

The background features a blue wireframe globe with various network and data-related icons. On the right, there are several mobile devices (phones and tablets) connected by lines. At the bottom, two hands are shown shaking in a handshake, symbolizing agreement or partnership. The overall theme is global connectivity and digital advertising.

2013 Advertising Campaign
NO BOUNDARIES

No Boundaries

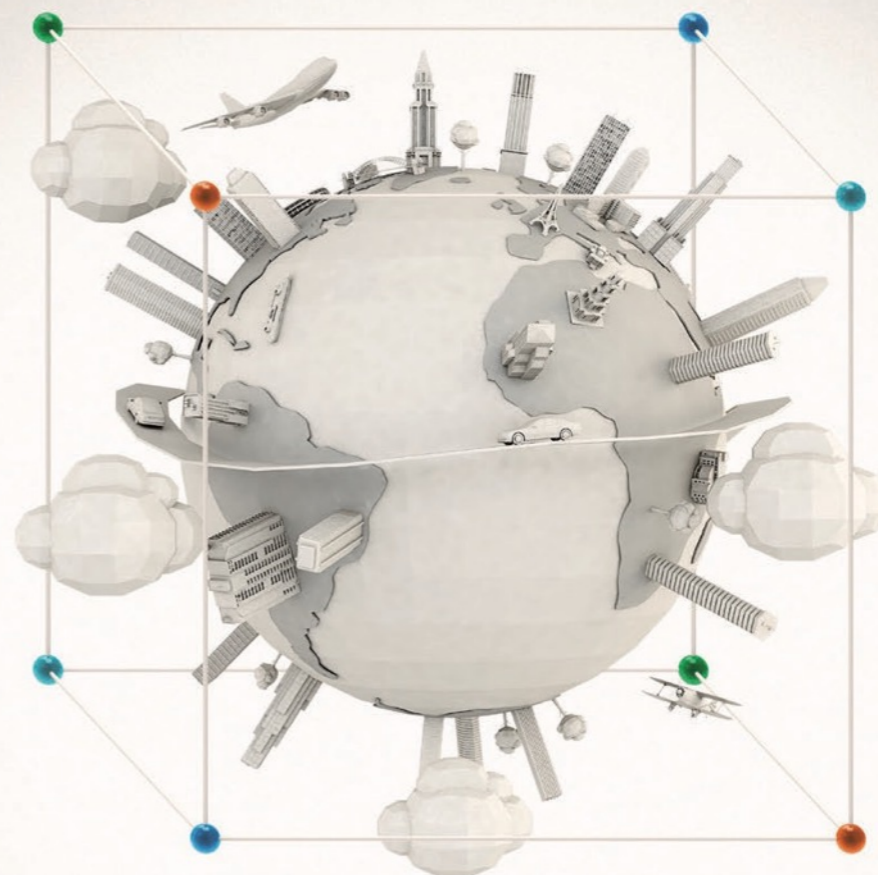
The heart of the campaign is the creation of a work of art that represents a world. A world in thorough evolution, embraced by an invisible solid shaped as a cube, whose interconnections generate the four product clusters. The cube is that solid that fills the space with regularity, just like Sparkle, that through its products is able to stay close to its customers and is able to adapt to their ever evolving needs by anticipating future and still unexpressed requirements.

The distinctive product features of our IP&Data, Mobile, Corporate and Voice solutions become visible when we look closer at this world. The dotted lines through the oceans recall our Seabone, smartphones show all service icons our mobile data solutions make possible, while business hand-shakes express the partnership we establish with our corporate customers and the chat icons become green when a voice connection is established.

The Corporate Video - which is part of the creative concept behind the campaign - shows the making-of the work of art, alternating with displays of Sparkle's main business areas and key facts, expressing the construction of a new world where Sparkle is able to fulfill all the promises expressed in the campaign.

Press

Like dreams, ideas and thoughts.
We have no boundaries.



SPARKLE | IP&DATA
SOLUTIONS

SPARKLE | MOBILE
SOLUTIONS

SPARKLE | CORPORATE
SOLUTIONS

SPARKLE | VOICE
SOLUTIONS

THE SHAPE OF TOMORROW'S COMMUNICATION.

We carry the most sophisticated communications worldwide and we offer customized high quality services. Discover a full range of IP&Data, Mobile, Corporate and Voice Solutions designed to shape tomorrow's communication for you.

 **SPARKLE**

TELECOM ITALIA GROUP

www.tlsparkle.com

SHAPING NEW CONNECTIONS

Like sea, river and rain.
 IP&Data Solutions with no boundaries.

■ SPARKLE | IP&DATA SOLUTIONS



WE MAKE YOUR BUSINESS FLOW.

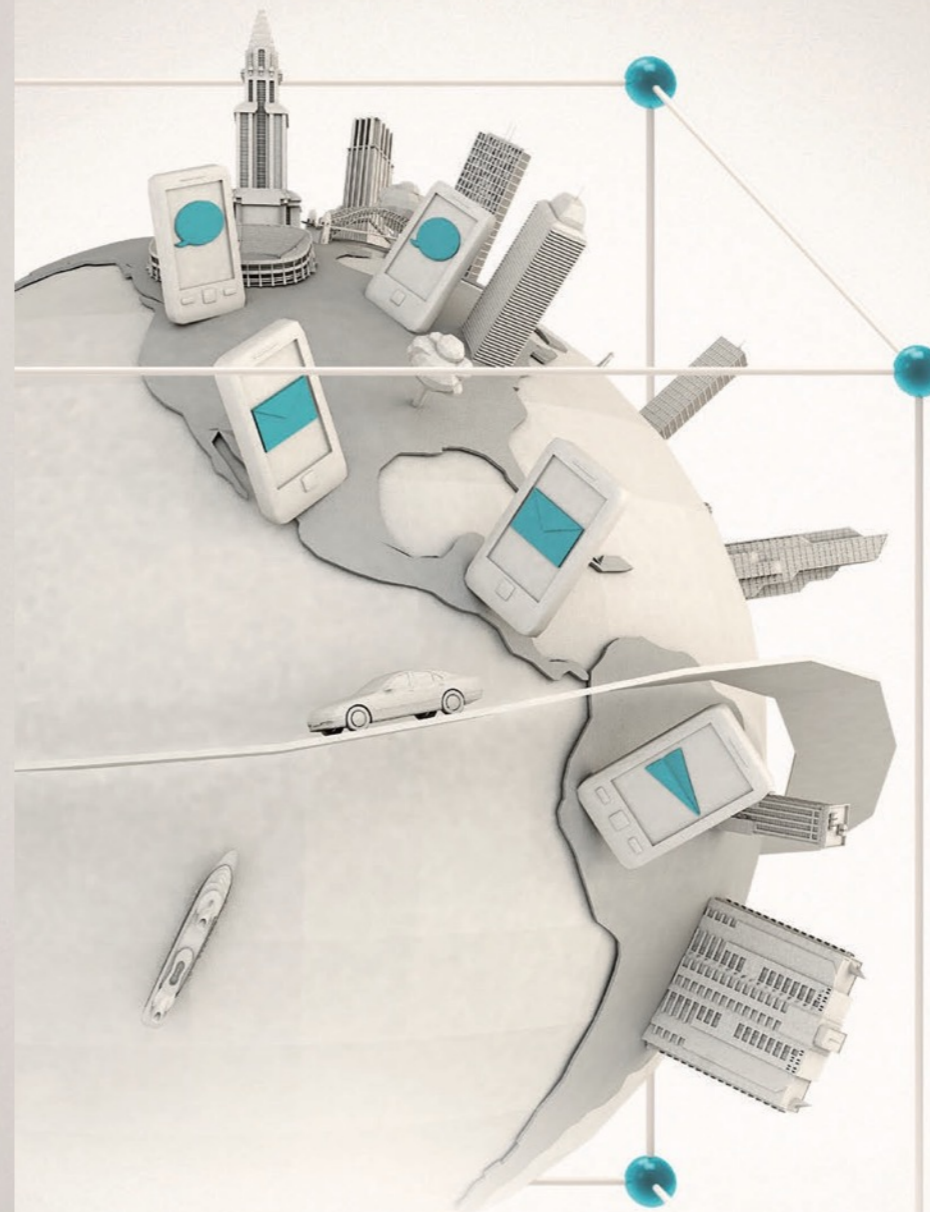
Enjoy any content on the Internet with fastest user experience, expand your reach through our high performance IP and customized managed bandwidth solutions. Shaping tomorrow's communication.



TELECOM ITALIA GROUP

Like wind, clouds and sky.
 Mobile Solutions with no boundaries.

■ SPARKLE | MOBILE SOLUTIONS



WE MAKE YOUR BUSINESS BREATHE.

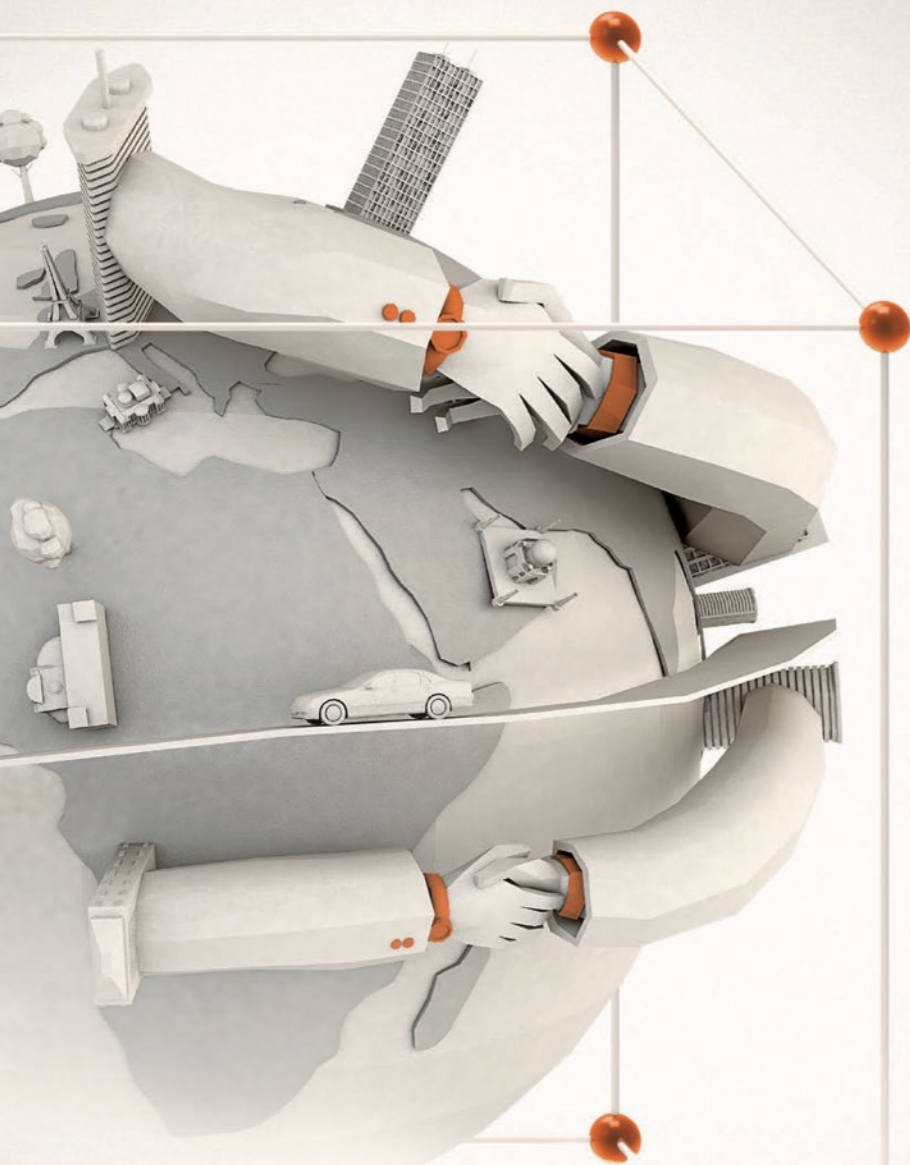
Increase your mobile reach, usage and expand your business with new ventures through our distinctive portfolio of innovative and customized mobile solutions. Shaping tomorrow's communication.



TELECOM ITALIA GROUP

Like power, energy and courage.
Corporate Solutions with no boundaries.

■ SPARKLE / CORPORATE SOLUTIONS



A SOLID PARTNERSHIP FOR YOUR BUSINESS.

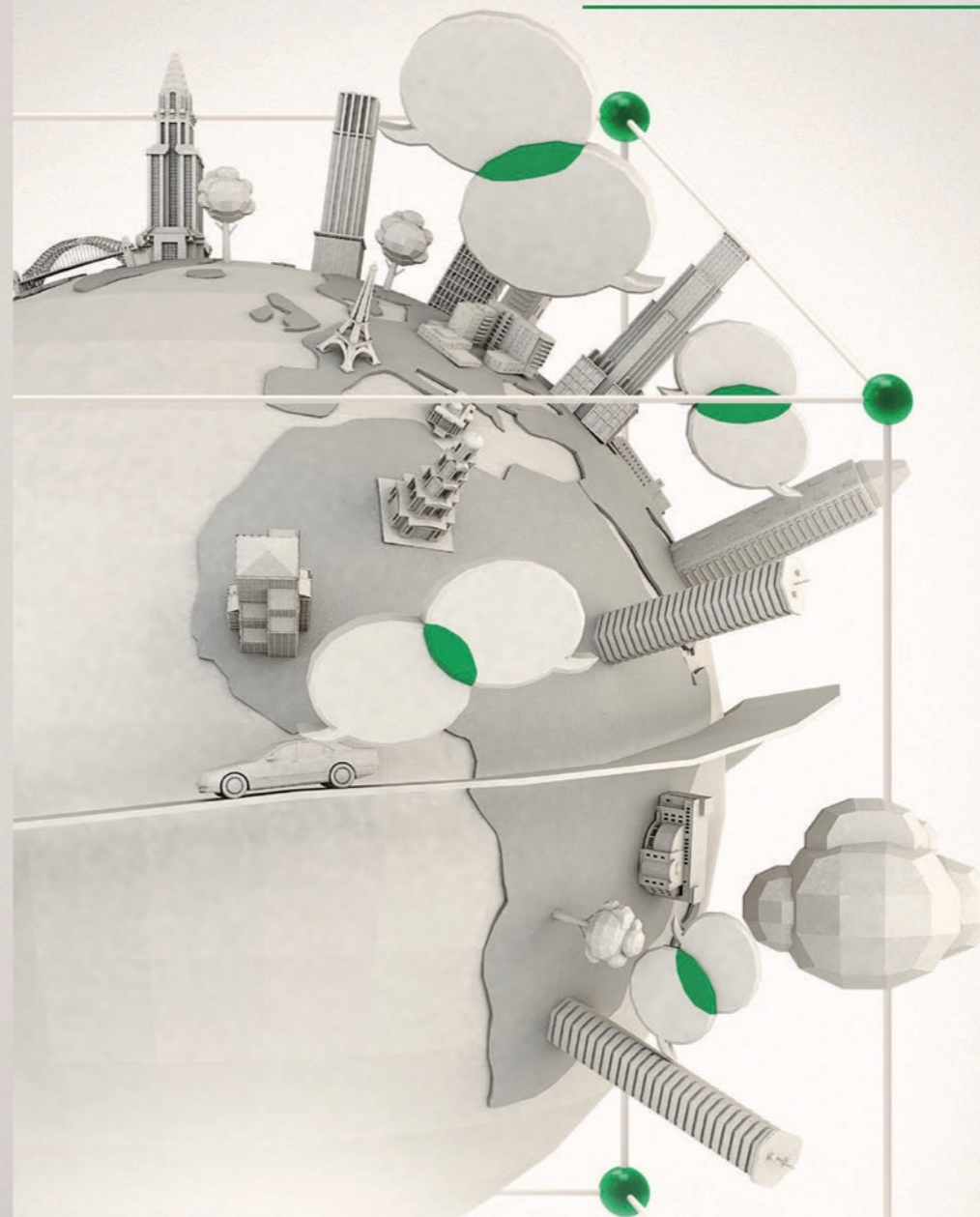
Choose from a complete portfolio of customized international services catering to the needs of corporate customers. Your guarantee of innovation, convergence, flexibility, quality, cost efficiency and global coverage. Shaping tomorrow's communication.


SPARKLE

TELECOM ITALIA GROUP

Like words, voice and sound.
Voice Solutions with no boundaries.

■ SPARKLE / VOICE SOLUTIONS



WE GIVE YOUR BUSINESS A VOICE.

Benefit from our competitive pricing, dynamic routing solutions and network reliability. Worldwide voice capabilities for Carriers, Mobile Operators and Service Providers. Shaping tomorrow's communication.


SPARKLE

TELECOM ITALIA GROUP

Web

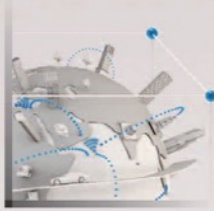




Financial Times Cover Wrap

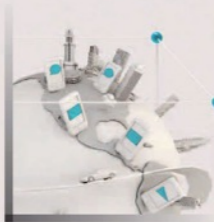
SPARKLE | IP&DATA SOLUTIONS

RIDE THE WAVE OF THE IP AND DATA CONNECTIVITY REVOLUTION.



SPARKLE | MOBILE SOLUTIONS

YOUR WORLD, EVERYWHERE.



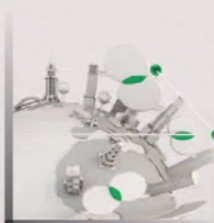
SPARKLE | CORPORATE SOLUTIONS

SUPPORTING YOU TO SERVE YOUR CORPORATE CUSTOMERS.



SPARKLE | VOICE SOLUTIONS

GIVING VOICE TO EVERYONE.



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

- SPARKLE | Global Signalling
- SPARKLE | LTE Diameter Signalling
- SPARKLE | ITU/ANSI Conversion
- SPARKLE | Net2Mobile GRX
- SPARKLE | IPX
- SPARKLE | SMS Hub
- SPARKLE | MMS Hub
- SPARKLE | SMS Transit
- SPARKLE | MNP
- 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 | Roaming Performance Viewer
- SPARKLE | Boarding Roaming Gateway
- SPARKLE | Proxy Location Register
- SPARKLE | Welcome SMS

- SPARKLE | Carrier MPLS
- SPARKLE | Site2Site
- SPARKLE | IP-VPN Suite
- SPARKLE | Full Outsourcing
- SPARKLE | Ethernet Suite
- SPARKLE | Cloud Solutions

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



TELECOM ITALIA GROUP

FINANCIAL TIMES

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SPARKLE | IP&DATA SOLUTIONS

SPARKLE | MOBILE SOLUTIONS

SPARKLE | CORPORATE SOLUTIONS

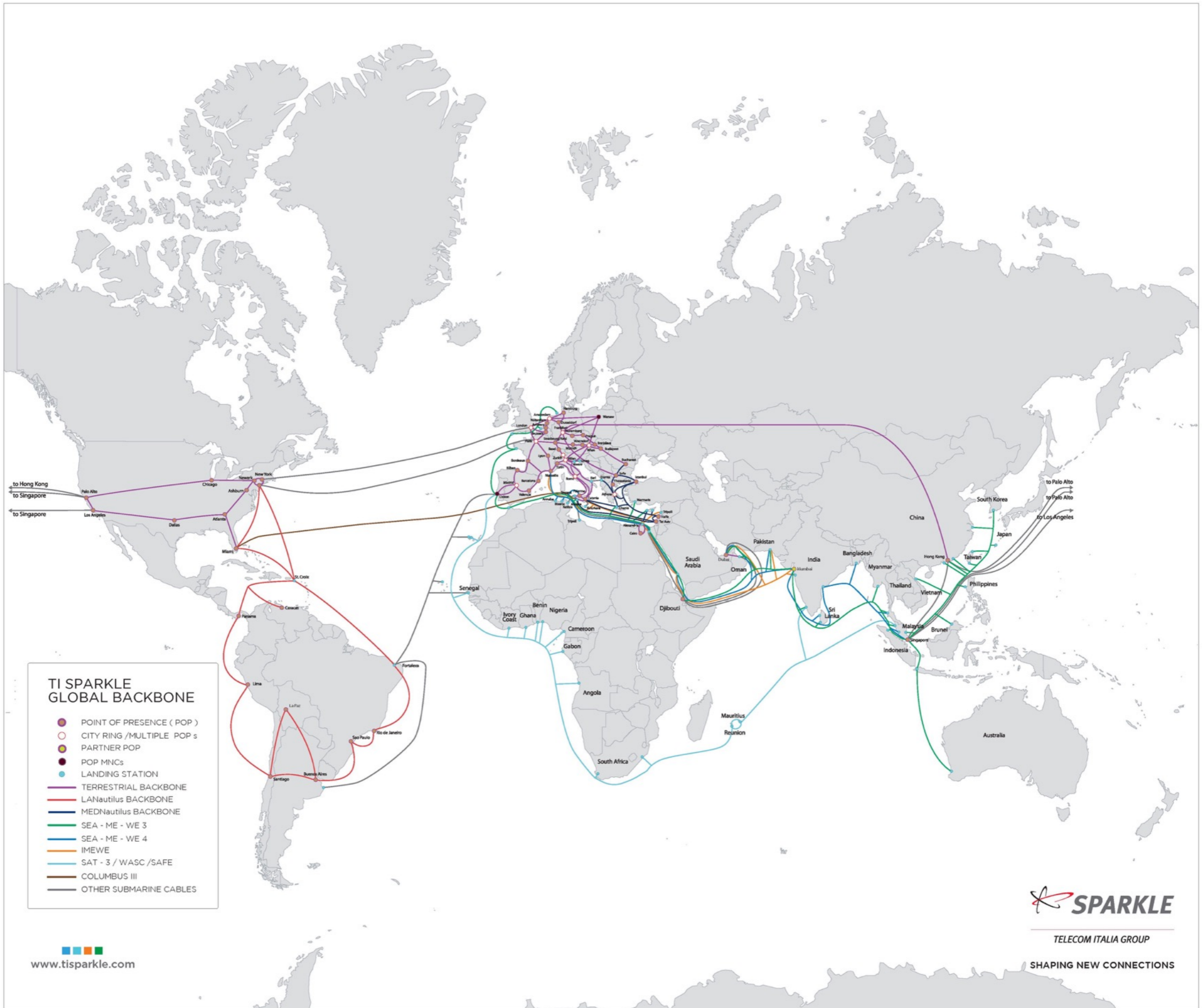
SPARKLE | VOICE SOLUTIONS

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TELECOM ITALIA GROUP



**TI SPARKLE
GLOBAL BACKBONE**

- POINT OF PRESENCE (POP)
- CITY RING /MULTIPLE POP s
- PARTNER POP
- POP MNCs
- LANDING STATION
- TERRESTRIAL BACKBONE
- LANautilus BACKBONE
- MEDNautilus BACKBONE
- SEA - ME - WE 3
- SEA - ME - WE 4
- IMEWE
- SAT - 3 / WASC /SAFE
- COLUMBUS III
- OTHER SUBMARINE CABLES



Taxi Chicago



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SPARKLE IP&DATA SPARKLE MOBILE SPARKLE CORPORATE SPARKLE VOICE



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TELECOM ITALIA GROUP

SHAPING NEW CONNECTIONS



CREDIT CARDS ACCEPTED
MINIMUM \$10.00

TAXICAB

CREDIT CARDS ACCEPTED
MINIMUM \$10.00

PLEASE EXIT TO THE
CURB SIDE ONLY





Corporate video

<https://www.youtube.com/watch?v=BSwJuj2N7Ak>