

Waiken ILW launches SKY Móvel, completing its triple-play offering in Brazil with SKY TV, SKY+ streaming, and ZAAZ internet service

The holding company is entering the mobile phone market with its iconic SKY brand. It is thus adding a new service to pay-TV, streaming, and fiber-optic internet—provided through ZAAZ—while preparing commercial operations for the expansion of Amazon Leo’s satellite internet market.

São Paulo, March 26, 2025. With investments exceeding US\$200 million in Brazil, Waiken ILW is driving the expansion of the triple play model in the country with the launch of SKY Mobile, its mobile phone service. The offering will debut initially in São Paulo and Rio de Janeiro and is expected to reach nationwide coverage later this year.

Waiken ILW’s telecommunications portfolio includes SKY pay TV; SKY+ live online TV and streaming; ZAAZ fiber-optic broadband internet, which is expanding rapidly across Brazil; and now mobile telephony.

SKY Mobile will begin operations on April 6 for existing SKY postpaid customers in São Paulo and Rio de Janeiro. By the end of that same month, the service will be available to new SKY TV customers nationwide, as well as to all ZAAZ customers. Sales to the general Brazilian market will take place throughout the month of May.

SKY Mobile launches with plans offering 6, 15, 30 and 50 GB of data, priced between R\$29.90 and R\$89.90 per month, along with a 50% discount for the first three months. From the 15 GB plan onward, customers receive unlimited voice calls and SMS, plus WhatsApp and Waze with no data usage.

The service features the country’s broadest 4G/5G coverage; provides unlimited communication with the ability to use instant messaging apps without consuming data; and offers greater flexibility, as unused data rolls over to the following month, with the option to purchase additional data packages.

As a result, SKY customers will be able to bundle their pay TV subscription and mobile services into a single bill, simplifying financial organization and management. A simple and streamlined number portability process will also be available, allowing customers to keep their phone numbers. In addition, users may contract ZAAZ internet services in areas where coverage is available.

Waiken ILW, the holding company that controls SKY Brazil and ZAAZ Telecom, among other growing businesses in the country, has made Brazil the cornerstone of its investment and expansion strategy, driven by the goal of broadening access to telecommunications, information and digital entertainment for millions of people. With this launch, Waiken ILW enters the mobile market as a mobile virtual network operator (MVNO).

“Waiken ILW continues to move forward in Brazil with an integrated value proposition that combines ZAAZ’s high-speed, highly reliable fiber-optic connectivity with a strong portfolio of entertainment, news and sports delivered through SKY and SKY+, while at the same time celebrating our entry into a highly competitive mobile market with 270 million active lines,” said Darío Werthein, President of Waiken ILW.

“We have developed an affordable and differentiated service that integrates the value of SKY, SKY+ streaming and ZAAZ connectivity,” he added.

The holding company currently offers mobile services under the DIRECTV brand in Colombia and plans to roll out similar models in other regional markets.

In this way, Waiken ILW continues to strengthen its position as a platform that enables strategic business alliances and financing initiatives, with a focus on innovation and the development of sustainable, long-term businesses that generate positive community impact. This commitment is realized through the Norma and Leo Werthein Foundation, which promotes programs focused on education, culture and inclusion.

About Waiken ILW

Waiken ILW is a holding company of Grupo Werthein, which has more than 100 years of experience in developing sustainable and profitable long-term businesses, capable of innovating and anticipating market trends. It is a technomedia company that functions as an ecosystem: a network of companies that provide mutual support. Its architecture features decoupled verticals with high scalability, enabling agile growth and responsiveness across businesses in satellite pay-TV, OTT streaming, connectivity, content, technology, and insurance. It offers solutions to consumers (B2C) and businesses (B2B) in eleven countries: Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay.