

Telecom Italia Sparkle

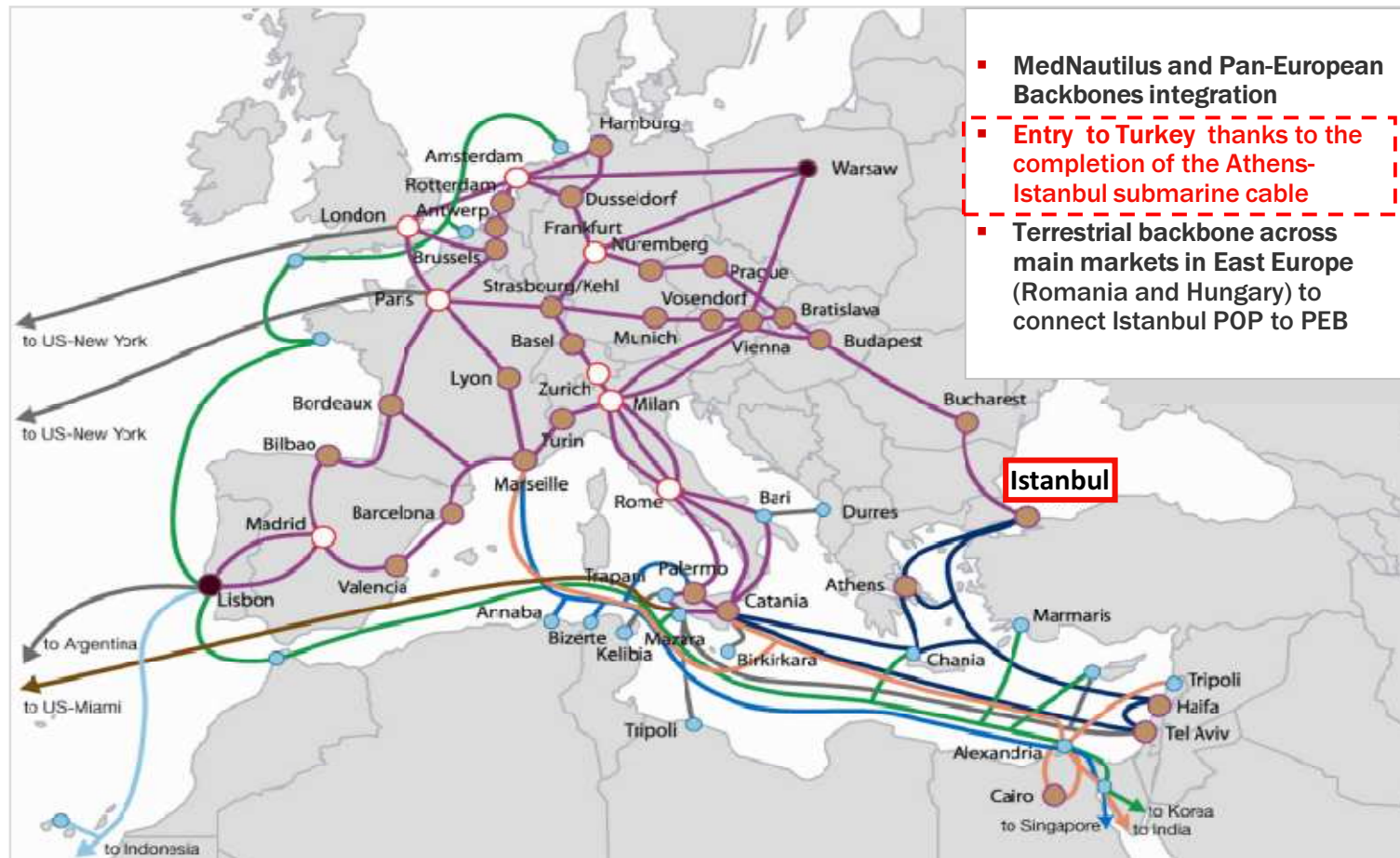


Paolo Ferrari

**TI Sparkle Focus on Turkey
New Investments, New Offers**

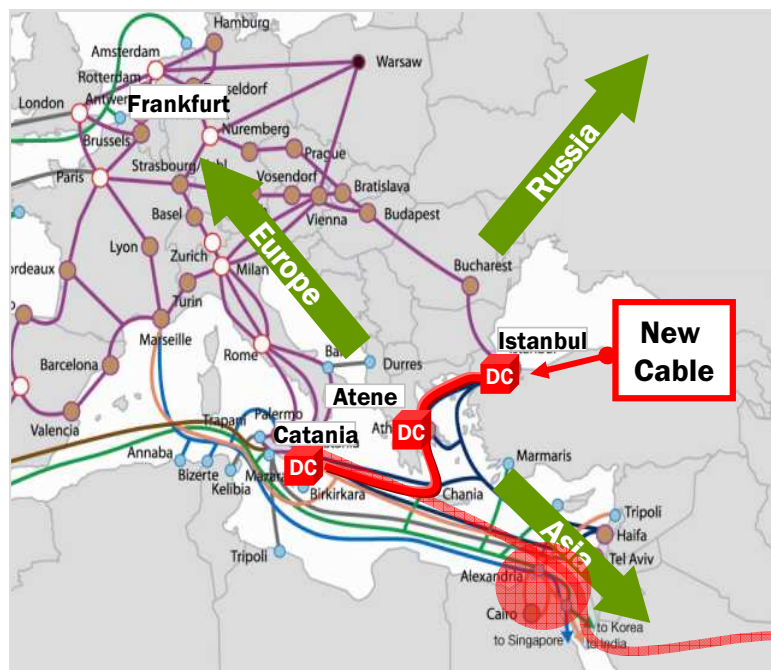
28 April 2011, Istanbul

Balkans Backbone as Short and Diverse Route to Europe . . .



- New Balkans Backbone connecting Istanbul to Wien and Bratislava with Points of Presence in Bucharest and Budapest
- New submarine cable Athens-Istanbul**
