

RESULTS  
PRESENTATION  
4<sup>TH</sup> QTR 2024

5G

**TIMB**  
LISTED  
NYSE

**TIMS**  
B3 LISTED NM  
ISE B3

 **TIM**





This presentation **contains declarations that constitute forward-looking statements regarding the intent**, belief or current expectations of value creation, customer base dynamics, estimates regarding future financial results and other aspects of the activities.



**Analysts and investors are cautioned not to place undue reliance on those forward-looking statements**, which speak only as of the date of this presentation. TIM S.A. undertakes no obligation to release publicly the results of any revisions to these forward-looking statements, those do not represent necessarily a formal guidance.



Such **forward looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ materially from those projected** as a result of various factors.



**Financial figures are presented considering impacts from IFRS 16 adoption, unless otherwise indicated.** Normalized numbers in this presentation are adjusted by the effects described in footnotes.

- (1) Net Revenue normalized by the temporary effect from the inefficiency of PIS/COFINS arising from a contract signed between TIM S.A and Cozani (+R\$41.0 million in 1Q23). The merger of Cozani into TIM S.A. became effective on April 01, 2023.
- (2) Operating Costs normalized by: expenses related to the price adjustment in the I-Systems sales contract (+R\$10.0 million in 4Q24, non-recurring effect from the accounting for the closing price adjustment agreement for Oi's mobile assets (-R\$303.4 million in 4Q23), expenses with consulting within the scope of the acquisition project of Oi Móvel and customer migration (+R\$190k in 4Q23, +R\$2.1 million in 3Q23, +R\$16.3 million in 2Q23 and +R\$12.5 million in 1Q23), PIS/COFINS credits generated in the intercompany contract with Cozani (-R\$17.7 million in 1Q23), expenses with FUST/FUNTEL related to the intercompany contract with Cozani (+R\$886k in 1Q23), expenses with specialized legal and administrative services (+R\$1.1 million in 3Q23 and +R\$1.1 million in 2Q23) and payroll expenses related to the acquisition of Oi Mobile (+R\$8.4 million in 3Q23).
- (3) Normalized EBITDA according to the items described in the Revenue section (+R\$41.0 million in 1Q23) and Costs (+R\$10.0 million in 4Q24, -R\$303.2 million in 4Q23, +R\$11.6 million in 3Q23, +R\$17.4 million in 2Q23 and -R\$4.4 million in 1Q23).
- (4) Net Financial Result normalized by the monetary adjustment on the non-recurring effect of the accounting for the closing price adjustment agreement for Oi's mobile assets (+R\$27.5 million in 4Q23).
- (5) Normalized Net Income according to the items described in the Revenue and Costs sections, as described previously, and by non-recurring items in Income Tax and Social Contribution: impact from deferred and current taxes on the non-recurring effect of the accounting for the closing price adjustment agreement for Oi's mobile assets (+R\$93.8 million in 4Q23), tax credits related to the intercompany contract with Cozani (-R\$8.2 million in 1Q23) and other tax effects (-R\$3.4 million in 4Q24, -R\$64k in 4Q23, -R\$3.9 million in 3Q23, -R\$5.9 million in 2Q23, -R\$4.2 million in 1Q23).



