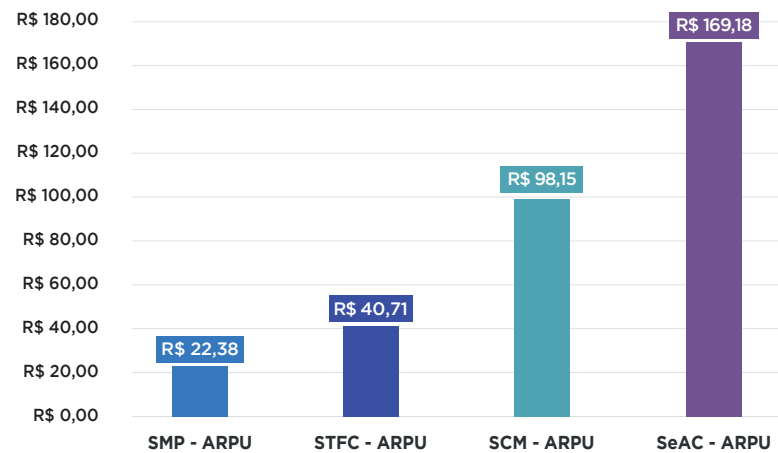


PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES



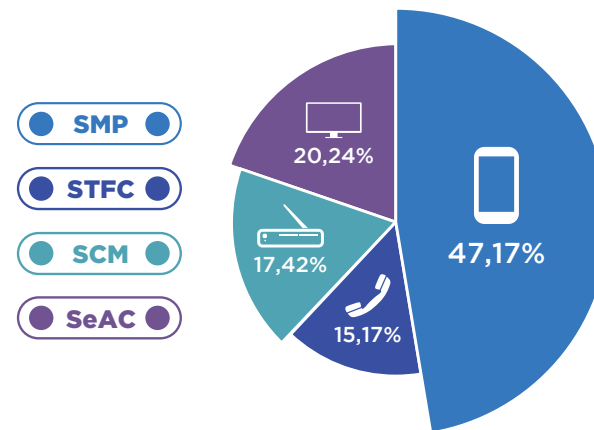
4º TRIMESTRE/2019

ARPU por serviços, 4º trimestre de 2019



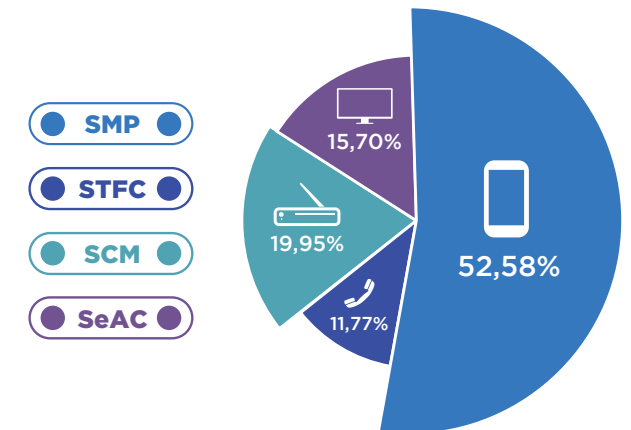
Investimentos (R\$ mil) por serviço, 4T/2019

