



Waiken ILW held its first international forum in Brazil on the present and future of connectivity, technological innovation, and entertainment

The summit took place in São Paulo and featured presentations, discussion panels, and immersive experiences. The event brought together leaders from major companies operating throughout Latin America.

São Paulo, April 30, 2026.- At its first international forum, the Waiken ILW holding company gathered executives, employees, strategic partners, and leaders from other global companies to analyze the future of connectivity, technological innovation, and the evolution of entertainment, as well as the new paradigm of service consumption in the digital age.

Waiken ILW President Darío Werthein highlighted during the event's opening that digital technology opens a new path to drive initiatives that generate a positive impact across all regions, including the most remote ones. "The future grows stronger when we act as an ecosystem, establishing networks among our companies and connecting people, ideas, technology, and purposes," he remarked.

The analysis was further explored during the forum's first panel, featuring Waiken ILW Vice President Lucas Werthein and representatives from the holding company's subsidiaries dedicated to providing connectivity services, including Cristiano Santana, CEO of Zaaz, Rodrigo Fernandes da Silva, from satellite internet, and Manuk Masseredjian, Country Manager for Chile and Colombia at DIRECTV Latin America.

"Perhaps the biggest strategic mistake today is thinking about connectivity in an isolated way," said Lucas Werthein to open the discussion, in which he also noted that "the central point is not who connects people, but who guarantees connectivity."

The conversation focused on the value of the complementary nature of fiber-optic services, satellite internet via new technologies such as those to be offered by DIRECTV Latin America and Sky Brasil through Amazon's LEO low-Earth orbit constellation, and wireless networks.

The Waiken ILW forum was held at a hotel in the city of Atibaia, in the state of São Paulo, Brazil, and was attended by executives from the more than 20 international companies that make up the holding company, including DIRECTV Latin America, DGO, SKY Brasil, SKY+, SKY Móvel, ZAAZ, Illumia, Overlabs, Experta Seguros, Torneos, DSPORTS, DNEWS, among others.



The summit allowed teams responsible for the development of the various business units in Brazil, Argentina, Uruguay, Chile, Colombia, Peru, and Ecuador to share their experiences and perspectives.

The forum also served as a meeting point with other major players in the connectivity, entertainment, and technology industries, such as Amazon, AWS, Accenture, Disney, NBC Universal, Olé Communications, Warner, Oracle, SES, Skeelo, Surf, Century, Almagora, Betta, Konecta, ZTE, Dentsu, Demarest, Elsys, FAT, MM12, Negocie Online, Ocaso, TATA, Playboy, and Playhub.

The Waiken ILW holding company is growing as a hub for forging business partnerships and achieving financial goals, with a focus on innovation and long-term business development that positively impacts communities. This commitment is realized through the initiatives of Fundación Norma y Leo Werthein to promote education, culture, and inclusion.

About Waiken ILW

Waiken ILW is a holding company of the Werthein Group that has the ability to innovate and anticipate market trends. It is a technology and media company that operates as an ecosystem of mutually complementary businesses. Its architecture features decoupled, rapidly scalable verticals, enabling it to grow and respond with agility in the satellite subscription TV, OTT streaming, connectivity, content, technology, and insurance sectors. The company offers solutions for both consumers (B2C) and businesses (B2B) in 11 countries: Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay.