

GSMA Connected Living Latam Summit

TELEFÓNICA: A NEW BRAND
FOR A NEW COUNTRY



BRAZIL

Welcome!



8,5 millions km surface

5th largest territory in the world

190,7 millions habitants

5th largest population in the world

58 millions residences

R\$ 4,1 trillions GDP

6th biggest GDP in the world (2011)

130 millions consumers

49,3 millions new consumers in the middle class

The Brazilian advance in the digital world has been significant

100% of population uses electronic voting machines. The result is available in one hour.

25 millions of income tax return sent by internet

220 thousand hand computers used in the 2010 Census.

Internet banking transactions already exceeded ATM transactions

5th country in the world in internet users

61 thousand public schools connected on high speed internet.

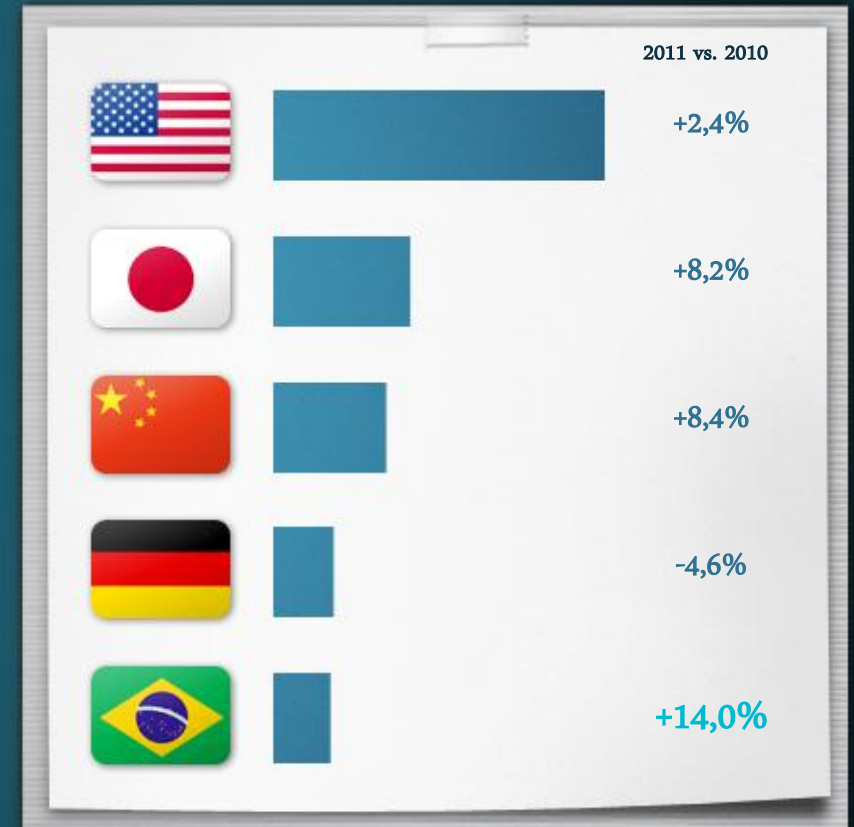


The Brazilian telecom market should grow up more than R\$ 20 billions in the next 5 years, reaching the Top 5.

Total revenues of Brazilian telecom market (R\$ billions)



Top 5 telecom revenues in the world (2011)



Fonte: Yankee Group

Fonte: IDATE Consulting / Ofcom 2011

In Brazil, the Telefónica Group operates in several segments, with revenues higher than R\$ 33 billions in 2011...

ATENTO:

tgestiona


terra

TESB

(Telefonica Engenharia e Segurança
Brasil)

Telefónica

vivo

TELEFÓNICA INTERNATIONAL
WHOLESALE SERVICES

Telefónica
Factoring


VISÃO PREV

Fundação
Telefónica

TGP
(Seguros)

...being the leading telecommunications company in Brazil

Brazilian Market Leader

R\$33,2 billions

2011 profit



+100 thousand

direct employment (2011)



90 millions

access

(Line+Broadband+TV) march/12



R\$19,3 billions

2011 taxes



R\$5,7 billions

2011 CAPEX



Telefonica

vivo

Total investments reaches approximately

R\$ 170 Billions

Aquisition

CAPEX

Accumulated Investments

(*) Telefônica in Brazil (R\$ billions)

1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

* Total Investments by Telesp and Vivo, corrected by IPCA – Vivo counts 50% until 3Q10 and 100% from 4Q10

Telefonica

vivo

MORE THAN 90 MILLIONS CUSTOMERS

ALREADY HAVE CONVERGENT OFFERS



Vivo Internet Brazil Plan cover **2830** cities and 75% of brazilian population

Fiber Optic available to 1 million residences in SP state and the biggest quantity of clients in Latin America **80K**



Virtual Market



Vivo Direto (PTT) offers **connection** on radio with the biggest coverage



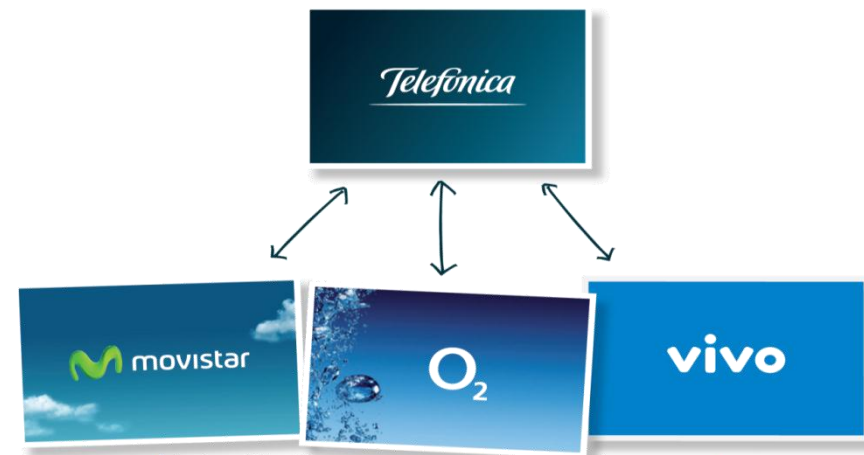
Telefonica
vivo

One of the greatest **Datacenters** in Latin America – sustainable construction and the first with environment certification

Corporative Market



All these services offered with a new commercial brand since April/2012!



Vivo
Comercial Brand

Telefónica
Institucional Brand

Video M2M

Thanks,

Estanislau Bassols