

Growing up .... ...to infinity and beyond

June 2020



MÁSMÓV!L







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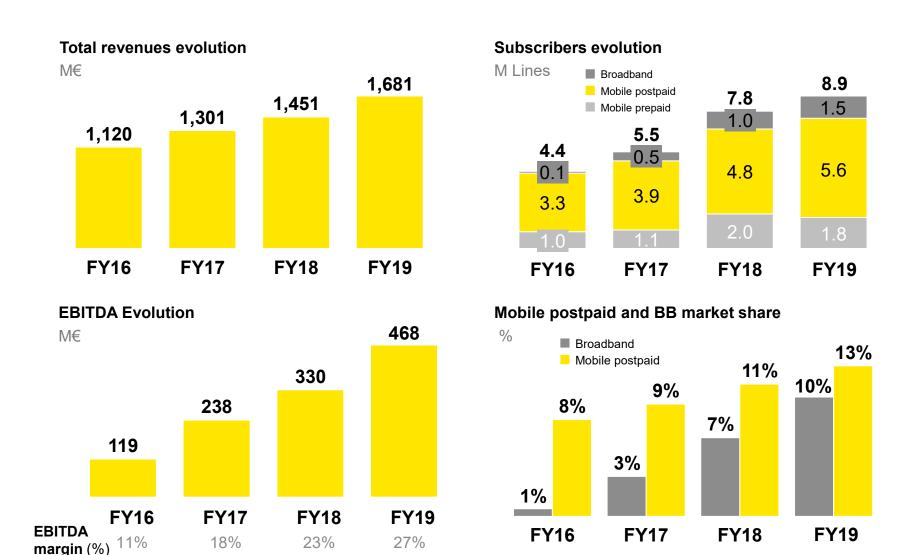




### At a glance – MASMOVIL track record



MASMOVIL has become the 4th telecom operator in Spain



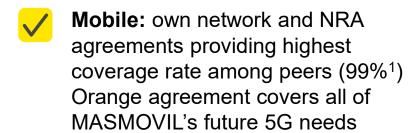
1 Company Guidance SOURCE: Company

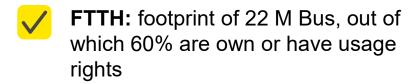
#### At a glance - Our 3 pillars of success





#### **Network owner**





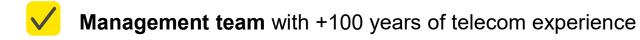


#### **Customer experience**

- Best NPS (+30) vs. negative values of peers
- Respect for the client with no price surprises and flexible unbundled product model
- Robust channel offering: selfservice through digital and extensive retail network with own and third party distributors
- Fast onboarding and end-to-end customer care Spain-based



#### **Our culture**

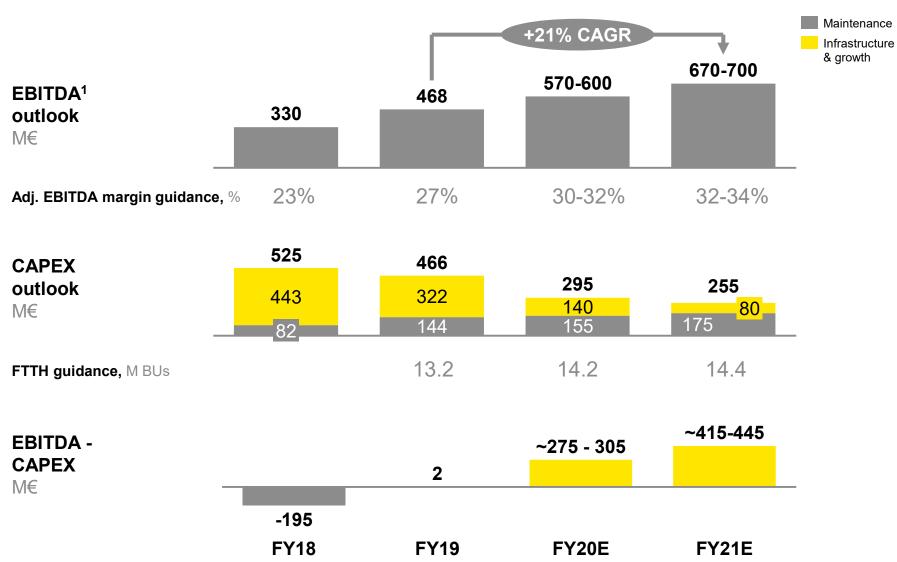




#### At a glance - EBITDA and CAPEX guidance 2019-21



Op. leverage enables to expand EBITDA margin to 32%~34% in 2021E



<sup>1</sup> FY18 is pre-IFRS16. Following years are post-IFRS16

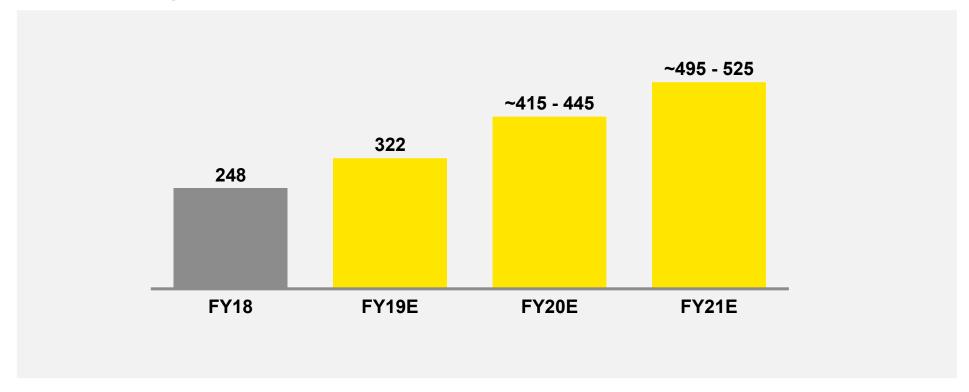
<sup>2</sup> Includes churn related (replacement) commercial capex and maintenance infrastructure CAPEX SOURCE: Company

## At a glance – If looking at Op. CF, we will grow in cash generation MAS



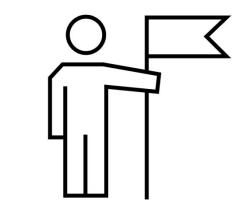
Op. CF ex-growth<sup>1</sup>

M€



## 0004 14 5

# 2021 equity Free Cash Flow target





per share

# 2019-2021 clear deleveraging Path



Based on Adj EBITDA guidance and without vendor finance for FTTH agreement

SOURCE: Company

**GRUPO** 

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1 MASMOVIL at a glance – from a start up to the 4<sup>th</sup> Spanish telecom



Spanish telecom market continues to be one of the most attractive in Europe



MASMOVIL has a unique history of profitable growth in the telecom sector...



...driven by a distinctive value proposition, best-in-class customer experience and network structure

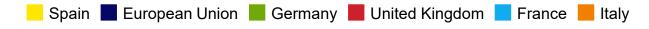


MASMOVIL guidance: cost structure allows to convert growth into cash flow, ensuring high return on investment to shareholders

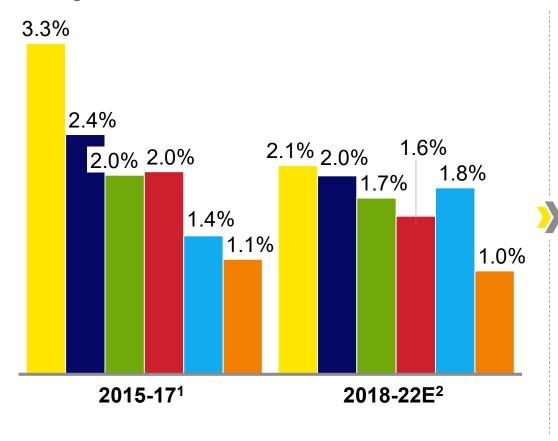
#### Spanish GDP growth and economic environment



Spain economy remains healthy



#### **GDP** growth

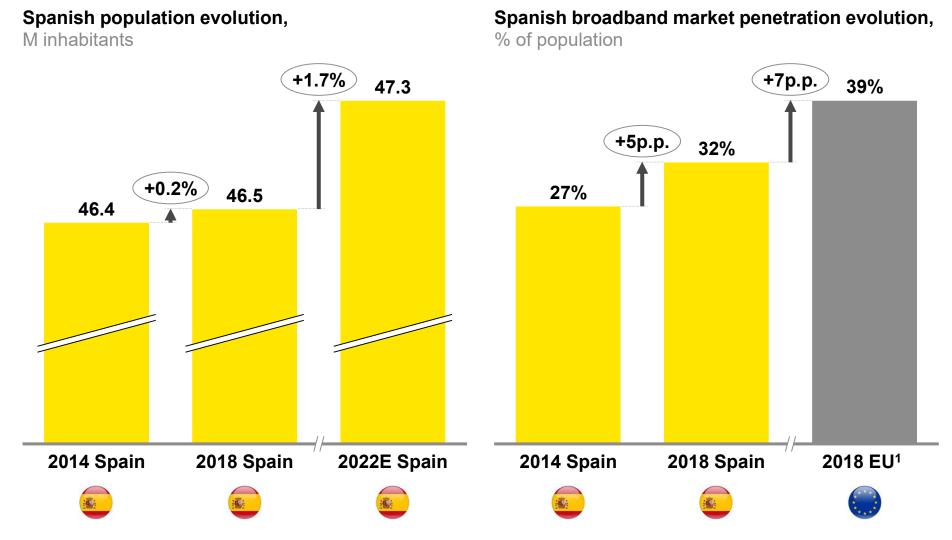


- Fastest growing country out of EU's 5 top economies both in recent years as well as in future forecasts
- Growth engine of the EU
- #9 worldwide (#3 in EU) most open regulations regarding investments
- #13 most important recipient of foreign investment worldwide
- #12 most important investor in terms of investment stock worldwide
- Gateway to Latam (>400 million Spanish speakers in Latam)