- Unique protection from Istanbul to Europe through terrestrial and submarine network

... to ride the wave of new Internet paradigma



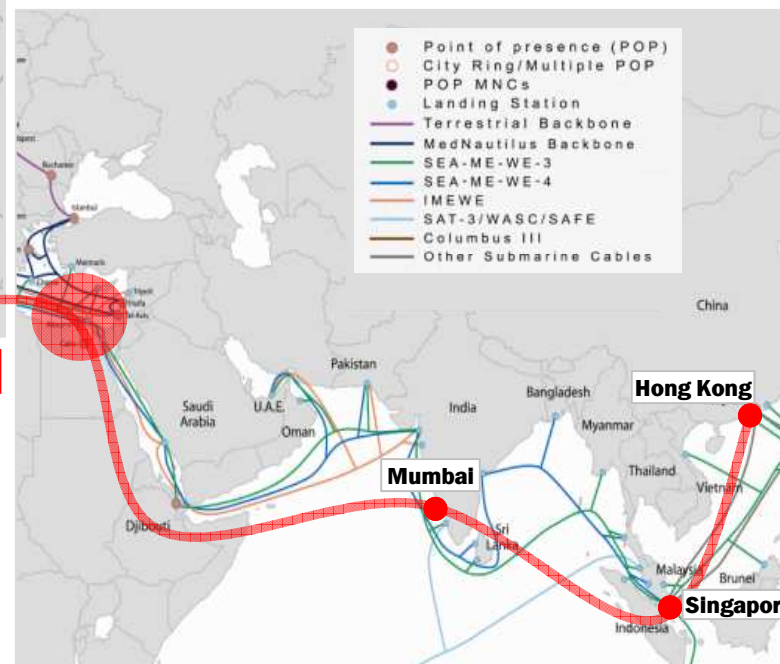
TIS Answers

- ① Leverage on new proprietary and consortia cables to capture massive volumes and respond to quality needs from East to West
- ② Reinforce Sicily Hubbing role (Palermo/Catania platform – All major CPs and CDNs hosted)
- ③ Local asset leverage to go up the value chain and to create a “Regional DC System”