TOTAL R\$ (MIL) = 7.519.756,35

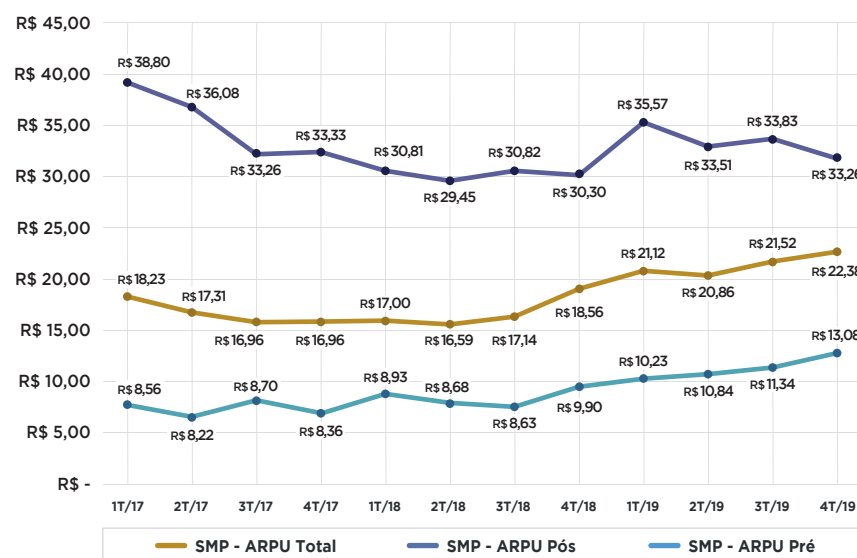


ROL (R\$ mil) por serviço, 4T/2019

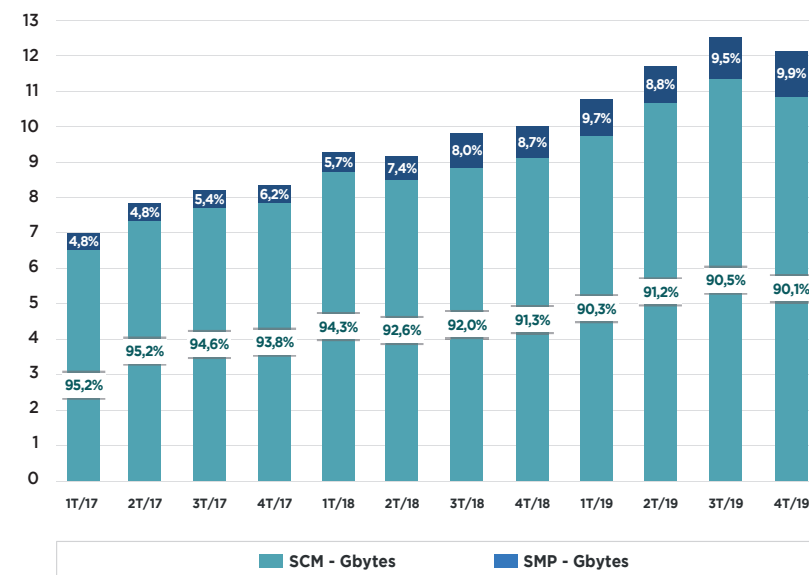
TOTAL R\$ (MIL) = 34.495.569,95



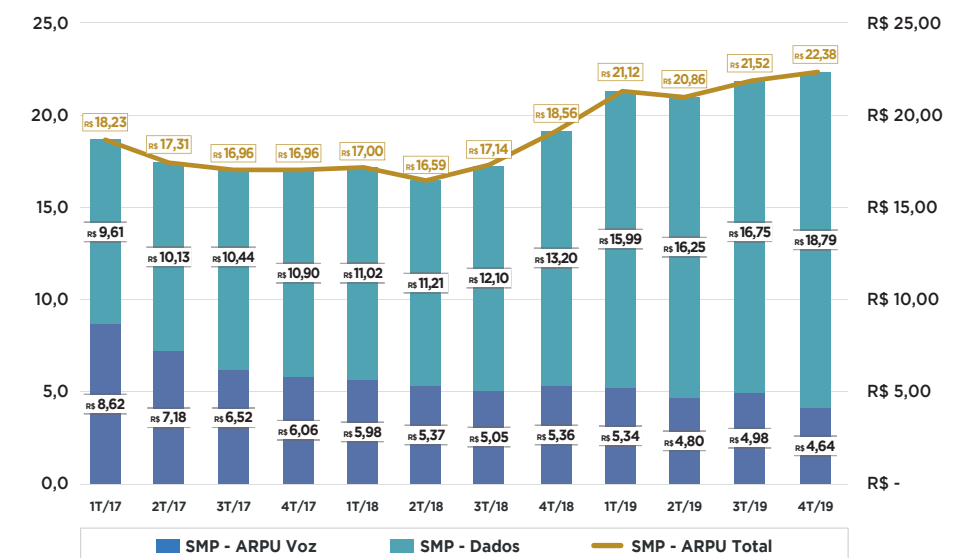
ARPU Pré e Pós do SMP, 1T/2017 a 4T/2019



Bilhões de Gygabytes por serviço

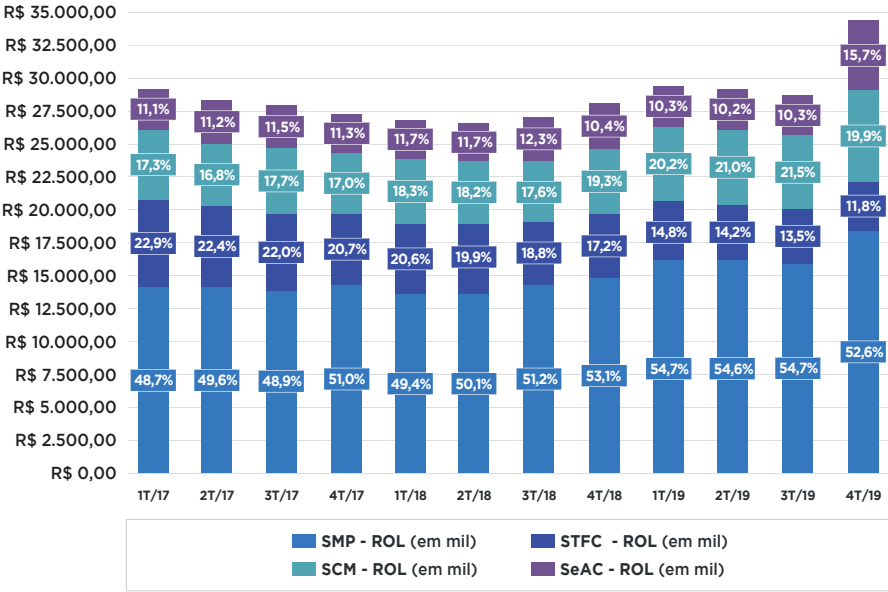


ARPU SMP (Dados x Voz), 1T/2017 a 4T/2019

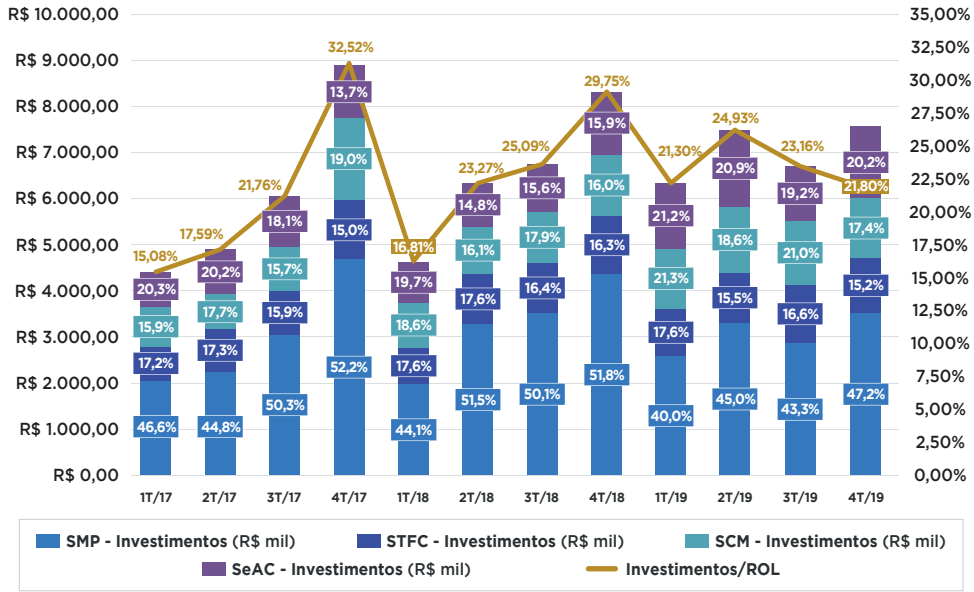


Definição: ARPU é a receita média mensal gerada por cada usuário, calculada no trimestre de referência.