OpCF<sup>2</sup> growth:  
**+22.9%** YoY



**POWERFUL**  
cash generation

**+8.8%** YoY  
growth



**SOLID**  
path on postpaid  
revenue

**0.7%**  
(ex-M2M)



**LOW LEVEL**  
of postpaid (ex-M2M)  
churn

**R\$ 708** Mln  
in contracted  
revenue<sup>3</sup>



**NOTABLE**  
results regarding  
B2B

# 2024 in focus

**COMMITMENT**  
to shareholders



**R\$ 3.5** Bln in  
IoC and dividend  
announcement

**CONSISTENCY**  
in delivery EBITDA  
growth



**+8.0%** YoY  
EBITDA<sup>1</sup>, with  
margin expansion

**LEADERSHIP**  
in 5G coverage and  
quality



**607** cities covered;  
**#1** in Consistent  
Quality by Opensignal

**ESG**  
to improve peoples  
lives



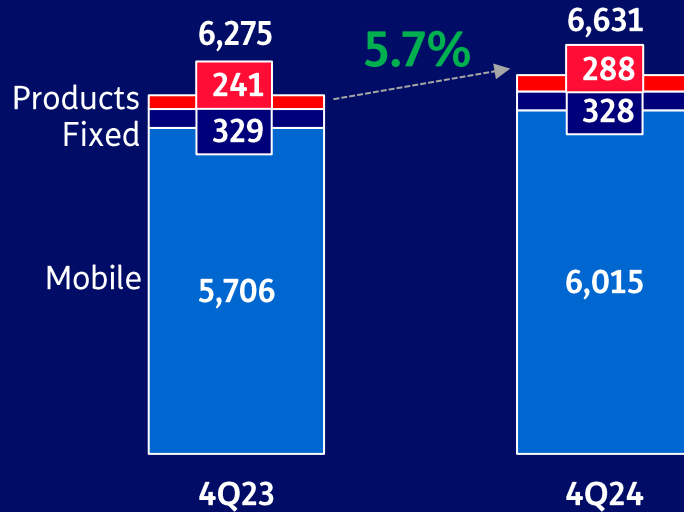
TIM + Gerando Falcões  
transformed Favela  
Marte into the first 5G  
favela in Brazil

# FINANCIALS: CONSISTENT REVENUES IN 4Q TO CLOSE A SOUND PERFORMANCE IN 2024



## Consistent Revenue Performance

(Normalized<sup>1</sup> Net Revenue in R\$ Mln; %YoY)



Service Net Revenues **+5.1%** YoY in 4Q24

Mobile Net Revenues **+5.4%** YoY in 4Q24



**NET REVENUE<sup>1</sup> +6.6%**  
YoY in 2024



**SERVICE REVENUE<sup>1</sup> +6.4%**  
YoY in 2024  
Driven by Mobile Revenues

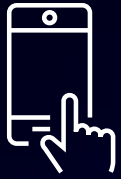


**MOBILE SERVICE REVENUE<sup>1</sup> +6.6%**  
YoY in 2024  
Driven by Postpaid strong performance



**TIM ULTRAFIBRA REVENUE +5.4%**  
YoY in 2024  
Selective approach chasing operational efficiency

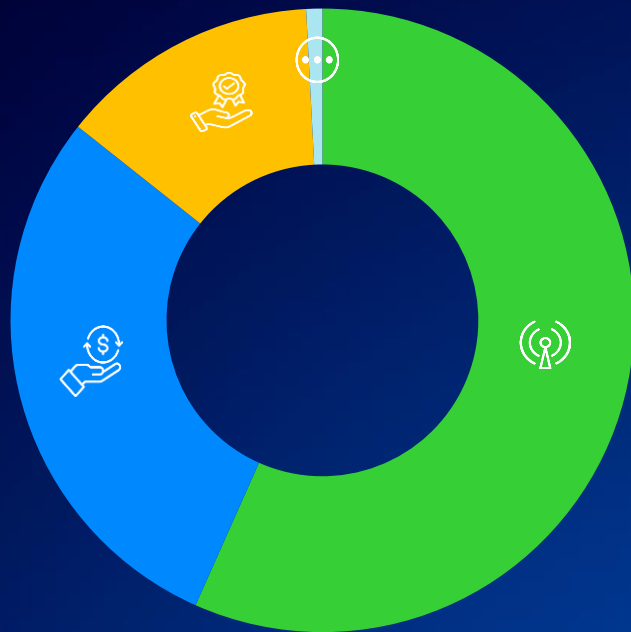
(1) Normalized for the effects detailed in slide 2.



# MOBILE: OUR 3Bs STRATEGY TO DELIVER WHAT MATTERS MOST TO CUSTOMERS (1/2)



## WHAT CUSTOMERS VALUE THE MOST<sup>1</sup>?

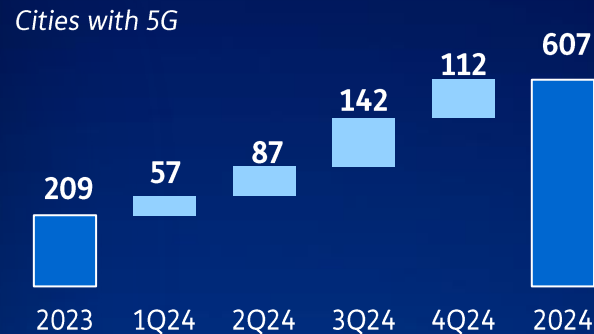


■ NETWORK  
■ VALUE FOR MONEY  
■ SERVICE  
■ OTHER

## BEST NETWORK

2024: 5G coverage expansion across Brazil to migrate traffic and clients and start to impact positively client's perception

### #1 IN CITIES<sup>2</sup> COVERED WITH 5G



68% of urban population covered

### DATA TRAFFIC MIGRATING TO 5G

% of data volume in 5G network

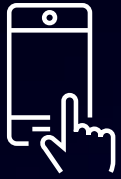


5G is 30% of traffic in capital cities

2025: Ensure consistency in the network development while promoting the message of network quality leadership to consumers

- 1 Consolidate quality leadership through tech innovation and 5G densification
- 2 Smart approach to improve network gaps in key geographies
- 3 Network quality as core brand positioning attribute

(1) Based on Internal NPS Research; (2) Source: Teleco ([here](#)) at January 30<sup>th</sup>, 2025.



# MOBILE: OUR 3Bs STRATEGY TO DELIVER WHAT MATTERS MOST TO CUSTOMERS (2/2)



## BEST OFFER

2024: offer innovation through content portfolio expansion, while guaranteeing data monetization

### POSTPAID NEW PORTFOLIO



New postpaid portfolio with focus on improving value for money

### PREPAID NEW CONCEPT



**TIM PRÉ XIP**

Expanding clients' benefits while reinforcing prepaid digitalization

### TURNING AN OFFERING GAP INTO DIFFERENTIATION

New TIM Viagem roaming offer, now also available to control customers



**TIM VIAGEM**

2025: Strengthen distinctiveness with digital ecosystem expansion and renewed more for more approach

- 1 Innovate beyond mobile core and content
- 2 Develop new "Next Best Action" tools to improve clients' value (personalization)
- 3 Prepaid turnaround with revamped go-to-market

## BEST SERVICE

2024: Using technology in our favor and maintaining service quality indicators at the highest standards

### DIGITALIZATION AS A SOURCE OF OPPORTUNITIES

Improving digital channels' journeys (text and voice) to promote resolution and effectiveness

Push communication to clients encouraging PIX digital payment and invoicing

### A MORE COMPLETE EXPERIENCE AT MEU TIM APP



Beta testing new version of Meu TIM app in December, rolling out in 2025

### AI STARTING TO ASSIST ATTENDANTS AND CLIENTS

**TIM AIX** Rollout is 100% concluded, AI-based co-pilot tool to 5k call center operators

2025: Continue customer journey evolution to reduce pain points and improve overall experience

- 1 Increase self-caring and self-healing scenarios to accelerate resolutions
- 2 Foster digital adoption ensuring a seamless experience across channels
- 3 Ensure a value driven customer management, based on behavior and segmentation

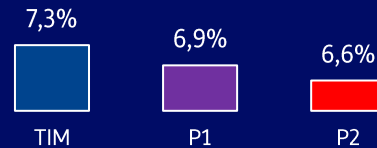
# MOBILE: 3Bs INITIATIVES PRODUCED SOLID RESULTS IN 2024



## CLIENT ATTRACTION AND RETENTION

### EXPANDING THE BASE WITH QUALITY AND AT THE RIGHT PACE...

Postpaid (ex-M2M) client base growth (% YoY, Dec'24)



**Fastest yearly growth**

### ...WHILE ACTIVELY CONTROLLING CHURN LEVELS

Postpaid Ex-M2M 4Q24 churn **0.7%**

**Lowest in the industry**



## CLIENTS MONETIZATION

### ENHANCING CLIENT MONETIZATION

Mobile ARPU **R\$ 31.4**  
(+6.0% YoY in 2024)

**Highest ARPU in the industry**

### INCREASING MIGRATION TO HIGHER VALUE PLANS

Control to Pure Postpaid Migration **+22.2%**  
(2024; %YoY)

### CLIENTS LOYALTY

Growth in customer base engagement with more than one product **+8.1%**  
(%YoY, Dec'24)



## CLIENT SERVICE AND EXPERIENCE

### RECLAME AQUI AWARDS

Elected the best company in the category for the third consecutive year

**The only telco awarded**

### ANATEL RESOLUBILITY

Maintaining the highest resolubility Index **94%**  
(in 4Q24)

**1<sup>st</sup> and only awarded by Procon-SP**

### OPEN SIGNAL'S MOBILE NETWORK EXPERIENCE REPORT<sup>1</sup>

**#1 in CONSISTENT QUALITY** for 3 years in a row



**#1 in VIDEO EXPERIENCE** in all technologies



**#1 in AVAILABILITY** in all technologies



**The MOST AWARDED: #1 in 7 categories (out of 14)**

(1) Source Open Signal Report as of Jan'25, ([here](#)).

# NEW GROWTH AVENUES: 2024, A YEAR TO REGAIN MOMENTUM IN THE DEVELOPMENT OF OUR DIGITAL ECOSYSTEM

## 5G Fund is evolving

US\$ **36 Mln**<sup>1</sup>

TIM employed to a growth and connectivity fund managed by Upload Ventures

## NEW LP

Entry of the leading beef exporter, Minerva Foods in Feb'25.

**3** invested companies



## New step in Digital and Entertainment Services



- Collaboration with EXA to deliver security and content services to TIM's customers.

- TIM as a sales channel featuring bundled offers, with compensation in fees and equity.

**27%**

right to subscribe shares

## Encouraging results in Health



**~162k**

new families enrolled in 2024

**~15Mln**

of Non-TIM clients with potential to be converted

## Monetization of Mobile Ads & Data with a positive development

- Advertising proprietary inventory integration with Google and Meta

**650+**  
campaigns

**200+**  
advertisers

**+130Mln**

queries for antifraud products and credit scoring in 2024

## Education at solid rhythm



**~800k**

enrollments in all courses



(1) Nominal number.



# NEW GROWTH AVENUES: BUILDING A NEW MARKET IN B2B IOT, WITH A ROBUST PIPELINE OF PROSPECT CLIENTS IN ALL VERTICALS

## Total Contracted Revenues

R\$ 708Mln

1Q22 2Q22 3Q22 4Q22 1Q23 2Q23 3Q23 4Q23 1Q24 2Q24 3Q24 4Q24

- Our B2B verticals continue to grow, **expanding our contracted revenue by more than R\$ 270 million in 2024**

2024

### Structuring sales force and internal processes

- Seen as preferred partner in key verticals
- Strong results delivered, but more opportunities are yet to be addressed

2025

### Further develop the opportunity to accelerate growth

- Aggregate solutions and evolve connectivity services
- Expand targets with intra-vertical segmentation

~20Mln

Of hectares covered with 4G

>5.6k

KM of roads covered

>340k

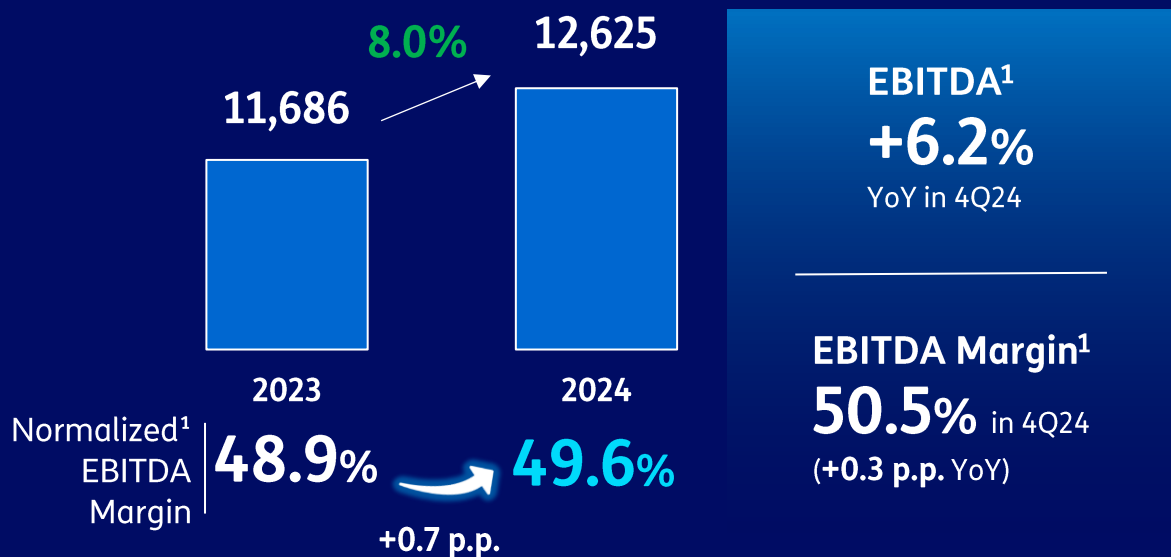
Smart light spots sold

# FINANCIALS: EFFECTIVE EXECUTION RESULTED IN NOTABLE EBITDA INCREASE AND SUSTAINED MARGIN GROWTH



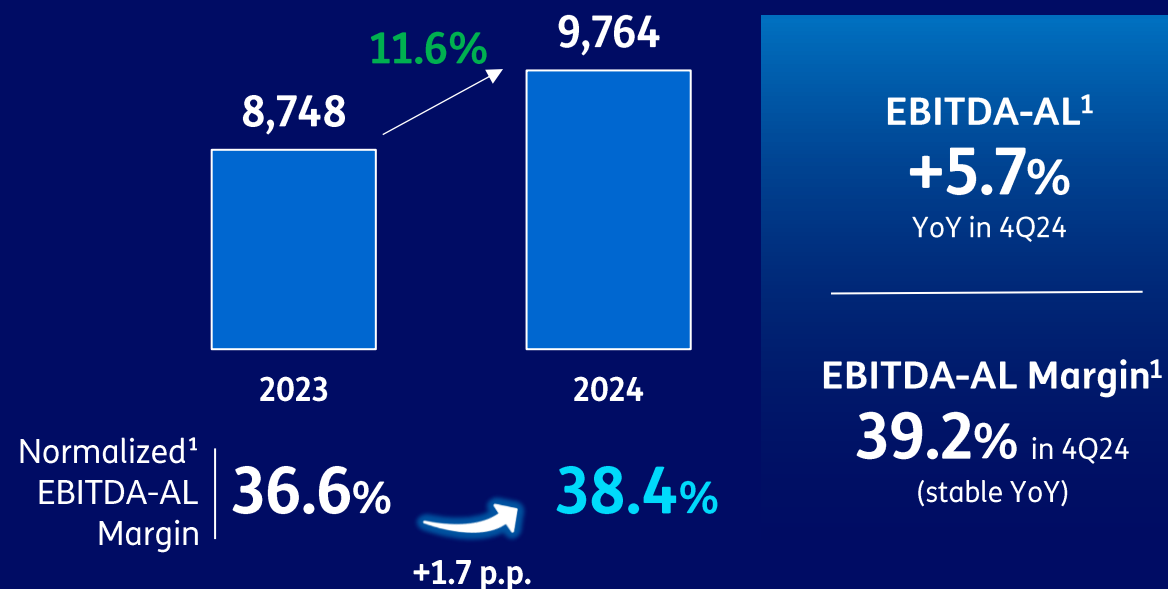
## EBITDA Margin Above 50% In The Quarter

(Normalized<sup>1</sup> EBITDA in R\$ Mln; %YoY)



## EBITDA-AL Ended The Year Delivering at high-speed Pace

(Normalized<sup>1</sup> EBITDA-AL in R\$ Mln; %YoY)



Opex in line with the LTM inflation<sup>3</sup>, growing 4.8% YoY in 2024, excluding the Fistel<sup>2</sup> impact

Decommissioning fines totaled R\$ 287Mln in 2024

(1) Normalized for the effects detailed in slide 2; (2) In 2Q23 we recorded a Fistel credit in the Selling and Marketing line, in the amount of R\$47 million;

