

Anatel Portability Balance – What the First 5 Months of 2025 Reveal

June 13, 2025

TMT / Telecom

TIM Tops Access Donations YTD; Claro Emerges as the Leading Net Receiver

ISPs were net receivers from the big telcos

In this report, we analyzed portability data from Anatel in the mobile segment to better understand the historical and current competitive landscape. Number portability allows clients to switch their operator while retaining their existing phone number. Regarding the terms used here, we refer to a “donation” when a telco loses customers to another telco, while the other telco “receives” customers from the first. The net difference between the number of accesses received from and donated to other telcos is called portability balance, which can be positive or negative. Companies can be “net donors” or “net receivers.”

In the 2019-2024 period, among Claro, Vivo, and TIM, TIM donated the most customers both in absolute terms (net donations per year ranging from 0.1 to 1.0 mn) and in relative terms, donating 0.6% to 6.0% of its base annually during the period.

However, in the first five months of 2025, **TIM’s portability accelerated with 532k net¹ donations**, worse than the lowest level recorded in 2021, representing ~2% of the postpaid base at the beginning of 2025, with Vivo and Claro receiving 83% of those net donations. One potential implication is that TIM may need to accelerate migration from prepaid to control or postpaid plans to offset the current portability balance.

In the period, **Vivo had a net addition of 97k clients through portability**, with TIM being the main donator (190k).

It’s worth highlighting the **ISPs performance**, which were **net receivers from the big telcos**. **Brisanet** had a net addition of **50k clients** through portability, **with TIM and Vivo donating 22k and 14k, respectively**. **Unifique** had a net addition of **42k clients** through portability, **with TIM and Vivo donating 19k and 13k clients, respectively**.

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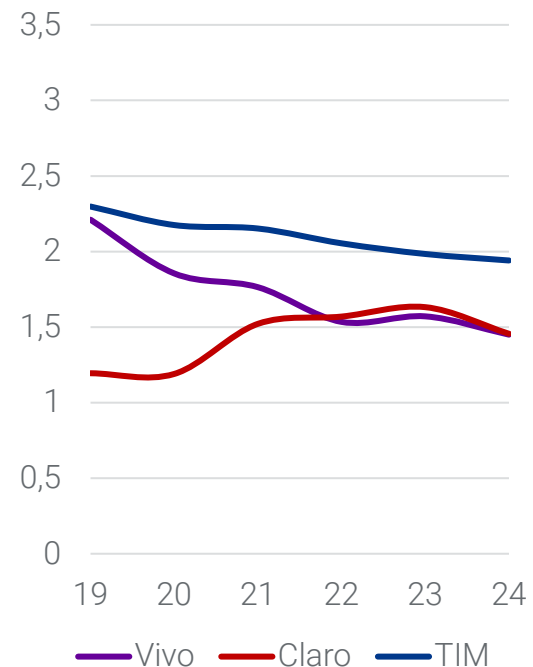
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Portability Historical Overview (2019 to 2024)

Historically, TIM has been the telco that donated the most customers in both absolute and relative terms

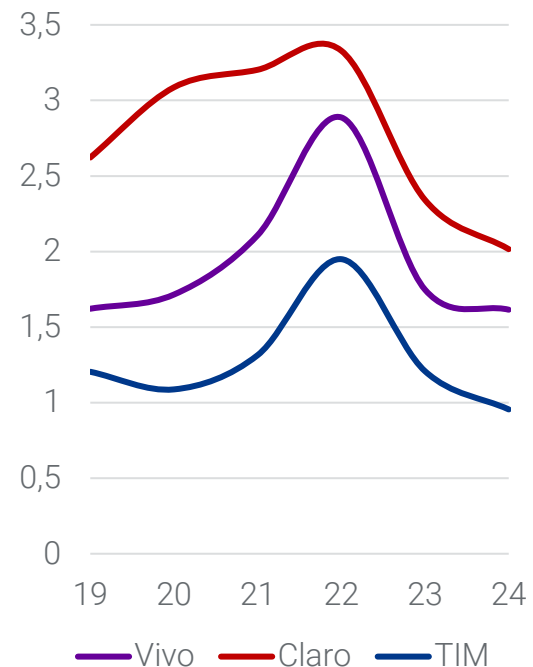
In portability, TIM usually donates more accesses...

Number of accesses donated in portability, mn



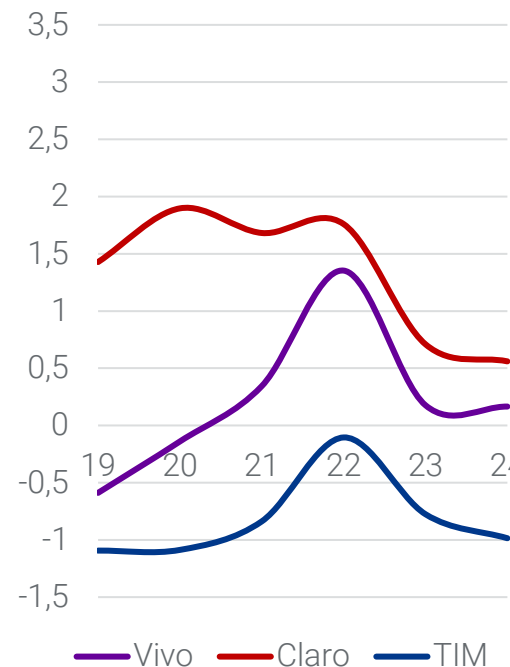
...while Claro was the telco that received the most.

Number of accesses received in portability, mn



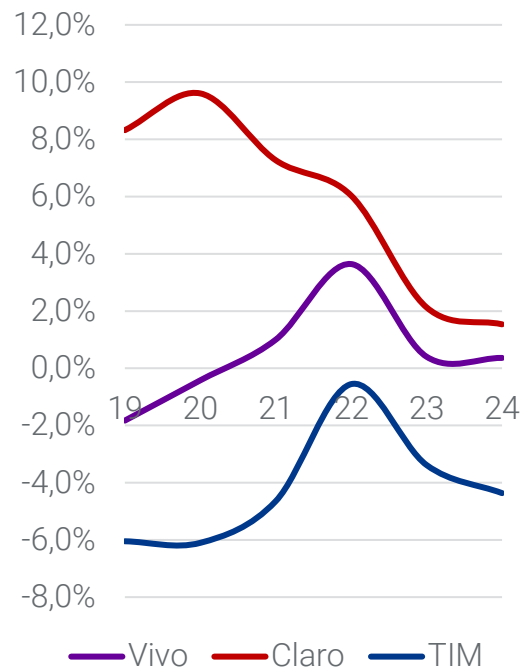
TIM historically had the highest net donation in absolute...

Net portability balance¹, millions of accesses



and in relative terms.

