



Zaaz Grows in Brazil and Closes in on 500,000 Fiber Optic Internet Customers

The company, part of the regional group Waiken ILW, acquires Proxima in the northeast of the country, achieving a strong presence in the states of Pernambuco, Paraíba, Bahia, Rio Grande do Norte, and Ceará.

São Paulo, November 24, 2025 – The Latin American telecommunications company Zaaz, part of the Waiken ILW Group, announces the acquisition of Proxima, strengthening its strategic presence in the Brazilian market and expanding its operations in the states of Pernambuco, Paraíba, Bahia, Rio Grande do Norte, and Ceará.

With this deal, Zaaz consolidates its growth trajectory and adds an important regional asset, strengthening its position as one of the country's leading fiber optic internet providers. The integration of Proxima will allow for an immediate expansion of the customer base and the expansion of high-speed, high-quality, and stable services.

Proxima joins the Zaaz ecosystem with a highly qualified team, in-depth knowledge of the unique characteristics of the Northeast, and recognized operational capacity in the sector. This local experience will be key to accelerating expansion plans, strengthening regional presence, and increasing value delivery to customers. The talent, culture of consumer proximity, and commitment to operational excellence built by Proxima are added to the values already present in the Waiken ILW Group, reinforcing a shared vision of innovation, quality, and customer focus.

In addition to the direct impact on telecommunications, the acquisition paves the way for new and relevant synergies within the Waiken ILW group, which brings together leading companies in their segments such as SKY Brasil, DIRECTV Latin America, Illumia, and Overlabs. Proxima customers will now have access to a more comprehensive ecosystem of solutions, including:

- Content marketing through the SKY+ streaming platform, expanding the entertainment portfolio for Brazilian households;
- Integrated insurance offers specially designed for Proxima's target audience;
- New digital and technological solutions developed by companies within the group itself, reinforcing the value proposition based on innovation, suitability, and operational strength.

The acquisition of Proxima is part of Zaaz's regional expansion plan, which has been increasing its market share since 2023 and was recently recognized as one of the most innovative providers in the Brazil.



The acquisition is subject to regulatory approval. Its completion is subject to prior review by the Administrative Council for Economic Defense (Cade, for its acronym in Portuguese) and approval by the National Telecommunications Agency (Anatel, for its acronym in Portuguese), which must assess the potential impact on competition and on the operation resulting from the new corporate structure.

About Zaaz

Zaaz Telecom is a high-speed, stable internet and telecommunications company that was founded in Brazil and is expanding into the Latin American market with its arrival in Peru. The company is controlled by the regional holding company Waiken ILW, led by Grupo Wertheim. Zaaz currently operates in the Brazilian states of São Paulo, Paraná, Minas Gerais, Pernambuco, Paraíba, Rio Grande do Norte, Ceará, and Bahia, bringing cutting-edge technology to more than half a million homes.