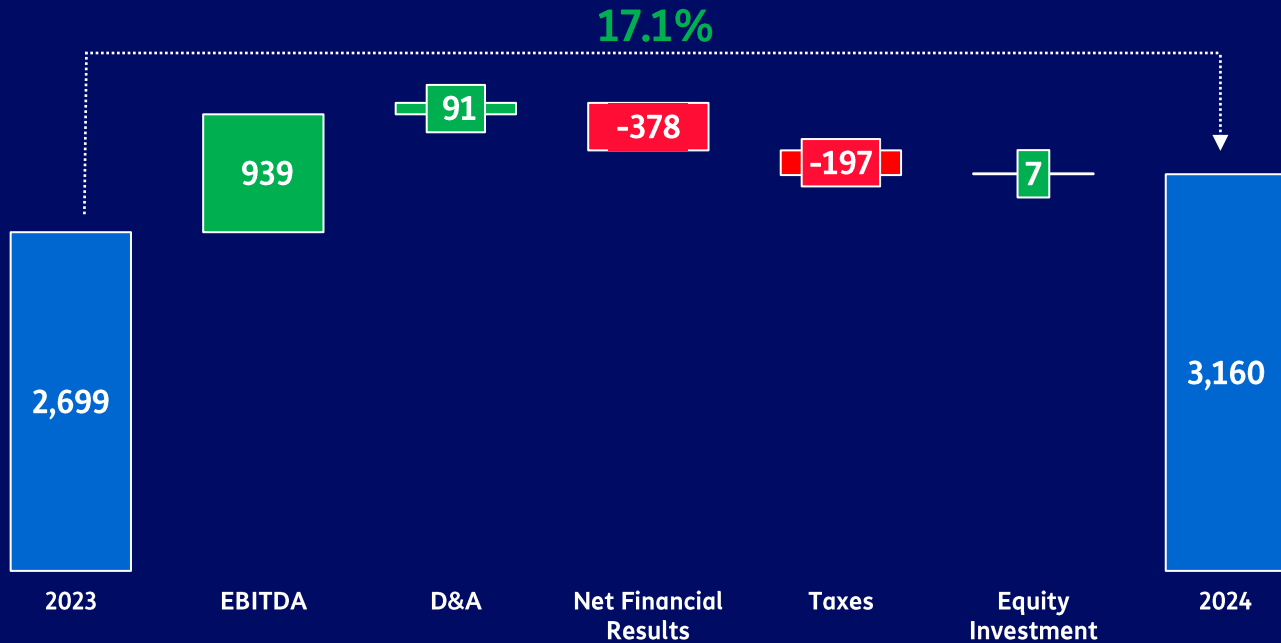
(3) Refers to 4.83% accumulated inflation in last 12 months ended in December 2024, Source: IBGE.

# FINANCIALS: A WELL-MANAGED OPERATION IS TRANSLATING INTO THE HIGHEST NET INCOME AND SHAREHOLDER REMUNERATION OF TIM'S HISTORY



## Keeping Up Net Income Growth With Solid Initiatives

(Normalized<sup>1</sup> Net Income in R\$ Mln)



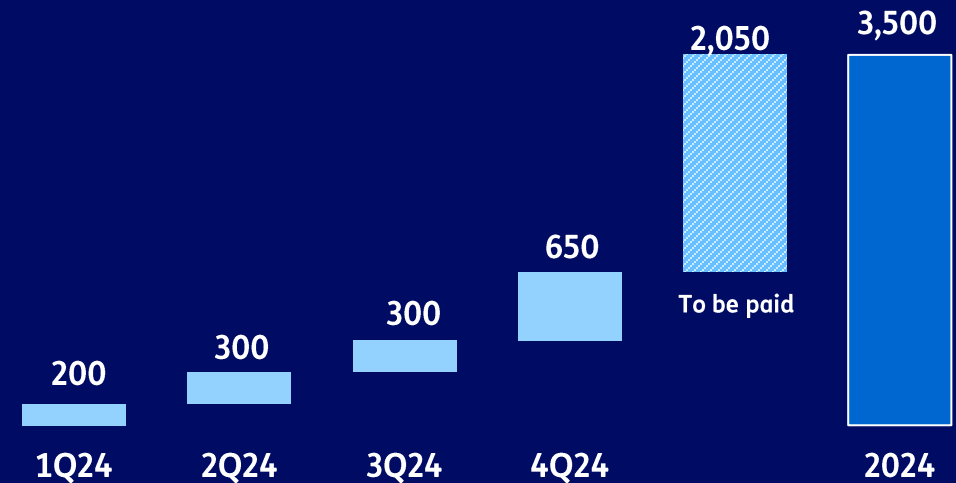
Net Income<sup>1</sup>  
**+17.1%**  
YoY in 4Q24

Net income continues in a sound double-digit growth for the seventh quarter in a row

Highest Net Income of all time

## Enhancing Shareholders Remuneration

(Announced shareholders remuneration in R\$ Mln)



