



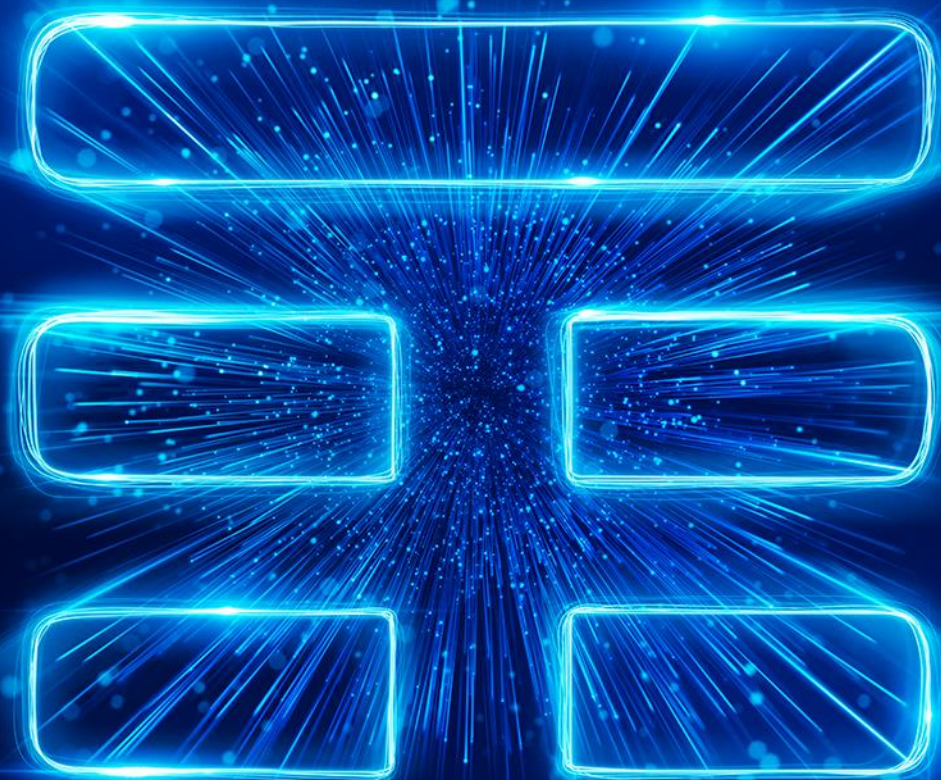
BRASIL DAY 2023

THE NEXT GENERATION TELCO

TIM. 25 YEARS
MAKING POSSIBILITIES ON
NEW YORK STOCK EXCHANGE.

25 YEARS

LISTED ON THE NY STOCK EXCHANGE



Disclaimer



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.

Agenda



Opening remarks

10 min

25th Anniversary celebration



TIM's equity story

20 min

A unique asset in an evolving market



Strategy in action panels

85 min

Mobile: consolidate the best value proposition in a value driven market

B2B: Shaping a new market with high growth opportunities, leveraging our strengths in mobile

Broadband: selective approach to grow profitably in the Broadband market

Efficiency: our efficiency leadership is helping to finance our best value proposition to clients and drive value to shareholders



Closing

10 min

Value Creation: precise execution in the short-term to build a long-term success story

MOBILE

Consolidate the
**best value
proposition in
a value driven
market**



Consolidate the **best value proposition in a value driven market**



BEST SERVICE

Continue our journey towards customer experience excellence



BEST NETWORK

Consolidate our position as the network quality leader in Brazil



BEST OFFER

Leverage our innovation DNA and partnerships to provide the best value

Improved KPIs and favorable client perceptions validate our ongoing commitment to elevating customer experience

Digital care is rising among other strategies to improve customer service...

Digital interactions¹ (YoY)



... leading to our excellency to be publicly recognized by multiple sources...

+9.2 p.p
in 3Q23

Increase in call center resolutions



Best in class in all resolution's rankings

(PROCON-SP, Reclame Aqui and Anatel)

... supporting our path to increasing our NPS

+19 p.p



1. Includes interactions in app and bot.

After becoming
leaders in mobile
coverage with the
largest network
in Brazil...

#1 operator that
covers all 5,570 cities

...we have secured
a **premier position** in
mobile network quality...

