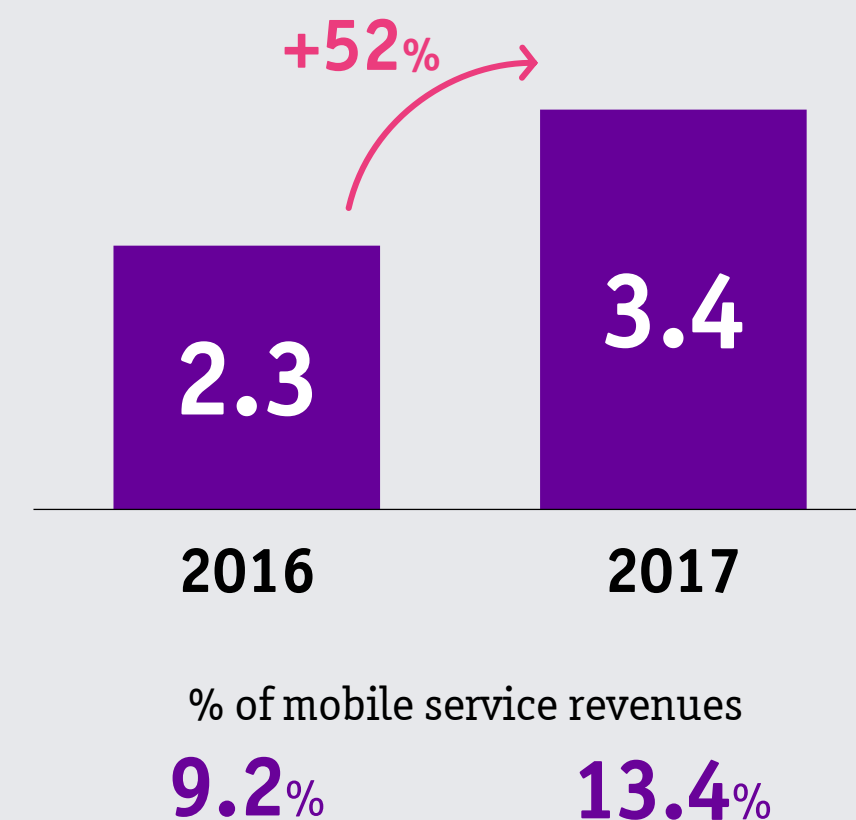
Double Play: additional data for music and video streaming apps



Essential Apps: mobility apps with no consumption of data allowance



VAS REVENUES (R\$ Bn)



VIVO IS STRENGTHENING ITS POSITION AS A TECHNOLOGICAL HUB IN BRAZIL

+65 Startups in our
local portfolio

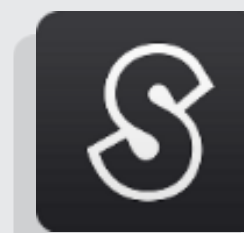


Telefonica | OPEN FUTURE

X



RELEVANT PARTNERSHIPS



Leveraging Vivo's
commercial channels
and brand

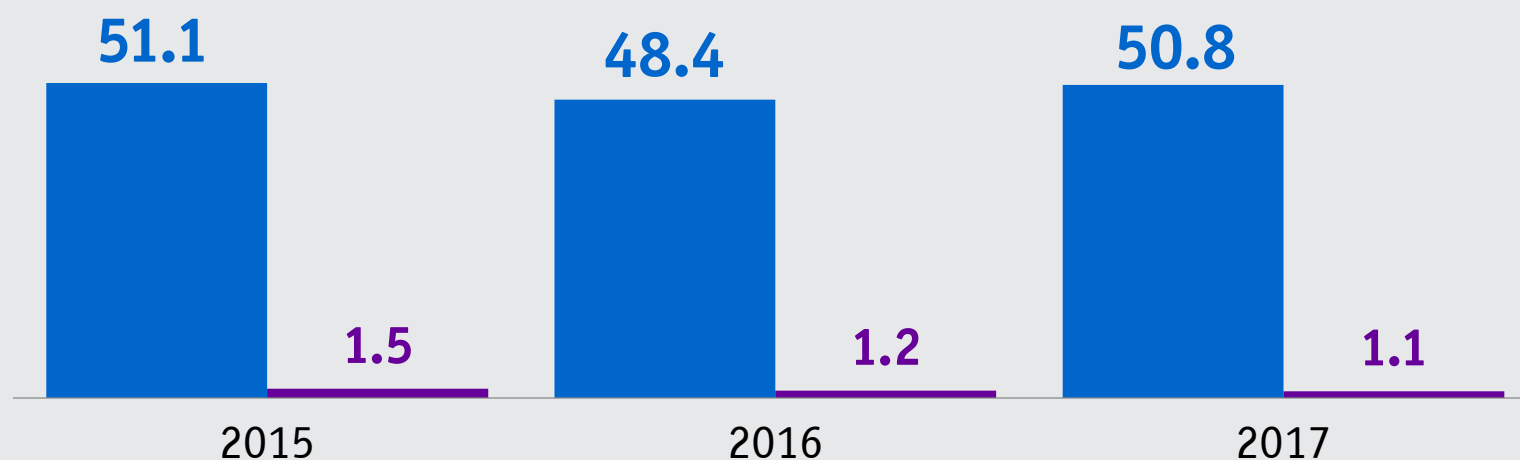
VIVO WILL ACCELERATE SMARTPHONE SALES, REPRESENTING A RELEVANT REVENUE GROWTH OPPORTUNITY

Smartphone sales start to recover in the Brazilian market

Smartphone Revenues

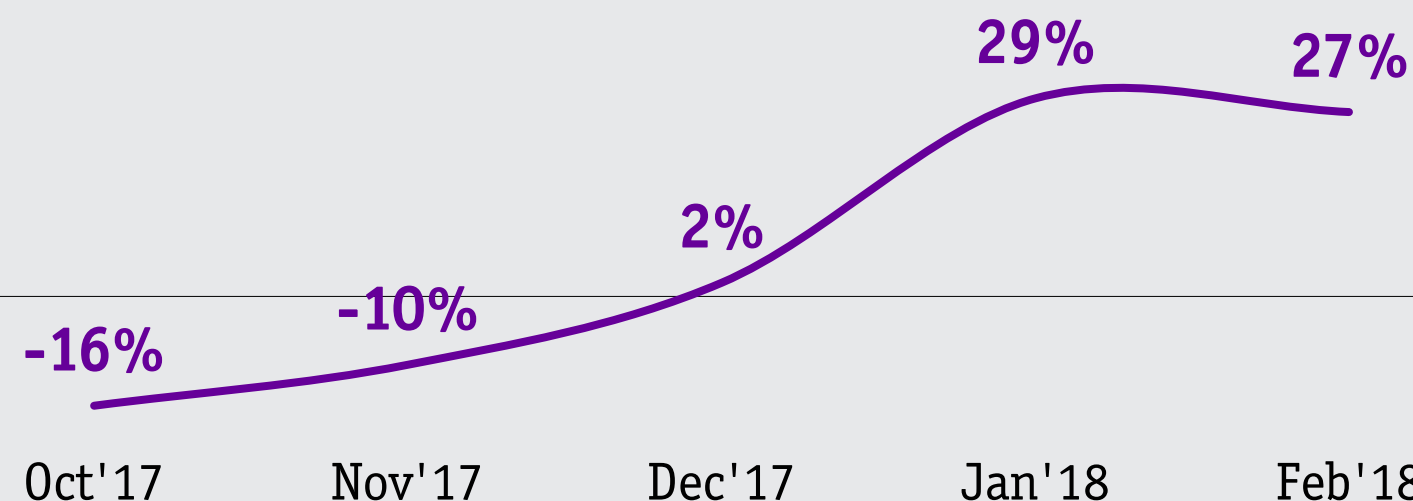
R\$ Bn

■ Total Market
■ Vivo



Smartphone Sales Growth – B2C

YoY



Unique competitive advantages to lead smartphones sales

— One of the **largest retail chains**

— **Trained salesforce**

— Incremental volume with **no subsidy** and positive margins

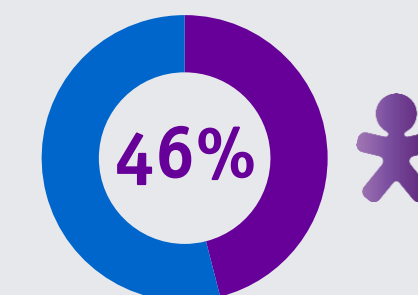
— **Relevant scale** to negotiate with suppliers