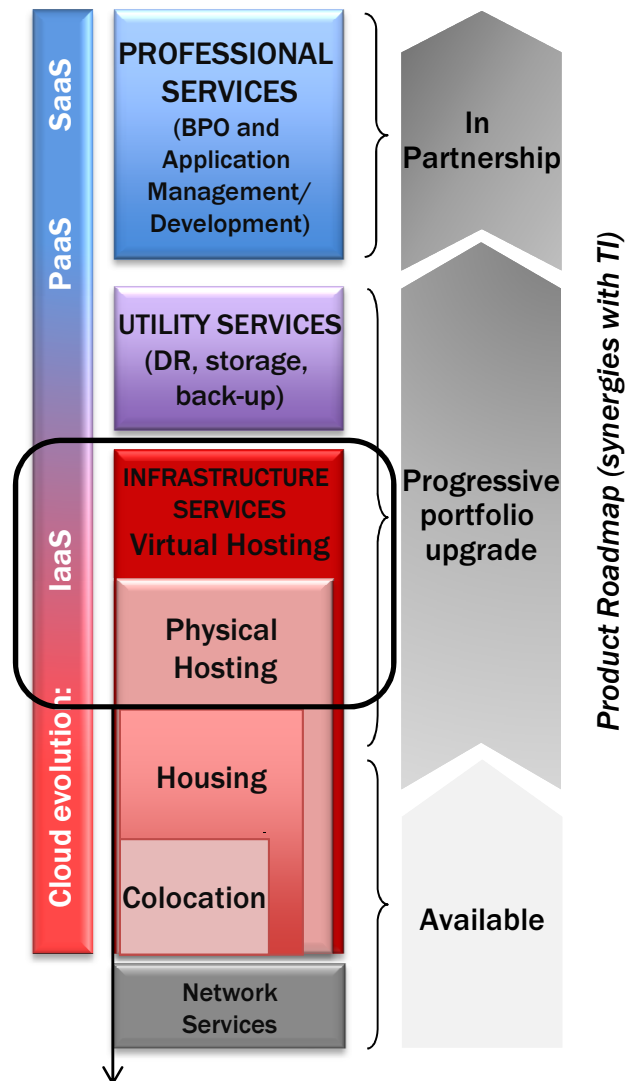
Portfolio Enrichment & Know How/Asset leverage to go up the value chain

Market demands

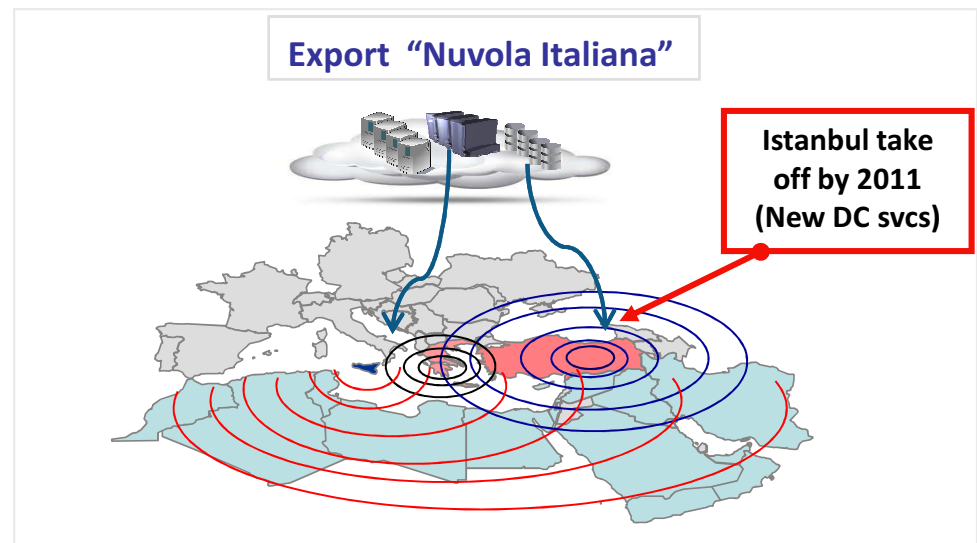
- ① Massive growth fuelled by IP and Content
- ② Content to the edge
- ③ Increasing virtualization and networking requirements/needs