Network Consistency Quality Index¹
Long term view (Oct/22 until Oct/23)



...by leveraging our
superior spectrum capacity
and advanced 5G

1. Opensignal Network Consistency Quality Data.

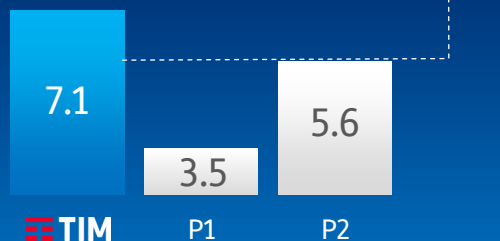


As a mobile-first industry leader, we harness advanced 5G to reshape our market positioning and perception...



Our 5G rollout strategy delivers 26% more 5G sites than player 2...

#5G sites¹, '000



...allowing us to grant a more continuous coverage in high valued areas...

100%

Neighborhoods covered in 7 core capitals²



...enabling traffic to migrate to 5G, while reducing pressure on 4G network

Offloading 4G to 5G in 6 core capitals

Jul/22

Aug/23

1.Licensed 5G Standalone Sites, Source: Anatel 2023 | 2. Source: Anatel 2023. Consider São Paulo, Rio de Janeiro, Brasília, Curitiba, Fortaleza, Recife and Salvador as core capitals



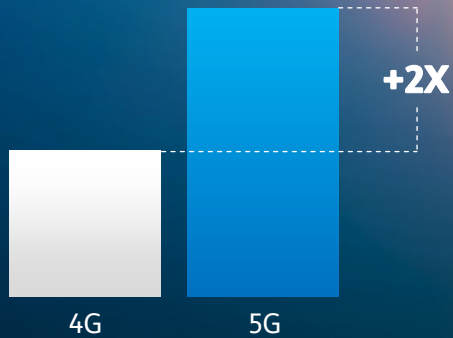
...delivering **high-end customer experience** to our clients...

NPS



NPS of users browsing in 5G are up to x2 higher than clients browsing on 4G

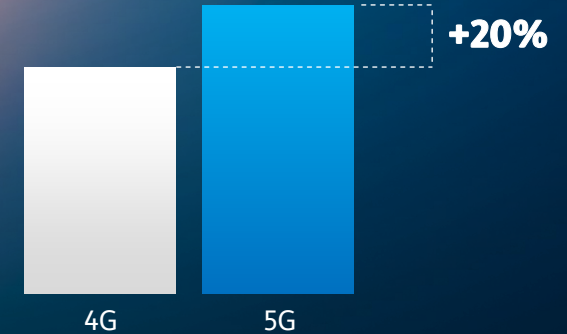
Net Promoting Score 5G x 4G
NPS %



Network Quality

Network quality indicator increases when users connect over 5G technology

Consistent Quality 5G x 4G
Absolute ECQ¹, %



...to fuel the virtuous cycle of network quality and operational efficiency.



- 1. #1 in 5G, is driving innovation and superior quality**
- 2. Boosting customer experience**
Better customer experience in 5G
Improving customer experience in 4G
- 3. Enhancing capex efficiency**
Lower cost per GB with 5G
Reducing investments in 4G

Iain Marsden

SVP of Product and Solutions
at Opensignal



Opensignal Network Experience Philosophy

1. Opensignal is the **Global Standard** for measuring customer centric network experience
2. Customer centric measures **correlate to commercial indicators** like NPS, flow share and churn
3. **End-End Measurement** captures real-world customer experience
4. **Massive Data Volumes** are enabled by high frequency, automated collection



Consistent Quality and Network Availability are foundational to great network experiences



Consistent Quality measures the capability of the network to support common mobile applications

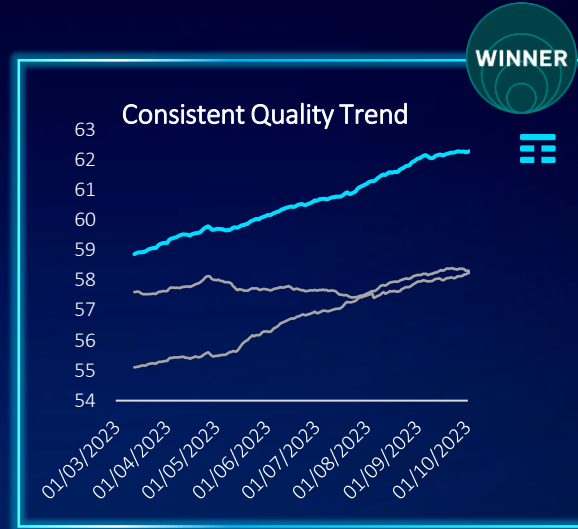


Experience Indicators are evaluated against minimum thresholds

- Download/Upload Speeds
- Latency (Delay in the network)
- Jitter
- Packet Loss
- Time to First Byte



Metric is based on the proportion of tests that pass the threshold requirements



27M
Records in Brazil
over 90 days

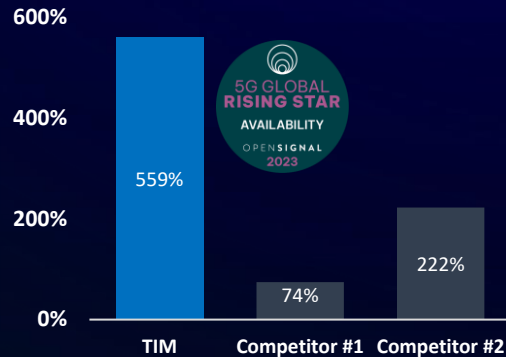




OPENSIGNAL

Network Availability

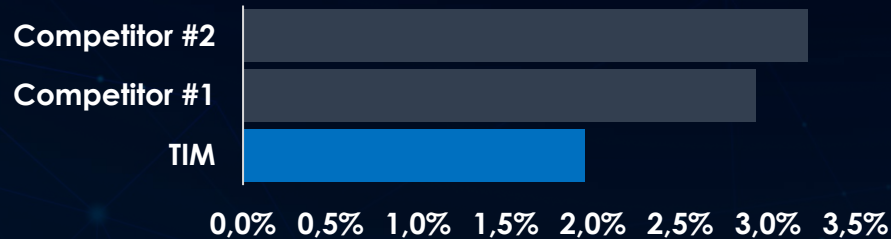
5G Global Awards 2023 – 5G Availability Improvement



4 years

of availability leadership*

No Signal Availability % Sept 2023



Opensignal uses a time-based, user-centric approach for Availability metrics



Availability measures how often users have network connectivity in the places they live, work and play



TIM is Brazil's Overall and 5G Availability Leader



TIM users experience no-signal significantly less of the time than their competitors

5G Global Mobile Network Experience Awards 2023 – Comparing data collected January 1 – June 29, 2022 & 2023.

*Based on winning Availability awards in Opensignal's Brazil: Mobile Network Experience reports January 2020 – July 2023, 8 consecutive reports.



OPENSIGNAL

Opensignal's global benchmarks provide carriers like TIM Brazil **invaluable insights** into their position at home and internationally

Focusing on the foundational metrics like CQ and network availability **drives actions**, resulting in enhanced customer network experiences and satisfaction

TIM's continued Network Availability, 5G Availability and Consistent Quality wins indicate an ongoing **commitment to improving experience and delighting their customers**

Test Drive TIM | 1st in LatAm to launch a trial offer to encourage the use of the best 5G on Brazil's largest mobile network

We are pioneering the use of remote e-sim activation on a large scale within Latin American market



Network experience

Free access to TIM network together with high volume of data available for trial



Image perception

The trial satisfaction contributes directly to improving the image perception of the TIM network



Value achievement

Focus on value customers with e-Sim devices, improving 5G awareness, upselling, and new additions



30 GB

30 days to use

FREE

Vídeo Teste Drive TIM

TIM's Test Drive.

Link: <https://www.youtube.com/watch?v=uloRbhmRpn4>

5G

TIM

TEST DRIVE
TIM

TIM's Test Drive is here.

TIM has been on the forefront of innovation in the past years, and we will continue to push the boundaries of the market

We are the **first and only ones** to explore disruptive partnerships



AMAZON PRIME VIDEO

Unique and exclusively partnership with Amazon prime



INFLIGHT

TIM offers complimentary in-flight internet connectivity on GOL and LATAM aircrafts



APPLE ONE SIGNATURE

First and only operator in Brazil to embed Apple One on its plans

Best iPhone offer in the market



TEST DRIVE

30 days free mobile internet trial

Easy e-SIM activation through QR Code

+357k

Postpaid net adds¹
+28% QoQ

Distinctiveness and ability to face competition capturing clients

-0.9p.p

Churn reduction²

Increase customer lifetime value and profitability

2x

More loyalty

Alignment of TIM and our partners goals

...more to come

1. 3T23 Postpaid ex-M2M net adds | 2. 3T23 vs. 3T22 postpaid ex-M2M churn.

TIM & AMBEV: joining forces to promote innovation and better customer experience



Strategic partnership with a market leader player delivering “beyond giga” benefits



Strengthening customer engagement through churn reduction and potential upselling



“Zé Delivery” is just the beginning of a potential larger partnership



Your top-up becomes cashback at Zé Delivery

Customer Top-up

“Zé Delivery” gives cashback to use in its app

Vídeo Parceria TIM & Ambev

Link: <https://www.youtube.com/watch?v=ypAPS9GcUgM>

 **TIM** & **ambev**

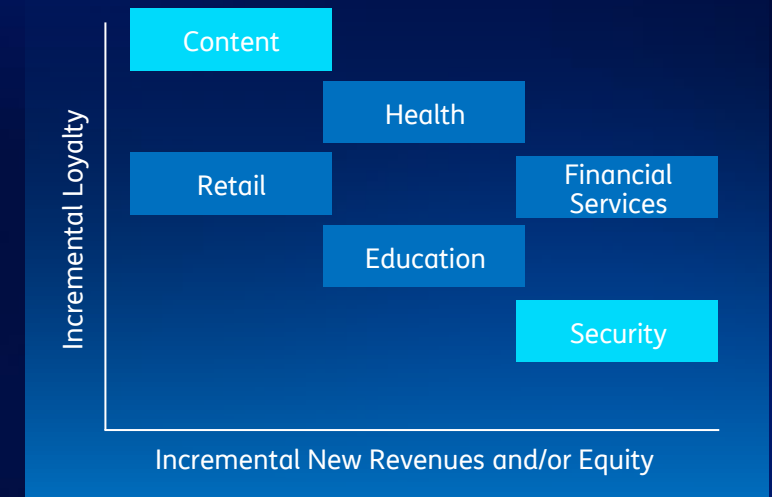
TIM & AMBEV. Agora juntas para imaginar todas as possibilidades.

Our strategy for partnership is focused in delivering **increased loyalty** and **incremental new revenues** and **equity** for TIM

Partnership Portfolio

Content & Security	Education	Health
YouTube Premium Disney+ Apple One deezer HBO max prime video exa	descomplica.	Cartão de TODOS
	Retail	Financial Services
	Zé DELIVERY DE BEBIDAS	C6 BANK

Value generated for TIM



Our track record over the last 4 years grants **TIM's right to win** in markets being **disrupted by digital** and where CAC is a key for success



FINANCIAL

C6BANK

10 active customers
targets achieved

25% of TIM Digital
Customers have C6 App

~8 Mln monthly ad-clicks
by TIM clients



EDUCATION

descomplica.

300K customers registered
in the first 4 months

+21 NPS TIM-Descomplica
partnerships customers vs
average TIM



HEALTH

**Cartão de
TODOS**

1 Mln monthly ad-clicks
during the 3 months trial
in RJ and Bahia, 15% of
TIM Customer Base

Delivered sustainable
social impact

+500k enrollments in
digital education courses

Established a
solid revenue growth

Accretive **Operating
Free Cash Flow**

The **health sector** represents a **major opportunity** given its size, unmatched demand and lack of digital distribution...



Market opportunity

152 Mln **>60%** **<10%**

75% of population do **not have health insurance** in Brazil

of customers are willing to pay for **affordable private options**

of Health Services are contracted by **Digital Channels**

Partner track record

>400 **1.2 Mln** **6 Mln**

Clinics with presence in all cities above 80k inhabitants

Physical Consultations per month

Recurrent customers as of 2023

...and we will allow TIM to bring **new customers**, increase the **loyalty** as of its base, generate **new revenues** and have a great **social impact**

Vídeo TIM & Gerando Falcões

Link: <https://www.youtube.com/watch?v=TKVle3qMK-M>



TIM e Gerando Falcões

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