— **Recognized brand**

Vivo is leader among carriers specially in high end devices

Smartphone Market Share

among operators;
handsets >R\$ 1,500



Source: Survey GFK



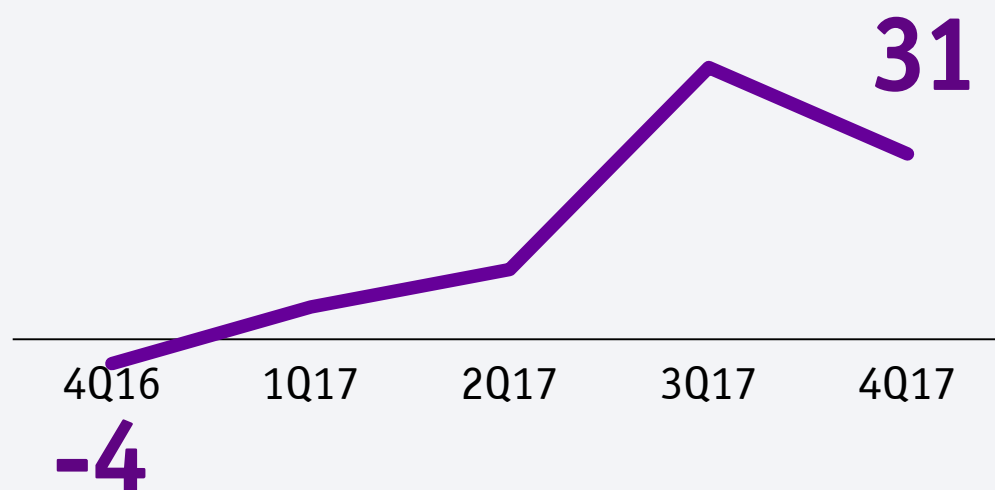
IN B2B, VIVO IS INNOVATING AND SIMPLIFYING THE PORTFOLIO THROUGH SMART VIVO PLANS

B2C-like approach, with simplified offer and bundling



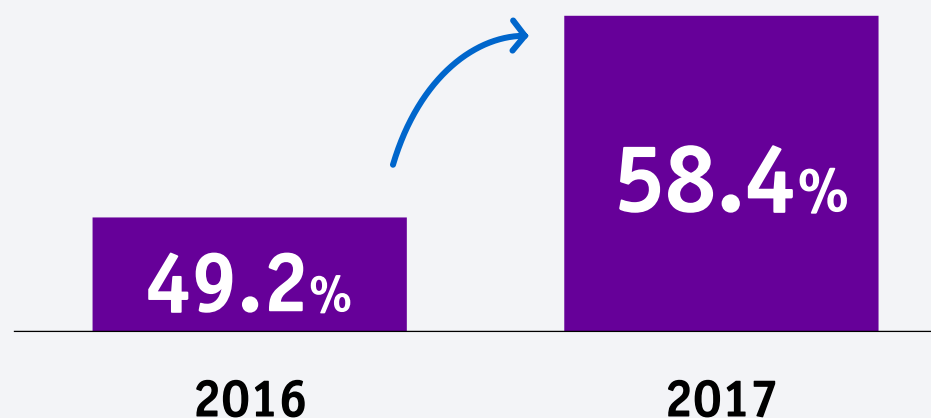
Mobile Portability in thousand

Positive portability ratio against all major players since June 2017



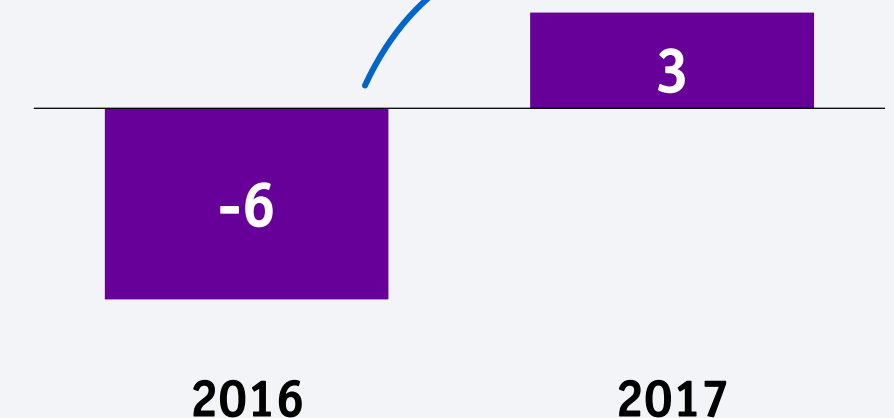
B2B Data penetration

+9.2pp



B2B NPS

+9p





FIXED VALUE PROPOSITION



VIVO HAS THE MOST COMPREHENSIVE FIXED VALUE PROPOSITION



Value Proposition

- _Future proof technology
- _Best TV platform
- _Superior commercial channels
- _High customer satisfaction
- _TEF Group expertise
- _Brand awareness

 **Fiber** in the core

 **Positioned** as the best fixed internet

 **IPTV** and **OTT** for bundled offers

 Best **Wi-Fi** experience

 **New** ultra-speeds

 **"Price, not promotion"** with no bill shock

EXCELLENT WI-FI EXPERIENCE IS KEY TO IMPROVE SATISFACTION WITH UBB



Superior devices

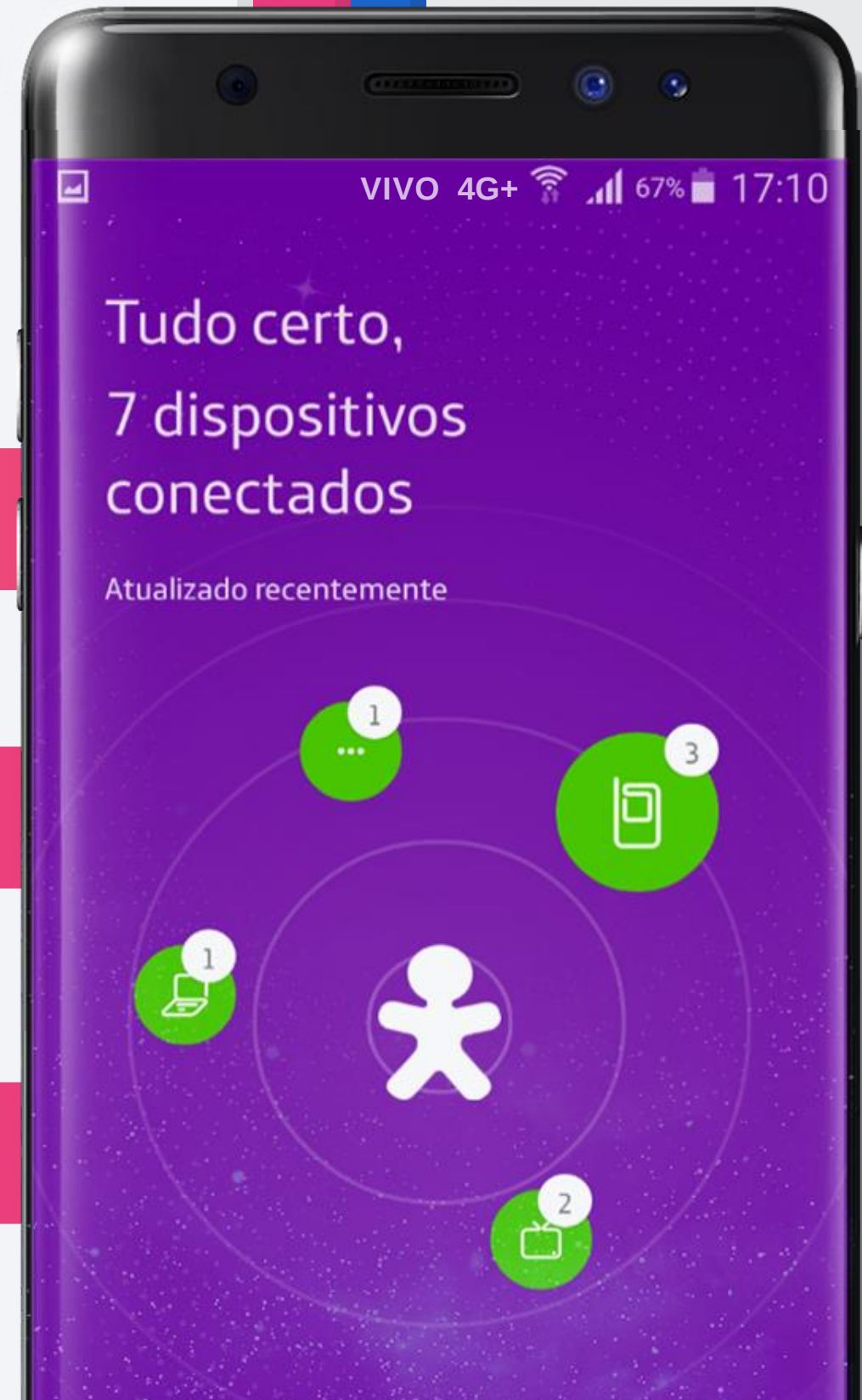
HGU and new VDSL in 2.4GHz and 5.0GHz

App Vivo Smart Wi-Fi

Auto diagnosis / Wi-Fi optimization map and block-unblock devices
/ Change Wi-Fi name and password/ Create Wi-Fi for guests

Security and artificial intelligence

Integration with security VAS / Integration with Aura



IN TV, OUR FOCUS IS TO DELIVER THE BEST VALUE PROPOSITION
WITH CUTTING-EDGE TECHNOLOGY, NOW INCLUDING OTTS IN THE OFFER



Most relevant functionalities

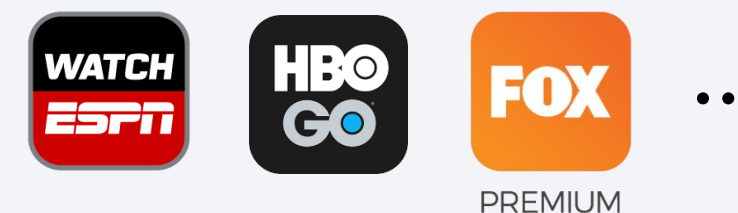
- _Multi-room recorder
- _TV everywhere
- _VoD Vivo Play
- _In app remote control
- _Replay function

IPTV available in all FTTH cities by mid 2018

100+ HD Channels

TV quality recognized
by **Vivo Fibra** clients

New digital video
services (OTTs)



~3M clients TV+OTT
in 2020

VIVO OFFERS EXCLUSIVE BENEFITS TO CONVERGENT CLIENTS, INCREASING LOYALTY AND CUSTOMER SATISFACTION

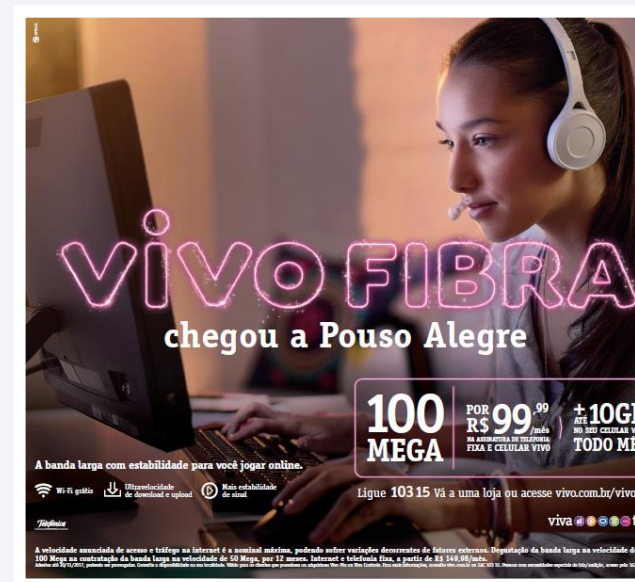
Up to
10 Giga
bonus for
mobile users

Mobile benefits to fixed clients



Discount
for Vivo V
fiber clients

Fixed benefits to mobile clients



Double speed
in new cities

Future additional benefits

- _Additional data bonus
- _Faster internet speed
- _Exclusive handsets benefits
- _Bonus for Vivo Valoriza

IN B2B, VIVO STRENGTHENED ITS DIGITAL VALUE PROPOSITION, GETTING READY FOR CAPTURING NEW REVENUE STREAMS

Digital business acceleration

- _Complete portfolio
- _Specialized and advisory channels
- _Relevant partnerships
- _100% digital customer journey



Focus on **energy efficiency** and **smart fleet**

41.4%
M2M
Market Share



Complete Portfolio
for all **company sizes**

1.8x
Revenue growth 2017



Solutions bundled
with traditional
services

2.1x
Revenue growth 2017



Big Data

Focus on **real use cases**: scoring,
Luca and Vivo Ads

First deals
closed in 2017



UNIQUE CHANNEL EXPERIENCE



OUR SALES CHANNELS HAVE AN ENORMOUS CAPILLARITY, PROVIDING A UNIQUE POSITION IN EVERY LOCATION AND CUSTOMER SEGMENT

1.8k
stores

+180
retail chains

+575k
top-up spots

5.9k
telemarketing agents

4.9k
B2B salespeople

presence in
95%
of Brazilian
cities



.....
70% of new postpaid
plans bought at stores

#1 telco in
channel capillarity



VIVO DEVELOPED A NEW CONCEPT STORE, EVOLVING FROM POINT-OF-SALES TO POINT-OF-EXPERIENCE...

Videowall

Strengthening brand experience and commercial offers

TV Lounge

Fixed B2C products cross-selling and exclusive fiber and IPTV experience

Comprehensive Portfolio

Mobile, fixed and B2B services, smartphones and accessories

Vivo Guru

Support for sales of smartphones and apps

Amusement

- _Co-working spaces
- _Wi-Fi
- _Music and gaming

Premium Care

Exclusive lounge for premium customers

>10% higher revenue in refurbished stores

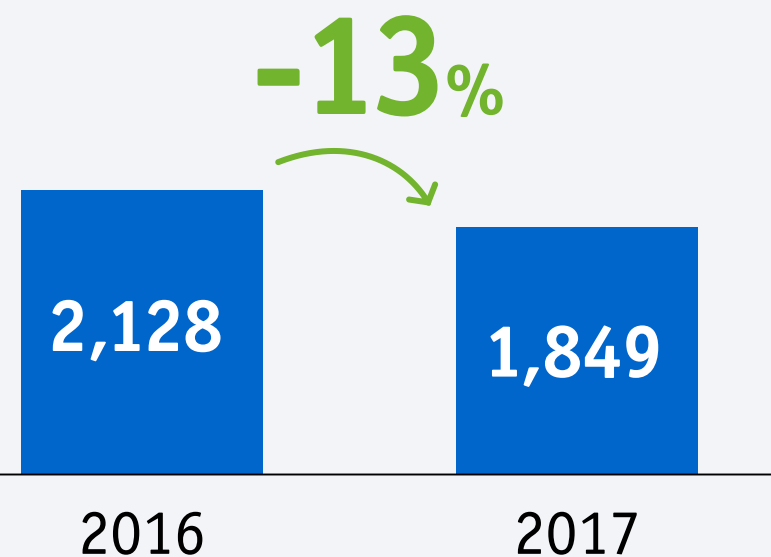
9.58 average customer satisfaction rate

...ALSO OPTIMIZING STORES AND IMPROVING PROCESSES



Optimizing stores

Stores



— **Capillarity reduction** based on profitability with **no sales impact**, using Big Data

— Increased availability and sales of **fixed products**

— **B2B portfolio** recently launched

Excellence in processes

— **Paperless sales**

— **Totems and tablets** for self-care



— **Queue management**

— Visit scheduling via **Meu Vivo app**

.....
4th PLATFORM
BIG DATA & ARTIFICIAL INTELLIGENCE
.....

OUR PATH TO THE 4th PLATFORM BEGAN SOME YEARS AGO...

2013

Advanced analytics & statistics



2014

1st big data cluster



2015

Data ingestion & data labs



2016

Use cases roll out

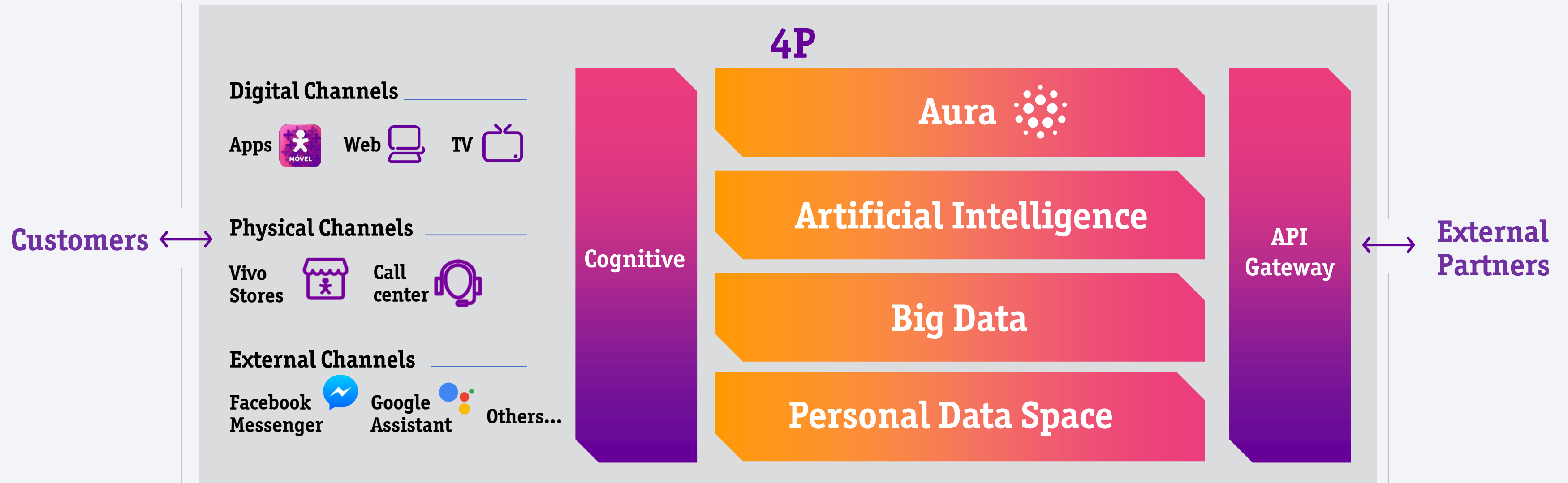


2017

4th Platform & artificial intelligence

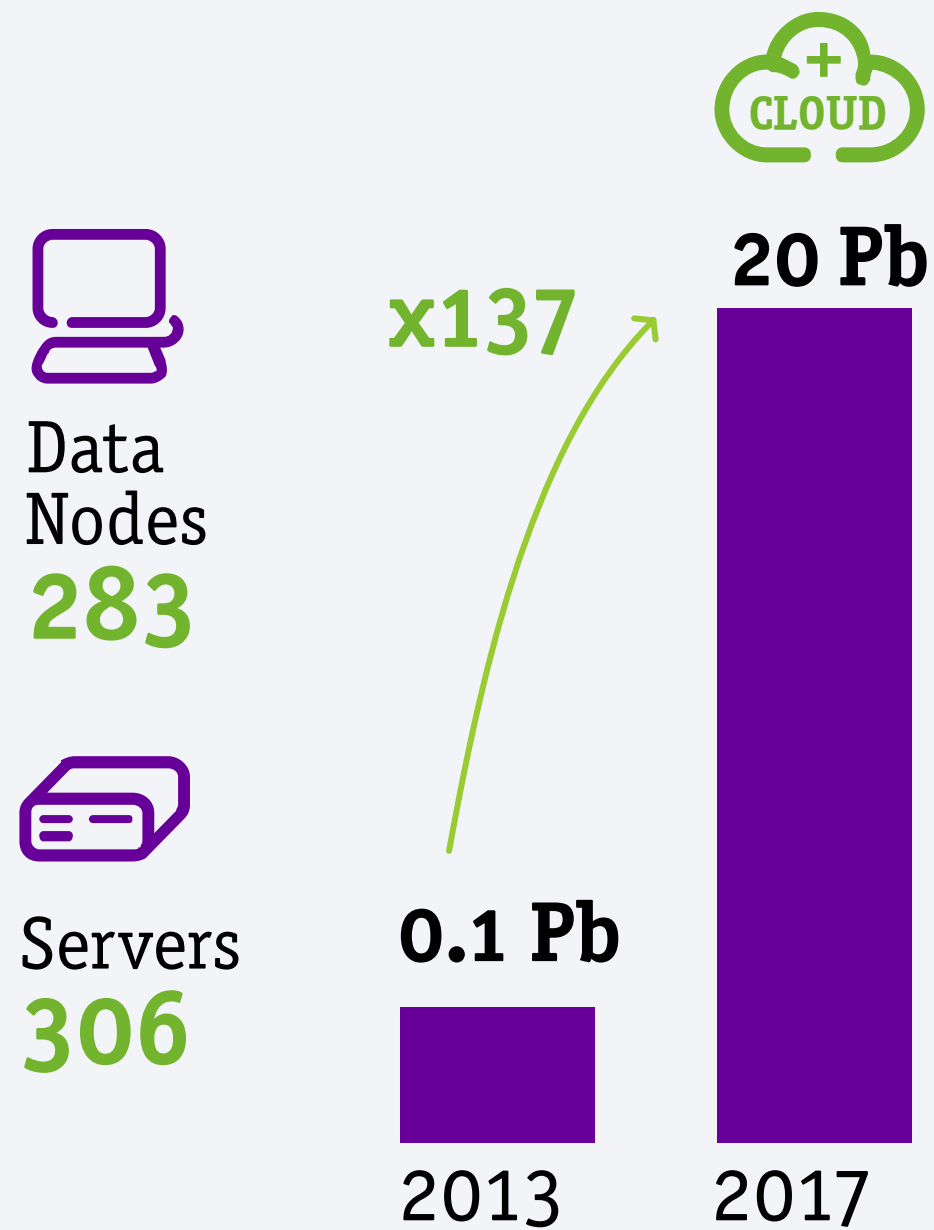


... AND WE SUCCEEDED IN BUILDING A SOLID AND INTEGRATED FRAMEWORK



VIVO HAS THE LARGEST BIG DATA INFRASTRUCTURE ON PREMISES IN LATIN AMERICA

LARGEST LATAM CLUSTER

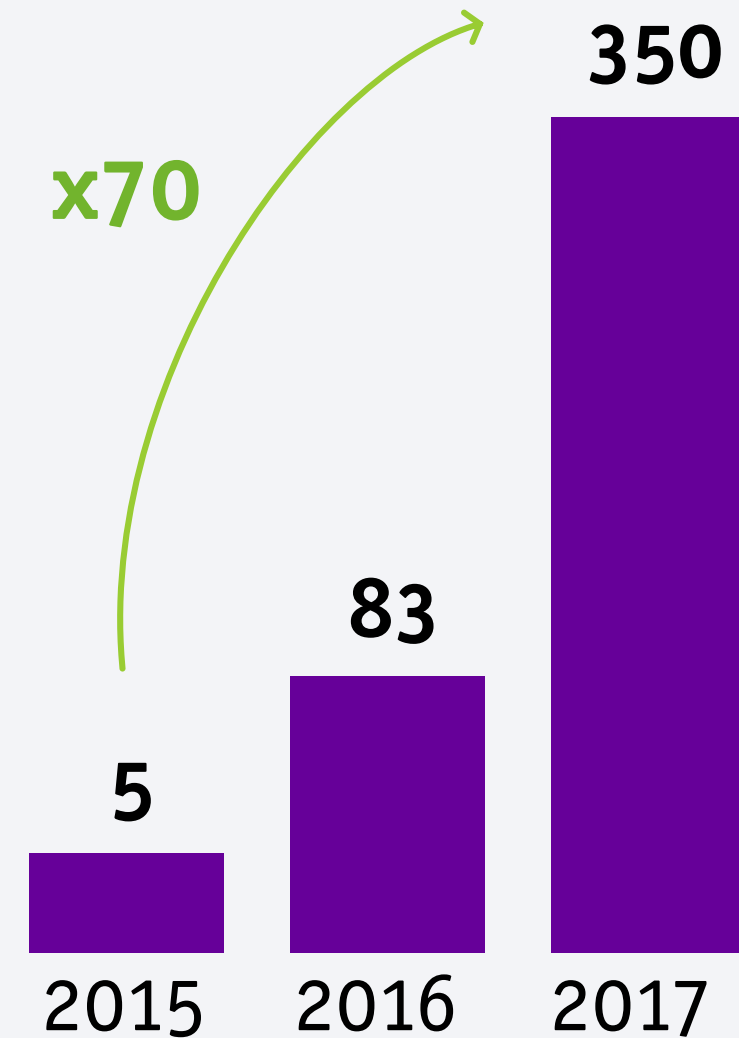


MAIN USE CASES

- Next Best Offer
- Media Mix Modeling
- Credit Policy
- Network Optimization
- Revenue Assurance

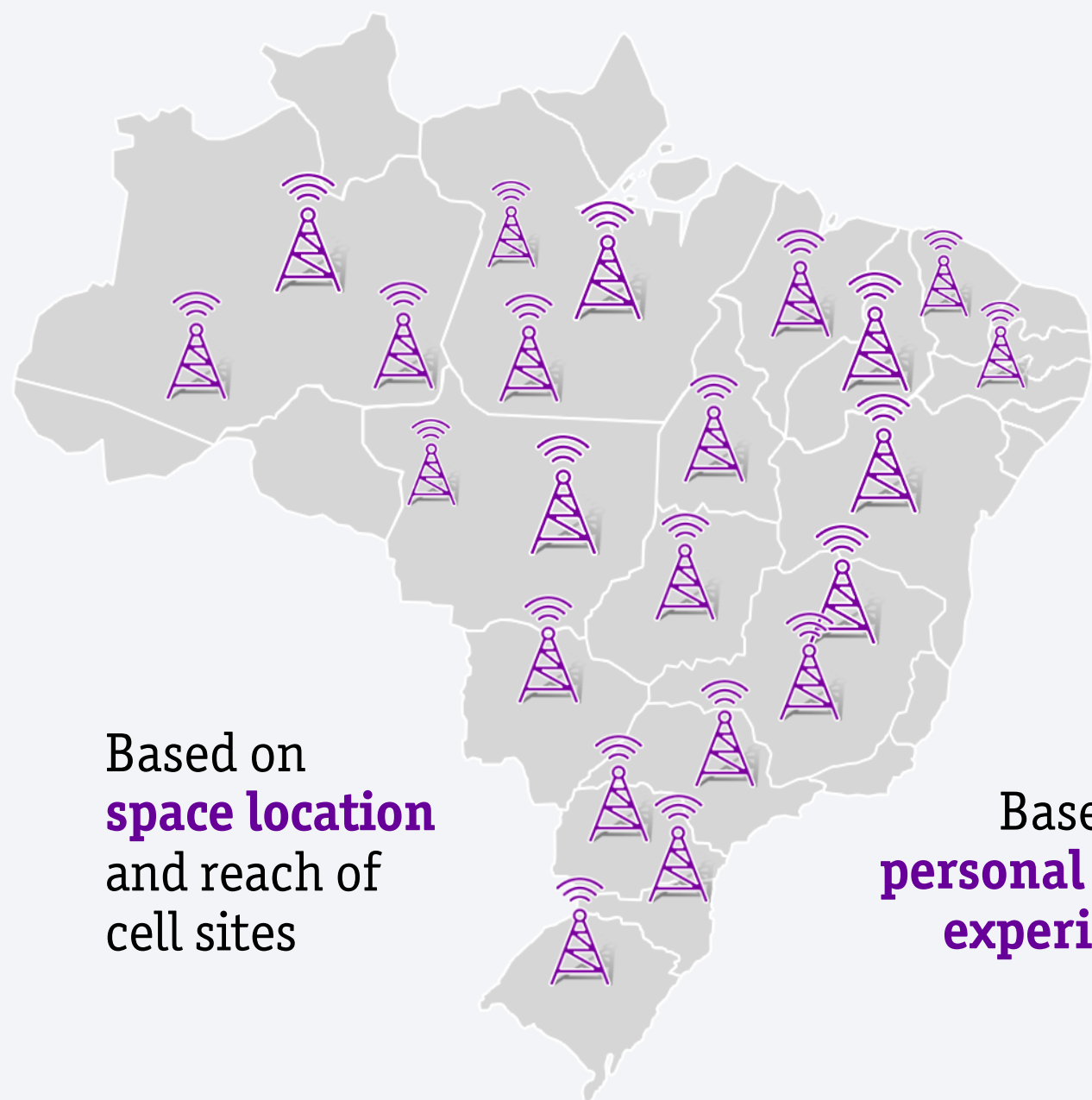
MORE THAN R\$350M IN GAINS

Big Data Benefits OpCF R\$ M



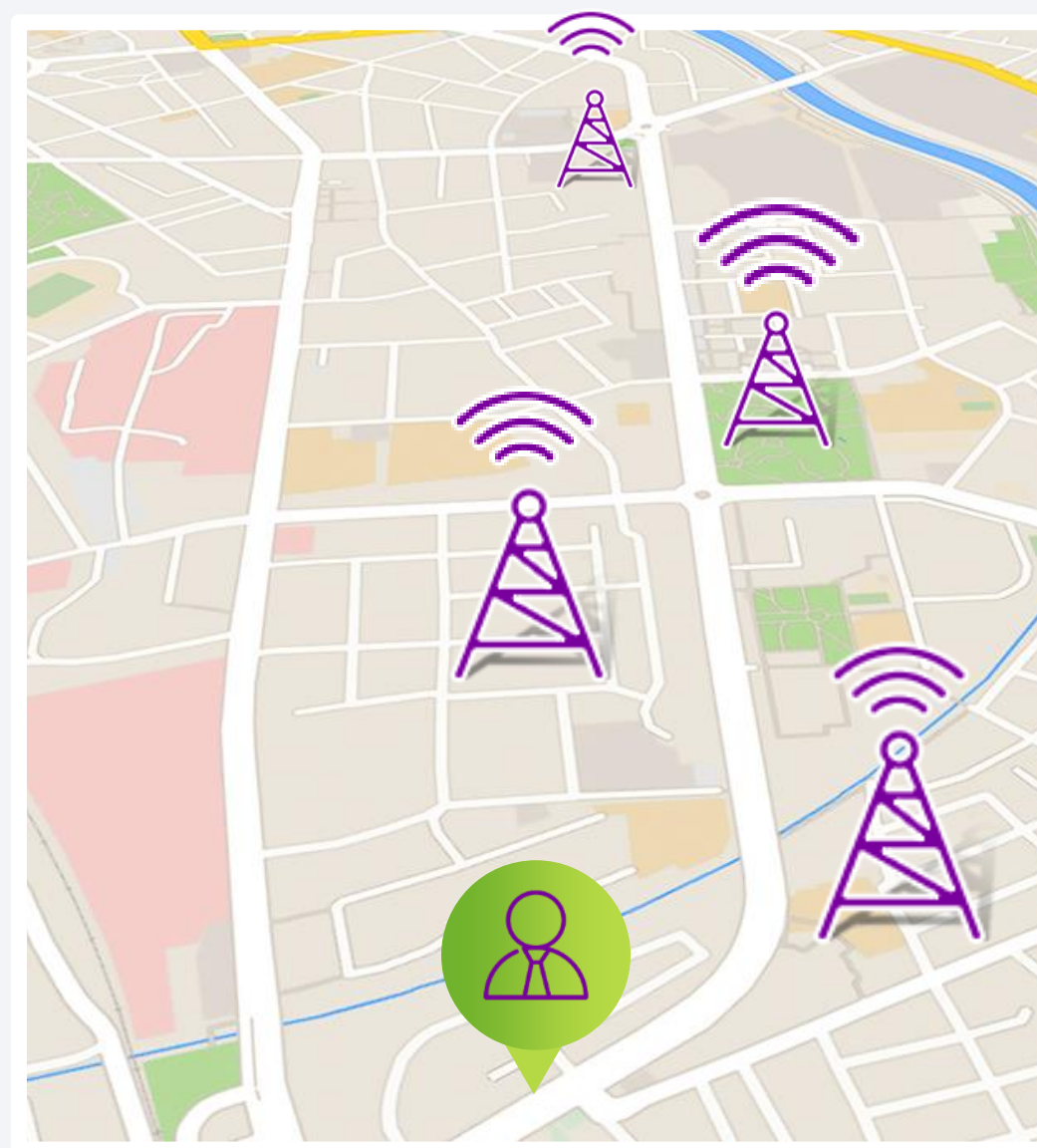
+2x
expected
in the next
years

NETWORK OPTIMIZATION CASE SHOWS OUTSTANDING RESULTS ON INVESTMENT EFFICIENCY AND CUSTOMER EXPERIENCE



Based on
space location
and reach of
cell sites

Based on
personal user
experience



BETTER EXPERIENCE

More accurate
mobility reducing
blind spots



DRIVEN EFFORTS

Prioritization for
specific segments

+20%

MORE EFFICIENT

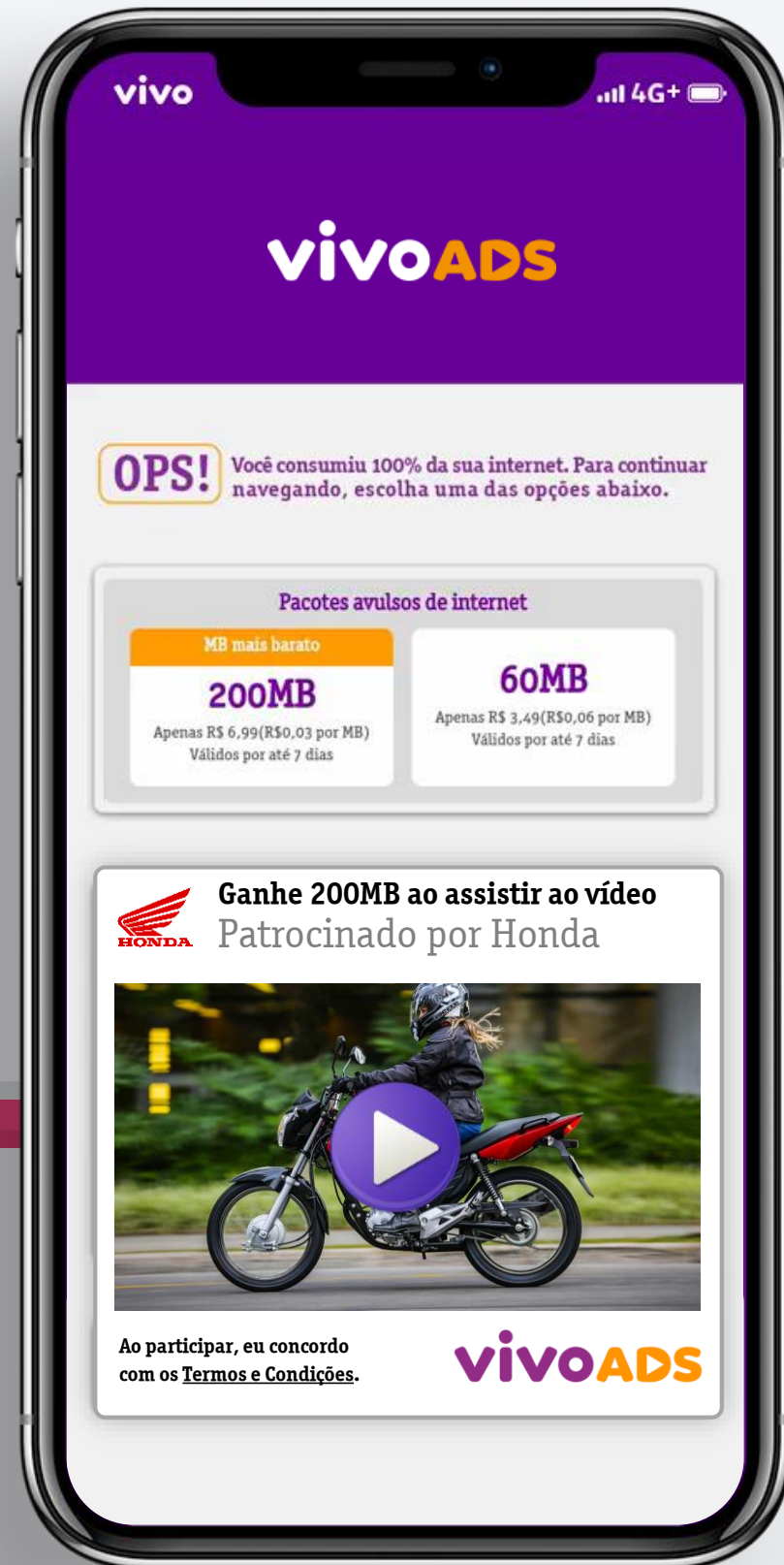
Optimization
of mobile network
investments in 2018

Traditional
network planning



Network optimization

VIVO ADS: MONETIZING BIG DATA THROUGH ADVERTISING



Video Ads



Location
Ads



Programmatic
Sponsored Data

Advertising Revenues

R\$ M

+25%

154

192

2016

2017

In just 2 years
of operation:

+ 600 campaigns

+ 175 advertisers

+ 75% of them
recurrent

9 of 10

biggest advertisers
of Brazil use Vivo Ads
in their strategies

Recognized by the 3 most important marketing awards of Brazil



Caboré
Media Platform
of the year 2017



Propaganda Magazine
Mobile Platform
of 2017



Digitalks Awards
Mobile Media Professional
of the year 2017

MEU VIVO WILL LEVERAGE ON PERSONAL DATA SPACE AND ARTIFICIAL INTELLIGENCE

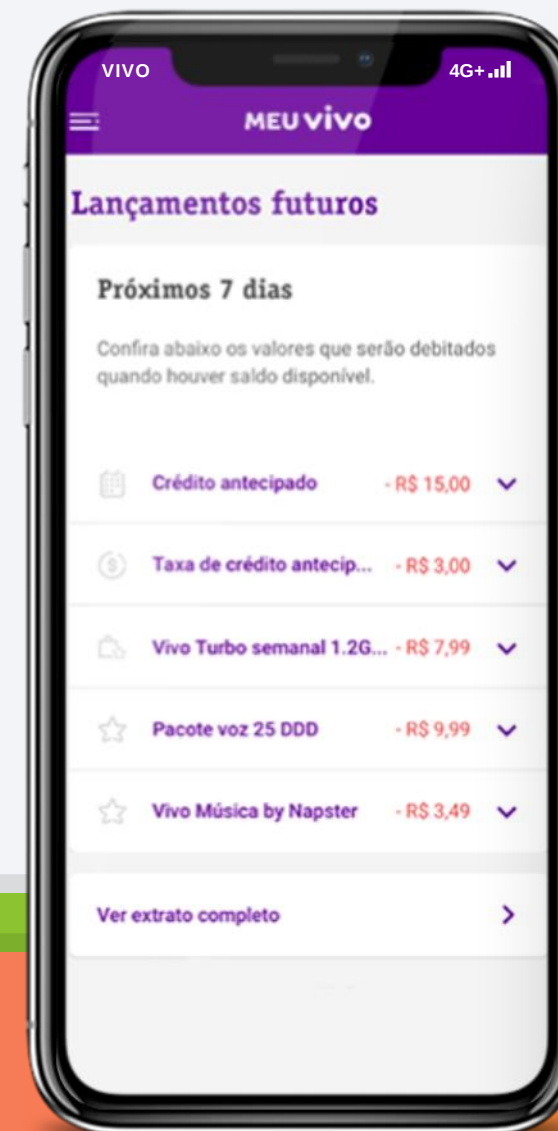
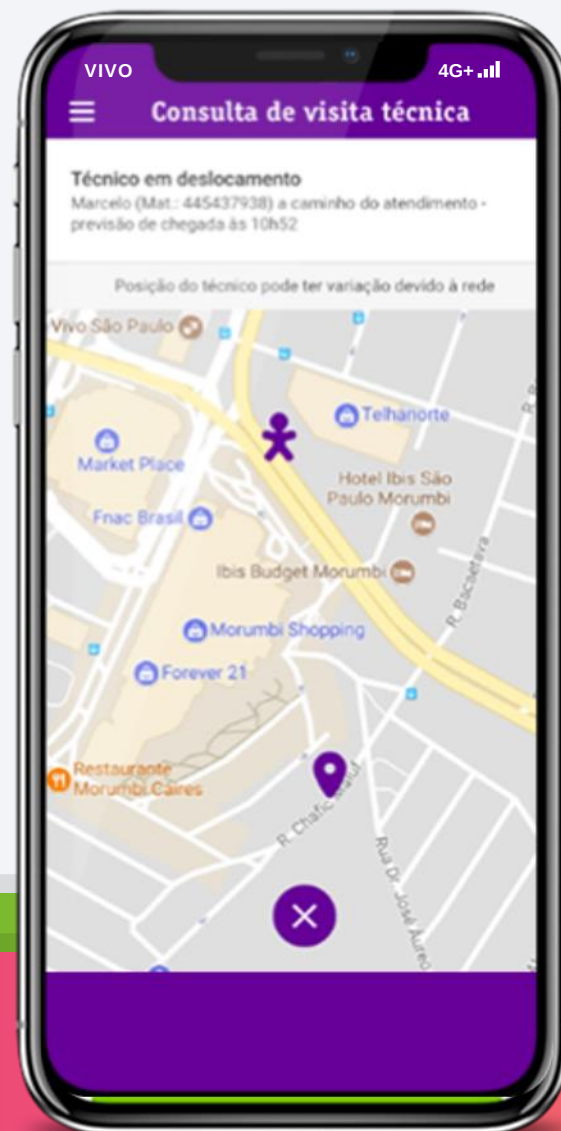
Internet data sharing