### **Broadband: Spanish market fundamentals**



Spanish broadband market growth is driven by increase in population and increase in broadband penetration, still below EU average

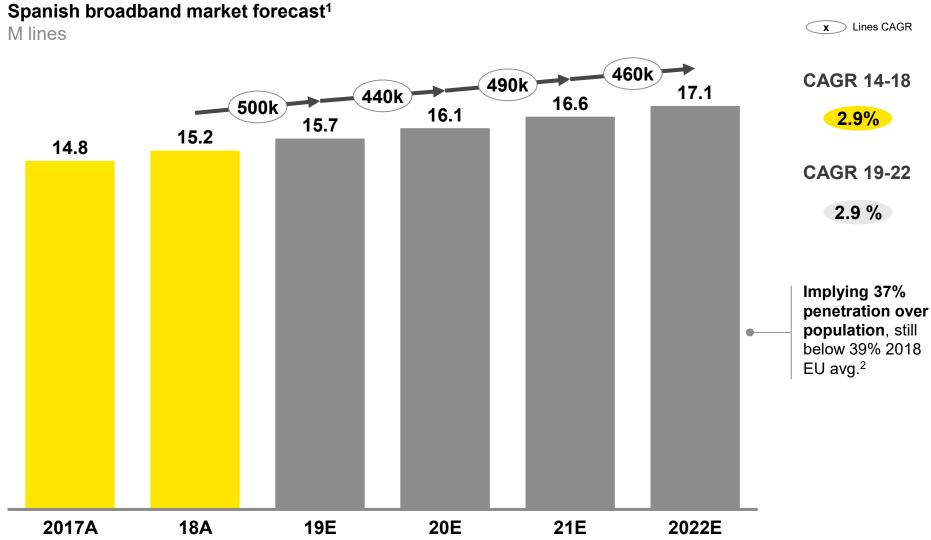


<sup>1</sup> Average of Germany, Italy, Spain, United Kingdom, France and Switzerland SOURCE: OECD, Statista

#### **Broadband: Spanish market prospects**



The Spanish broadband market is expected to add c. +450k new lines each year



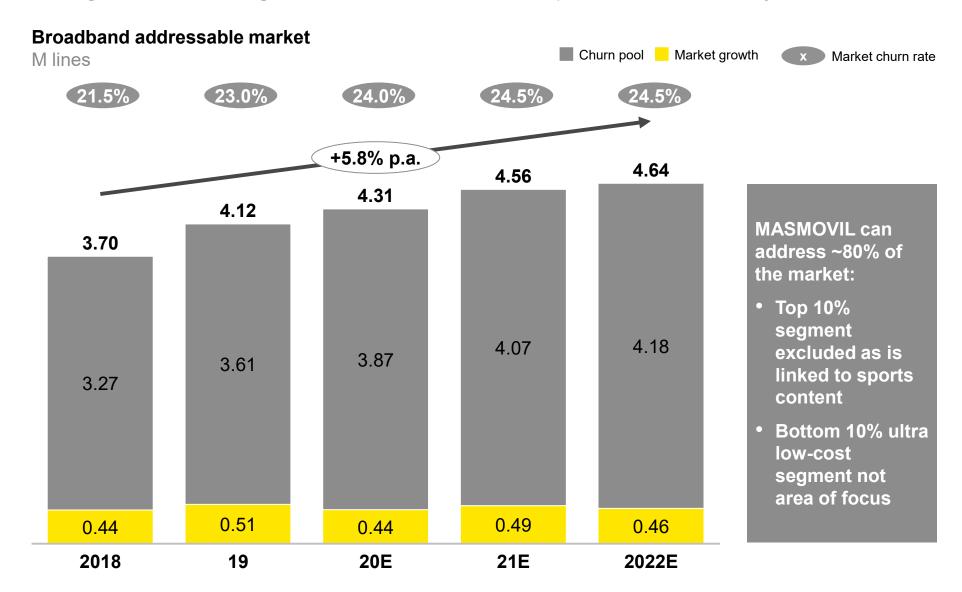
<sup>1</sup> Analysys Mason data provides a more aggressive forecast with 4.7% CAGR for 19-22 period

<sup>2</sup> Average of Germany, Italy, Spain, United Kingdom, France and Switzerland

#### **Broadband: Spanish addressable market**



Adding churn to market growth creates an addressable pool of c.4.5 M lines by 2021



#### **FMC: Price and ARPU evolution**



ARPU growth is supported by speed increase and additional services

#### Low-end 3P and 4P bundles price evolution **Convergent ARPU evolution** €/line/month TEF ORA -- Fusion #0 -- One M/Ilimitada -- Fusión Series (ex-Contigo) Love Esencial/Initial +5% Fusión+ Ocio/Selección — Love Sin Límites/Medio Max One S/Ilimitada 84.8 87.6 86.1 87.8 89.5 89.2 88.2 88.2 88.5 90.6 TEF **VOD ORA** +42% +57% +27% 81.6 58.9 90€ 58.7 55.0 57.7 58.3 57.1 58.1 58.5 58.1 57.5 57.9 80€ 70€ 60€ 50€ 40€

ene.-18

ene.-19

ene.-20

ene.-17

ene.-16

30€

ene.-15

2019

1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q 2Q 3Q

2018

2017

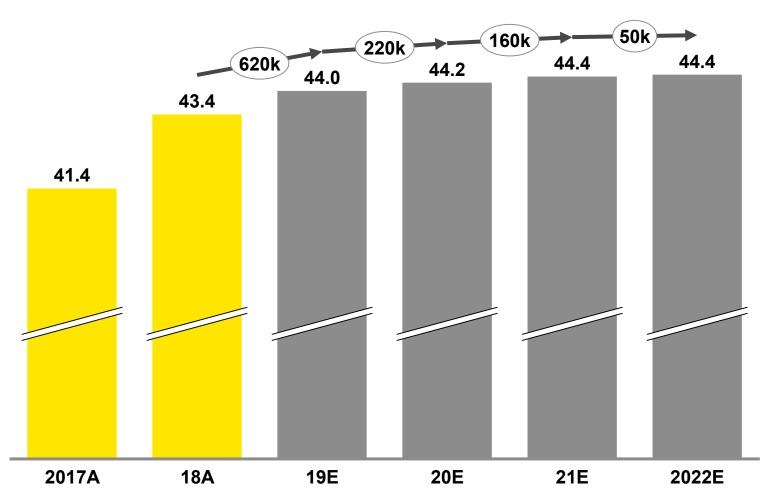
#### Mobile: Spanish postpaid market prospects

MAS MOVIL

The Spanish mobile postpaid market remains stable

## Spanish postpaid mobile market forecast<sup>1</sup> M lines





**CAGR 14-18** 

1.6%

**CAGR 19-22** 

0.3 %

1 OVUM data yields 0.9% CAGR for 19-22 period, for entire mobile Spanish market SOURCE: Analysys Mason Dec-19

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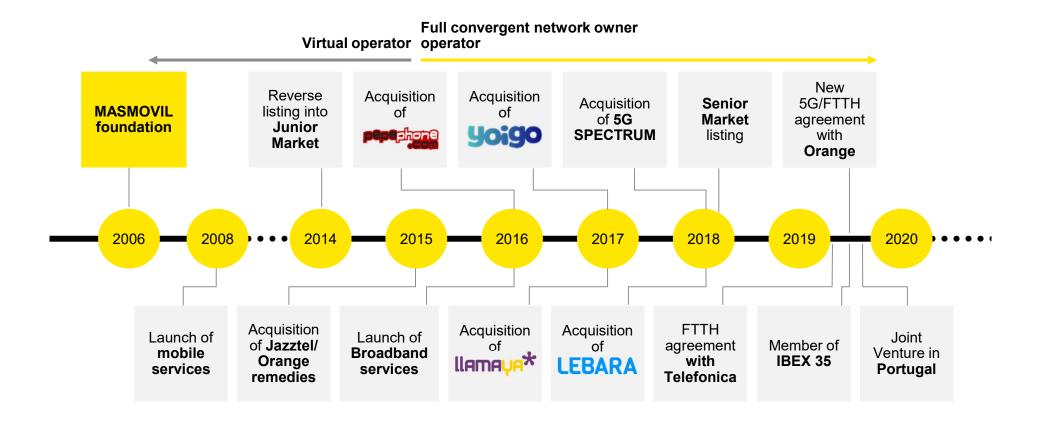
...driven by a distinctive value proposition, best-in-class customer experience and network structure



