

Driving development through digital inclusion



2013
SUSTAINABILITY
REPORT



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About this Report



About América Móvil



We are the global telecommunications company

With operations in 18 countries, we have the widest coverage and are the leading wireless telecommunications provider in Latin America in terms of number of users. At the end of 2013 we had 339 million accesses to mobile and fixed lines services, as well as to broadband and PayTV services.

Highlights

		UNIT	2012	2013
Social Performance	Free Wi-Fi sites	Sites	5,000	6,700
	Telmex Digital libraries	Libraries	2,500	3,600
	Telmex Digital Education and Culture Program	People Benefitted	2,800,000	3,500,000
Environmental Performance	Renewable energy consumed	GJ	14,489	16,596
	Collection of cellular equipment for recycling	Equipment	334,169	447,412
	Plant nurseries	Nurseries	8	10
Economic Performance	Investment (last five years)	Billions of dollars	35.7	39.7
	Number of customers	Customers	262,000,000	270,000,000
	Fixed-line telephone customers	Customers	31,000,000	31,000,000
	Broadband access	Accesses	17,000,000	18,900,000
	Pay-TV subscribers	Subscribers	16,000,000	18,900,000
	Employees	People	158,719	173,174
	Hours of training	Millions of hours	4	5.9

Corporate Structure

We are a holding company established as a variable-capital stock corporation in accordance with current Mexican legislation. Known as América Móvil S.A.B. de C.V., the company is comprised of the following affiliates:

COMPANY NAME	COUNTRY	2012 OWNERSHIP	2013 OWNERSHIP
SUBSIDIARIES			
AMX Tenedora, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
Carso Telecom B.V. (formerly Amov Europa B.V.) ^(a)	Holland	100.00%	100.00%
AMOV Canadá, S.A. ^(a)	Mexico	100.00%	100.00%
Compañía Dominicana de Teléfonos, S.A. (Codetel) ^(b)	Dominican Republic	100.00%	100.00%
Sercotel, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
Radiomóvil Dipsa, S.A. de C.V. y subsidiarias (Telcel) ^(b)	Mexico	100.00%	100.00%
Telecomunicaciones de Puerto Rico, Inc. ^(b)	Puerto Rico	100.00%	100.00%
Puerto Rico Telephone Company, Inc. ^(b)	Puerto Rico	100.00%	100.00%
Servicios de Comunicaciones de Honduras, S.A. de C.V. (Sercom Honduras) ^(b)	Honduras	100.00%	100.00%
AMX USA Holding, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
TracFone Wireless, Inc. (TracFone) ^(b)	USA	98.20%	98.20%
AM Telecom Américas, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
Claro Telecom Participações, S.A. ^(a)	Brazil	100.00%	100.00%
Americel, S.A. ^(b)	Brazil	100.00%	100.00%
Claro S.A. (previously BCP, S.A.) ^(b)	Brazil	100.00%	100.00%
América Central Tel, S.A. de C.V. (ACT) ^(b)	Mexico	100.00%	100.00%
Telecomunicaciones de Guatemala, S.A. (Telgua) ^(b)	Guatemala	99.30%	99.30%

COMPANY NAME	COUNTRY	2012 OWNERSHIP	2013 OWNERSHIP
Empresa Nicaraguense de Telecomunicaciones, S.A. (Enitel) ^(b)	Nicaragua	99.50%	99.50%
Estesa Holding Corp. ^(a)	Panama	100.00%	100.00%
Cablenet, S.A. ^(b)	Nicaragua	100.00%	100.00%
Estaciones Terrenas de Satélite, S.A. (Estesa) ^(b)	Nicaragua	100.00%	100.00%
AMX El Salvador, S.A de C.V. ^(b)	Mexico	100.00%	100.00%
Compañía de Telecomunicaciones de El Salvador, S.A. de C.V. (CTE) ^(b)	El Salvador	95.80%	95.80%
Cablenet, S.A. (Cablenet) ^(b)	Guatemala	95.80%	95.80%
Telecomoda, S.A. de C.V. (Telecomoda) ^(b)	El Salvador	95.80%	95.80%
Telecom Publicar Directorios, S.A. de C.V. (Publicom) ^(c)	El Salvador	48.90%	48.90%
CTE Telecom Personal, S.A. de C.V. (Personal) ^(b)	El Salvador	95.80%	95.80%
Comunicación Celular, S.A. (Comcel) ^(b)	Colombia	99.40%	99.40%
Megacanales, S.A. ^{(1) (b)}	Colombia	99.40%	-
The Now Operation, S.A. ^{(2) (b)}	Colombia	99.40%	-
Telmex Colombia, S.A. ^(b)	Colombia	99.30%	99.30%
Consortio Ecuatoriano de Telecomunicaciones, S.A. (Conecel) ^(b)	Ecuador	100.00%	100.00%
AMX Argentina, S.A. ^(b)	Argentina	100.00%	100.00%
AMX Wellington Gardens, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
Widcombe, S.A. de C.V. ^(a)	Mexico	100.00%	100.00%
AMX Paraguay, S.A. ^(b)	Paraguay	100.00%	100.00%
AM Wireless Uruguay, S.A. ^(b)	Uruguay	100.00%	100.00%
Claro Chile, S.A. ^(b)	Chile	100.00%	100.00%
América Móvil Perú, S.A.C. ^(b)	Peru	100.00%	100.00%
Claro Panamá, S.A. ^(b)	Panama	100.00%	100.00%

COMPANY NAME	COUNTRY	2012 OWNERSHIP	2013 OWNERSHIP
Carso Global Telecom, S.A.B. de C.V. ^(a)	Mexico	99.90%	99.90%
Empresas y Controles en Comunicaciones, S.A. de C.V. ^(a)	Mexico	99.90%	99.90%
Teléfonos de México, S.A.B. de C.V. ^(b)	Mexico	97.50%	97.70%
Telmex Internacional, S.A. de C.V. ^(b)	Mexico	97.60%	97.70%
Controladora de Servicios de Telecomunicaciones, S.A. de C.V. ^(b)	Mexico	97.60%	97.70%
Telmex Argentina, S.A. ^(b)	Argentina	99.60%	99.60%
Ertach, S.A. ^(b)	Argentina	99.50%	99.50%
Telstar, S.A. ^(b)	Uruguay	99.90%	99.90%
Ecuador Telecom, S.A. ^(b)	Ecuador	97.60%	97.70%
Empresa Brasileira de Telecomunicações, S.A. (Embratel) ^(b)	Brazil	95.40%	95.70%
Páginas Telmex Colombia, S.A. ^(c)	Colombia	97.60%	97.70%
Claro 155, S.A. ^(c)	Chile	97.60%	97.70%
Claro 110, S.A. ^(c)	Chile	99.90%	99.90%
Sección Amarilla USA, LLC. ^(c)	USA	97.60%	97.70%
Publicidad y Contenido Editorial, S.A. de C.V. ^(c)	Mexico	97.60%	97.70%
Editorial Contenido, S.A. de C.V. ^(c)	Mexico	97.60%	97.70%
Plaza VIP COM, S.A.P.I. de C.V. ^(c)	Mexico	97.60%	97.70%
Grupo Telvista, S.A. de C.V. ^(c)	Mexico	88.90%	88.90%
Net Serviços de Comunicação, S.A. (NET) ^(b)	Brazil	88.00%	92.20%
AFFILIATES			
Hildebrando, S.A. de C.V.	Mexico	35.00%	35.00%
Koninklijke KPN B.V. (KPN)	Holland	29.80%	27.40%
Telecom Austria AG	Austria	23.70%	23.70%

^(a) Holding companies ^(b) Mobile and landline service operators ^(c) Advertising, media, content and other business companies
⁽¹⁾ Wound up on April 23, 2013 ⁽²⁾ In 2013 some of Telmex's property assets were spun off into separate legal entities. These spin-offs had no impact on the consolidated statements of the company's financial position.

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Values and principles

Our values and principles are the qualities that distinguish and guide us. They are the foundation of our business culture and we put them into practice every day as inviolable obligations, as well as transmitting them through our image.

The fundamental pillars of our corporate culture are:

- Honesty.
- Human development and entrepreneurial creativity.
- Productivity.
- Respect and optimism.
- Legality.
- Austerity.
- Social responsibility.

Principles

The following ten basic principles are important guidelines for the successful performance of our company. They govern our operations and extend to all our employees, family members and suppliers, as well as to the communities in which we operate.

1. Simplicity, flexibility, speed and streamlined hierarchy.
2. Austerity.
3. Modernization, productivity, competitiveness and improvement of productive processes.
4. Investment in productive assets.
5. Teamwork.
6. Reinvestment of earnings.
7. Entrepreneurial creativity.
8. Steady and patient optimism.
9. All times are good for those who work and have the means to work.
10. Creation of wealth.

Our Strategy

We take our stakeholders into account and contribute to the improvement of the social conditions of the community, while continuing to grow and be profitable.

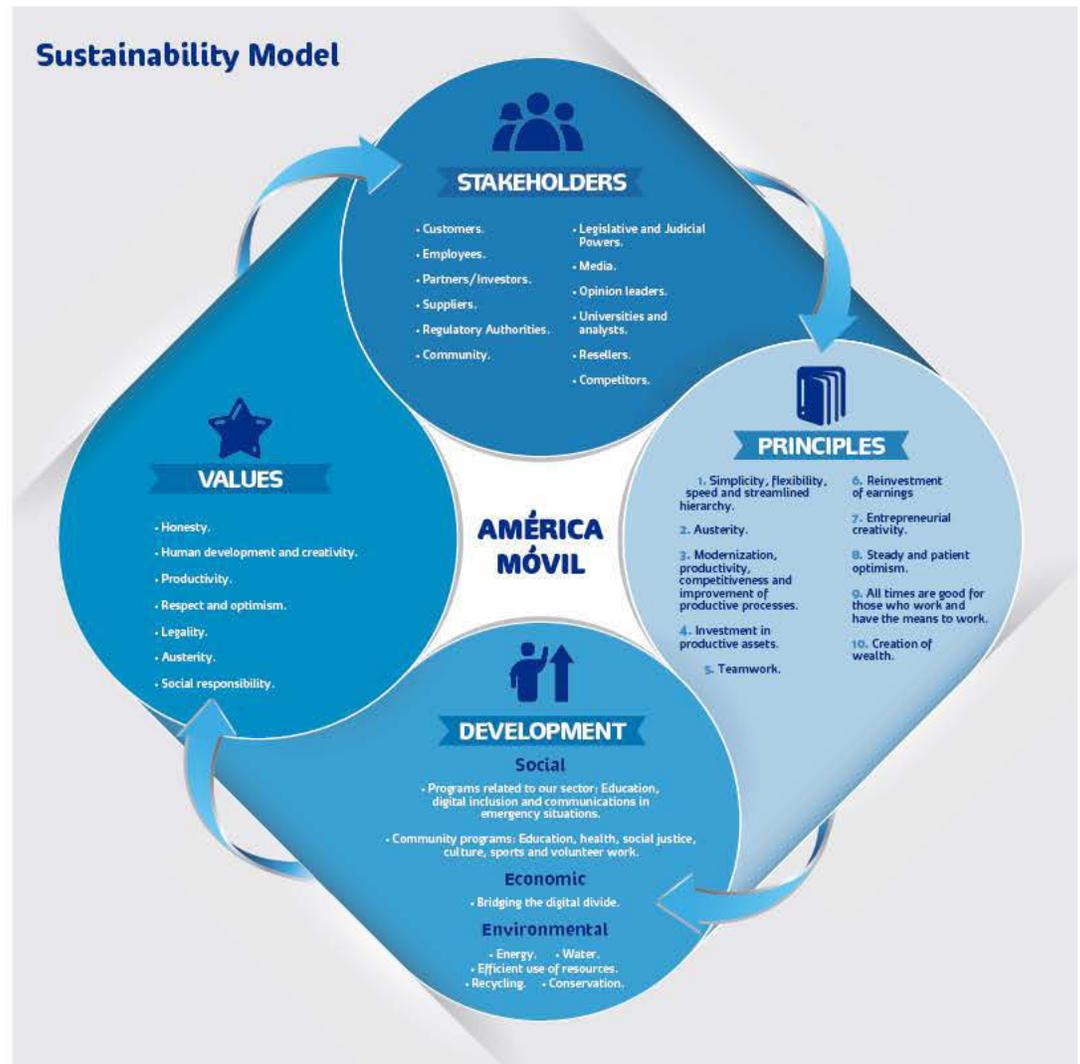
From the perspective of the comprehensive and sustainable development of society, and in order to comply with the corporate objectives aligned with our Mission and Vision, our strategy focuses on improving the services we provide to our customers and promoting the inclusion of the community in digital technology. Likewise, we seek to develop our operations further still by taking advantage of opportunities for growth and by extending our networks, which increases coverage and provides more and better services through state-of-the-art technology. Our strategy may be summed up through five fundamental points:

- I. Growth.
- II. New products and services.
- III. Customer service.
- IV. Integration.
- V. Optimization.



Sustainability Model

Our sustainability model is aligned with our business strategy and linked to ethical principles that govern all the activities we undertake for the benefit of our stakeholders.



Relations with our stakeholders

STAKEHOLDER	FORMS OF CONTACT	FREQUENCY OF CONTACT	EXPECTATIONS	RESPONSE
Customers	Customer Service Center (CATs). Telephone assistance. Online chat. Email. Suggestion boxes. Customer satisfaction surveys. Print advertising materials. Websites. Social media. Events.	Continuous	Quality of service, good cost-service ratio, integrity, innovation, care of the environment.	Constant investment. New technologies. Increased service coverage. Competitive prices. Processes that ensure quality of service. Links to the community. Use of green technology.
Employees	Induction programs. Workplace climate surveys. Performance evaluations. Internal communications and hotlines.	Continuous	Professional development, pay and benefits, training, balance between personal, professional and family life.	Remuneration plan. Career plan. Training.
Partners / Investors	Meetings. Operating and financial reports.	Daily / weekly / monthly / yearly	Leadership, profitability, growth, sustainability and transparency.	Investment, productivity and efficiency, corporate governance, constant communication.
Suppliers	Meetings. Code of Ethics.	Continuous	Development and timely communication.	Development, feedback, long-term relations.
Authorities	Meetings. Alliances and agreements.	Continuous	Compliance with applicable regulations in each country of operation.	Compliance with the law, constant investment, transparent and close collaboration, provision of national and international industry information, participation in sustainable initiatives.
Community	Electronic media. Internet. Meetings. WWF-Telcel Alliance.	Continuous	Connectivity, access to new technologies, social support, competitiveness, care of the environment.	Investment in technology and modernization of the network, activities to reduce the digital divide, collection and delivery of resources, participation in volunteer programs, links to projects that impact society and the environment.

STAKEHOLDER	FORMS OF CONTACT	FREQUENCY OF CONTACT	EXPECTATIONS	RESPONSE
Legislative and Judicial Powers	Meetings	Continuous	National and international information regarding the industry, forecasts on new technology launches, domestic and international trends, project progress, 4G LTE network.	Compliance with applicable regulations, constant investment, development and participation in social and environmental improvement programs, transparent and close collaboration, information on domestic and international sector.
Media	Meetings	Continuous	Accurate information.	Constant accurate communication.
Opinion leaders	Meetings	Continuous	Compliance with the law, investment, availability of services, sustainable development, fair prices.	Reliable accurate information, compliance with the law, constant investment, development and participation in social and environmental improvement programs.
University and analysts	Meetings	Continuous	Compliance with the law, investment, availability of services, sustainable development.	Compliance with the law, constant investment, partnering for the joint development of social and environmental improvement programs.
Resellers	Conversations. Telephone lines. Web and email. Satisfaction surveys. Magazines and print advertising.	Continuous	Development, fair treatment and timely communication.	Development, feedback, long-term relations.
Competitors	Meetings	Continuous	Development and timely communication.	Feedback, long-term relationships, promotion of development.