New Datacenter Services in Turkey and Med Basin

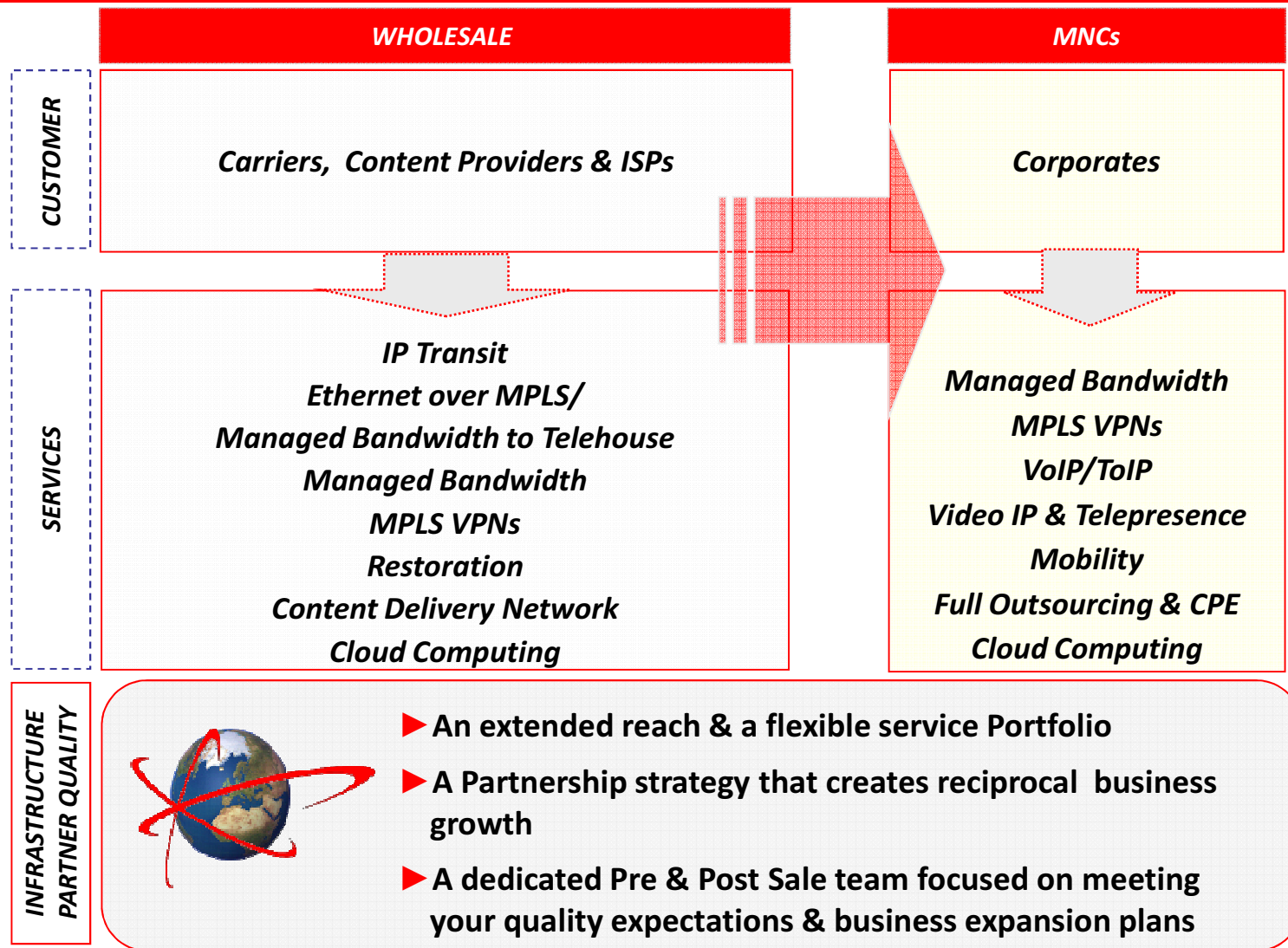


- u **Turkey:**
 - u Enter domestic market with a Cloud/IaaS solution in Q4 2011, leveraging on local facilities and presence
- u **Greece:**
 - u Assess as next step Cloud extension (based on local DC)
- u **Sicily:**
 - u Main regional IP hub: strengthen colocation capabilities for housing global content/application providers
 - u Disaster Recovery for regional customers



From traditional colo to enhanced portfolio to support WS players as well as MNCs

Stronger on Wholesale to grow on Retail



An organization with “wholesale strengths” & a special care for Multinational Customers