Shareholders Remuneration  
**+20.3%**  
YoY in 2024

Achieving the highest shareholder remuneration distribution of all time

10% of Dividend Yield<sup>2</sup> in 2024

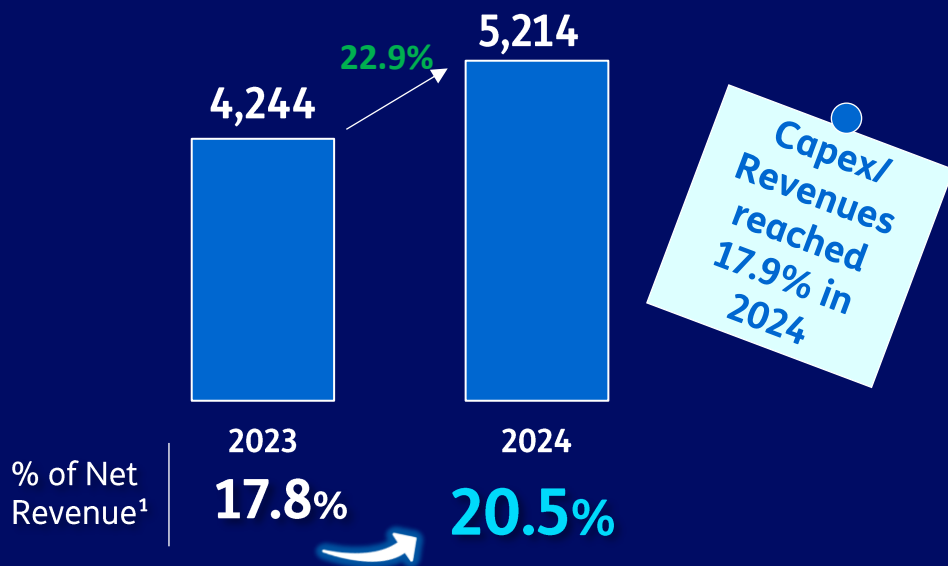
(1) Normalized for the effects detailed in slide 2; (2) Considering the total of 3.5 Bln in shareholder remuneration announcements.

# FINANCIALS: A POWERFUL CASH GENERATION REFLECTING BUSINESS CONSISTENCY



## OpCF Continues To Sustain A Robust Double-digit Growth

(EBITDA-AL<sup>1</sup> minus Capex in R\$ Mln; %YoY)



EBITDA-AL<sup>1</sup> minus Capex grew by 4.9% YoY in 4Q24

As % of Net Revenue, EBITDA-AL<sup>1</sup> minus Capex was 18.5% in 4Q24

## Strong Cash Generation, Reinforcing Our Financial Stability

(Total Cash<sup>3</sup> in R\$ Mln; %YoY)



## Solid Net Financial Position And Healthy Leverage Level

NET DEBT/ LTM EBITDA<sup>1</sup> **0.83x**

NET DEBT-AL/ LTM EBITDA-AL<sup>1</sup> **-0.19x**

Net Debt of R\$ **10.5 Bln** in 2024 (-9.7% YoY)

R\$ 3.4 Bln related to Fistel (TFF) is still on hold<sup>2</sup>

(1) Normalized for the effects detailed in slide 2; (2) See Note 22 of the Financial Statements; (3) Include Cash, Cash Equivalents and Securities (Short Term).

# ESG: SOLIDIFYING PARTNERSHIPS AND INITIATIVES TO GENERATE A POSITIVE IMPACT



## Brazil's First And Only 5G Favela



Our partnership with *Gerando Falcões* has transformed Favela Marte into the first favela in Brazil to be fully connected to 5G

The initiative offers free connectivity, through FWA technology, for 6 months, with a subsequent affordable social tariff, impacting more than 700 people

**+230**

Families impacted with the initiative, totaling 750 people

**+60TB**

Of total traffic in the period<sup>1</sup>

**5G SA**

Accounts for 98% of daily traffic



## Maintenance of ESG achievements

### Sustainability Yearbook Member

For the fourth year in a row we were included in the **S&P Global Sustainability Yearbook**



1<sup>st</sup> Telco worldwide among Top 100 FTSE Diversity & Inclusion Index



TIM's ESG Report recognized by CEBDS as one of the best in the Brazilian market

Maintenance in all B3 Sustainability Indexes

**ISE B3**

**IGPTWB3**

**ICO2 B3**

**IDIVERSA B3**

(1) From December 04<sup>th</sup>, 2024 to January 21<sup>st</sup>, 2025.



