

TIM Fiber Day

05 de Dezembro de 2011

Lorenzo Lindner
Evolução das Operações



Você, sem fronteiras.





Dealer

Itú Plaza Shopping - São Paulo



Varejo





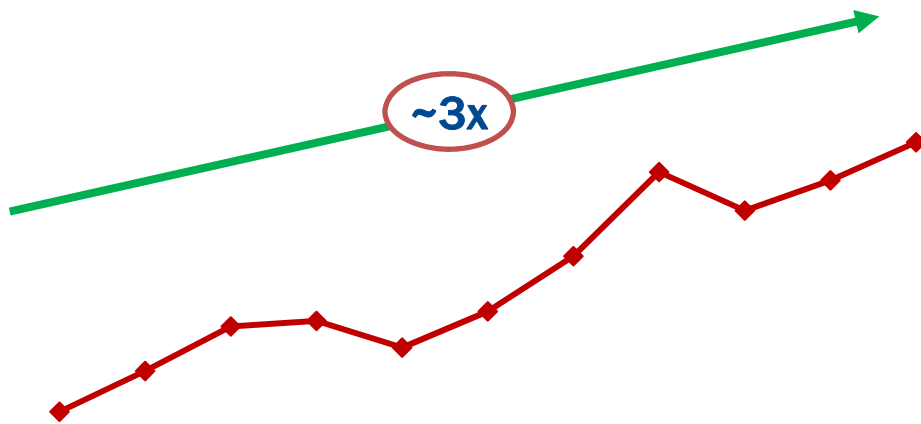
Canal de Massa



Eficácia – Evolução Gross Adds

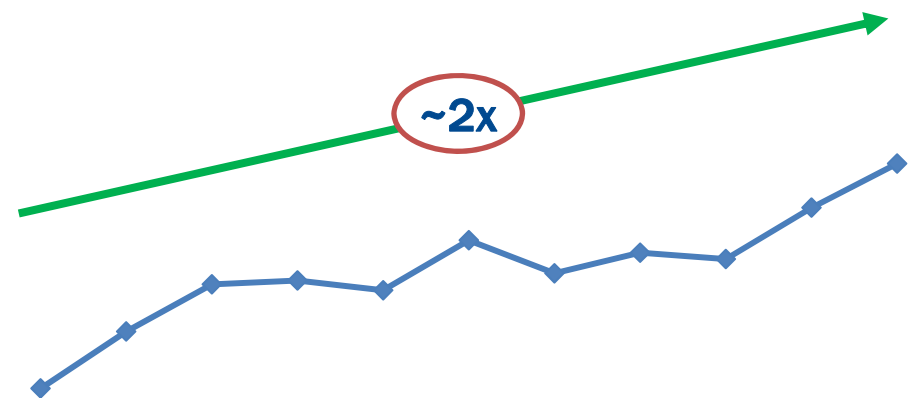


Gross Pré Pago



1Q09 2Q09 3Q09 4Q09 1Q10 2Q10 3Q10 4Q10 1Q11 2Q11 3Q11

Gross Pós Pago



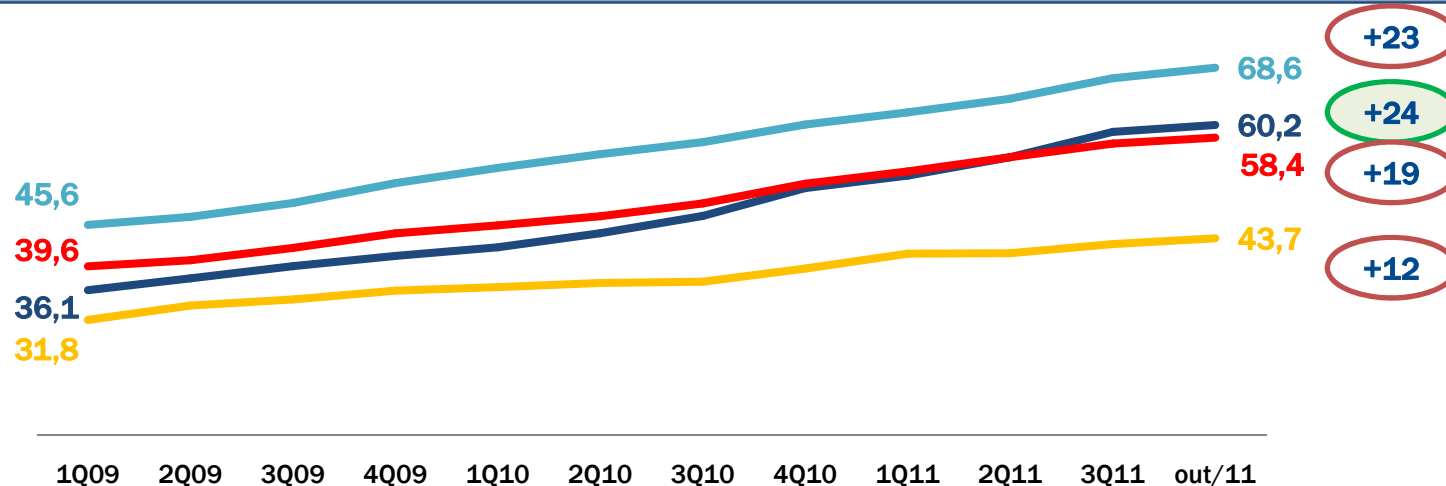
1Q09 2Q09 3Q09 4Q09 1Q10 2Q10 3Q10 4Q10 1Q11 2Q11 3Q11

