



2019

SUSTAINABILITY
REPORT

**SUSTAINABLE GROWTH:
CONNECTING PEOPLE,
CULTURE AND BUSINESS**

Algar 
Telecom



Measures against COVID-19

At Algar Telecom, first of all, we are People serving People. For this purpose and with the commitment we have to take care of people – employees, customers, and partners – especially at this time, when everyone’s routine is affected by the effects of the pandemic generated by COVID-19, we created a Contingency Plan, which aims to taking care of people and, at the same time, minimizing the impact on our operation.

We act with care and agility, to ensure the continuity of Algar Telecom’s operations, striving for everyone’s well-being and health. We work preventively, taking due care of individual protection, following all the guidelines of the Ministry of Science, Technology, Innovations and Communications, Ministry of Health, the National Health Surveillance Agency (Anvisa), and other competent bodies. We disseminate information from official sources and duly checked by the press on precautionary measures and individual protection precautions. In this sense, browsing the application “Coronavirus – SUS”, developed by the Ministry of Health, can be done by users of the iOS and Android operating systems, without deductible discount. The platform brings together prevention tips, a map of health units, and ways of transmitting the virus, seeking to facilitate access to information.

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The Coronavirus Committee meets daily, monitors the development of the disease in Brazil, and the forms of prevention. Among the Committee’s deliberations are:

Deliberation of remote work activities:

- 100% of Algar Telecom’s service and staff remotely maintained. Only field technicians had their activities maintained in loco, with reinforced personal care and protection;
- Health care protocols for our technical and commercial team, such as necessary use of PPE (masks, gloves, glasses, disposable sneaker, and hand sanitizer), according to guidelines of the competent health authorities, in addition to influenza vaccination, funded by Algar Telecom;
- Adoption of protective measures to our employees, such as suspension of domestic and international travel, the prohibition of attending events and meetings, increase of points with hand sanitizer in Algar Telecom buildings, explanatory booklets directed to specific areas and weekly reports for the entire company on the new guidelines via videoconference;
- Disclosure in the company’s internal communication channels of the main forms of disease prevention, the measures adopted by Algar Telecom and the decisions from the business point of

view; Management and monitoring of digital channels that are 100% available to customers, whether on the website, app, chat or WhatsApp;

- Closer monitoring of traffic and capacity of telecommunications networks, even more essential at this time.

Algar Telecom is surveying to verify the impressions of employees on the remote work format to, with the opinions of the survey, be able to improve the program, formalize rules and develop a remote work policy. The survey results are being evaluated, but preliminary data and interactions indicate that there is a positive feedback from the employees regarding this new model.




Check out the message from the CEO, Jean Borges, and the Vice President of Business, Osvaldo Carrijo:

We implement actions with a view to customer service and quality assurance of services offered to customers in the retail and B2B segments. Among the measures, we increased the internet speed, freed up more TV channels, made available reading apps, expanded the traffic capacity of companies, and contributed to ensuring remote work. The actions were implemented in March 2020, for an indefinite period, without additional cost in relation to the packages hired.

The actions were ensured by the digital transformation process, which received significant investments in recent years, supported by the structures of Estação and Brain (click here to learn more). In just one week, we developed and launched the Empresa Digital, platform for virtual meetings between Algar Telecom and corporate customers, which allows for quick service by the Company's consultants.

In the network context, the methods of managing the use and capacity of the networks allow the increased use of Algar Telecom's services to take place to ensure their stability and quality. According to Sinditelebrasil (National Union of Telephone and Cellular and Personal Mobile Service Companies), an increase of around 30% in traffic was recorded in Brazil in the period.

Benefits for retail customers

-  **High speed broadband**
Fiber subscribers with speeds below 100 Mega had the speed gradually increased to 100 Mega, at no extra cost in the hired plan.
-  **More channels available**
Release of more channels for TV Algar's subscribers.
-  **Digital content on mobile phone**
Free access to the apps Skeelo, with books, and Bancah, with magazines such as VOCÊ S/A, Veja, Época, and Quatro Rodas.

Benefits for the B2B segment

- Internet link with more traffic capacity
- Expansion of traffic capacity, favoring the health and education sectors.
- Security Management
Reinforcement of the information security management system, ensuring that customers in the B2B segment work remotely, from their homes, with safe access to all systems.

The Contingency Plan is monitored by Algar Telecom, which made service channels available to report any non-conformities in its stores or consultants' assistance.

Ombudsman: 0800 034 2525

Email: ouvidoria@algar.com.br WhatsApp/Telegram: (11) 95130-1247