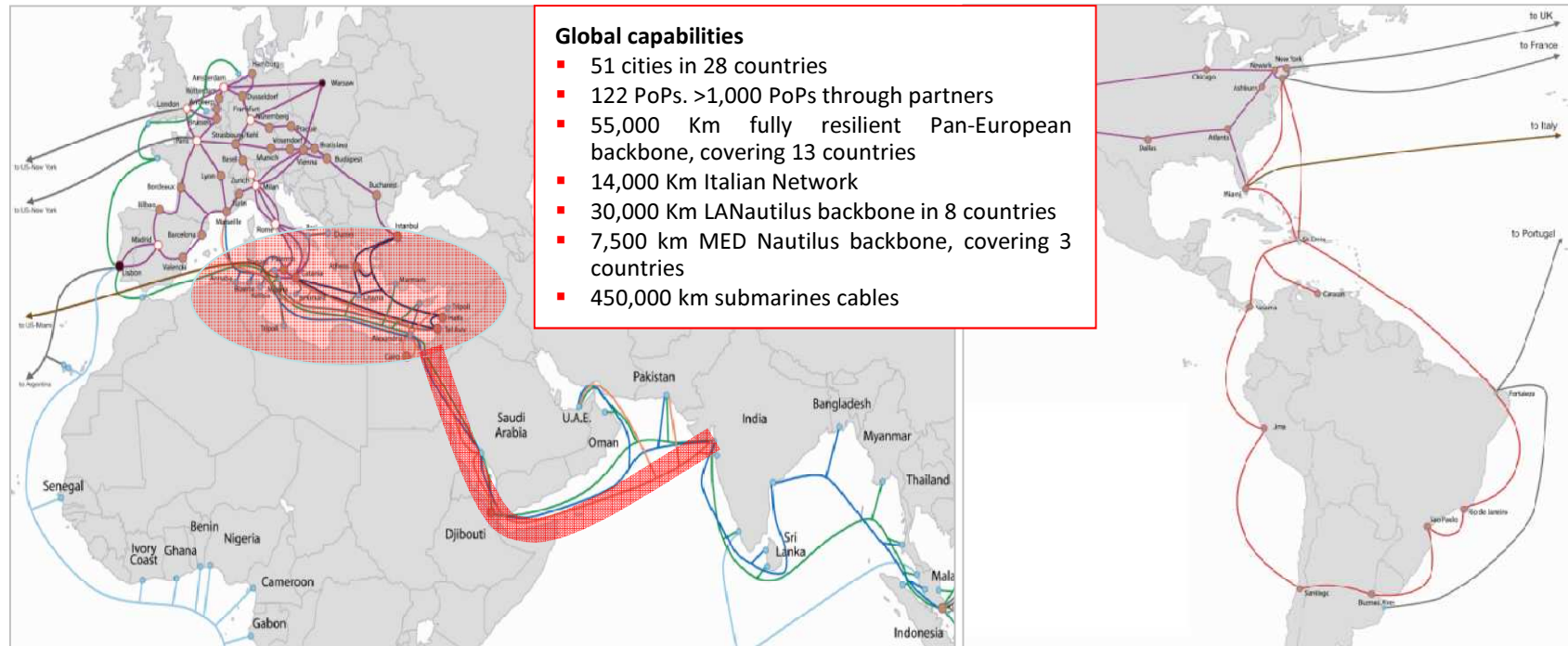
TI Sparkle Group – Main Assets



Sparkle is present in about 40 Countries

TI Sparkle Group - Main Areas of Business

- Integrated and resilient **proprietary backbones** in Europe, Mediterranean Basin, US and Latam.
- **Unique footprint** in the **Mediterranean** region and unique **dual protected fiber path** in Europe.
- **Full IP** multi-service network.



- ◆ Main Mediterranean Hub connecting Middle East and South Asia to Europe
- ◆ Full Network Reach and alternative routing to Europe thanks to Balkan extension
- ◆ Reg'I DC Hub potential based on ~ 9,000 Sqm (Sicily, Greece and Turkey)
- ◆ Platform Expansion in Palermo – All Major CPs and CDNs hosted by EoY10
- ◆ Among the top 4 Players in the Region
- ◆ Synergies in Brazil and Argentina through TI Group leading retail operations
- ◆ Regional distinctive IP Backbone

“Se@bone”, TI Sparkle IP Backbone, ranked #1 in the Mediterranean, 2 # for Europe-Africa route, #3 in Europe, #14 ww (*)

(*) Renesys backbone ranking – March 2011

TI Sparkle Group - Global Services Portfolio

Voice, IP and Data solutions for Fixed and Mobile Operators, ISPs,
Media & Content Providers and MNCs

SPARKLE | **VOICE** SOLUTIONS

GIVING VOICE TO EVERYONE.

- **SPARKLE** | *Best Voice Transit*
- **SPARKLE** | *Mobile Voice Transit*
- **SPARKLE** | *W.A.V.E. Voice Outsourcing*
- **SPARKLE** | *IPX*
- **SPARKLE** | *Prepaid & Ethnic Services*
- **SPARKLE** | *International & Universal Toll-Free Service*
- **SPARKLE** | *ISDN Transit*

SPARKLE | **MOBILE** SOLUTIONS

YOUR WORLD, EVERYWHERE.

- **SPARKLE** | *Global Signalling*
- **SPARKLE** | *ITU/ANSI Conversion*
- **SPARKLE** | *Net2Mobile GRX*
- **SPARKLE** | *IPX*
- **SPARKLE** | *SMS Hub*
- **SPARKLE** | *MMS Hub*
- **SPARKLE** | *SMS Transit*
- **SPARKLE** | *SMS Bulk Report*
- **SPARKLE** | *SMS Anti Fraud*
- **SPARKLE** | *Outbound Roaming Solution*
- **SPARKLE** | *Roaming Traffic Redirector*
- **SPARKLE** | *Roaming Hub*
- **SPARKLE** | *Roaming Consulting*
- **SPARKLE** | *Smart Call Checker*
- **SPARKLE** | *Short Codes Translator*

SPARKLE | **IP&DATA** SOLUTIONS

RIDE THE WAVE OF THE IP AND DATA
CONNECTIVITY REVOLUTION.

- **SPARKLE** | *Seabone*
- **SPARKLE** | *Virtual NAP*
- **SPARKLE** | *LAN2LAN*
- **SPARKLE** | *City2City*
- **SPARKLE** | *Country2Country*
- **SPARKLE** | *Restoration*

SPARKLE | **CORPORATE** SOLUTIONS

SUPPORTING YOU TO SERVE
YOUR CORPORATE CUSTOMERS.

- **SPARKLE** | *Carrier MPLS*
- **SPARKLE** | *Site2Site*
- **SPARKLE** | *IP-VPN Suite*
- **SPARKLE** | *Full Outsourcing*
- **SPARKLE** | *Corporate VoIP*
- **SPARKLE** | *Corporate Mobility*
- **SPARKLE** | *Corporate Video*
- **SPARKLE** | *Content Acceleration Network*

TI Sparkle Group - Product Strategies

