



# DELIVERING NEW VALUE IN EVERY DAY LIFE

October 5<sup>th</sup> 2021

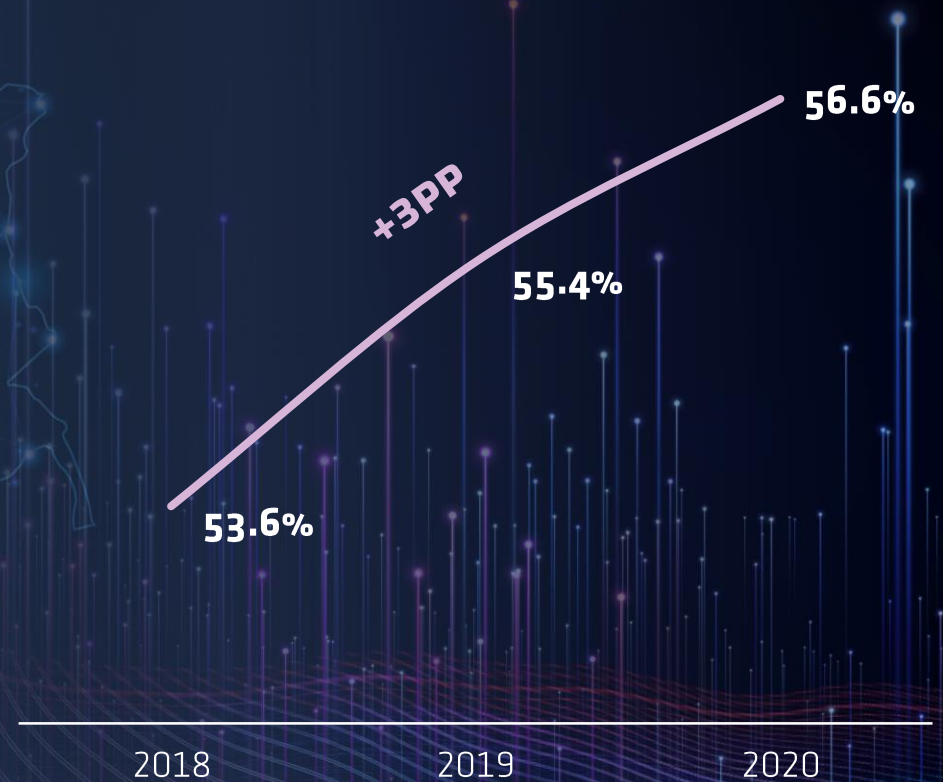
## CLARO COLOMBIA

CARLOS ZENTENO | CEO

# Claro is the largest operator in Colombia

## Revenue market share

%



# Market share leaders

in all segments

**53%** Postpaid

**47%** Prepaid

**45%** Pay-TV

**39%** Broadband

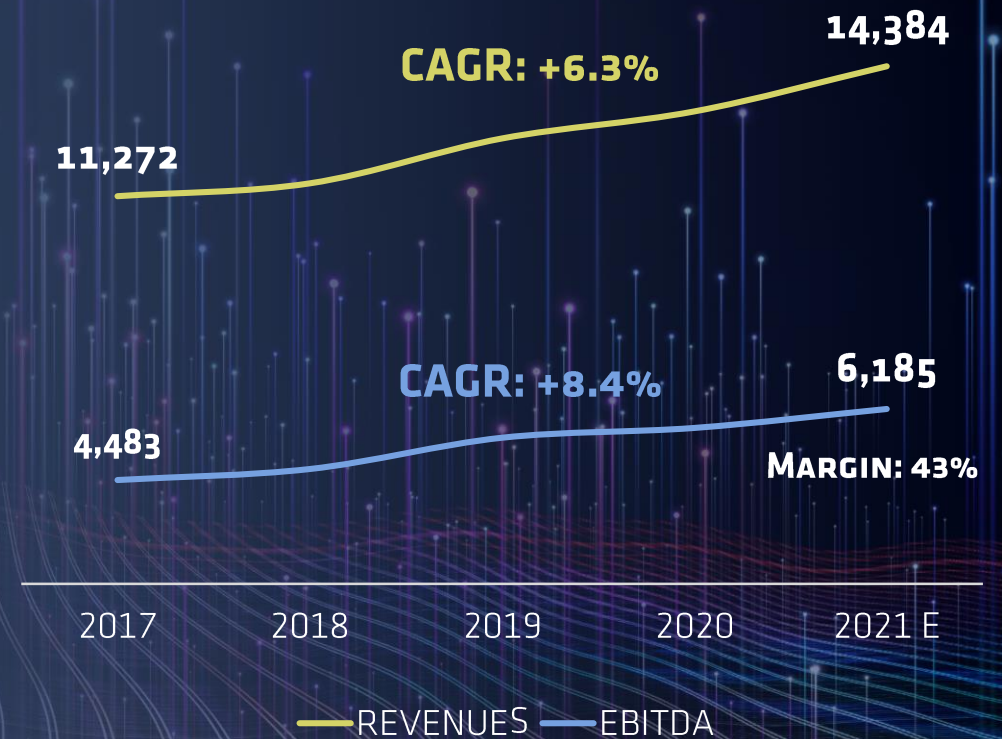
**39%** Fixed telephony

# Top performer

delivering continuous growth...

## Revenues and EBITDA

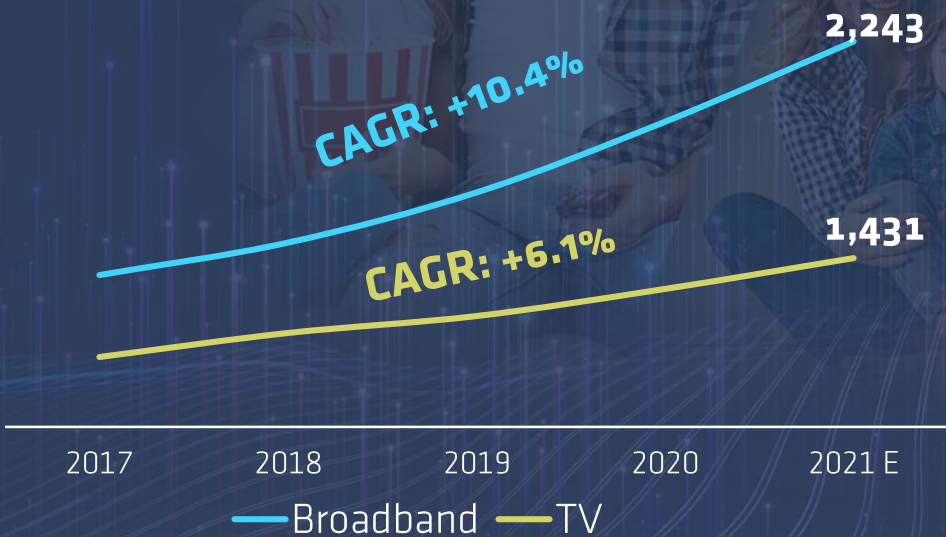
