

## SKY expands its portfolio with the launch of fiber optics

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# SKY<sup>®</sup> FIBRA

**São Paulo, August xx, 2022** - SKY, one of the largest satellite Pay TV operators in the country, is expanding its portfolio of services and products with the arrival of optical fiber this month.

With this, SKY will offer broadband Internet service via optical fiber with speeds of 200 Mbps and 400 Mbps. Initially, SKY FIBRA will be available in nine municipalities in Rio Grande do Sul and, by 2022, in approximately 60 municipalities across the country. The operator is expected to reach more than 1 million subscribers with the new broadband offer.

"This move is part of our strategy of investing in innovation and technology. We made the decision to enter this market to add value and to benefit our customers. With optical fiber, people will have a more secure and high-speed connection. SKY FIBRA complements and enriches SKY's product portfolio and its entertainment offer focused on quality of service and subscriber satisfaction," says Raphael Denadai, president of SKY in Brazil.

### SKY FIBRA differentials:

- high speed
- high quality
- no oscillations
- 24-hour service
- excellence in service
- no data allowance
- no membership fee or payment before installation.

### **ABOUT SKY**

SKY is one of the largest satellite paid TV operators in the country. With a mission to offer and democratize entertainment for all Brazilians, it continually invests in offering products and services that are best suited to each country and its individual needs for content and entertainment consumption. It distributes 100% digital programming in all of the country's municipalities, and increasingly seeks to expand and optimize the services provided and the



experience for its more than 4 million customers. In 2021, SKY was recognized as one of the best companies to work for in the Great Place To Work ranking and has also been a winner, in the Pay TV category, of the Best Services ranking of the O Estado de S. Paulo newspaper for the last 5 years, of the Folha Top of Mind for 11 consecutive years and of the Consumidor Moderno award for Excellence in Customer Services for 20 consecutive years.