# ANNUAL GUIDANCE ACHIEVED, ELEVATING SHAREHOLDER REMUNERATION TO A NEW STANDARD

|   | GOALS                                   | SHORT-TERM TARGETS (2024)   | 2024 RESULTS (ACHIEVED)  |   |
|---|---|---|--|---|
|    | Revenue <sup>1</sup>                    | Service Revenue <sup>1</sup> Growth:<br>5% - 7% YoY                 | +6.4% YoY  |    |
|    | EBITDA <sup>1</sup>                     | EBITDA <sup>1</sup> Growth:<br>7% - 9% YoY                          | +8.0% YoY  |    |
|    | Capex                                   | Nominal Capex:<br>R\$ 4.4 Bln – R\$ 4.6 Bln                         | R\$ 4.55 Bln   |    |
|   | EBITDA-AL <sup>1,2</sup><br>minus Capex | EBITDA-AL <sup>1,2</sup> minus<br>CAPEX Growth:<br>Double-digit YoY | +22.9% YoY   |   |
|  | Shareholders<br>Remuneration            | ~R\$ 3.5 Bln  | R\$ 1.5 Bln in IoC (already<br>announced)<br>R\$ 2.0 Bln as Dividends <sup>3</sup> |  |

(1) Normalized for the effects detailed in slide 2; (2) EBITDA after the payment of leases; (3) Supplementary dividends will be announced in March.



# NEW GUIDANCE 2025-27

# EVOLVING OUR PRIORITIES TO ACHIEVE OUR GOALS



## MOBILE

### *Preferred operator*

- Best Network: maintain consistent network development and promote quality leadership to consumers
- Best Offer: enhance uniqueness through digital ecosystem growth and a refreshed more-for-more strategy
- Best Service: evolve the customer journey to address pain points and enhance the overall experience



## B2B

### *Shaping a new market*

- Focus on key verticals: agribusiness, logistics, utilities and industry
- Expand TAM<sup>1</sup> by entering in new segments with existing verticals and adding new sectors
- Scale up commercial activities, taking advantage of better organization and processes
- Increase share of spending adding IoT solutions, while exploring expansion to ICT (M&A driven)



## EFFICIENCY

### *Intrinsic for the business*

- Zero-based budgeting for discretionary costs
- Make vs. buy new opportunities in network and customer value management
- Tower leases continuous optimization to control inflationary pressures
- Capex deployment to secure the best network where it matters
- Increase artificial intelligence adoption to boost productivity



## BROADBAND

### *Options are open*

- Improve customer journey focused on churn and customer experience
- Focus on operation optimization and efficiency to reduce dilution effects at FCF level
- Monitor market movements, amid macro challenges and no sign of price rationality.



## PEOPLE, SOCIETY AND ENVIRONMENT






*We develop our business, driven by People, Society and Environment*

(1) Total Addressable Market.



# NEW GUIDANCE: STRATEGIC GUIDELINES FOR SUSTAINABLE GROWTH



| GOALS  | SHORT-TERM TARGETS (2025)  | MID-TERM TARGETS (UNTIL 2027)   |
|--|--|---|
|  Revenue <sup>1</sup>   | Service Revenue <sup>1</sup><br>Growth: ~5% (YoY)                  | Service Revenue <sup>1</sup> Growth:<br>~5% (CAGR 24-27)                  |
|  EBITDA <sup>1</sup>  | EBITDA <sup>1</sup> Growth:<br>6% – 8% (YoY)                       | EBITDA <sup>1</sup> Growth:<br>6% – 8% (CAGR 24-27)                       |
|  Capex  | Nominal Capex <sup>2</sup> :<br>R\$ 4.4Bln – R\$ 4.6Bln            | Nominal Capex <sup>2</sup> :<br>R\$ 4.4Bln – R\$ 4.6Bln (per year)        |
|  EBITDA-AL <sup>1,2</sup><br>minus Capex                          | EBITDA-AL minus<br>CAPEX <sup>1,2</sup> Growth:<br>14% – 16% (YoY) | EBITDA-AL minus<br>CAPEX <sup>1,2</sup> Growth:<br>11% – 14% (CAGR 24-27) |
|  Shareholders<br>Remuneration <sup>3</sup><br>(Dividends + IoC) | R\$ 3.9Bln – 4.1Bln  | ∑ 25-27:<br>R\$ 13.5Bln – R\$ 14Bln                                       |

1) Normalized figures; (2) Capex excludes 3rd license renewal and new auctions; (3) Includes IoC and dividends. This guidance is subject to the performance of the businesses and the deliberation of the Board of Director and the General Shareholder's Meeting.