Billions of COP



# ... in both the **fixed-line** and **mobile platforms**

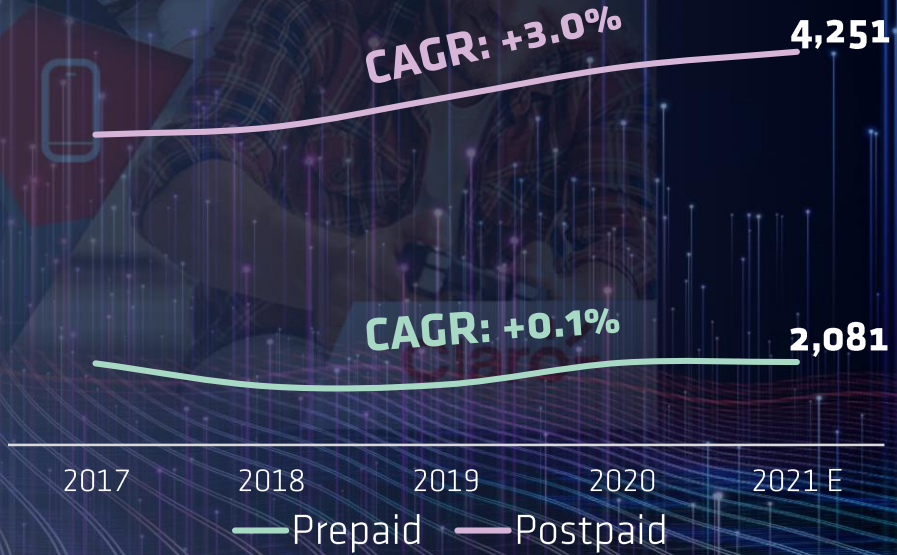
## Fixed-line Service Revenues

Billions of COP



## Mobile Service Revenues

Billions of COP



# Strategic objectives



**customer  
recommendation**



**growth**



**profitability**



**customer  
recommendation**



growth



profitability

## Strategic objectives

- Customer centric
- Digital channels
- The best network
- Focus and execution
- Value chain development
- Sustainability