Eficácia – Evolução Base e Market Share

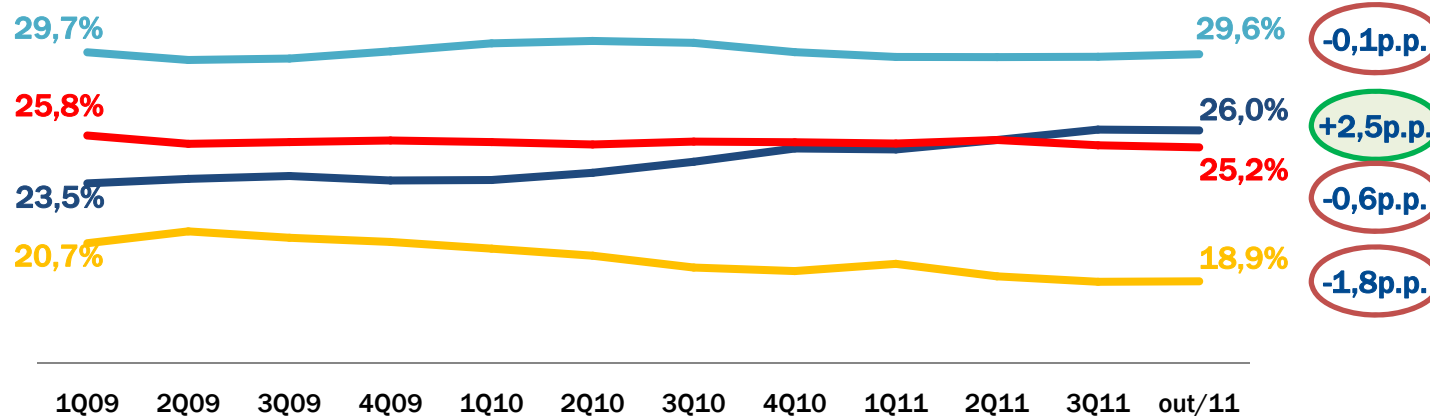


Base

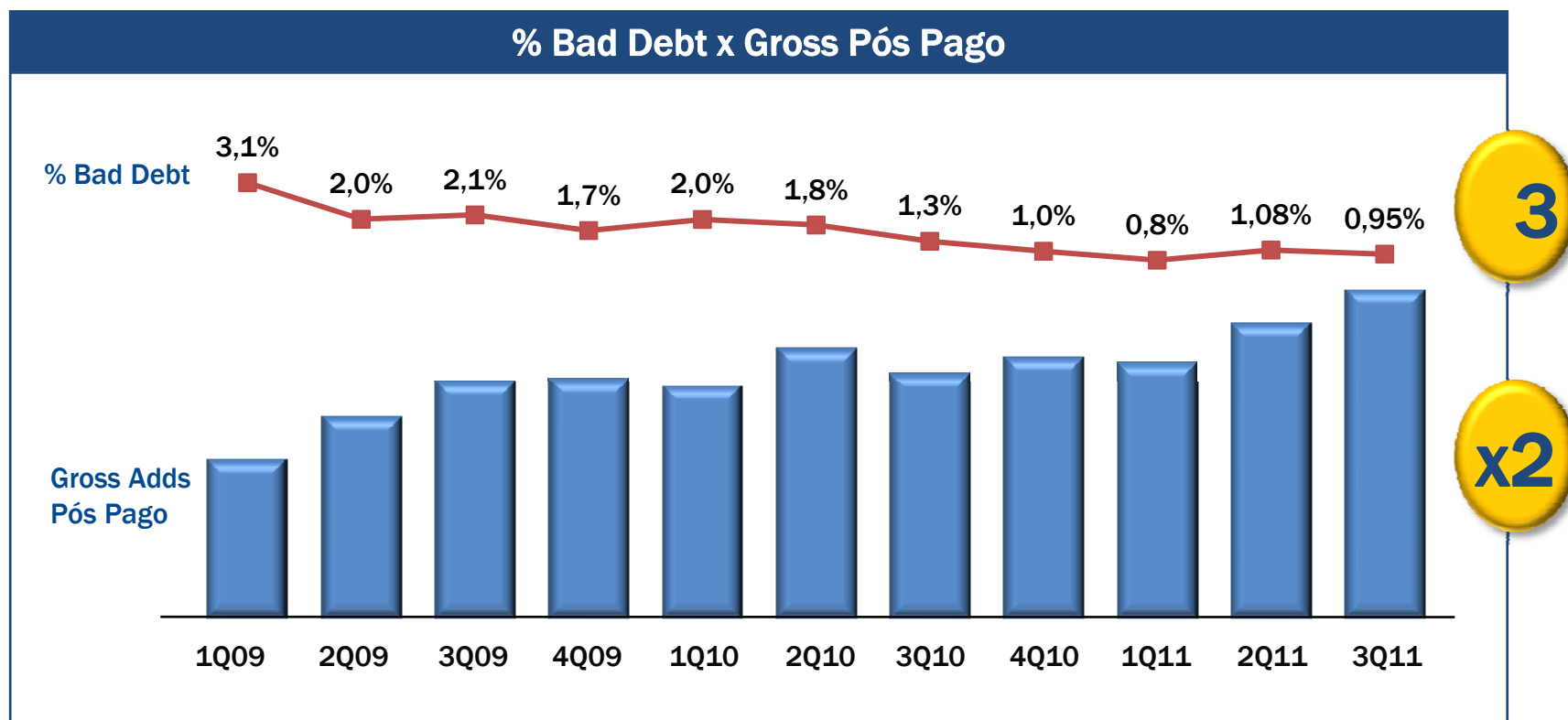
Milhões



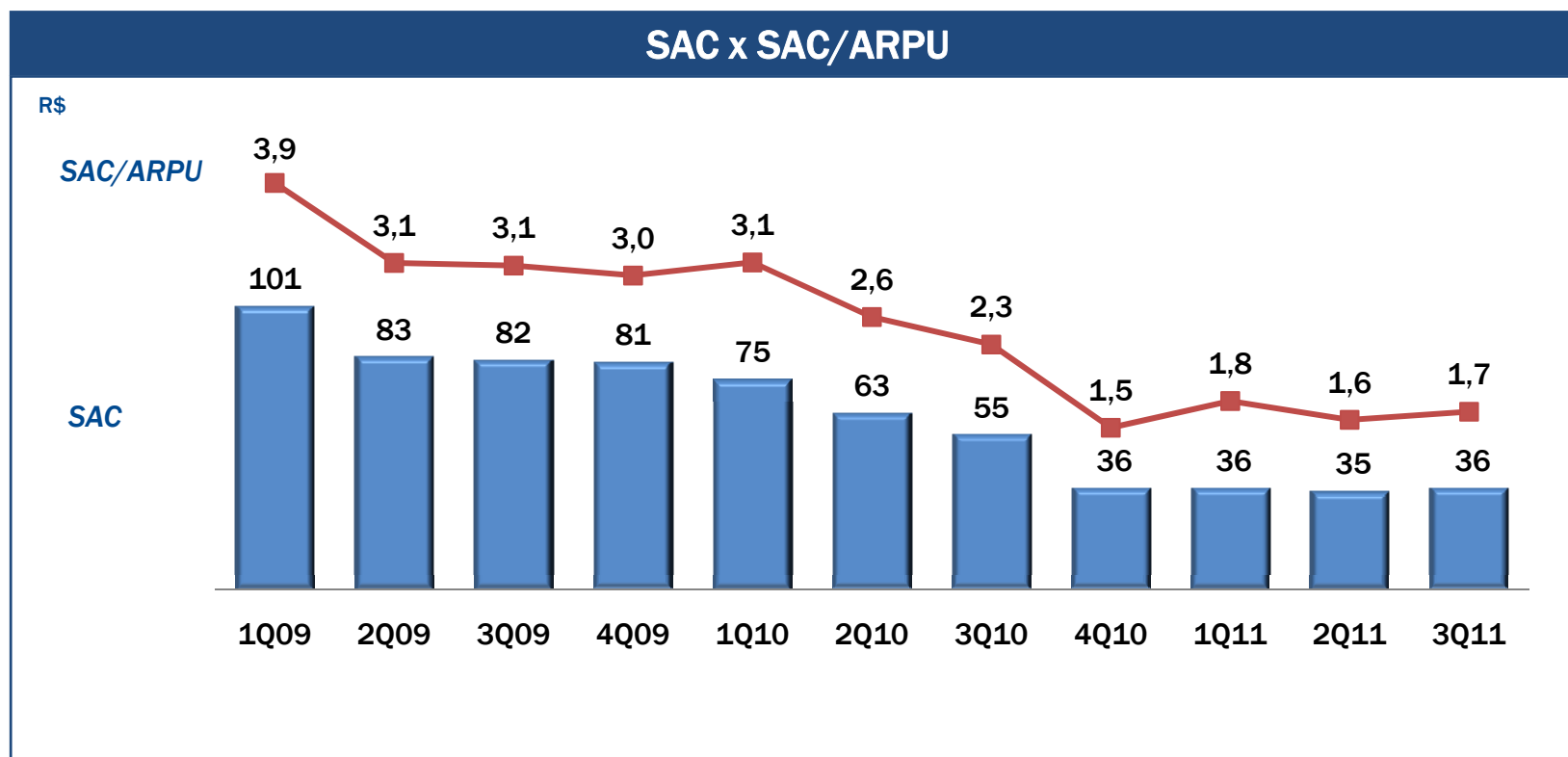