Net portability balance, as % of postpaid base²

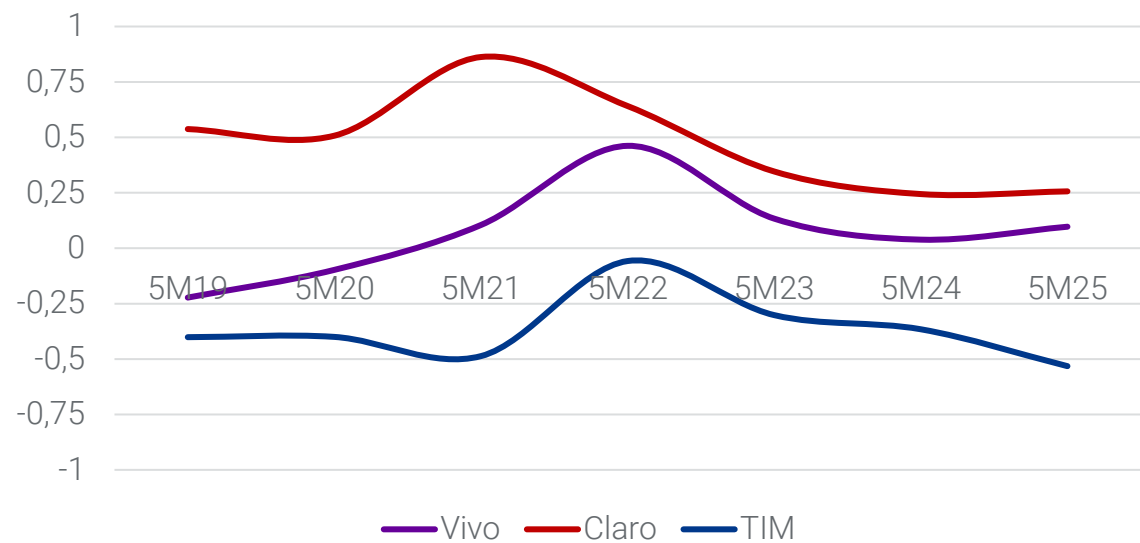


Portability Data for the First 5 Months of the Year

However, TIM's net portability donations accelerated in the first five months of 2025

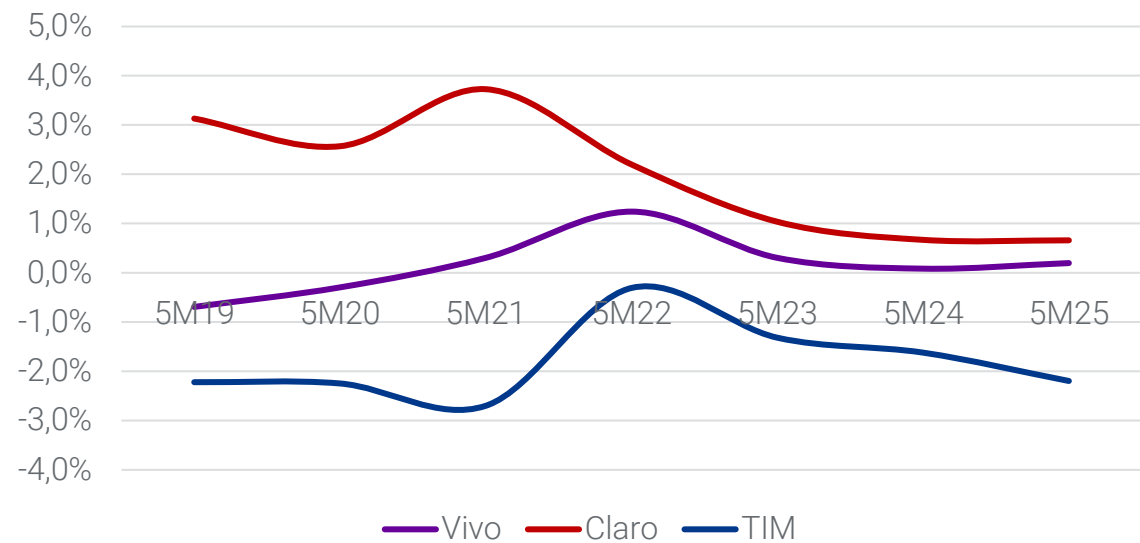
In the first 5 months of 2025, TIM recorded its lowest net portability balance

Net portability balance¹ in the first 5 months of each year, millions of accesses



...while it also had a sequential decline in the net balance as % of the client base

Net portability balance for the first 5 months of each year, as % of postpaid base²



- Although TIM was the telco that donated the most during this period, it is worth highlighting that in Dec/24, TIM recorded the highest YoY growth in its postpaid base.
- TIM's price-up communication at the beginning of the year may be one possible reason for the acceleration of its net donations.
- TIM's client base management focuses on three pillars: churn control, base monetization, and quality additions targeted at selected and relevant markets.
- One potential implication is that TIM may need to accelerate migration from prepaid to control or postpaid plans to offset the current portability balance.