**growth**



**profitability**



**customer  
recommendation**

## Strategic objectives

- Leverage on competitive advantages:
  - operating efficiency
  - distribution channels
  - strong brand
- New products and services
- Corporate solutions

# Mi Claro

## Strategic objectives



**profitability**



customer  
recommendation



growth

- Up-selling
- Convergent offering
- Digital transformation
- Base-zero budgeting



# The best network

- Largest 4G coverage **99%** of cities
- Fixed HFC + FTTx in **64%** of households
- DTH TV service in **97%** of territory

# Infrastructure for corporate customers

**83 thousand** Kms of fiber backbone

**2,400 m<sup>2</sup>** Tier IV certified data center

**3 AMX submarine cable** ports

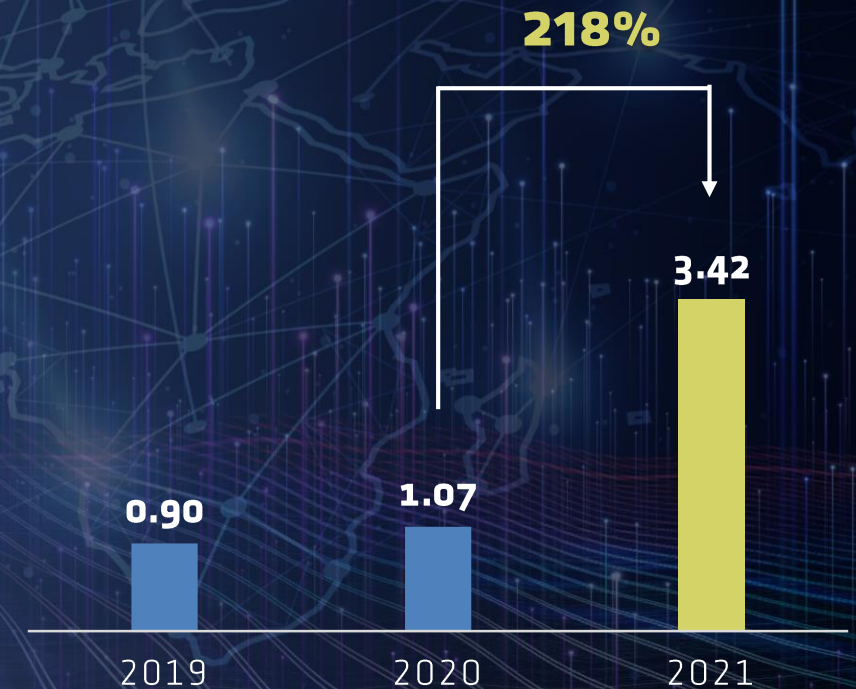
# Fully convergent commercial offering

**60%** convergent customers

**50%** less churn

## Subscribers

Millions



# Distribution

## As of 2Q21

Claro stores	114
Dealerships	1,233
Door to door sales force	1,140
Retailers	563

**5X**  
**more presence**  
than the closest competitor

# Brand Recognition



PUEDES TODO

- Top of mind **44%**
- Preference **50%**
- Large coverage attribute **71%**
- Most innovative **42%**