MASMOVIL guidance: cost structure allows to convert growth into cash flow, ensuring high return on investment to shareholders

## A brief history in time – From start-up to the 4<sup>th</sup> Spanish operator



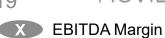


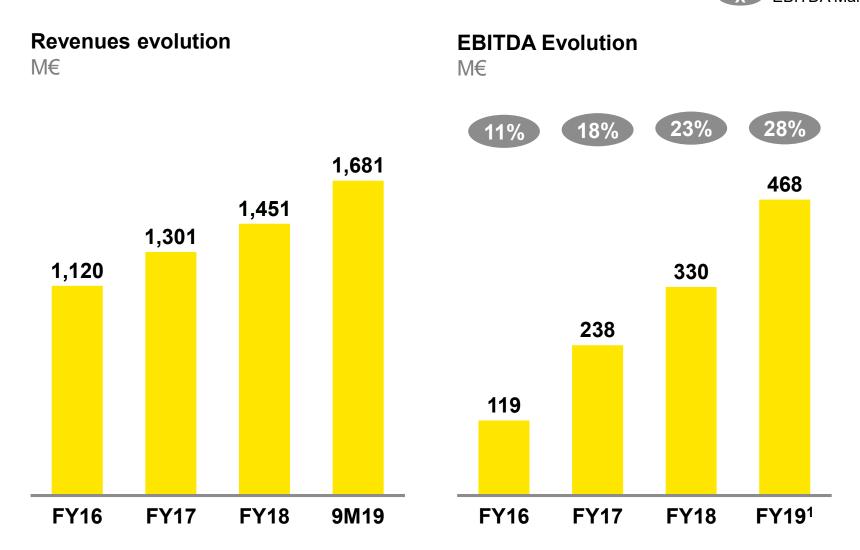
SOURCE: MASMOVIL Group 2019

#### **Revenues and EBITDA evolution 2016-19**



Revenues increasing continuously while EBITDA is expected at 468 M€ for 2019



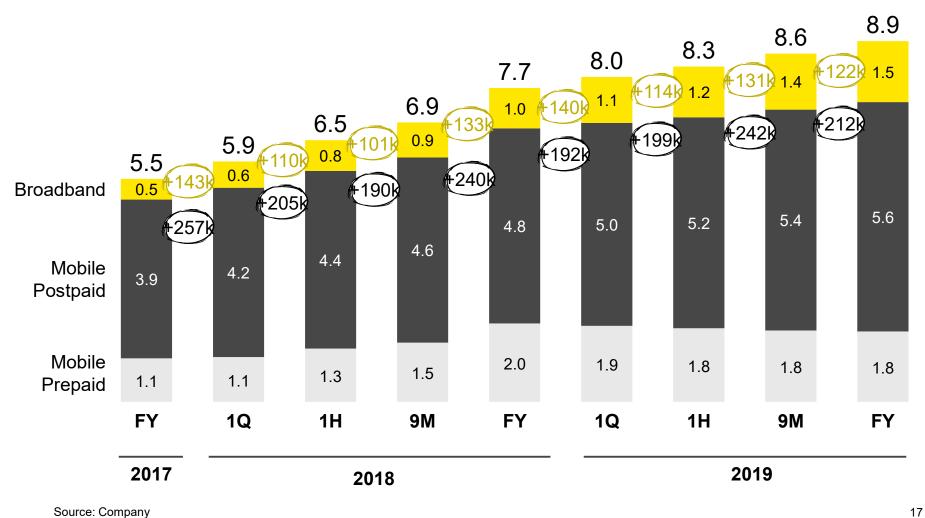


1 Company Guidance

#### **Evolution of Mobile & Broadband Lines**



In 4Q19 MASMOVIL added 122k BB and 212k postpaid mobile lines reaching 8.9M total lines Million lines



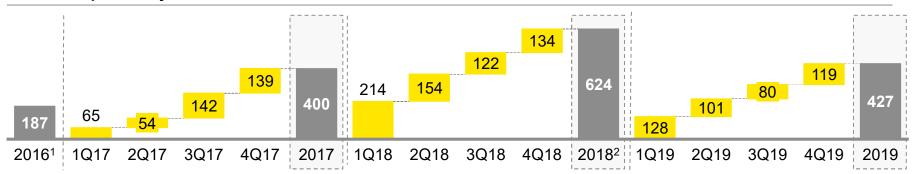
Source: Company

#### **Net portability rankings**

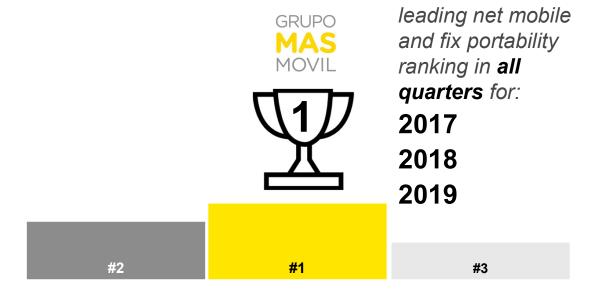


MASMOVIL continues to win more customers than peers QoQ since 2017

#### Mobile net portability, k lines



#### Net portability ranking

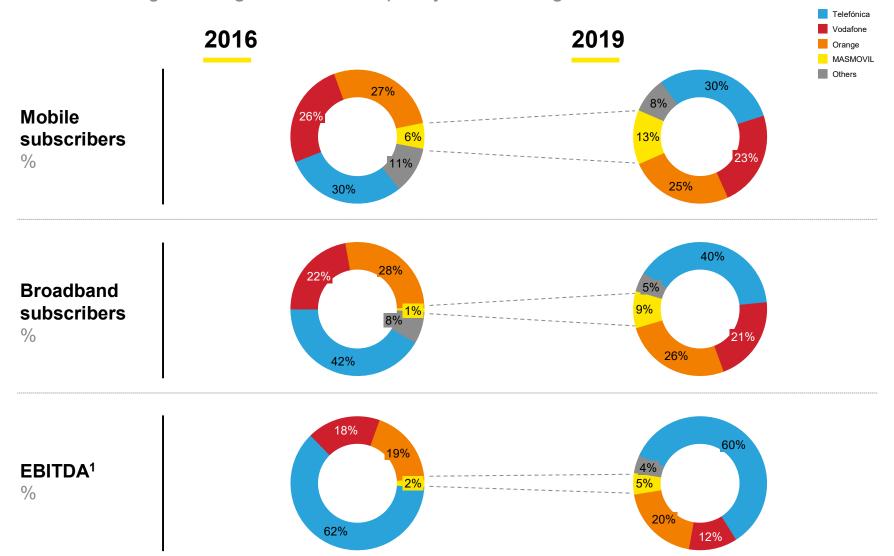


<sup>1</sup> Pro-forma for acquisitions of Yoigo & Pepephone

2 2018 excluding Lebara

#### Market share of Spanish telecom main players 2016-19

We are a strong challenger but still with plenty of room to grow further



<sup>1</sup> Vodafone FY ends in March, for the sake of comparison, we use latest 12 months available. "Others" in EBITDA graph refers only to Euskaltel because other minor players do not report it. MASMOVIL share includes Yoigo and Pepephone

**GRUPO** 

#### **Competitors in Spanish telecom market**



Consumers can find more than 30 telecom brands in the Spanish market

#### **Convergent players**





#### **Mobile-only players**



SOURCE: Press search; Company

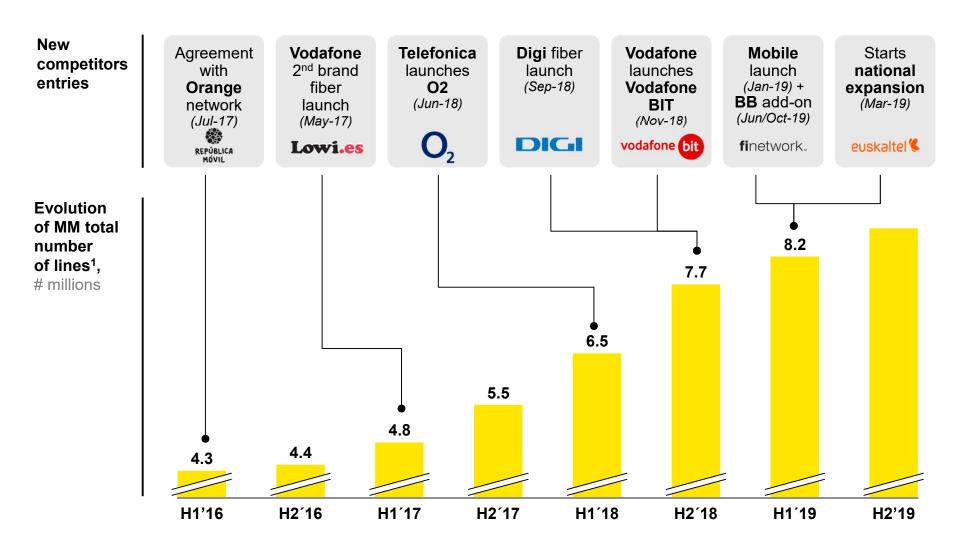
Low-cost

20

#### Competitors entries and MASMOVIL growth



Despite increasing competition, MASMOVIL has kept growing at a constant pace



<sup>1</sup> Includes mobile only and broadband lines; includes prepaid

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...driven by a distinctive value proposition, best-in-class customer experience and network structure



