vivo

ESG 2024 HIGHLIGHTS

Our year in numbers

Our purpose to **Digitalizar para Aproximar (Digitalize to Bring Closer)** has been connecting more and more people and businesses. In 2024, we stood as one of the most sustainable companies in Brazil, ranking in the Top 3 of the ISE B3 index. For the first time, Vivo was included in the DJSI World Index as the only Brazilian telecom company, industry leader in the Americas, and the world's 6th best-performing company in the sector globally. Additionally, we are listed among the sustainability leaders in the 2024 S&P Sustainability Yearbook (for the 5th consecutive year), and in the Corporate Knights raking of the world's most sustainable companies (for the 2nd consecutive year). These acknowledgments showcase Vivo's commitment to promoting responsible digitalization and increasingly contributing to the country's development, positively impacting the lives of employees, customers, and society as a whole.

Vivo Total
Totalize connections and experiences with the best 5G and Fiber technology, guaranteeing innovation and performance for homes, cities and businesses.

Vivo Max
Build a digital ecosystem with innovative solutions, boosting connectivity, building customer loyalty and enhancing business.

Eu Nós Vivo
Create an environment that values the individual, strengthens the collective and drives an open and transformational culture, spreading our identity with passion and purpose.

Futuro Vivo
Build a sustainable future with innovation and responsibility, combining positive environmental impact, education and governance, always guaranteeing ethics and transparency.

Vivo IA Digital
Transform the digital experience using innovation and intelligence, integrating AI and systems architecture and ensuring future-oriented human connections.

Vivo Sempre
Ensure the best customer experience at all points of contact, improving processes, ensuring excellence, loyalty and efficiency.

Our strategy

Telecom infrastructure

Driving the growth of digital initiatives

- Digital ecosystem for people's lives
- Deliver an increasingly digital experience

FIBER
MOBILE CONNECTIVITY

DIGITALIZE THE COUNTRY, A COMMITMENT

FINANCIAL SERVICES
HEALTH & WELL-BEING
ENERGY
ENTERTAINMENT
SMART HOME
EDUCATION

vivo empresas
CLOUD
CYBERSECURITY
BIG DATA & IOT
TECHNOLOGY MANAGEMENT
EQUIPMENT

BUSINESS
- Mobile Service
- FTTH
- Dados Corp., TIC and Digital Services
- Electronics
- Others[1]

[1] Voice, xDSL, FTTC e IPTV.

BUSINESS

+33 thousand employees

1,792 stores (owned and resellers)

~101 thousand allies (third parties)

+116 million customers (accesses) (+3%YoY)

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

+12.7% more homes connected with FTTH

444 cities with FTTH (+0.2% YoY)

504 cities with 5G technology (+191% YoY)

102 Mi mobile accesses (+3% YoY)

DISTRIBUTION OF VALUE ADDED (DVA)

R$ 29,704,914 TOTAL

Item	Value
Remuneration of equity capital	5,557,332
Remuneration of third-party capital	4,778,761
Taxes, fees and contributions	12,812,054
Personnel, social charges and benefits	6,556,767

R$ 55.8 Bi in revenue (+7% YoY)

R$ 9.2 Bi ex-IFRS16 in investments (+2% YoY)

R$ 22.9 Bi EBITDA (+7% YoY)

R$ 5.5 Bi in net income (+10% YoY)

Named with the fastest 5G in Brazil and the world by **OPENSIGNAL 5G GLOBAL AWARDS 2024**

Recognized by the **NPERF AWARDS 2024** as the Best Broadband in Latin America and Best Wi-Fi in Brazil

TOP 3 (BRAZIL)

TOP 3 MOST SUSTAINABLE COMPANIES IN BRAZIL FOR THE 2ND CONSECUTIVE YEAR (ISE B3) and included in the index for the 12th consecutive year.

TOP 10 (GLOBAL)

WORLD'S 6th MOST SUSTAINABLE COMPANY in the sector by the S&P ranking (CSA) and listed among the leading companies in sustainability in S&P's Sustainability Yearbook for the fifth consecutive year.

Industry ESG Top-Rated by Sustainalytics and Prime status by ISS Corporate

7th most valuable Brazilian brand in the **50 MOST VALUABLE BRANDS IN BRAZIL ranking.**

One of the world's **100 empresas mais sustentáveis** most sustainable companies by Corporate Knights (Global 100).

The most preferred telecom and internet brand by Brazilians, according to **ESTADÃO MARCAS MAIS 2024 ranking**

The most recalled brand in Mobile Telephony, Broadband, and 5G technology, according to **PRÊMIO TOP OF MIND 2024 award**

ENVIRONMENTAL

7 AFFORDABLE AND CLEAN ENERGY
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION

Climate Action Plan

CLIMATE CHANGE

90% reduction in scope 1 and 2 emissions (vs. 2015), reaching the first goal of the Net Zero plan

100% offset residual emissions

125 carbon-intensive suppliers engaged

87% of carbon-intensive suppliers engaged on climate-related initiatives

CIRCULAR ECONOMY

+37 tons of electronic waste collected from consumers in the Vivo Recicle program (+200% YoY)

5.28 million items collected through the Vivo Recicle program since 2006

+97% of waste from operations was recycled

1,445 uniform scraps repurposed

ENERGY

72 renewable energy plants (+7% YoY)

68.1 GWh of savings in energy efficiency projects

100% renewable electric energy

71% solar
8% biogas
21% hydropower

Over the past few years, we have been among the Brazilian companies recognized by **CDP Climate Change** in a leadership position, which highlights our strenght of environmental and climate management

Listed in B3's **CARBON EFFICIENT INDEX - ICO2 since 2010**

Gold Seal in the Brazilian GHG PROTOCOL Program since 2012.

Our **ESTRATÉGIA NET ZERO** was featured in the **GSMA** publication at the **Mobile World Congress (MWC)** Barcelona.

ISO 14001 certification maintained in more than 80% of Brazilian states, in their capital cities.

Recognized in 3 categories at the PECO AMCHAM AWARD, including the newly introduced "Eco Leadership" category, and the case studies "Vivo Extend Climate Action in Its Value Chain" ("Vivo Amplia Ação Climática para a Cadeia de Valor," in Portuguese) and "Vivo's Decarbonization Strategy" ("A Estratégia de Descarbonização da Vivo," in Portuguese).

SOCIAL

3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH
10 REDUCED INEQUALITIES

DIVERSITY

38.3% of executive leadership positions held by women (+1.3 p.p. YoY)

33.9% representation of black people in leadership positions (+1.1 p.p. YoY)

526 female technicians in the Women of Fiber Program (+28% YoY)

43.2% of black people in the workforce (+1.5 p.p. YoY)

TALENT ATTRACTION AND RETENTION

+5 thousand new hires

2,610 positions filled with internal job transfers

+2 Mi training hours

16% turnover

85 of eNPS (zone of excellence)

CUSTOMER EXPERIENCE

87% resolution rate at Consumidor.gov

-4.2% complaints at Consumidor.gov

-4.3% complaints at Anatel

TELEFÔNICA VIVO FOUNDATION

2.0 Mi people impacted by education projects

R$ 50 Mi invested

VALUE CHAIN

581 suppliers were assessed in ESG by Parceiro Plural program

Listed in **BLOOMBERG GENDER-QUALITY INDEX (GEI)** e and TOP 100 in the **REFINITIV GLOBAL DIVERSITY & INCLUSION INDEX** for the third time.

Listed, for the fourth time, in **ÍNDICE GPTW B3** and among the Top 3 companies in the **GPTW** ranking of the **BEST COMPANIES TO WORK FOR IN 2024.**

Among the 25 best companies to build a career in Brazil according to **LINKEDIN TOP COMPANIES.**

Industry leader in Brazil for talent attraction and retention, according to the **MERCO TALENT RANKING.**

PThe Telefônica Vivo Foundation's volunteer program was recognized as "Program of the Year" at the **APLAUDE 2024 AWARD.**

Estadão Award in partnership with FIA - 2024 Most Awesome Places to Work

1st company in the sector in Brazil and in the group to implement **ISO26000** (Corporate Responsibility), recognized as Gold Level for its high level of compliance.

First company in Brazil certified by the **PACT FOR THE PROMOTION OF RACIAL EQUITY.**

GOVERNANCE

16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

BOARD OF DIRECTORS

83% independent members

33% of women on the Board

CYBERSECURITY

ISO27001 certification, including VM (Vulnerability Management, or "GVUL," in Portuguese), MDR (Managed Detection and Response), AppSec (Application Security), and Data Protection Monitoring processes.

