

## Vrio Announces Leadership Changes

***Michael Bowling Named President, DIRECTV Latin America; Manuel De Abelleira to serve as Vrio/AT&T External Strategic Advisor***

Dallas, December 12, 2019 - Vrio, an AT&T Latin America Company and a leading digital entertainment provider, today announced that Manuel De Abelleira will move to a new role as external consultant and strategic advisor of Vrio and AT&T. He will focus on strategic matters for Vrio and AT&T, including external and regulatory affairs, piracy and other matters. Michael Bowling has been named President, DIRECTV Latin America, and will report to Melissa Arnoldi, Vrio CEO.

“Manuel has been a great leader in his ten years with the Company. He oversaw significant increases in subscribers, revenues and profits, and under his management DIRECTV Latin America gained top rankings in Great Place to Work,” said Arnoldi. “We are extremely grateful for Manuel’s tremendous contributions, and we are thrilled that we will continue to benefit from his expertise in the region and in our industry.”

Bowling is recognized globally for his leadership in media and technology with vast experience in the region, including living in three different countries in Latin America for almost a decade. For the past four years, he has been a senior leader in Vrio and DIRECTV Latin America, including head of strategy and digital transformation, as President of the North Region and his Board representation on AT&T’s investments in the region, including Torneos and WIN Sports. Michael entered AT&T from BellSouth and led the formulation of the entertainment and advertising strategy for the business across wireless, broadband and television platforms. He has held numerous leadership roles including Broadband Services and served as CMO for AT&T’s Business Solutions and SVP of AT&T Corporate Strategy. He previously served as President of AT&T Mexico and as member of the board of directors and executive committee of Telmex and América Móvil overseeing AT&T’s since-divested minority interest in the two companies.

Estanislau Bassols will continue as president of SKY Brasil.

“As we close out an outstanding year for Vrio, reaching important milestones including becoming the #1 Pay TV provider in Latin America and named as one of the World’s Top 25 Best Workplaces, I am confident in the continued results Michael and Estanislau will deliver for our team,” said Arnoldi.

“Michael has been instrumental to the success of Vrio, and has a firm understanding of our vision and the opportunities that will enable us to continue to be the #1 PayTV provider in Latin America,” added Arnoldi. “His vision and passion for our Company, our customers and our team members, combined with his technology and media expertise and love of the region make him the right leader to help us take DIRECTV Latin America to the next level.”

### **About DIRECTV Latin America**

DIRECTV delivers the best entertainment experience. Every day, DIRECTV subscribers in Latin America enjoy

quality and sound that is 100% digital, industry-leading customer service, state-of-the-art technology, unmatched HD content that includes original and exclusive series, and complete coverage of major events, including sports and entertainment, as well as comprehensive programming packages, and the possibility of watching content on different screens whenever and wherever they want it. For more information visit: [www.directvla.com](http://www.directvla.com).

**About Vrio**

Through its subsidiaries, Vrio is a leading provider of digital entertainment services in Latin America with more than 13 million subscribers in 11 countries and more than 10,000 employees across the region. Vrio's best-in-class entertainment includes premier sporting events, local and international content and exclusive programming, live and On Demand. Vrio offers services in Brazil through the SKY brand, in Argentina, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Uruguay and Venezuela through the DIRECTV brand and in Chile and Colombia through DIRECTV GO. Vrio is a subsidiary of AT&T, Inc.

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