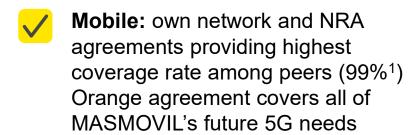
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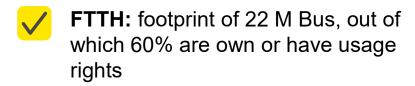
### At a glance - Our 3 pillars of success





#### **Network owner**





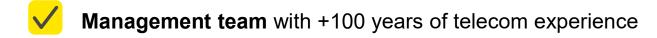


#### **Customer experience**

- Best NPS (+30) vs. negative values of peers
- Respect for the client with no price surprises and flexible unbundled product model
- Robust channel offering: selfservice through digital and extensive retail network with own and third party distributors
- Fast onboarding and end-to-end customer care Spain-based



#### **Our culture**

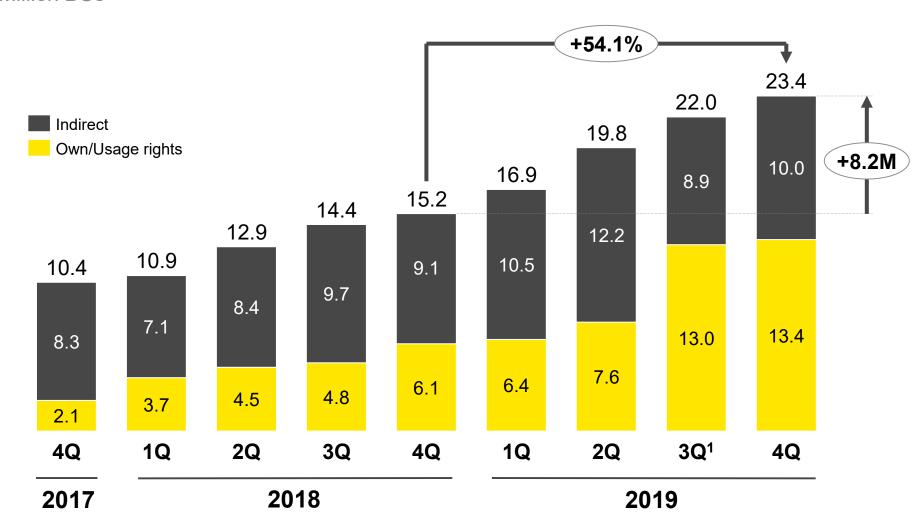




### **Fiber Footprint Expansion**



FTTH footprint reaches 23.4M BUs of which 13.4M are own/usage rights BUs Million BUs

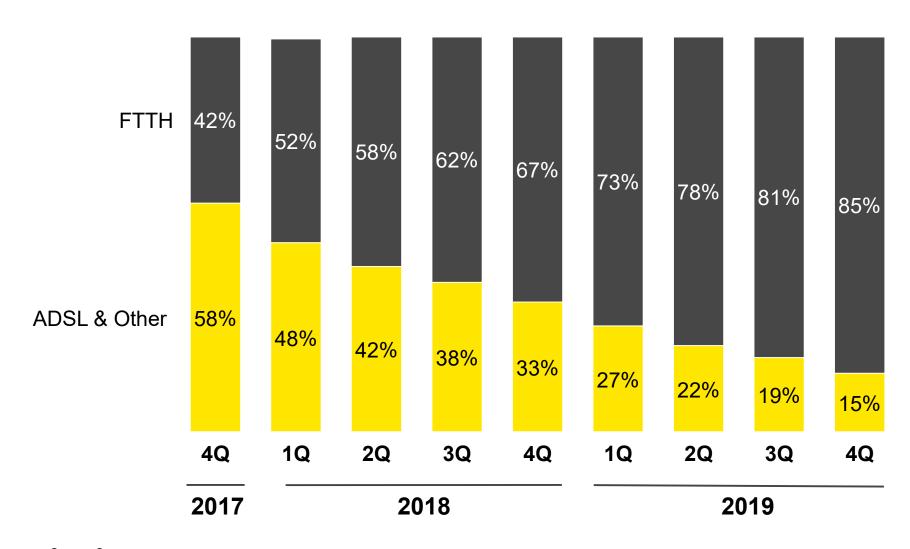


<sup>1</sup> Proforma for Orange deal announced on Oct 1<sup>st</sup>, 2019 and the sale of c.1M BUs to Macquarie in 4Q Source: Company

## **Broadband Access by Technology**



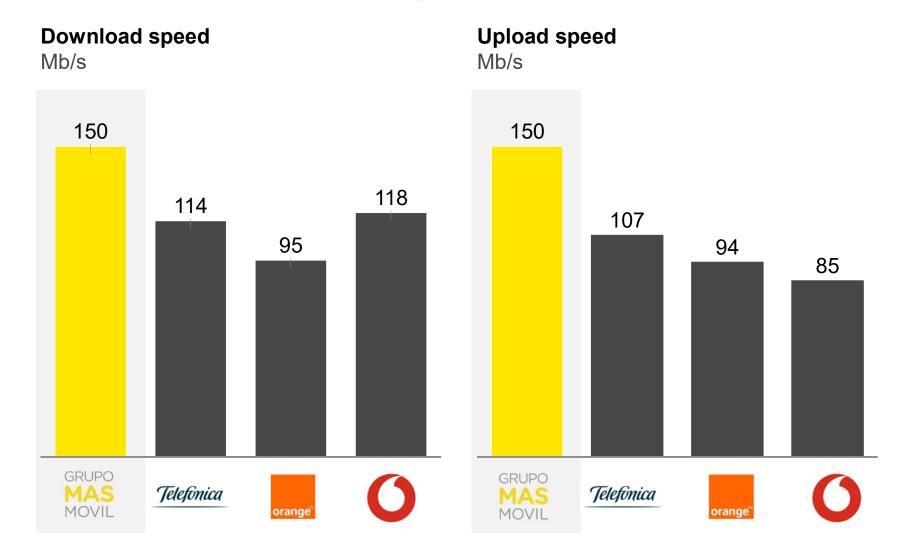
FTTH share continues to grow and represents 85% of total broadband base



## **FTTH network quality rankings**



MASMOVIL offers the best FTTH network speed



#### **Network – Owners of mobile and FTTH network**



We built a mobile and FTTH network through own expansion and favorable agreements



Mobile network – 5G risk now eliminated



FTTH network - almost completed



**Own network** with c. 5,000 mobile sites, 99% population coverage<sup>2</sup> and declining cost per GB



Total **footprint of 22 M BUs**, of which **60% is own/usage rights** (13 M BUs)



**Nationwide NRA** extended to 2028 plus 5yr option, includes 5G and evolves to network capacity sharing model



Footprint expanded by 5.2M BUs with optimized cost structure (c.50% reduction in monthly charge)



**5G Virtual Active Sharing** of up to 4,500 sites including top 40 cities (covering 35% of population) and 5G frequency bands without further CAPEX requirement



Hybrid economic model: upfront CAPEX/BU c. 50% of traditional co-investment with option to get full owner economics by 2030



Radio As A Service option: IRU on siteby-site basis to use all mobile technologies



**Vendor financing:** CAPEX from latest Orange deal will be booked in 2019 with payments spread mainly over 3 years

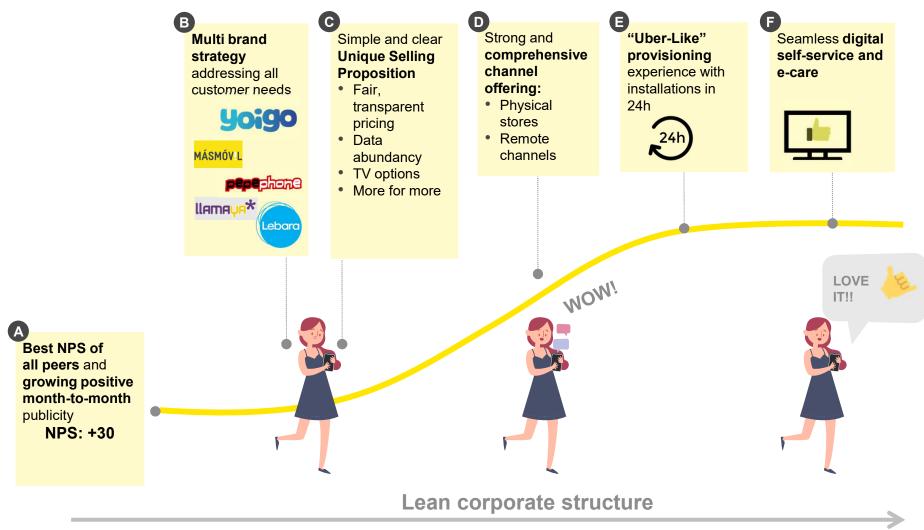
<sup>1</sup> Proforma for Orange deal announced Oct 1st, 2019 and the sale of c.1M BUs Macquarie Assets Holdings Limited