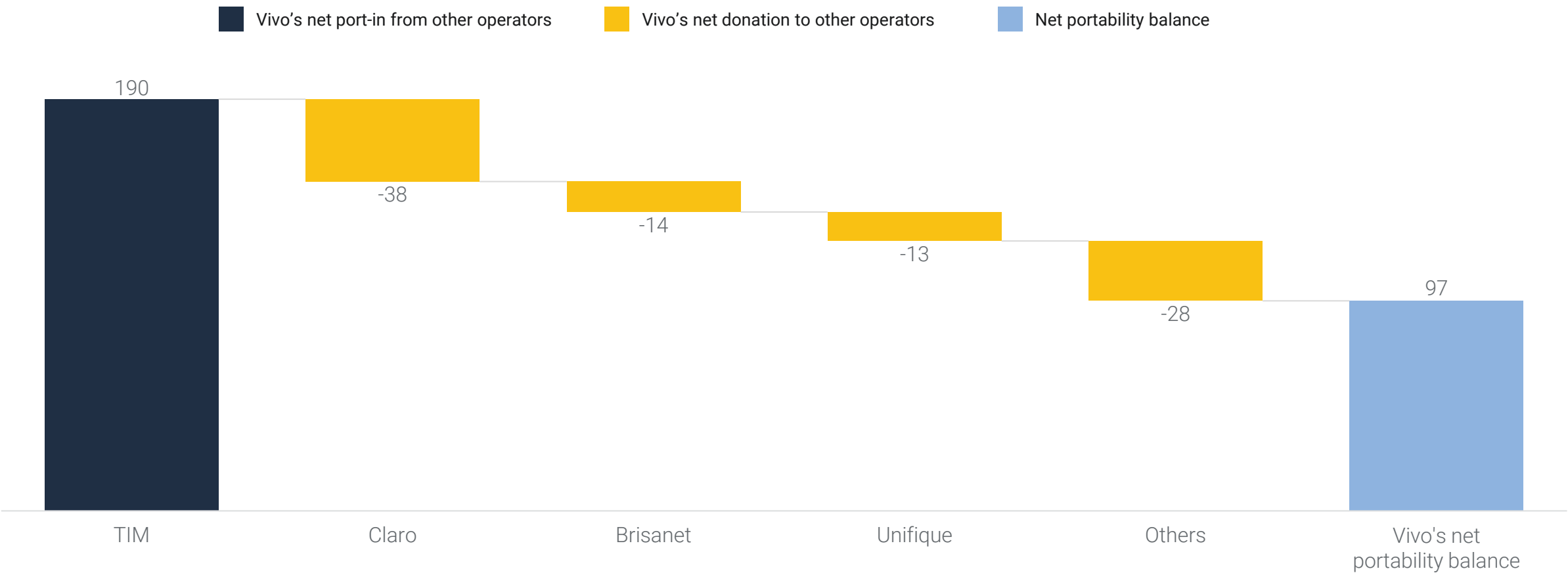
Vivo's portability breakdown in the first 5 months of 2025

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Through postpaid portability, Vivo had a net addition of 97k clients, with TIM being the main donator (190k)

Flow of donors and receivers - Vivo's net portability balance in the first 5 months of 2025, thousands of accesses

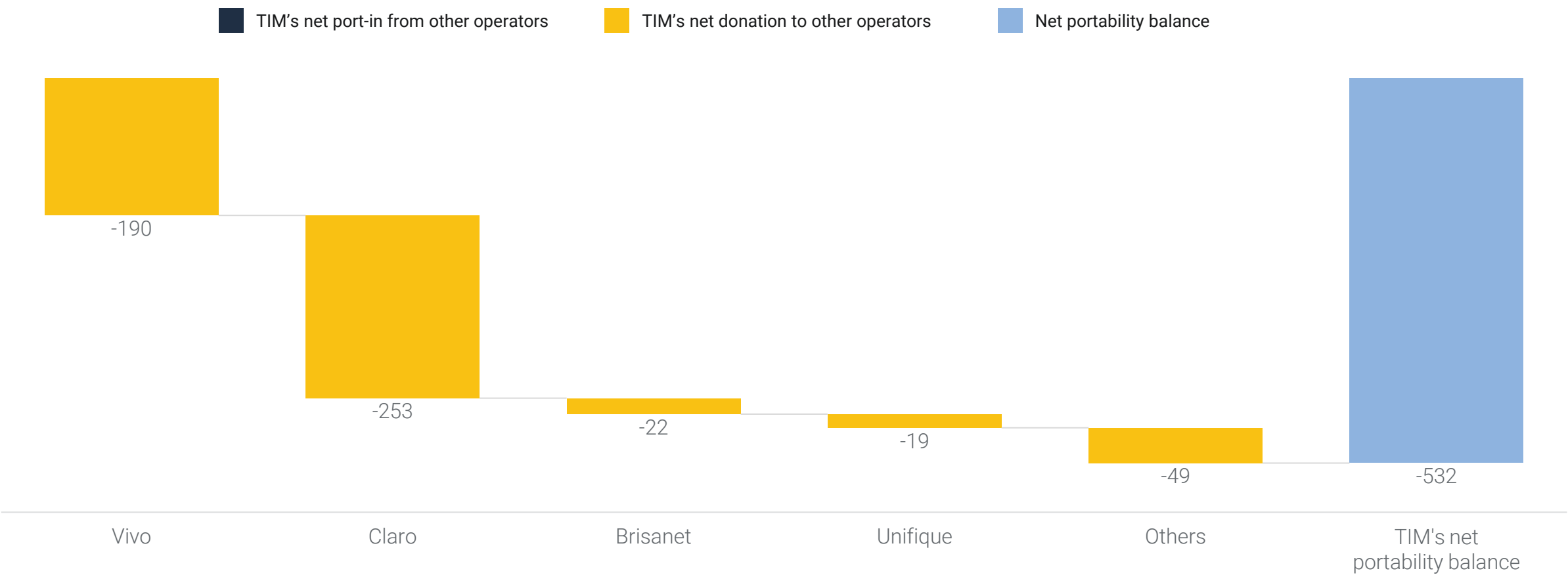


TIM's portability breakdown in the first 5 months of 2025

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TIM had a “net donation” of 532k clients through portability, with Vivo and Claro receiving 83% of that

Flow of donors and receivers - TIM's net portability balance in the first 5 months of 2025, thousands of accesses

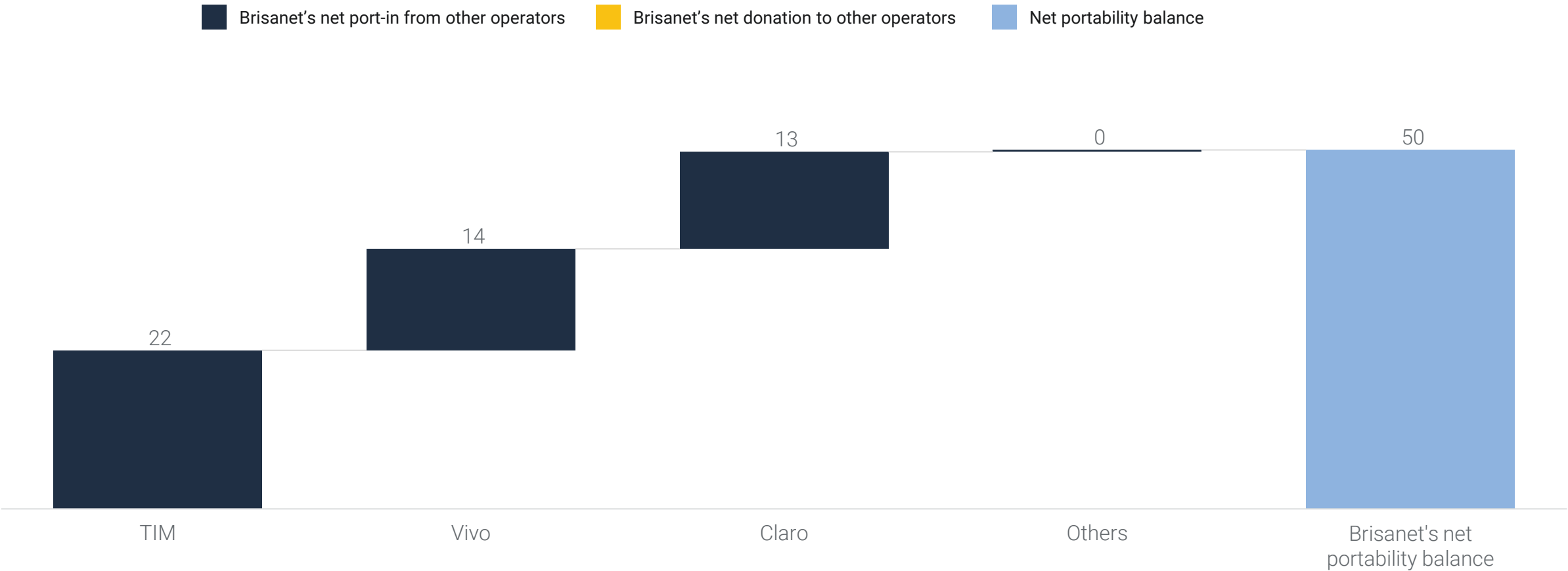


Brisanet's portability breakdown in the first 5 months of 2025

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Brisanet had a net addition of 50k clients through portability, with TIM donating 22k (~44%)

Flow of donors and receivers - Brisanet's net portability balance in the first 5 months of 2025, thousands of accesses

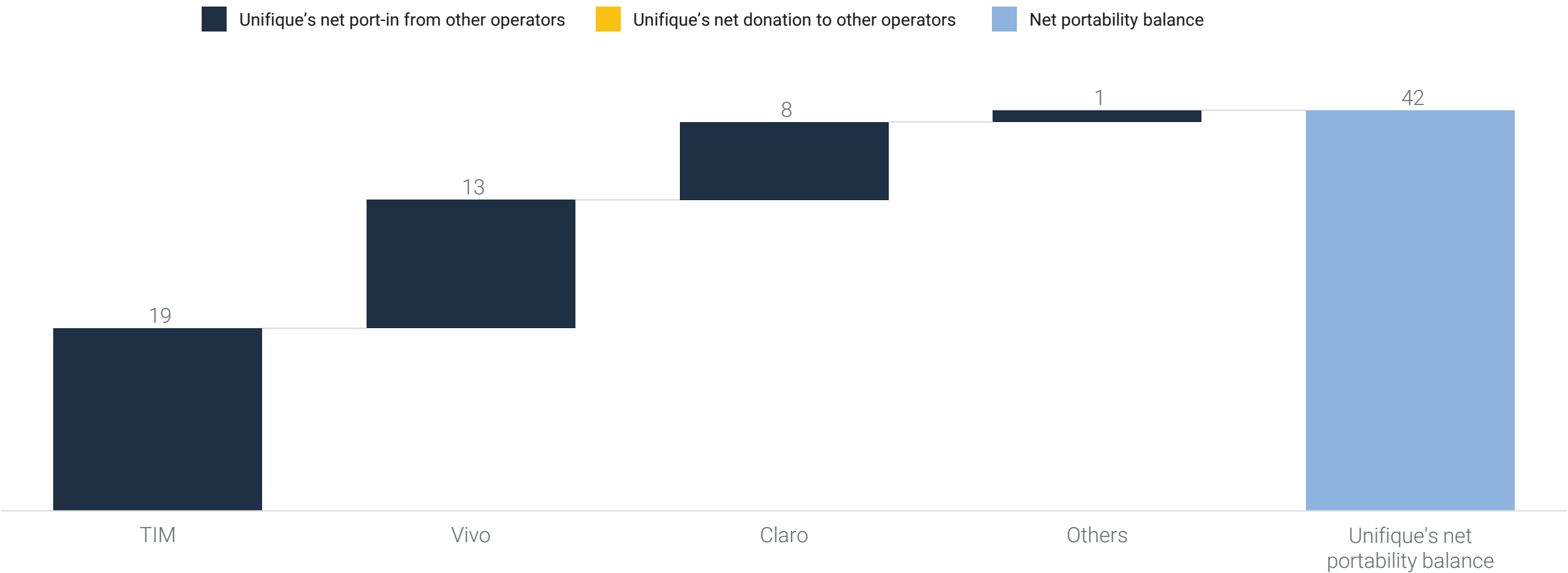


Unifone's portability breakdown in the first 5 months of 2025

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Unifone had a net addition of 42k clients through portability, with TIM donating 19k

Flow of donors and receivers - Unifone's net portability balance in the first 5 months of 2025, thousands of accesses



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