Market Share



Qualidade – Evolução do Bad Debt



Eficiência – Evolução do SAC/ARPU



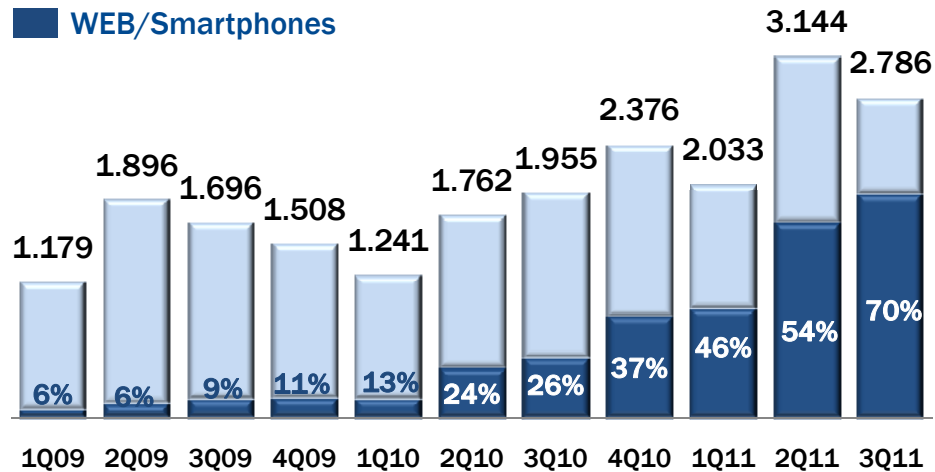
Eficiência - Evolução da Venda de