<sup>2</sup> Including coverage with network agreements

#### **Customer experience - We are a different telecom**



Customers love our products and care



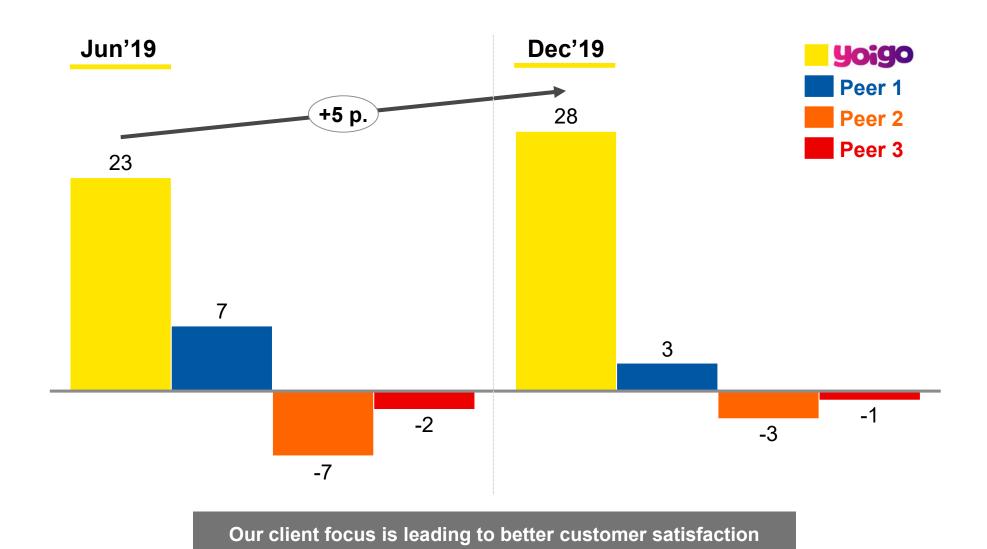
Agile culture focused on execution



### **Leadership in Net Promoter Score (NPS)**



Yoigo exhibits the best NPS of all peers widening the gap in 2H19



Source: GFK consumer survey

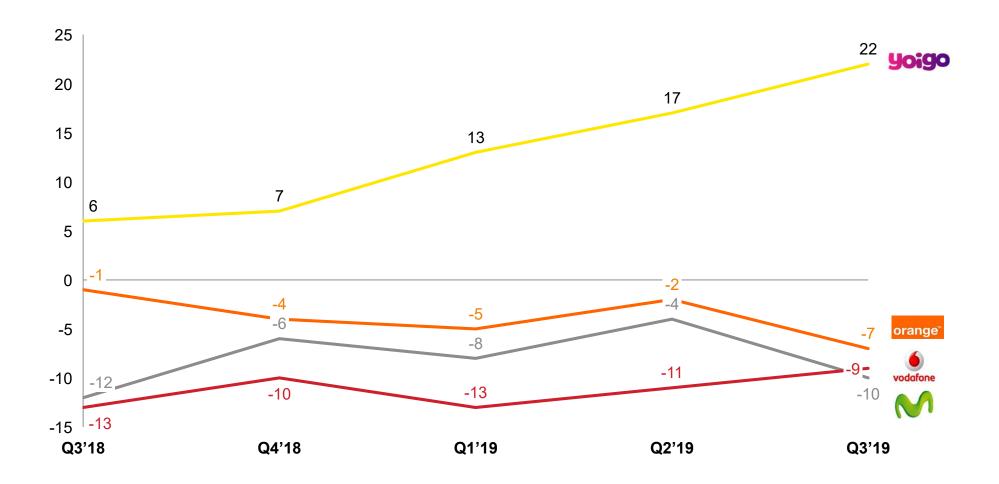


## Mouth-to-mouth publicity by brand



30

Consumers speak positively about Yoigo with their friends & family



<sup>1</sup> Q: Do you speak with your friends and relatives about the things you like of your operator? And about the negative? (difference between positive and negative conversations, %#) SOURCE: GFK consumer survey

## **MASMOVIL** multi-brand strategy

We cover all client segments







#### Premium brand

Empowering customers and homes through world-class technology

#### Offline

## MÁSMÓV!L

#### Value for money

Full connectivity with excellent and affordable services

#### **Ethnic brand**

**LEBARA** 

Best international prices for ethnic customers



#### **Global brand**

Best deals for low-cost customers in Spain

Value

#### **Digital brand**

Offering to digital community based on clear principles

**Online** 

## **©** MASMOVIL unique selling proposition

MAS MOVIL

A clear and simple proposition, maintained since inception



Respect for the client: transparent pricing (no price increase to back book)



#### Flexible unbundled model:

- Non-forced content bundling
- Data abundancy
- TV options
- Handset financing

## G Agile TV offering and evolution

MAS MOVIL

Fully customizable TV experience through an external partner



#### **Technology**

Android TV-based system with seamless and intuitive UX, up to 4K UHD and cast functionality



#### **Excellent value**

Appealing entry price of 6€ / month. Great "value for money" content promos (Agile TV + Sky TV 9.99€ / month)



#### **Enriched TV**

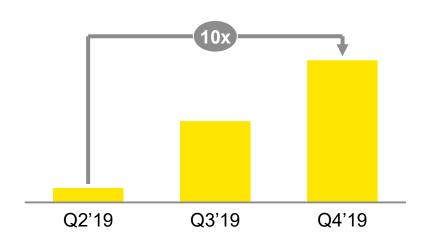
DTT channels' enhanced experience with 350-hour network PvR functionalities (7 days catchup, pause, restart...)



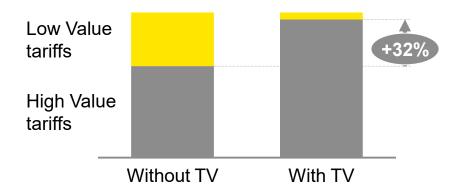
#### **Customizable content**

Video OTTs for choice (Netflix, Eurosport, YouTube...) and more than 3.000 TV apps (Spotify, Bloomberg...)

#### **TV Sales**



TV¹ customers tariff mix (3P)



## C Incumbents: Selected pricing comparison for main brands

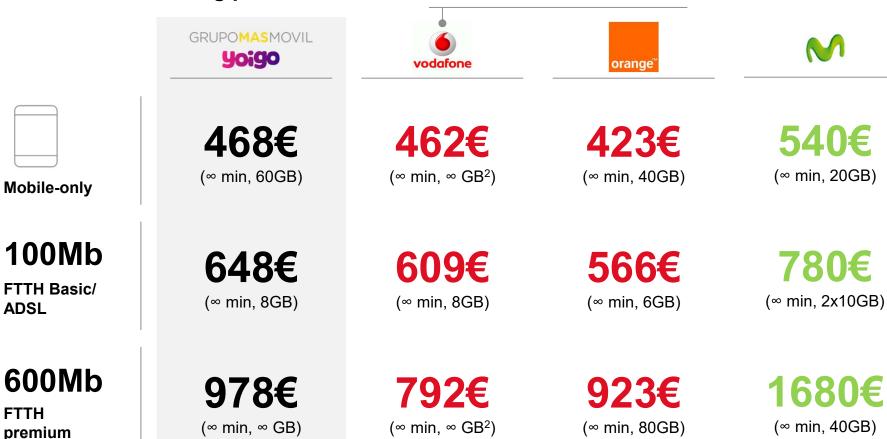


Our pricing show a very rational positioning

MASMOVIL is cheaper MASMOVIL has similar price or is more expensive

#### Annual cost including promotions¹; €

Excluding below-the-line continuous 50% discount for 6 or 12 months



<sup>1</sup> Including VAT. 50% discounts for 3 or 6 months in VOD and ORA, depending on the tariff. No discount in TEF and YOI

