Telefónica Executive Chairman Marc Murtra meets with Brazilian President Luiz Inácio Lula da Silva

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On Tuesday, Telefónica Executive Chairman Marc Murtra met with the President of Brazil, Luiz Inácio Lula da Silva, to reaffirm the company's commitment to the country's digital transformation. In the lead-up to COP30 in Belém, Mr. Murtra also emphasized Telefónica's dedication to the sustainable development of its business, as demonstrated by a robust ESG strategy that positions Vivo as a benchmark in best practices in this field.

Brazil is one of Telefonica's four core markets and represents the Group's second-largest subsidiary in terms of revenue, accounting for 28% of the total. Furthermore, Telefónica is the largest European investor in Brazil, with cumulative investments exceeding 560 billion reais (approximately 91 billion euros) since 1998. Employing over 33,000 people directly and nearly 100,000 indirectly, Vivo -the brand under which Telefónica operates in Brazil- is one of the country's most valuable brands. It serves more than 116 million customers and provides mobile coverage to 98% of the population. Vivo is also the market leader in fiber, with over 30 million homes passed and 7.4 million customers already connected.

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- Caption: Telefónica Executive Chairman, Marc Murtra, with the President of Brazil, Luiz Inácio Lula da SilvaJPEG | 104 KB

- Caption: Telefónica Executive Chairman, Marc Murtra, and Brazilian president, Luiz Inácio Lula da Silva, with Rui Costa, Minister da Casa Civil, Eduardo Navarro, president of the Board of Directors of Telefónica Brasil, and Christian Gebara, CEO of Vivo (from left to

right)JPEG | 110 KB

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