



DIRECTV launches its mobile phone service in Colombia , with nationwide coverage

The company continues to expand its portfolio of services with the launch of DIRECTV Móvil, reinforcing its commitment to connectivity, innovation and entertainment.

Colombia, 25 August 2025. DIRECTV Colombia officially announces DIRECTV Móvil, its new mobile phone service with nationwide coverage, backed by 4G and 5G networks.

The launch strengthens the company's value proposition, adding a new line of business to its current portfolio, which includes pay-TV, streaming, insurance, financial services, strategic alliances such as the one with Amazon Prime Video, and the corporate travel agency Mundeia.

The new mobile service is being implemented through a partnership with LOV, allowing DIRECTV to offer high-quality mobile services with easy activation, national coverage, and unique benefits for its customers.

'With DIRECTV Móvil, we are taking one more step forward in our strategy of diversification and customer outreach. We want to be the ally that not only accompanies Colombians in their entertainment, but also in their daily connectivity needs. This is a key step in the evolution of our brand in the country,' said Alejandro Nigro, DIRECTV Colombia's Country Manager.

Three packages, one commitment: more gigabytes and more benefits

DIRECTV Móvil ofrece tres planes mensuales prepagos, con modalidad de cuenta controlada, diseñados para adaptarse a distintos estilos de vida:

- 55 GB for COP 39.900
- 110 GB for COP 59.900
- 150 GB for COP 99.900

All plans include:

- Unlimited domestic minutes and SMS
- Unlimited social media (WhatsApp, Facebook and Instagram)
- 30-day duration
- Coverage on 4G and 5G networks, subject to availability

Users will be able to activate their line in minutes, keep their current number through portability, and make quick payments through Nequi, Daviplata, PSE, among others.



With this release, DIRECTV reaffirms its commitment to innovation and diversification, providing Colombians with a comprehensive portfolio of services that combines technology, connectivity, and entertainment.

About VRIO CORP

Vrio Corp. is the leading company in Latin America and the Caribbean in digital entertainment services, content production, information, and connectivity, with more than 10 million subscribers in 11 countries. It offers high-quality live and on-demand content through DIRECTV Latin America, SKY Brasil and DGO, with sporting events, international events and exclusive programming in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV brand. DGO is its internet-based subscription service (OTT) that provides access to a variety of live and on-demand programming in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, and Uruguay. The company has state-of-the-art satellites and transmission centres, thanks to which it is possible to deliver a wide variety of content to homes in 4K format. The company also controls Torneos y Competencias in Argentina and Colombia. For more information, visit www.vriocorp.com

About DIRECTV Latin America

DIRECTV Latin America is the leading media tech company in connectivity, entertainment and information in the region. Subscribers enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most unique high-definition content, including original and exclusive series, complete coverage of the most important events, leagues and sports packages, and the ability to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit www.directvla.com