<sup>2</sup> Vodafone ∞ GB restricted at 10Mbps speed

## C Attackers: Selected pricing comparison for second brands



On competitive segments, our positioning is based on quality rather than pricing

MASMOVIL is cheaper MASMOVIL has similar price or is more expensive

#### Annual cost including promotions¹; €

	MÁSMÓV!L	DIGI	Lowi.es	<b>O</b> <sub>2</sub>
Mobile-only	<b>239€</b> (∞ min, 19GB)	<b>240€</b> (∞ min, 30GB)	<b>239€</b> (∞ min, 25GB)	<b>240€</b> (∞ min, 25GB)
100Mb FTTH Basic/ ADSL	<b>539€</b> (∞ min, 19GB)	<b>444€</b> (∞ min, 60GB)	<b>419€</b> • (∞ min, 20GB)	Most of the time above-the-line price, occasionally below-the-line
300- 600Mb FTTH premium	<b>629€</b> (∞ min, 19GB)	<b>504€</b> (∞ min, 60GB)	_	<b>600€</b> (∞ min, 25GB)

<sup>1</sup> Including VAT. 30% - 60% discount in Jazztel, depending on tariff. Digi, Lowi and O2 no discount. MásMóvil 18% on the 600 Mb tariff SOURCE: Online Benchmark at 15/01/2020. Disclaimer: Prices might vary at different benchmark dates

# Strong and comprehensive channel offering





#### **Physical channels**

#### Own stores

- ~800 Yoigo stores
- ~100 multibrand MasLife stores
- Presence in all provinces

#### **Distributors**

- Partnerships with national distributors (e.g., The Phonehouse) and small distributors:
  - ~1,500 MásMóvil PoS
  - ~5,000 LlamaYa and Lebara independent PoS



#### Remote channels

#### Online

- Fastest website performance
- 40% sales through online channel

#### App

- Transactional app for Yoigo MásMóvil and Pepephone
- Full functionalities; buy, change, bill tracking

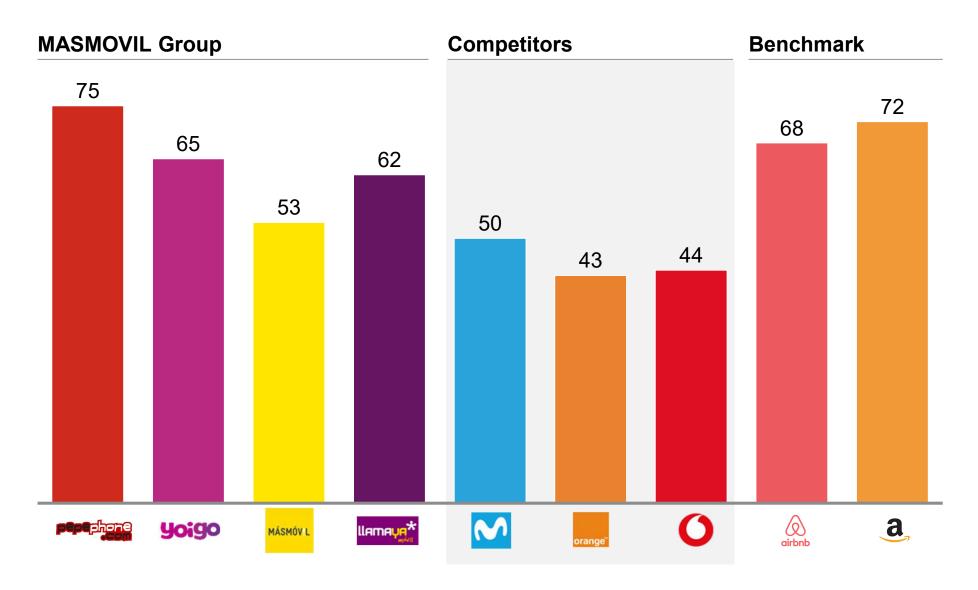
#### **Telesales**

- Single point of contact for end-toend transactions
- >90% FMC sales in remote for MásMóvil
- >50% FMC sales in remote for Yoigo





MASMOVIL websites are faster than main competitors



SOURCE: www.sitespeed.io

# FTTH Provisioning – Uber-like experience



Field management app allows MASMOVIL to install FMC sales within 24 hours





## Focus on digital with seamless self-service and eCare



UX-focused approach to increase digital self-care



Multibrand tech platform for eCare and APPs launched

# What have we done?



New customer focused tools like **WIFI management** embedded in APP.



Improved **eCare services** and **dedicated promotions** for self-care through digital channels

# What has been the impact on Digital KPIs?



**Customer interactions** through digital channels

35%

Clients accessing eCare (web+app)

40%

Weight of digital sales

20%

FTEs working in Agile

## **Our team - MASMOVIL management**



Management team with >100 years of telecom experience and strong execution culture





Arturo Medina, Chief People Officer



Eduardo Duato, Deputy CEO & Technical Projects



Fernando Castro, Chief Communication Officer



**Germán López,** Chief Consumer Officer



**Jacobo Gálvez,** Chief Marketing Officer



Javier Marín, Chief IR & Corporate Finance Officer



José-Carlos Lopez Tello, Chief Sales Officer



José María del Corro, Chief Financial Officer



Juan Luis Delgado, Chief Legal Officer



**Miguel Santos,** Chief Technology Officer



Miguel A. Suarez, Deputy CEO & Business Analytics



Pablo Freire, Chief Strategy Officer



Rebeca González, Chief Customer Care & Loyalty Officer



Victor Guerrero, Chief Enterprise & Wholesale Officer

## Our team - A culture like no other ;-)

A small team of passionate employees can make the difference





## #zerobullshit

Zero Bureaucracy Zero Politics Zero Ego



## #100%goodvibes

Customer Experience
Trust > control
Positivism



## #lovespeed

Simplicity
Agility
80:20

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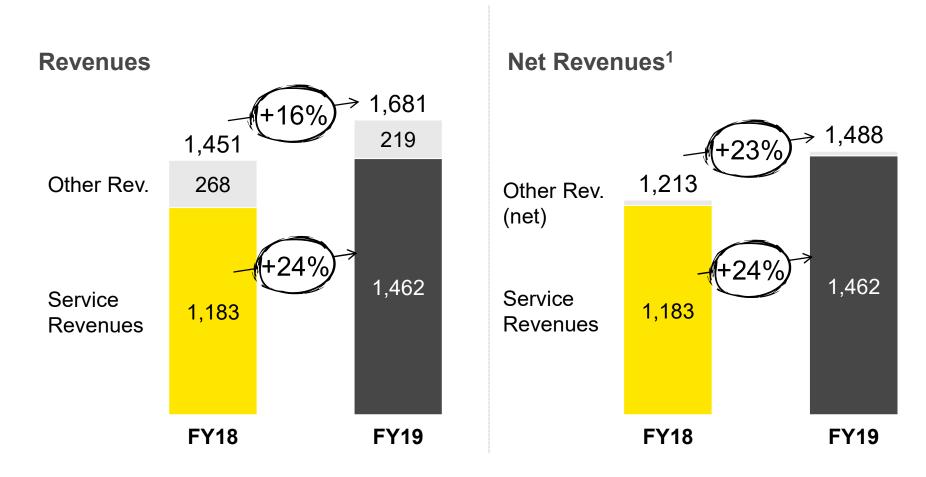


MASMOVIL guidance: cost structure allows to convert growth into cash flow, ensuring high return on investment to shareholders

#### **Revenues FY19**





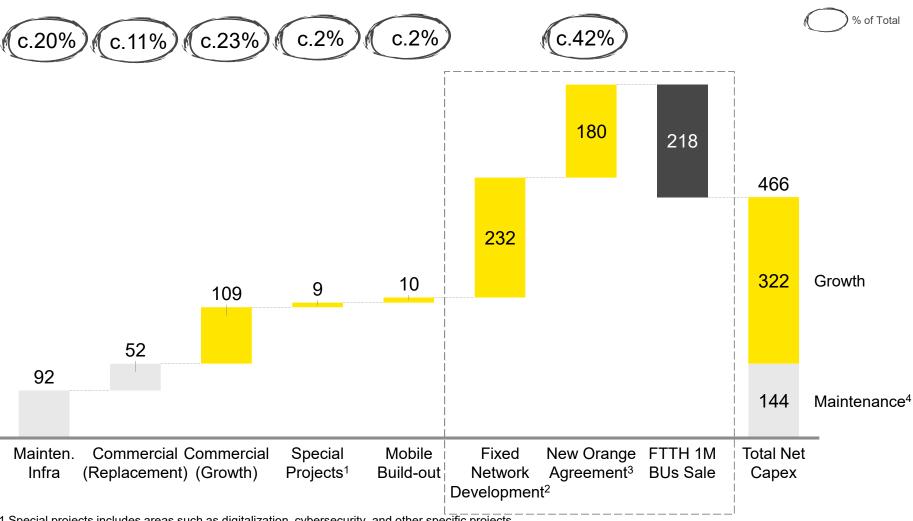


<sup>1</sup> Net Revenues: Service Revenues plus Gross Profit contribution from Other Revenues Source: Company

## Capex FY19



MASMOVIL continues to invest in its own infrastructure and client growth €M



<sup>1</sup> Special projects includes areas such as digitalization, cybersecurity, and other specific projects