Technical support and visit scheduling

Detailed bill

Future expenditures

AURA
Artificial Intelligence



10 functionalities available
(represent ~40% of call center contacts)

Aura



A man with a beard and sunglasses is riding a bicycle through a city street. He is wearing a dark sweater over a collared shirt and has a backpack. He is holding a smartphone in his right hand. The background shows blurred city buildings and a street sign. The image is overlaid with a blue and purple gradient and white geometric lines.

..... ASPIRATIONAL BRAND

VIVO IS ONE OF THE STRONGEST BRANDS ACROSS ALL CATEGORIES IN BRAZIL



9th

Most valuable
Brazilian brand
Interbrand, 2017

2.3bi

Brand value (R\$)
Interbrand, 2017

10x

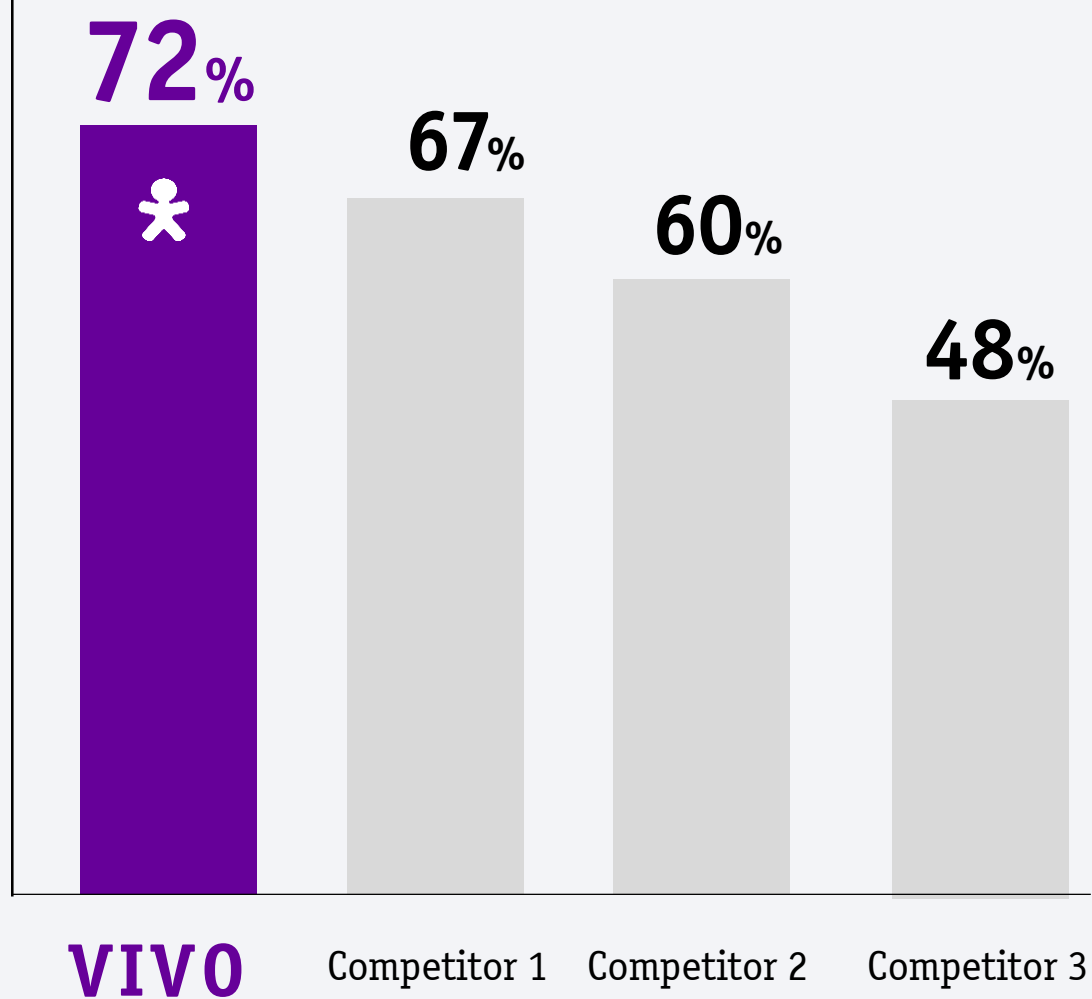
Top of Mind
Mobile Operator
Folha de S.Paulo/Datafolha

14x

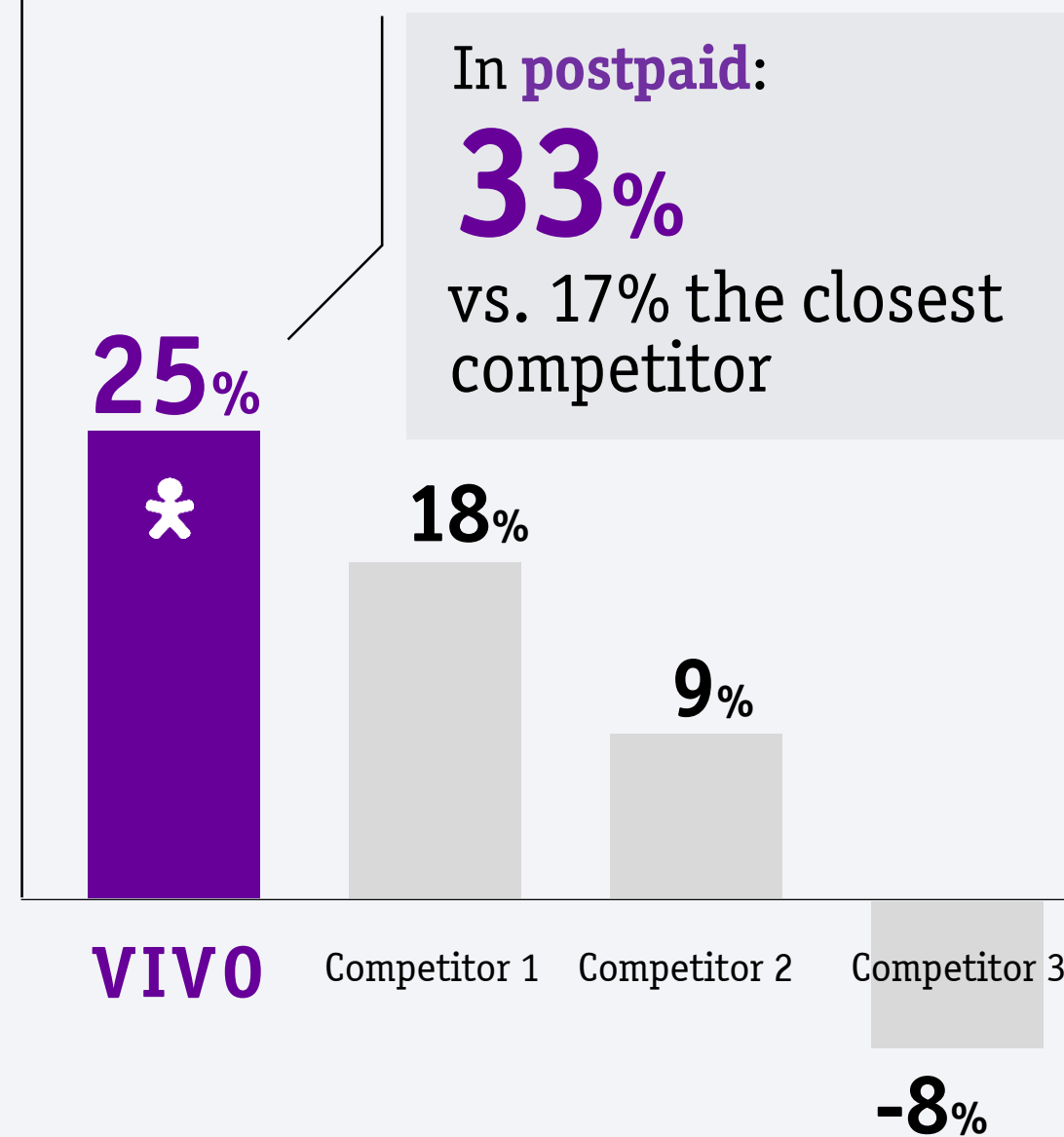
Most trustworthy
Telecom Brand
Seleções Reader's Digest