Aparelhos e do Subsídio



Venda de Aparelhos/Smartphones

Milhares de Unidades

■ WEB/Smartphones

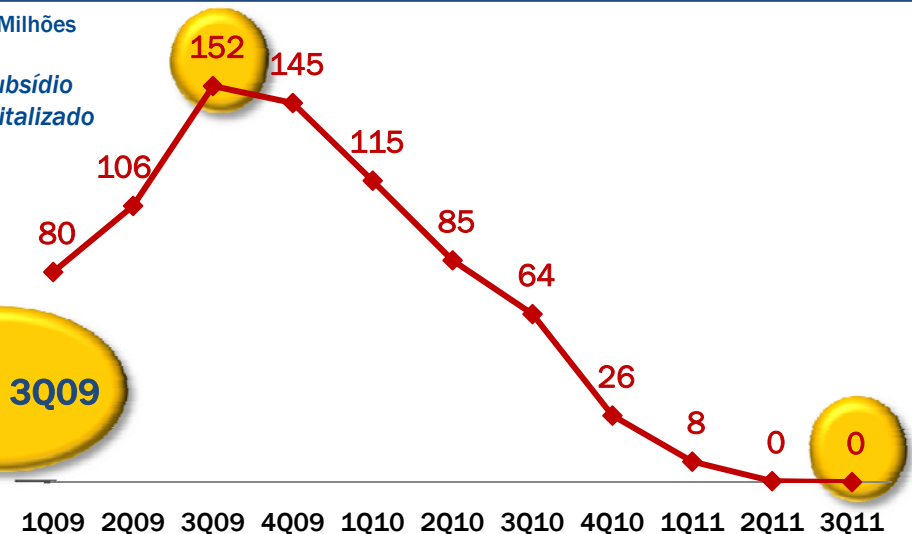


Subsídio

R\$ Milhões

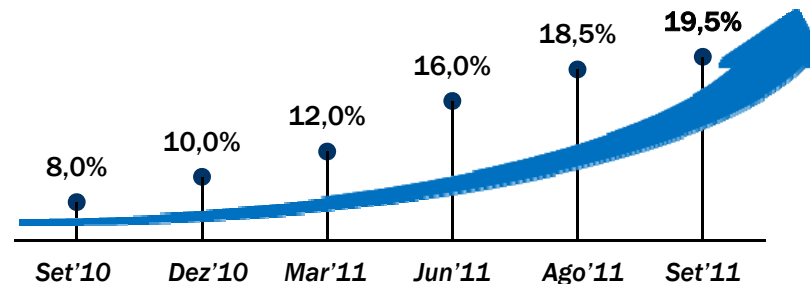
Subsídio Capitalizado

x11 vs 3Q09



Penetração de Smartphones

% de aparelhos com Internet na base de clientes total



Estratégia TIM