<sup>2</sup> Includes Transmission and Access, net of IRU sales

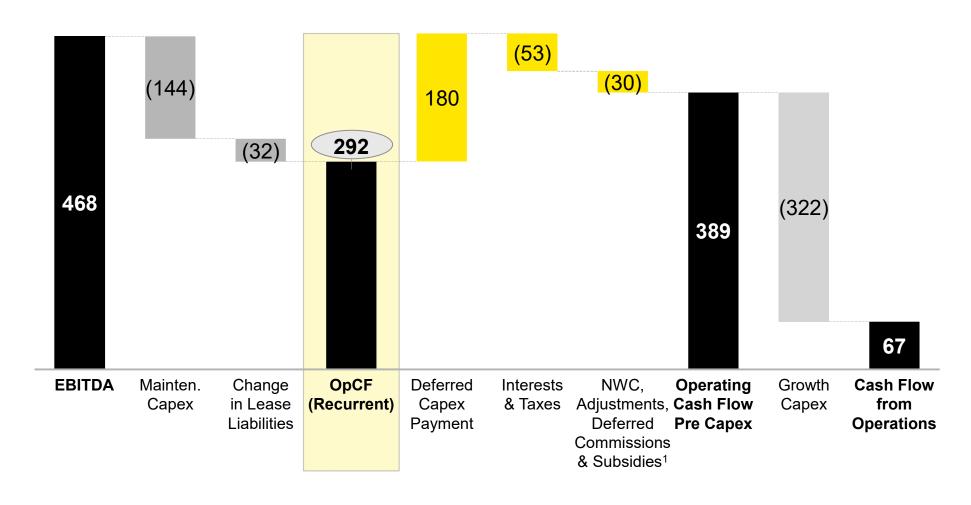
<sup>3</sup> Acquisition of 5.2 M FTTH BUs usage rights (on NPV terms)

<sup>4</sup> Includes churn related (replacement) commercial capex and maintenance infrastructure Capex Source: Company

## **Cash Flow From Operations FY19**



Recurrent Operating Cash Flow close to €300M with positive Cash Flow from Operations exceeding our recently upgraded guidance €M

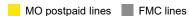


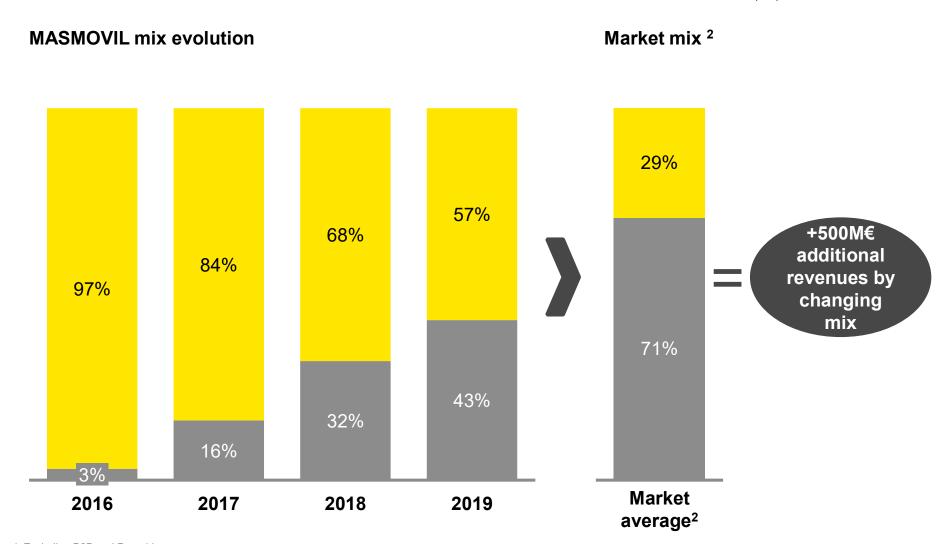
<sup>1</sup> Includes impact from IFRS15 (mainly deferred commissions/subsidies) Source: Company

## Revenues growth impact of matching FMC-MO market mix



+500 M€ of revenues growth impact if changing current base mix to meet market mix





<sup>1</sup> Excluding B2B and Prepaid

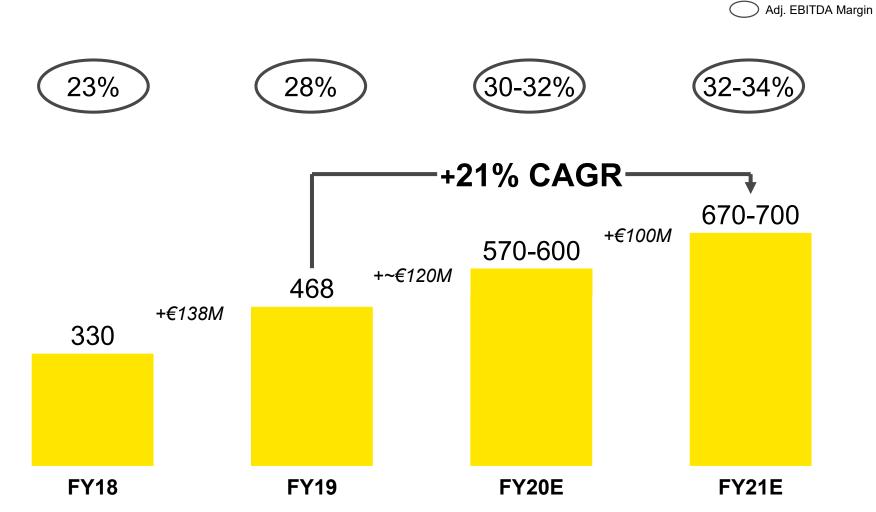
SOURCE: Analysys Mason; Company

<sup>2</sup> Based on Analysys Mason FY2018 market data: 12.3M Residential BB lines, 31.9M Residential Mobile Postpaid lines and assuming x 1.85 mobile lines per BB line

## 2020-21 Adjusted EBITDA<sup>1</sup> Guidance Reiterated



Operating leverage enables to grow EBITDA margin to 32-34% in 2021E €M



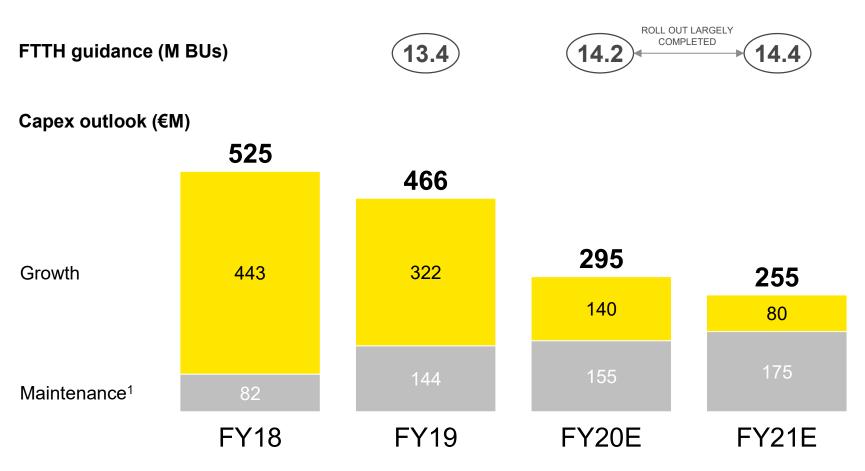
<sup>1</sup> FY18 is pre-IFRS16. Following years are post-IFRS16 Source: Company

## 2020-21 Net Capex Outlook Reiterated



Orange agreement eliminates Capex uncertainty and allows for reduced future net capex profile





<sup>1</sup> Includes churn related (replacement) commercial capex and maintenance infrastructure Capex Source: Company

# MAS MOVIL

# 2019-2021 clear deleveraging Path



# 2021 equity Free Cash Flow target



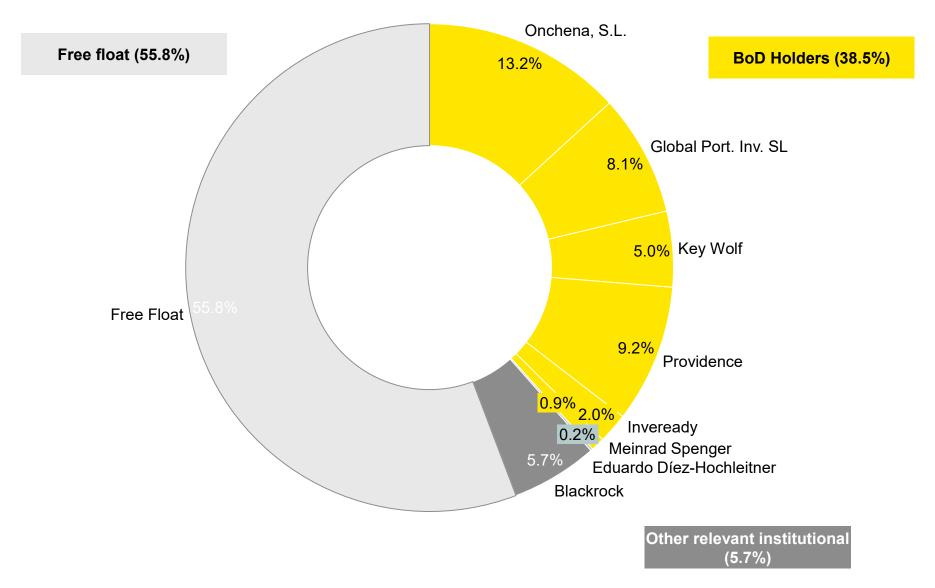
>€2.0
per share

Based on Adj EBITDA guidance and without vendor finance for FTTH agreement

### **Shareholder Structure**



55.8% free float mainly institutional. Number of outstanding shares = 132 M shares