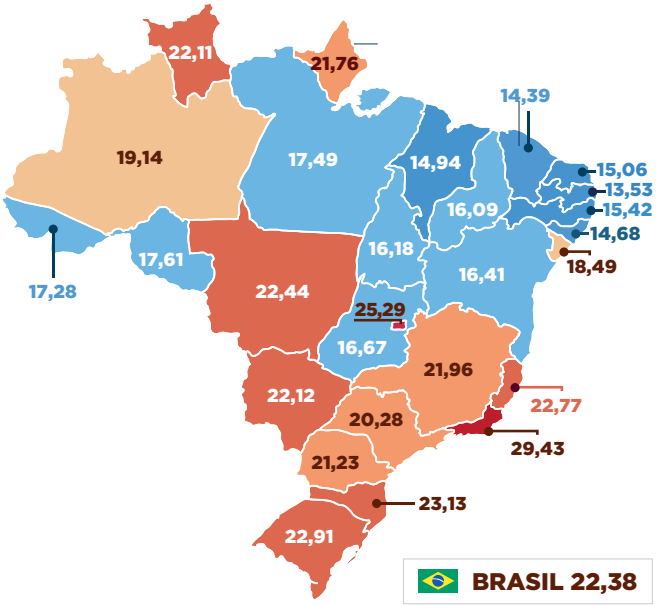
Evolução da ROL (R\$ mil) por serviço



Evolução de Investimentos (R\$ mil) por serviço e percentual de investimentos/ROL



ARPU 4T/2019 (R\$/MÊS)
SMP por UF



Indicadores	4T/18	1T/19	2T/19	3T/19	4T/19	Acumulado 4 trimestres	Variação % trimestral	Variação % em 12 meses
SMP - ARPU	R\$ 18,56	R\$ 21,12	R\$ 20,86	R\$ 21,52	R\$ 22,38	N/A	4,00%	20,57%
STFC - ARPU	R\$ 42,00	R\$ 39,56	R\$ 39,01	R\$ 38,04	R\$ 40,71	N/A	7,03%	-3,07%
SCM - ARPU	R\$ 73,58	R\$ 81,84	R\$ 85,51	R\$ 87,91	R\$ 98,15	N/A	11,65%	33,38%
SeAC - ARPU	R\$ 81,23	R\$ 87,46	R\$ 88,25	R\$ 91,06	R\$ 169,18	N/A	85,78%	108,27%
SMP - ROL (R\$ milhões)	R\$ 14.793.666	R\$ 16.102.924	R\$ 16.088.190	R\$ 15.983.764	R\$ 18.137.482	R\$ 62.968.544	13,47%	22,60%
STFC - ROL (R\$ milhões)	R\$ 4.797.468	R\$ 4.343.696	R\$ 4.171.233	R\$ 3.942.321	R\$ 4.061.296	R\$ 17.254.718	3,02%	-15,35%
SCM - ROL (R\$ milhões)	R\$ 5.365.837	R\$ 5.941.970	R\$ 6.180.213	R\$ 6.283.513	R\$ 6.880.519	R\$ 23.771.534	9,50%	28,23%
SeAC - ROL (R\$ milhões)	R\$ 2.888.451	R\$ 3.037.732	R\$ 3.004.608	R\$ 3.002.791	R\$ 5.416.273	R\$ 11.933.581	80,37%	87,51%
TOTAL	R\$ 27.845.422	R\$ 29.426.322	R\$ 29.444.244	R\$ 29.212.389	R\$ 34.495.570	R\$ 122.578.525	18,09%	23,88%
SMP - Investimentos (R\$ milhões)	R\$ 4.290.451	R\$ 2.507.735	R\$ 3.304.828	R\$ 2.927.184	R\$ 3.546.873	R\$ 13.030.198	21,17%	-17,33%
STFC - Investimentos (R\$ milhões)	R\$ 1.352.635	R\$ 1.100.365	R\$ 1.138.385	R\$ 1.119.678	R\$ 1.140.379	R\$ 4.711.064	1,85%	-15,69%
SCM - Investimentos (R\$ milhões)	R\$ 1.328.488	R\$ 1.334.574	R\$ 1.367.067	R\$ 1.417.509	R\$ 1.310.215	R\$ 5.447.638	-7,57%	-1,38%
SeAC - Investimentos (R\$ milhões)	R\$ 1.313.240	R\$ 1.325.917	R\$ 1.531.600	R\$ 1.300.069	R\$ 1.522.290	R\$ 5.470.826	17,09%	15,92%
TOTAL	R\$ 8.284.814	R\$ 6.268.591	R\$ 7.341.881	R\$ 6.764.440	R\$ 7.519.756	R\$ 27.894.669	11,17%	-9,23%
SMP - Gbytes (bilhões)	0,869	1,038	1,035	1,184	1,201	4,458	1,44%	38,26%
SCM - Gbytes (bilhões)	9,107	9,677	10,707	11,279	10,905	42,568	-3,31%	19,75%
TOTAL	9,975	10,715	11,742	12,463	12,106	47,026	-2,86%	21,36%

