

Vrio names Gustavo Fonseca VP of OTT for Latin America

Fonseca to lead efforts for DIRECTV GO, the first pan-regional over-the-top platform in its category, combining the best live national and international programming with the best On Demand content on a single streaming platform

Dallas, TX, December 17, 2020 – [Vrio Corp.](#), a leading digital entertainment services company in Latin America, today announced that Gustavo Fonseca has been named vice president of over-the-top (OTT). The announcement comes days after DIRECTV GO became the first pan-regional OTT platform in its category with the successful launch in Brazil and Argentina. The platform combines the best of live national and international programming with the best of On Demand content on a single streaming platform, for consumers in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. Fonseca will be based in Brazil and report to Michael Bowling, president, DIRECTV Latin America.

“Gustavo brings a wealth of knowledge in marketing, operations and digital from his CMO role at SKY and this appointment speaks to our commitment to OTT in the region,” said Bowling,

“The successful launch of DIRECTV GO in Brazil and Mexico, following the launches in other countries, and the engagement we are seeing speaks to the potential of this unique offering,” said Fonseca. “I look forward to leading an incredible team of professionals across the region in connecting consumers with DIRECTV GO and all we have to offer.”

Fonseca first joined SKY Brasil, the largest satellite pay TV operator in the country and a Vrio company, in 2015 leading its Analytics team. In this role, he led the insights team in the execution of large projects and assisting in strategies such as Digital First, which has revolutionized the way SKY operates in the market. In 2018, Fonseca became SKY’s CMO, leading the organization’s marketing and strategy efforts to position the SKY brand in one of the most competitive and challenging industry environments. Prior to joining SKY, he held different roles at Telefonica Brazil, Oliver Wyman and Procter & Gamble. He received his degree in Mechanical-Aeronautics Engineering from the Instituto Tecnológico de Aeronáutica (ITA) in Brazil and his MBA from INSEAD.

Gustavo will lead the new OTT structure in Latin America, with a talented team of senior executives based across the region and in the United States.

About DIRECTV GO

With DIRECTV GO, users can access the best of national and international live and On Demand content how and when they want across devices, such as smartphones, tablets, laptops, computers, or Smart TVs. DIRECTV GO is an over-the-top (OTT) subscription service that offers online access to a variety of programming in different Latin American countries. Includes access to linear, live channels, On Demand and sports content, and premium programming subscription option. DIRECTV GO is a Vrio service offered by its affiliated companies Latam Streamco Inc. in Chile, Colombia, Ecuador, Mexico, Peru and Uruguay, DIRECTV Argentina S.A. in Argentina and Streamco Distribuição de Vídeo Brasil Ltda. in Brazil. DIRECTV GO and the pay TV service DIRECTV are different offers that require independent subscription fees and



taxes. DIRECTV GO is available at no additional cost to DIRECTV subscribers in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay as per an agreement with Vrio and DIRECTV's satellite television service providers. More information at: www.DIRECTVGO.com. ©2020 AT&T Intellectual Property. DIRECTV, DIRECTV's logo and all other DIRECTV brands are property of AT&T Intellectual Property and/or AT&T affiliate companies.

About Vrio:

Vrio is a leading provider of digital entertainment services in South America and the Caribbean with more than 10 million subscribers in 10 countries and 9,000 employees across the region. Vrio is best-in-class entertainment including world-class sporting events, international content and exclusive programming. Vrio offers services in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curacao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV brand. More information at: www.vriocorp.com. Vrio is part of AT&T Inc. (NYSE:I).

##