OPEN INNOVATION

25 startups in Wayra's portfolio, with **47%** driving business opportunities for Vivo

~R$ 150.9 Mi invested in startups and fintechs by Vivo Ventures (Corporate Venture Fund Capital) since its creation (in 2022)

COMPENSATION

10% compensation of long-term compensation has been linked to climate-related targets[1] and 20% of short-term compensation to ESG-related targets[2] since 2019.

ETHICS

98.3% of employees trained in the new Responsible Business Principles - Code of Ethics

[1] Target: neutralization and reduction of CO_2 emissions
[2] Goals: Customer Experience (NPS +NPS Gap), Gender Equality (Women in leadership positions) and Climate Change (CO_2 emissions).

Best Compliance Department: Telecom & Technology at the Leaders League Compliance Awards

DSC 10,000 Certification (Compliance System Guidelines), showcasing excellence for the Compliance Program (#VivoDeAcordo).

Industry leader in the **CALIBER CORPORATE REPUTATION INDEX.**

#1 in all eight categories of the **LATIN AMERICA EXECUTIVE** ranking by Institutional Investor.

#1 in Telecom and #4 among the Most Active Brazilian Companies in Open Innovation, in the **100 Open Corps Ranking.**

Top 20 Most Innovative Companies in Brazil according to **MIT Technology Review Brazil.**

MORE THAN TWO DECADES OF PROGRESS

- **1998** – INAUGURATION OF THE TELEFÔNICA FOUNDATION.
- **2004** – PUBLICATION OF THE FIRST CORPORATE RESPONSIBILITY REPORT IN BRAZIL, already compliant with Global Reporting Initiative (GRI) standards.
- **2005** – APPROVAL OF THE CODE OF ETHICS by the Board of Directors.
- IMPLEMENTATION OF RECYCLE WITH VIVO (VIVO RECICLE) through which we have already collected more than 5.2 million items, over 1.1 million of which were cell phones.
- **2006** – DISCLOSURE OF THE FIRST COMMITMENT TO SUSTAINABILITY in our Principles of Action.
- Establishment of the first GLOBAL SUSTAINABILITY GOALS.
- **2007** – IMPROVEMENT OF ENVIRONMENTAL PERFORMANCE aligned with the Science Based Targets Initiative (SBTi).
- DEVELOPMENT OF THE 1st MATERIALITY for the preparation of Corporate Responsibility Reports.
- **2009** – CREATION OF THE FIRST ENVIRONMENTAL POLICY, approved by Senior Management.
- **2010** – Signatory to the UNITED NATIONS GLOBAL COMPACT.
- **2011** – DISCLOSURE OF ESG INFORMATION in financial and market reports.
- VIVO LISTED IN THE ISE PORTFOLIO, B3's Corporate Sustainability Index, which brings together companies with the best Sustainability and Governance practices.
- **2014** – CREATION OF THE OPERATION PRINCIPLES COMMITTEE to encourage the incorporation of best business practices – among them sustainability – into the company's strategy.
- **2015** – LAUNCH OF SUSTAINABILITY POLICY for the supply chain.
- DISCLOSURE OF THE RESPONSIBLE BUSINESS PLAN (RBP), with strategic sustainability indicators transversal to the entire company.
- LAUNCH OF A PAGE aimed at communicating SUSTAINABILITY AND GOVERNANCE ACTIONS and projects, currently vivosustentavel.com.br
- **2016** – VIVO'S CEO BECAME A SPONSOR OF THE COMPANY'S ESG STRATEGY, reporting results annually to the Board of Directors in Spain.
- LAUNCH OF THE DIALOGANDO PORTAL, an initiative that promotes discussion on the responsible use of technology.
- SIGNATORY OF WEPS (Women's Empowerment Principles), an initiative by UN Women.
- OUR ENVIRONMENTAL MANAGEMENT SYSTEM WAS CERTIFIED WITH ISO14001 in more than 80% of Brazilian states.
- **2018** – PRIVACY CENTER: Redesigned page with information on care and protection of customer privacy and data.
- CREATION OF THE RESPONSIBLE BUSINESS AND REPUTATION COMMITTEE headed by the CEO.
- **2019** – DISCLOSURE OF ESG RESULTS in earnings presentations to investors made by the CEO.
- FIRST CARBON NEUTRAL COMPANY of the Telefónica Group and the industry in Latin America.
- The Vivo Shopping Villa Lobos store in São Paulo received LEED PLATINUM CERTIFICATION.
- LAUNCH OF THE GLOBAL POLICY on Human Rights.
- 20% OF EXECUTIVES' VARIABLE COMPENSATION is now linked to sustainability topics.
- **2020** – Reformulation of the Quality Committee, including the responsibility for sustainability.
- IMPLEMENTATION AND CERTIFICATION OF ISO 26000, an international Corporate Responsibility guideline.
- **2021** – INCLUSION OF ESG SECTION on the Investor Relations website and pages dedicated to the topic.
- MOBILIZATION OF CO_2 - INTENSIVE SUPPLIERS to reduce their greenhouse gas emissions, thus expanding Vivo's activities in actions aimed at the low-carbon economy.
- **2022** – 1st ISSUE OF ESG DEBENTURES (SLB) with targets linked to reducing CO_2 emissions and race diversity in leadership.
- UPDATE OF THE RESPONSIBLE BUSINESS PRINCIPLES, Telefônica Brasil's code of ethics.
- CREATION OF VIVO VENTURES, THE STARTUPS INVESTMENT FUND with an estimated contribution of R$320 million.
- 5 COMMITMENTS UNDERTAKEN IN GLOBAL COMPACT'S 2030 AMBITION: Net Zero Ambition, Women Lead, Race is Priority, Mind in Focus and Living Wage.
- LONG-TERM ESG COMPENSATION LINKED TO VIVT3, with targets linked to the fight against climate change.
- **2023** – RELEASE OF THE "Vivo pelos SDG 2030" (Vivo for the Sustainable Development Goals) study, which details the Company's strategic sustainability vision and its journey of positive impact in relation to the UN's 2030 Agenda.
- LAUNCH OF THE CLIMATE ACTION PLAN, outlining Energy and Climate Change goals for 2025, 2030, and 2040, in line with the 1.5 °C target of the Paris Agreement and validated by the SBTi initiative at the group level.
- 6th COMMITMENT UNDERTAKEN IN THE GLOBAL COMPACT'S 2030 AMBITION: Circular Connection.
- **2024** – 1st company in the sector to join the Taskforce on Nature-related Financial Disclosures (TNFD).
- Vivo's 1st ESG Day bringing forward its Net Zero Target (2035) and expanding its racial and gender diversity goals.
- Impact measurement study (IWAI/Harvard methodology).

VIVO IS ENGAGED IN 6 IMPORTANT COMMITMENTS OF THE 2030 AMBITION

Vivo for the SDG 2030

EMPRESA COMPROMETIDA
MOVIMENTO AMBIÇÃO NET ZERO
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL
(Net Zero Ambition Movement)

EMPRESA COMPROMETIDA
MOVIMENTO ELAS LIDERAM 2030
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL E ONU MULHERES
(Women Lead 2030 Movement)

EMPRESA COMPROMETIDA
MOVIMENTO SALÁRIO DIGNO
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL
(Living Wage Movement)

EMPRESA COMPROMETIDA
MOVIMENTO MENTE EM FOCO
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL
(Mind in Focus Movement)

EMPRESA COMPROMETIDA
MOVIMENTO RAÇA É PRIORIDADE
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL
(Race is a Priority Movement)

EMPRESA COMPROMETIDA
MOVIMENTO CONEXÃO CIRCULAR
UMA INICIATIVA DO PACTO GLOBAL DA ONU NO BRASIL
(Circular Connection Movement)

OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL

UN GLOBAL COMPACT
Pacto Global Rede Brasil

AMBIÇÃO 2030

LEARN MORE

OFFICIAL WEBSITES
- Institutional Website
- Commercial Website
- Investor Relations

ESG PLATFORMS
- Sustainable Vivo
- Privacy Center
- Carbon Footprint
- Eco Rating
- Dialogando
- Vivo Recicle

REPORT HISTORY
- Integrated Report/ESG Highlights
- Financial Results Center[1]
- Reports (CVM/SEC)