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MEO becomes the only PT brand for residential and mobility

Portugal Telecom, SGPS, S.A. (PT) announces that all services rendered by TMN will be provided under the MEO brand with TMN having changed its designation to MEO – Serviços de Comunicações e Multimédia, S.A. In carrying through this transformation, PT takes into consideration the consumption trends of its customers, as well as its strategy for the consumer area, including the residential and personal segments, which consists of the investment in fixed-mobile convergence and in convergence of services, namely voice, internet and TV. The success of this convergence strategy with the MEO brand - it reached more than 1.5 million services in only one year – enables the evolution of TMN's brand to MEO in a context of simplicity and customer focus.

The MEO brand, which is already the leader in triple-play services with a share of 47.2%, also becomes the market leader in mobility with a share of 46.3%. MEO is also the brand with the strongest awareness, having the highest recall across all sectors among the Portuguese population, according to Publivaga study by Marktest.

Portugal Telecom customers will continue to have available the largest store network in the country and the same customer care number (1696), as well as an updated website (meo.pt) that will allow access to all features at any time everywhere. Customers will continue to have access to the same services, the same tariffs and the same quality and simplicity. Additionally, customers will enjoy an integrated ecosystem of MEO apps, like MEO Music (formerly Music Box, which will now include video streaming), MEO Go, MEO Cloud, MEO Drive (now with access to live traffic info), MEO Kanal (that will now allow direct mobile upload) and MEO Parking.

Also following a rationale of convergence in the enterprise sector, PT will address the market under the brand PT Enterprises, which aggregates the services hitherto provided by PT and PT Prime Business.

This new convergence positioning incorporates Portugal Telecom's innovation and technology strategy that aims at improving the lives of its customers, through its unique ability of integrating different technologies, terminals and convergent services. Additionally, the combination of brands will allow Portugal Telecom to continue promoting efficiency and enhancing the profitability of its assets.

This change in PT's brand portfolio is supported by the scenario of convergence introduced in January 2013 with the launch of M4O, the first quadruple-play service made available in Portugal, based on the paradigm of full fixed-mobile convergence, with TV, internet and fixed and mobile voice. With over 1.5 million services subscribed, M4O is synonymous with simplicity, convenience and savings. It materialises the success of key strategic movements adopted since 2008 in key areas such as technology, business model and customer experience.

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Public company
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Portugal Telecom is listed on the
Euronext and New York Stock
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accessed on the Reuters under the
symbols PTC.LS and PT and on
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A multimedia media and communication campaign to be present in TV, radio, press, outdoor advertising, internet and social networking, will underpin this brand unification movement. In this campaign, the well-known comedian group “Gato Fedorento” will lead the communication of the converged MEO, assuming those unique characters that TMN introduced in the advertising market. This way, they will refresh the strategic milestones in the history of mobile communications in Portugal, such as launching the first GSM call in the country and the introduction of MIMO, the first prepaid card in the world.

For PT this step marks an historic movement, as the MEO brand becomes the reference communications brand in the Portuguese market, incorporating the innovation and technology strategy of the operator that aims to improve the lives of its customers through the unique ability to integrate converged technologies, equipment and services.