VIVO IS THE PREFERRED MOBILE OPERATOR IN BRAZIL

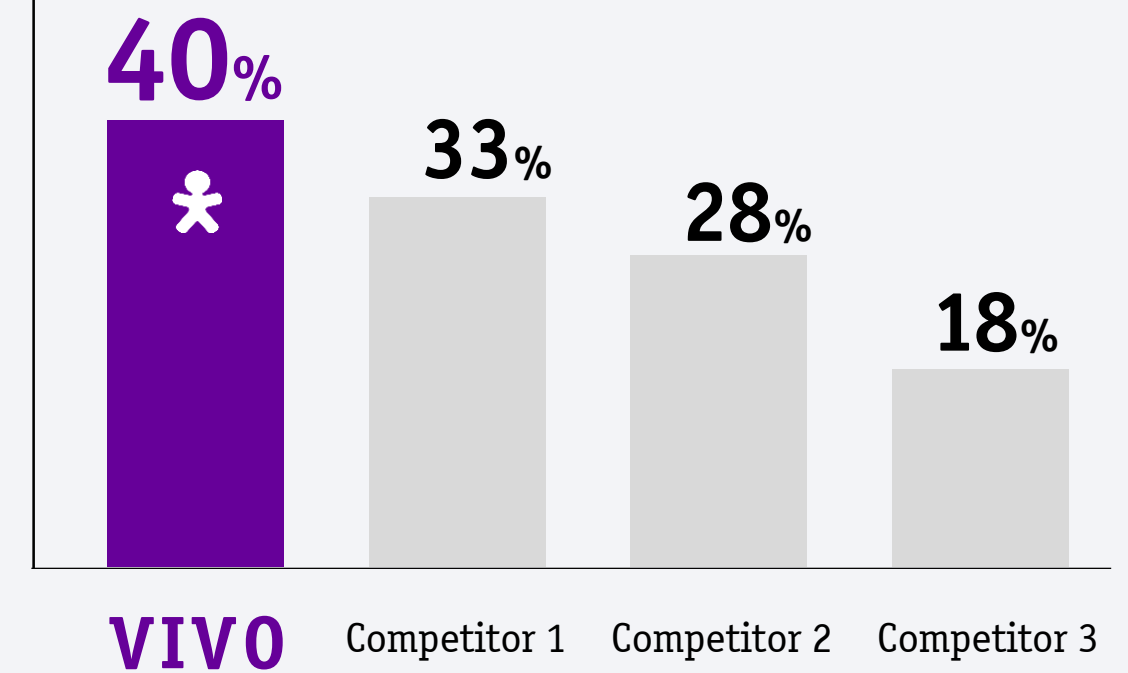
Brand Consideration



Preference - Rejection



Recommendation





VIVO PURPOSE IS...

TO CONNECT PEOPLE

so they can **enjoy life** at its best

.....

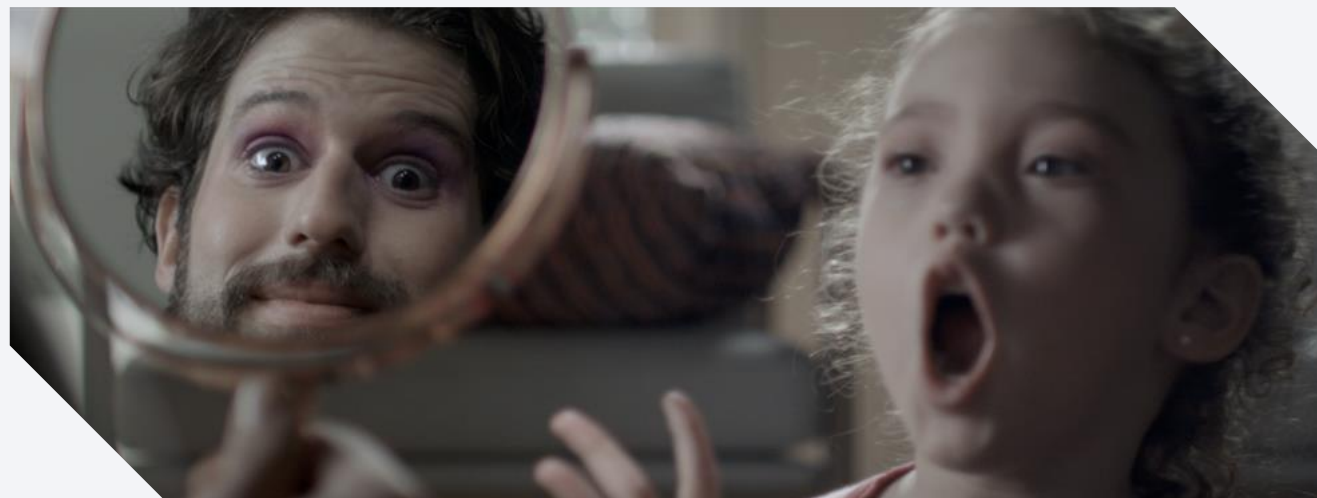
VIVO INVITES PEOPLE TO GET OUT OF THEIR COMFORT ZONE AND TO BE OPEN TO NEW EXPERIENCES AND DIFFERENT POINTS OF VIEW

**LIVE LESS
OF THE SAME**

A CONCEPT IMPLEMENTED BOTH EXTERNALLY AND INTERNALLY

Externally

Contemporary topics



Internally



No dress code



Cool work environment

VIVO HOLDS THE MOST IMPORTANT SPONSORED ASSET IN BRAZIL

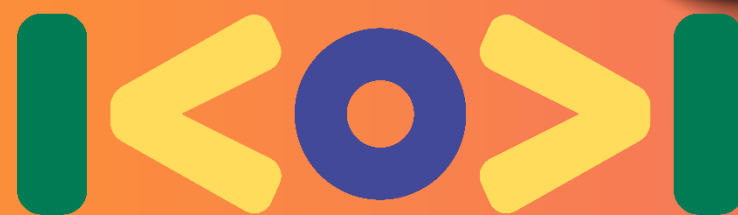
Vivo has been
sponsoring the Brazilian
soccer team for the last

13 years
(since 2005)



+ R\$ 286M

on earned media in the
Fifa World Cup 2014



Patrocinadora
Oficial da Seleção
dos Brasileiros.



Video pout-pourri



TO SUM UP...

Vivo, a technological player, with unique assets in Brazil

- _ **Robust and complete** infrastructure
- _ Strong evolution towards **automation** and **digitalization**
- _ **Innovative** value proposition and **preferred partner for digital players**
- _ Unrivalled **commercial channels capillarity** and **experience**
- _ Advanced movements on Big Data and **only telco** to use **artificial intelligence**
- _ One of the **most valued** and **admired brand** with **best customer experience**

Telefónica

vivo

Vivo Investor Day

.....

New York
March 12th 2018