

Sky Móvel Expands Its Operations and Begins Providing Service throughout Brazil

The mobile phone company owned by the Waiken ILW holding company has expanded its operations to cover all of Brazil, with more than 1,200 physical retail locations, in addition to e-commerce services. Sixty percent of Sky's sales already include Sky Móvel's phone and connectivity services.

São Paulo, August 27, 2026. Sky Móvel, the mobile phone service launched by the Waiken ILW holding company in late April of this year, has just achieved nationwide coverage in Brazil, expanding the solution's availability to consumers in all regions of the country.

First launched in São Paulo and Rio de Janeiro, Sky Móvel is now available throughout Brazil with a competitive offering that includes different data plans, 4G and 5G coverage, simplified number portability, and benefits such as carrying over unused gigabytes to the following month.

The Sky Móvel SIM card is available at more than 1,200 retail locations operated by Sky and Zaaz Telecom, both companies within the international holding group Waiken ILW. It can also be purchased online through Amazon's e-commerce site from anywhere in Brazil.

"Sky Móvel's expansion throughout Brazil represents an important step in building a comprehensive connectivity and entertainment ecosystem for our customers. The results achieved so far demonstrate the potential of this offering and reinforce our commitment to expanding access to quality telecommunications services across the country," said André Ribeiro, Head of Sky Móvel.

Ribeiro explained that Sky Móvel's offering, priced affordably for Brazilians and featuring bundled packages with pay TV and streaming, is driving the growth of the customer base.

"60% of Sky's total sales consist of customers signing up for Sky Móvel," he noted.

Sky Móvel launched in Brazil with data plans offering 6, 15, 30, and 50 GB, with prices ranging from 29.90 BRL to 89.90 BRL per month, plus a three-month 50% discount promotion. Meanwhile, postpaid pay-TV customers receive an exclusive 12-month discount. Starting with the 15 GB plan, unlimited calls and SMS are included, as well as WhatsApp and Waze with no data usage.

With the expansion of coverage across the entire Brazilian territory, Waiken ILW strengthens its integrated service offering in Brazil, bringing together pay-TV through Sky, streaming via Sky+, broadband internet from ZAAZ, and mobile service from Sky Móvel on a single platform.



This offering allows consumers to centralize and manage their connectivity and entertainment services in a more practical and convenient way, while also accessing more competitive prices.

About Waiken ILW

Waiken ILW is a holding company of Grupo Wertheim, with over 100 years of experience in developing sustainable and profitable long-term businesses, with the ability to innovate and anticipate market trends. It is a technology and media company that operates as an ecosystem: a network of companies that complement one another. Its architecture features quickly scalable, decoupled verticals, enabling it to grow and respond with agility in the satellite pay-TV, OTT streaming, connectivity, content, technology, and insurance sectors. It offers business-to-consumer (B2C) and business-to-business (B2B) solutions in eleven countries: Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay.