



2015 Advertising Campaign

YOU

YOU

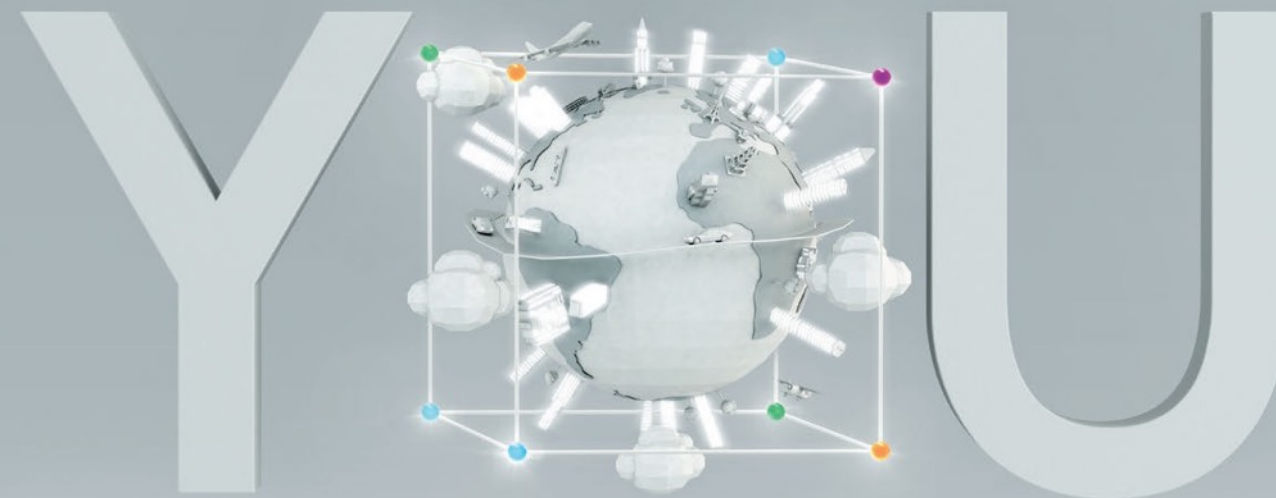
The campaign focuses on the YOU – our partners, our customers- the main protagonist of this new communication, to convey the message that in Sparkle the Customers Experience is at the center of all our business processes. We want and we do listen very carefully to what our clients tell us, what they demand, and we act and react accordingly.

YOU represents the perfect match of what Sparkle's world offers and what our customers require from us, not just in terms of services but in the way we approach and accompany our clients throughout the entire commercial process.

In the campaign we introduced the new Cloud & Data Centers Solutions cluster as in 2015 Sparkle has developed its Cloud proposition with innovative solutions as well as infrastructure.

Press

GLOBAL SOLUTIONS FOR



 **SPARKLE** | **IP&DATA**
SOLUTIONS

 **SPARKLE** | **CLOUD & DATA CENTER**
SOLUTIONS

 **SPARKLE** | **CORPORATE**
SOLUTIONS

 **SPARKLE** | **MOBILE**
SOLUTIONS

 **SPARKLE** | **VOICE**
SOLUTIONS

INNOVATION WITH NO BOUNDARIES.

We are always looking to our customers and to their future, anticipating needs and innovating with cutting-edge products. Discover our rich portfolio of IP&Data, Cloud & Data Center, Corporate, Mobile and Voice Solutions designed to shape tomorrow's communication for you.

EXPERIENCE SPARKLE'S WORLD AT WORLD.TISPARKLE.COM

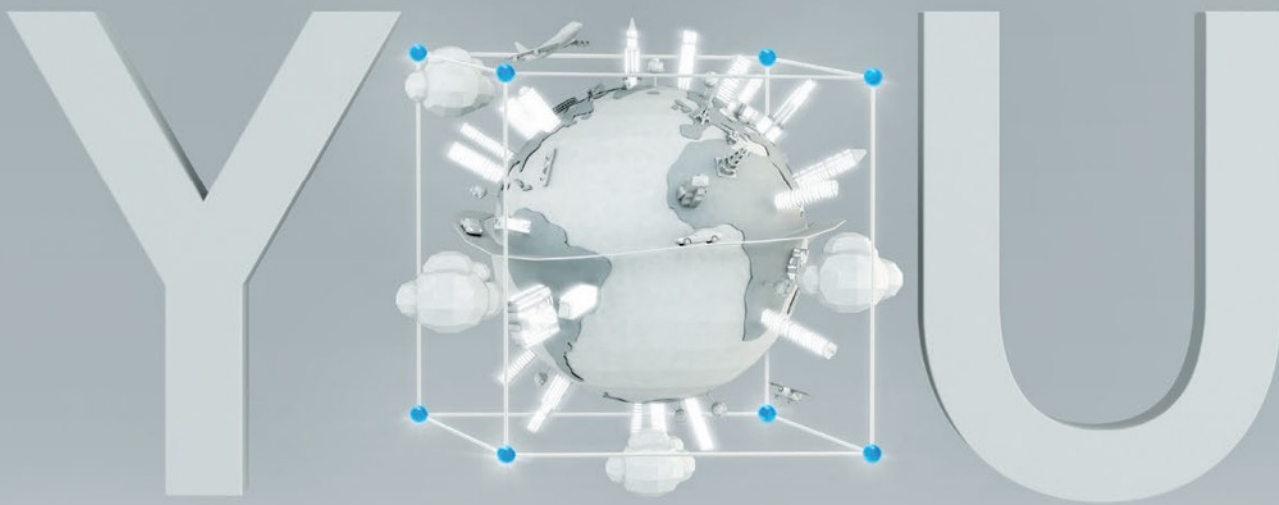
 **SPARKLE**

TELECOM ITALIA GROUP
SHAPING NEW CONNECTIONS

WITH 
MILANO 2015

tisparkle.com

IP&DATA SOLUTIONS FOR



INNOVATION WITH NO BOUNDARIES.

We provide customers with the best internet user experience through our global Tier 1 IP transit with high performance access up to 100Gbps, as well as customized data solutions



to easily expand your reach. Enjoy high IP services protection with our custom solutions against DoS/DDoS attacks. Shaping tomorrow's IP&Data communications.

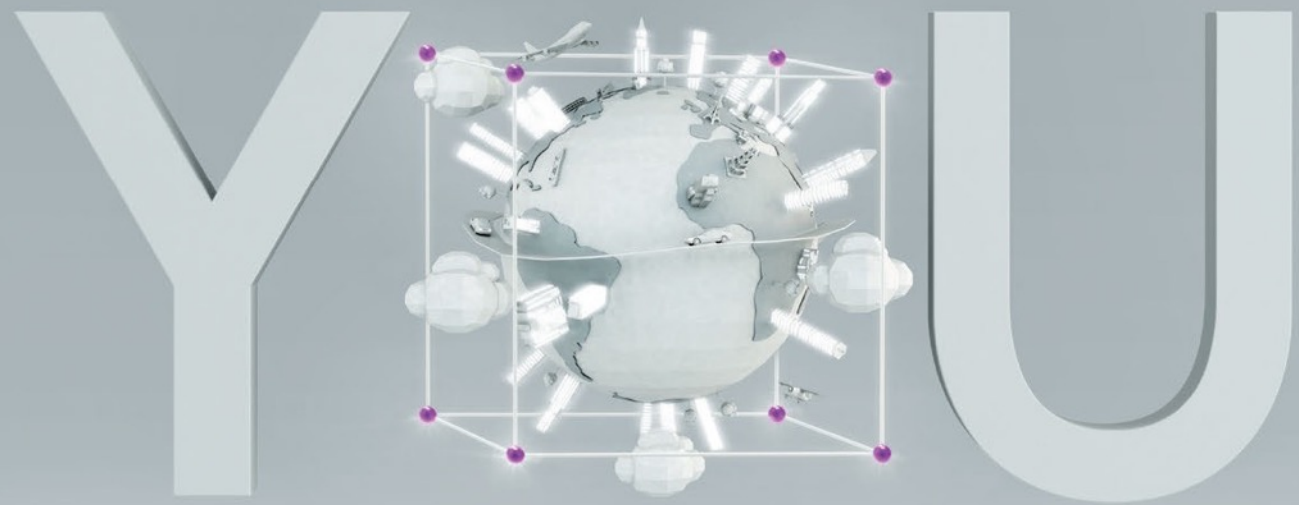
EXPERIENCE IP&DATA INNOVATION AT WORLD.TISPARKLE.COM



TELECOM ITALIA GROUP
SHAPING NEW CONNECTIONS



CLOUD & DATA CENTER SOLUTIONS FOR



INNOVATION WITH NO BOUNDARIES.

We deliver top class integrated IaaS, PaaS and SaaS solutions in several Data Centers worldwide. Interconnect in Sicily HUB, our innovative next-generation Data Center in Palermo, to provide eyeballs in the Mediterranean, Africa and the Middle East with access to the world's



most popular content and top-quality user experience. Offer safer online transactions through our new Security Identity Suite and discover YourCloudStore for cost efficient on-demand virtual solutions. Shaping tomorrow's Cloud & Data Center communications.

EXPERIENCE CLOUD & DATA CENTER INNOVATION AT WORLD.TISPARKLE.COM



TELECOM ITALIA GROUP
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CORPORATE SOLUTIONS FOR



INNOVATION WITH NO BOUNDARIES.

Our advanced and highly customized corporate solutions guarantee innovation, convergence, flexibility, top quality, cost efficiency and global coverage. Discover our Network as a Service proposition for advanced



seamless connectivity delivered worldwide through our MEF CE2.0 certified Ethernet platform. Drive your contents anywhere with our innovative Broadcaster Solutions. Shaping tomorrow's Corporate communications.

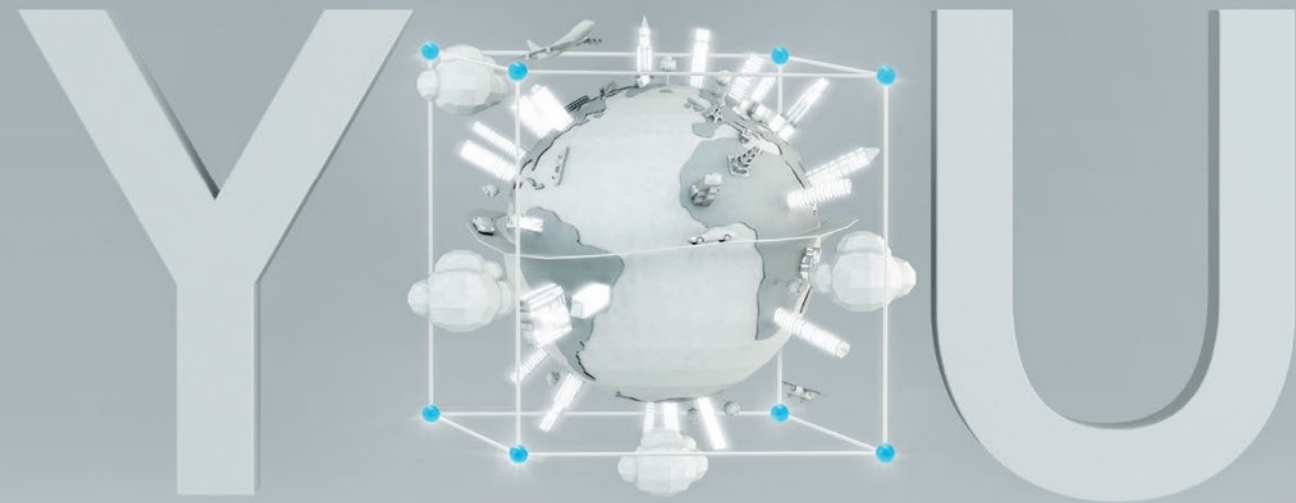
EXPERIENCE CORPORATE INNOVATION AT WORLD.TISPARKLE.COM



TELECOM ITALIA GROUP
SHAPING NEW CONNECTIONS



MOBILE SOLUTIONS FOR



INNOVATION WITH NO BOUNDARIES.

Our unique portfolio of global mobile services is constantly evolving and offers innovative solutions like Air Time Transfer,



Big Data and Data Clearing Services to better serve the needs of your business. Shaping tomorrow's Mobile communications.

EXPERIENCE MOBILE INNOVATION AT WORLD.TISPARKLE.COM



TELECOM ITALIA GROUP
SHAPING NEW CONNECTIONS



VOICE SOLUTIONS FOR



INNOVATION WITH NO BOUNDARIES.

We offer advanced voice capabilities for Carriers, Mobile Operators and Service Providers globally. Discover innovative and personalised solutions like our Smart Voice



suite of services which includes HD Voice and Antifraud platforms, providing our customers with top quality, security and flexibility. Shaping tomorrow's Voice communications.

EXPERIENCE VOICE INNOVATION AT WORLD.TISPARKLE.COM

 **SPARKLE** / **IP&DATA**
SOLUTIONS

 **SPARKLE** / **CLOUD & DATA CENTER**
SOLUTIONS

 **SPARKLE** / **CORPORATE**
SOLUTIONS

 **SPARKLE** / **MOBILE**
SOLUTIONS

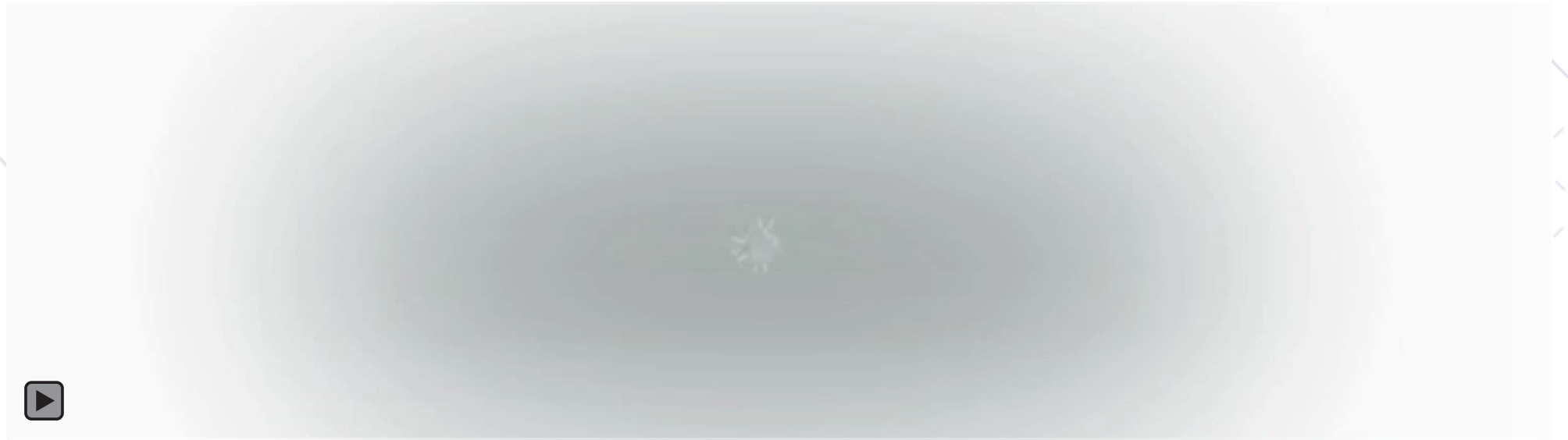
 **SPARKLE** / **VOICE**
SOLUTIONS

 **SPARKLE**

TELECOM ITALIA GROUP
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WITH 
MILANO 2015

Web





Corporate video

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