# Our product portfolio:

a one-stop shop for mass market clients



Competitive mobile plans



The largest offering of smartphones and home electronics



High speed internet



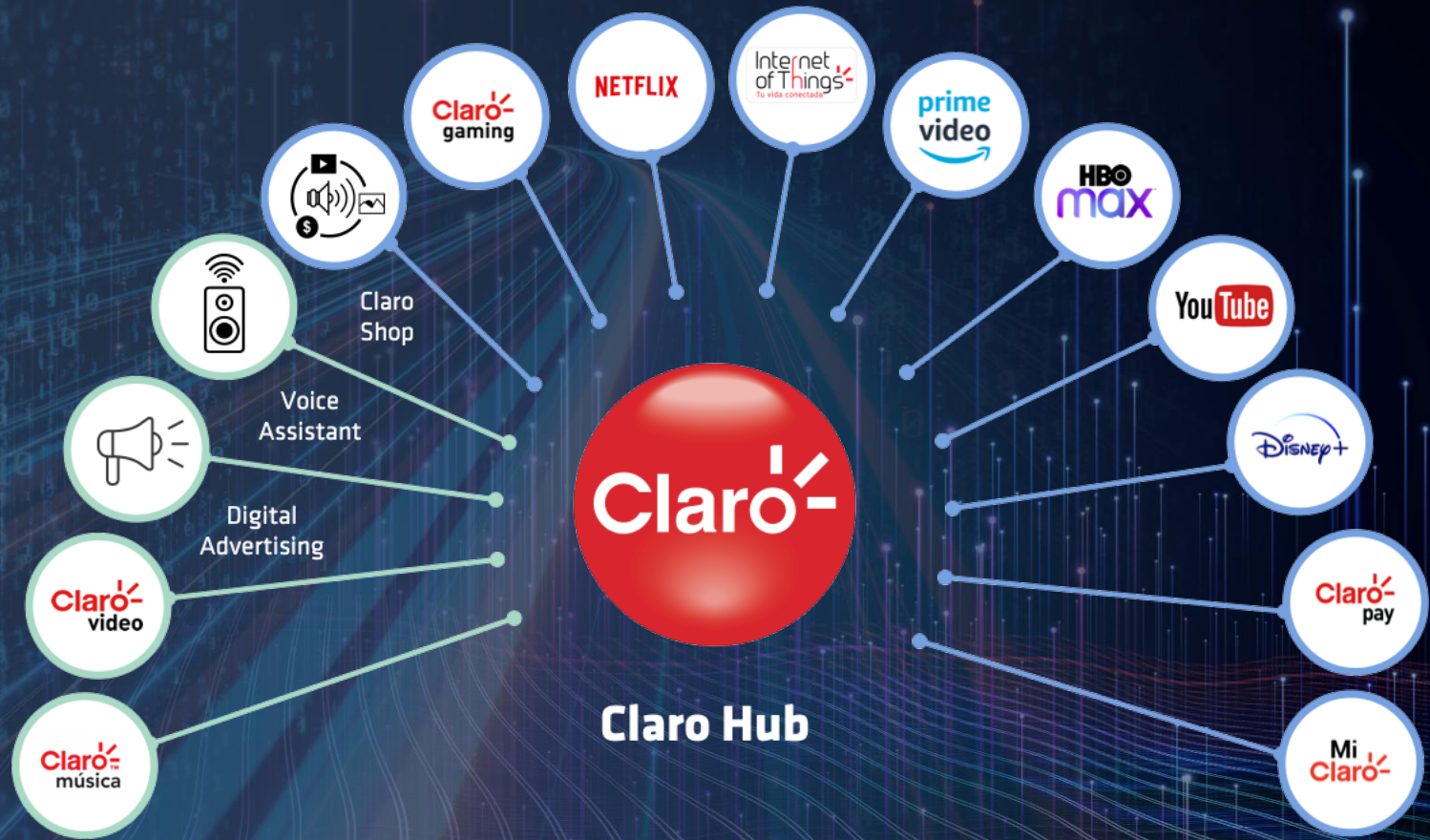
Continuous product innovation



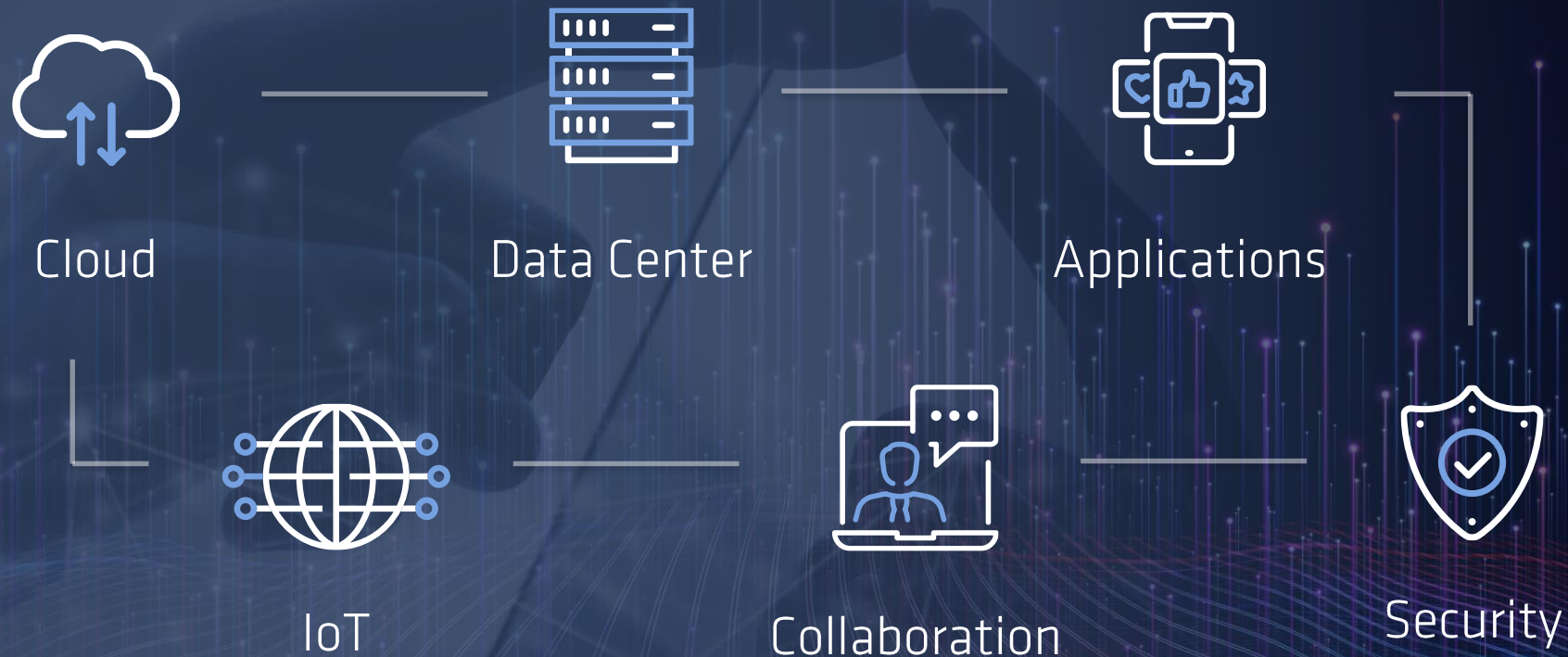
Entertainment hub

# Claro Entertainment Hub:

All in one solution



# Digital solutions for **corporate clients**



# We have the preference of leading enterprises and government institutions

 <p><b>Cerrejón</b> Minería responsable</p>	 <p>grupo <b>éxito</b></p>	 <p><b>ecopetrol</b></p>	 <p><b>Bancolombia</b></p>	 <p>Grupo <b>AVAL</b></p>	 <p><b>rysal</b> S.A.S. gef <small>Quesitos</small> <small>BABY FRESH</small> <small>Galax</small> <small>casino</small></p>	 <p><b>Scotiabank.</b> <b>COLPATRIA</b></p>	
LON: GLEN	EPA: CO	NYSE: EC	NYSE: CIB	NYSE: AVAL		 <p><b>BBVA</b></p>	TSE: BNS
							BME: BBVA

 <p><b>PREVISORA</b> SEGUROS</p>	 <p><b>PROCURADURIA</b> GENERAL DE LA NACION</p>	 <p>REPÚBLICA DE COLOMBIA POLICIA NACIONAL DIOS Y PATRIA</p>	 <p><b>SNR</b> SUPERINTENDENCIA DE NOTARIADO &amp; REGISTRO La guarda de lo público</p>	 <p><b>472</b> LA