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## **Acquisition of Lycamobile Spain**

March 2, 2020













## Lycamobile – a value accretive transaction Lycamobile GRUPO



The transaction represents an attractive acquisition multiple of <5xEBITDA- CAPEX due to substantial network cost synergies

Attractive standalone business

- Stable customer base of 1.5m mobile prepaid lines
- €132m revenue and €45m EBITDA in FY2019
- Significant EBITDA margin expansion in the last years
- Lean company with just 85 FTEs mainly in technical and commercial functions

Synergy driven transaction

- Expected **annual run-rate synergies** of **€30m** from migrating Lycamobile's customers traffic to MASMOVIL's network and reduction of headquarter cost allocation to reach a **run-rate EBITDA** of **€75m** (**€**70m already in 2021)
- MASMOVIL has a proven integration track record including previous successful customer network migrations

Prepaid market opportunity

- The mobile prepaid market in Spain is currently a relatively **stable industry** of around **€700m of** revenues per year
- The acquisition of Lycamobile **reinforces MASMOVIL's position** in the prepaid segment in Spain

Maximizing value creation

- Enterprise value of €372m on a debt-free cash-free basis
- 8.2x EV/ EBITDA pre-synergies and <5x EV/ EBITDA-CAPEX post-synergies</li>
- Fully debt financed without material increase in the Group's leverage profile
- Agreement to use the Lycamobile brand in the long term

## Lycamobile - an attractive standalone asset Lycamobile GRUPO



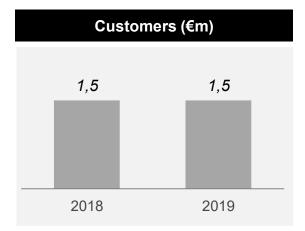
One of the largest independent MVNOs in Spain

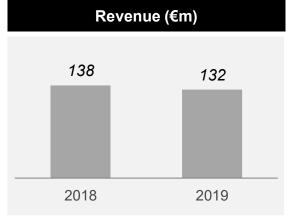
#### **About Lycamobile Group**

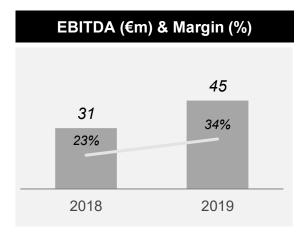
- Lycamobile Group is the world's largest international MVNO with presence in 23 countries and more than 15m customers. It started operations in Spain in the year 2010
- Initially launched for the expatriate communities in Europe, Lycamobile has become a global brand primarily focused on providing mobile services at affordable prices

#### Opportunity at a glance

- The prepaid market in Spain has a revenue of ~€700m with more than 11m customers in 2019YE
- After years of customer and revenue loss, the Spanish market has stabilized during the last 2 years
- Lycamobile has been able to maintain the number of customers and increase profitability during the last year







Source: Company information

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## Relevant contractual cost savings



Limited execution risk to achieve the expected synergies

# Transaction rational

- MASMOVIL will generate **relevant cost synergies** by migrating the mobile traffic to its own network and elimination former headquarter cost allocations
- Lycamobile is a full MVNO which simplifies the migration process w/o SIM card change
- MASMOVIL has a clear strategy in the prepaid segment and a proven track record integrating and turning around MVNO's like Llamaya and Lebara

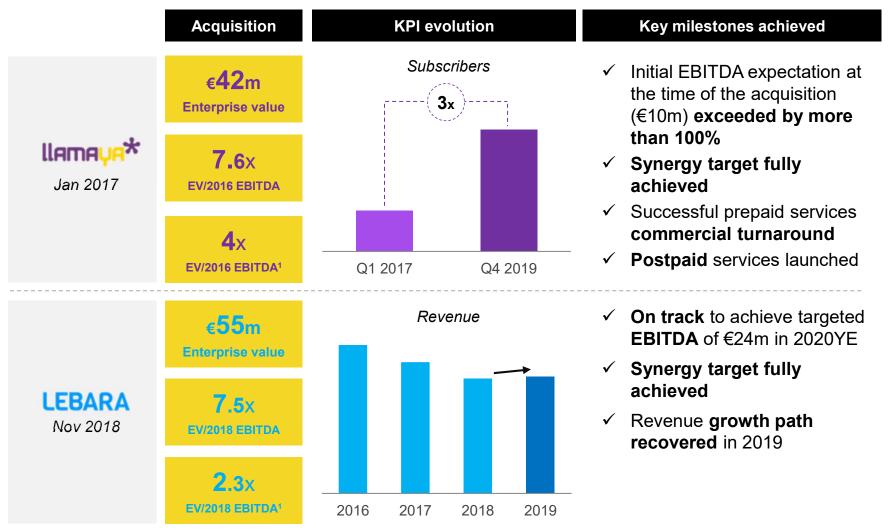


Driver	Description	Run-rate	
Direct cost savings	Migration of mobile traffic to MASMOVIL's network & NRA agreements & reduction of headquarter cost allocations	<b>€30</b> m	
Integration costs	<ul> <li>Strong management experience minimising execution risk</li> <li>Limited integration cost expected to be incurred within 12 months from closing</li> </ul>		
Other synergies	<ul> <li>Sales channel mix optimization</li> <li>Rationalise operating expenses</li> </ul>		

## Proven turnaround track record - examples Lycamobile



Initial synergy targets fully achieved by MASMOVIL in previous MVNO acquisitions



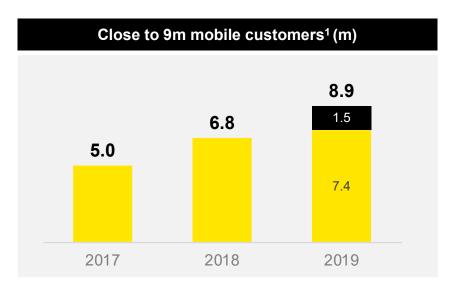
<sup>&</sup>lt;sup>1</sup> Post-synergies EBITDA multiple

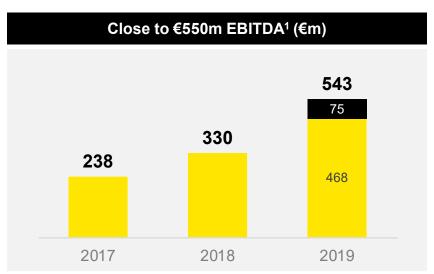
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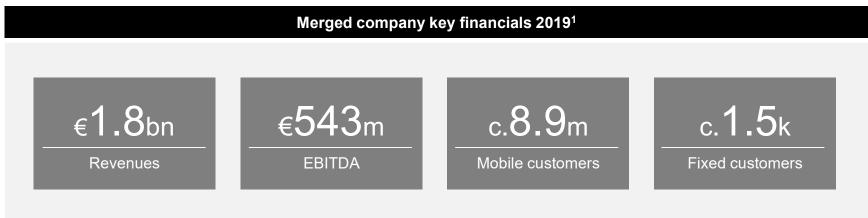
# Size of MASMOVIL Group post transaction Lycamobile GRUPO



MASMOVIL will have close to €2bn revenues, €550m EBITDA and 9m mobile lines







<sup>&</sup>lt;sup>1</sup> 2019 Proforma figures including Lycamobile customers and EBITDA once expected synergies are achieved

## Key facts on value accretive transaction



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Attractive post-synergies transaction multiple at <5x EBITDA-CAPEX

	Value	Transaction multiples		
Value creation & Transaction multiples	Enterprise value (EV)  • Appealing transaction multi • Significant value creation be network operator • ~€52m of expected equity	y combining a large MVNC	EV/EBITDA-CAPEX. Post-synergies¹ Customer base with a 2.20% of the €2 PS guidance)	
Financing	The transaction will be funded by bank debt that has been guaranteed by two leading international financial institutions			
Payment conditions	<ul> <li>The payment will be spread over three instalments:</li> <li>€307m at closing,</li> <li>€30m - six months after closing,</li> <li>€35m of final payment - twelve months after closing</li> </ul>			
Conditions	Subject to satisfactory Antitrust clearance			
Timeline	Closing expected at end of Q2 2020			

<sup>&</sup>lt;sup>1</sup> Annualized EBITDA once all expected contractual savings are achieved from 2022 onwards

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