RED POSTAL DE COLOMBIA</p>	 <p><b>EJÉRCITO NACIONAL</b> PATRIA, HONOR, LEALTAD</p>	 <p><b>invimó</b> Instituto Nacional de Vigilancia de Medicamentos y Alimentos</p>	 <p><b>Atlántico</b> para la Gente ASOCIACIÓN DEL ATLÁNTICO</p>
--	--	--	---	---	--	---	--

## Going Forward: **The Best Network**

**100%** of the network enabled with ultra high speed

**>2M FTTx** Homes Passed

**30%** expansion of optic transport network

**Largest 5G network** covering **80%** of the population

**2X** data center capacity

## Going Forward: **Digital Solutions**

**Connected home:** video streaming, high speed internet, gaming, IoT and market place

**All in one:** convergent services 5G & FTTx

**“Mi Claro” super app:** self care, cloud, wallet, video, music, gaming & market place

**Consulting and digital solutions** integration for corporates and government

# Final Remarks

- ✓ Focus and execution
- ✓ Customer experience
- ✓ Innovation to boost revenues
- ✓ Improve profitability:
  - digital transformation
  - zero-based budgeting



# DELIVERING NEW VALUE IN EVERY DAY LIFE

October 5<sup>th</sup> 2021

## CLARO COLOMBIA

CARLOS ZENTENO | CEO