Awards and Distinctions

Brazil

- The Regional Accounting Council for Rio de Janeiro (CRC-RJ) certified the Embratel Institute as a corporate citizen for a third consecutive year.
- Embratel Institute was awarded the fourth annual ACRJ Sustainability Award from the Associação Comercial do Rio de Janeiro in the Micro and Small Businesses category.
- Embratel Institute placed among the top 22 for best practices of Environmental Management in Brazil in the 2013 edition of the Brazilian Environmental Benchmarking Ranking, for the project 'Connected Community and Research Field' (Ecomuseu da Ilha Grande, Angra dos Reis, RJ).
- On November 5, 2013, the Claro Recicla project and the Claro Institute Award were certified as a Conscientious Supplier 2013, by the Institute for the Development of the Supplier of Rio Grande do, in collaboration with the Children's Cancer Institute in Porto Alegre. Claro Recicla, a project that encourages the recycling of batteries and old cell phones, was certified in the Ecology category. The Claro Institute Award was acknowledged in the Social Responsibility category, with emphasis on support given to Eco web design, developed in the ranching community of Campo Bom.
- The Government of the State of São Paulo, through the Ministry of Health, awarded the Claro Institute a certificate of merit for its collaborative campaign to encourage blood donation.
- WWF-Brazil certified the Claro Institute as a member of the Corporate Club. The Corporate Club is an initiative that brings together companies that are aligned with the principle of environmental responsibility.

Mexico

- For the twelfth year in a row, Telmex received recognition as a Socially Responsible Company, granted by the Mexican Center for Philanthropy (CEMEFI).
- For the twelfth consecutive year, Telmex received the Estrella Prosa Supplier 2013 award in the category of Best Strategic Alliance and Best Support for Triara Operations, as a result of the quality and reliability of the services it provides.
- Telmex was recognized with four awards from the financial magazine *World Finance*: Best Fixed-line Provider, Latin America - 2013, Best Broadband Provider, Latin America - 2013, Best Innovation, Latin America - 2013 and its CEO Héctor Slim Seade was named CEO of the Year, Latin America - 2013.
- For the fourth year in a row Telcel received the 2013 International Trusted Brands award from Readers Digest, as the most reliable national mobile phone company.
- Telcel was recognized as a Socially Responsible Company by the Mexican Center for Philanthropy (CEMEFI) for the fourth year in a row.
- Aldea Digital Telcel 4GLTE-Infinitem set the Guinness Record for the largest Digital Inclusion event in the world, with the participation of more than 154,000 children, adults and senior citizens in digital activities in a single event.

Message from the CEO

On behalf of América Móvil, it is my pleasure to present our 2013 Sustainability Report. The fulfillment of our company's Mission depends to a great extent on the relations we maintain with the communities in which we operate, as well as with our customers, employees, resellers, investors, suppliers, authorities, universities and media, among others. This is why we operate using a sustainability model with a positive and continuous impact on the communities we serve and of which we are a part.

The driving force that makes a mutually beneficial relationship with all of society possible is investment. This is the reason we are committed to our policy of strong investments, which have always characterized us throughout the region.

Investment for increasing the coverage, quality and speed of our networks in the different countries in which we operate is strategic, not only to achieve our business objectives, but also to continue bridging the digital divide in such a way that everybody may access the benefits of the digital era.

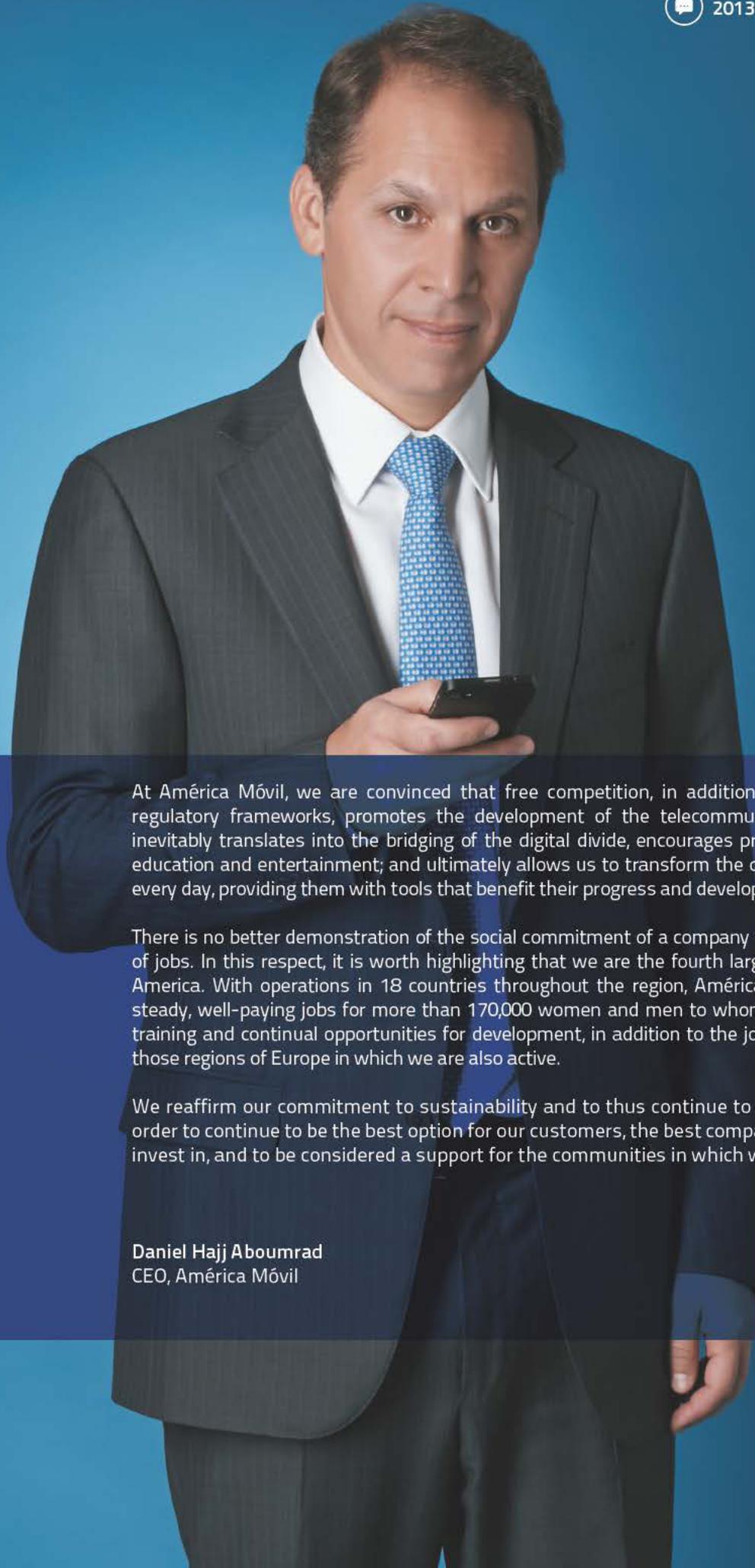
In 21st-century societies, access to telecommunications services and Internet opens up a world of possibilities. Of course, the focal point of its potential lies in the areas of labor, education and health, pillars of the well-being of individuals and communities; however, as an additional added value, technology provides new options for coexistence and entertainment, fundamental elements for providing people with quality of life.

The development and modernization of our infrastructure is a priority. Whether connecting once isolated populations by increasing the coverage of our 3G networks or rolling out the latest generation of 4G LTE networks, we have been active throughout the region. This technological development, along with the reduction in price of mobile units and the increase in our range of services, has allowed millions of people throughout the continent to access the Internet for the first time.

Our commitment is not just limited to technology. At América Móvil, we know the importance of the integral growth of all people which is what motivates us to support the communities where we have presence, by stimulating their development through multiple programs focused on five core areas: education, health, sports, support of culture and the environment.

In order to reinforce the link with communities and promote their development, we are constantly working with government bodies, civil society organizations and various allies to support different social causes.

As a socially responsible company, we are also committed to the care and conservation of the environment, placing emphasis on the environment in which we operate, a key factor for the sustainable development of the region. Caring for the natural environment and renewable and non-renewable resources is everybody's responsibility, and our premise is that any activity that benefits the environment helps make a difference.



At América Móvil, we are convinced that free competition, in addition to fair and effective regulatory frameworks, promotes the development of the telecommunications sector. This inevitably translates into the bridging of the digital divide, encourages productivity, knowledge, education and entertainment; and ultimately allows us to transform the quality of life of people every day, providing them with tools that benefit their progress and development.

There is no better demonstration of the social commitment of a company than with the creation of jobs. In this respect, it is worth highlighting that we are the fourth largest employer in Latin America. With operations in 18 countries throughout the region, América Móvil is a source of steady, well-paying jobs for more than 170,000 women and men to whom we provide benefits, training and continual opportunities for development, in addition to the jobs that are created in those regions of Europe in which we are also active.

We reaffirm our commitment to sustainability and to thus continue to implement actions in order to continue to be the best option for our customers, the best company to work for and to invest in, and to be considered a support for the communities in which we operate.

Daniel Hajj Aboumrad
CEO, América Móvil



Social Performance

At América Móvil, we are convinced that digital inclusion will bring great benefits to society.

That is why we are determined to promote it in countries in which we are present and to facilitate communication, to drive productivity and provide access to knowledge, education and entertainment.

The growth of society must be an integral process. As a result, one of our most important objectives is to tackle the challenge of driving development in the communities in which we operate by means of various social programs and activities which reaffirm our social responsibility beyond the technological and digital fields. We seek to transform the quality of life of people every day by providing them the tools to encourage their cultural enhancement and personal development.



In 2013, the following achievements stood out:

Our coverage was extended to more than **9,000** additional locations.

More than **281,564** scholarships have been awarded to date.

We have **3,600** Digital Classrooms under the name of Telmex Digital Libraries.

More than **23,000** people benefited from the ASUME human development program.

More than **23,185** surgeries were carried out.

More than **4,200** bail bonds were granted in 2013.

More than **27,294** bicycles were given to children to make it easier for them to get to school.

More than **13,700** teams and more than **242,000** players participated in the Telmex Soccer Cup.

Contributions to bridging the digital divide

More than **9,000** additional locations, both urban and rural, were covered.

More than **5,400** public Wi-Fi sites were installed in Mexico.

Broadband as a catalyst for sustainable development

Our main lines of action for driving digital inclusion include the following:

Coverage

Expanded coverage drives the social and economic development of communities; it increases their productivity and efficiency while promoting social well-being. The possibilities that communication and access to information offer people when they are able to connect to a telecommunications network for the first time are unlimited once the door to knowledge and technology is opened up to them.

Thanks to significant investment and following a strategy that favors the expansion of coverage of our services, during 2013 we made substantial progress in this regard: 9,032 additional locations, both urban and rural, were incorporated into our network coverage.



Modernization of the network and technological innovation

Continuous modernization and technological innovation are the foundations for the competitiveness of our services, as well as a powerful tool to drive digital inclusion, which is something that we promote in the different countries in which we operate.

In Ecuador, for example, in 2010 we began to implement an HSPA+ network in order to provide our customers with increased data transfer speed. Through that network, 36 more communities had broadband Internet in 2013, benefitting 350,995 people. Likewise, a growth in national 3.5 G coverage was observed, which allowed said coverage to reach 43 cities by the end of 2013. The capacity of our fiber optic network was also increased in order to provide up to 45 Mbps to the transport network in four more cities. Also, 200 routers were installed and put into operation, as well as optical technology to facilitate transmission to central exchanges, which benefitted over 4.8 million inhabitants.

In Colombia, we worked on optimizing and increasing the 2G and 3G networks in order to increase capacity and improve the quality of our mobile voice and data services. Furthermore, 31 new stations were deployed in order to facilitate coverage to difficult to access areas. Additionally, in order to improve the quality of fixed-line telephone services, we extended the capacity of trunk cabling. More than 40 million people from 1,361 municipalities have benefitted from these activities.

In Chile, Claro rolled out the 4G LTE network using 758 antennas located throughout the country. By the end of 2013, more than 10,000 customers had 4G LTE plans and around 7 million inhabitants of Santiago de Chile, Viña del Mar, Concepción and Punta Arenas have benefited from this new service.

In Mexico, we increased coverage of the Telcel 4G LTE network, reaching 36 of the country's major cities.

In Brazil, we have put several initiatives into practice to explore technological trends in order to launch new products and services. Likewise, we extended our 4G LTE coverage in 60 municipalities and we continue to reinforce local networks in order to improve our offering.

In the Dominican Republic, we continue to install equipment that has allowed the data network to reach more people. The equipment we have purchased and installed includes new radio electric network controllers and new high-performance antennas; in addition, the base stations that make up our network were replaced by new-generation technology, which significantly increased our voice and data traffic capacity.

On a regional level, the AMX-1 submarine cable will significantly increase data transfer speed throughout our international trunk network, which will improve the quality of communication in the American continent, thus resulting in better service for our users.

This optical transport infrastructure spanning over 17,800 km, will connect Brazil, Colombia, the US, Guatemala, Mexico, Puerto Rico and the Dominican Republic, and will have a major economic and social impact on the countries in which we operate. As a result, an increased number of people will have access to new services, translating into more dynamic and more competitive markets.

Broadband

Broadband speed

The growth and modernization of networks in the countries in which we operate has allowed us to offer increased Internet speed to a larger number of urban and rural populations, resulting in increased benefits for society in general. Activities carried out in 2013 include the following:

In Colombia, we sought the inclusion of marginalized communities by introducing high-speed Internet access plans by means of a program from the Ministry for Information Technology and Communications (MinTic). This program, which began in 2011, has benefited 2.5 million inhabitants in 38 communities and today has 87,000 users.

In the Dominican Republic, we built and commissioned a fiber optic access network which has now made it possible for us to offer triple play services at increased speed in three of the country's main cities.

In Brazil, we launched the new virtual NET portfolio, which provides Internet access using cutting-edge technology, installed on the cable network that distributes the TV signal to NET subscribers.

Financing of mobile devices and computers

At América Móvil, we promote financing programs that allow people, especially those with low purchasing power, to acquire computer equipment and mobile devices, a fundamental element in promoting the digital inclusion of the population.

One example of this effort is Ecuador, where in 2012, we began to offer personal and laptop computers, as well as tablets and notebooks, with direct financing to customers. This reduced the entry barrier for purchasing Internet access devices.

In the Dominican Republic, we launched new equipment aimed at the following market sectors: Individuals, Businesses and Employees, with accessible finance programs for each user sector.



Convergent solutions and services to boost local productivity and growth

In order to offer our customers greater entertainment and communication options at accessible prices, we have developed new packages in Mexico, Brazil, Peru, Puerto Rico and the Dominican Republic that include broadband access, digital content and, in some cases, state-of-the-art devices in order to optimize user experience.

In Ecuador, we have also promoted productivity and local growth by offering Megabyte packages for surfing the net at a very low price in order to be able to offer our services to the bottom of the pyramid, in particular to prepaid customers. To date, 1.6 million users access this service on a monthly basis.





Social programs related to our sector

In the 21st century, the success or failure of a society depends, to a great extent, on the quality of its education. If, as a society we achieve positive change in the way we learn and work, we will be able to increase our productivity and this will allow us to consistently improve the quality of life of the entire population.

Our challenge is to make information and communication technology accessible in order to facilitate access to digital education and culture as forms of inclusion and social development. Thus, we are committed to improving the present and future well-being of the communities in which we provide services, by providing a vision of sustainable long-term development.

Digital Inclusion

We support the 21st century knowledge society. In our opinion, digital inclusion consists of supporting projects that encourage people of any age, in both rural as well as urban settings, to be a part of this global trend so that they have access to better opportunities for development and well-being.

In this respect, our goal is to help reduce the digital divide by providing technological tools to the population by means of four strategic programs:



Digital Education and Culture Mexico

The TELMEX Digital Education and Culture Program

The TELMEX Digital Education and Culture Program is comprised of various educational initiatives accessible at no cost, which promote the digital inclusion of children, young people and adults, and which open the way to innovative experiences through the use of new learning tools. This program's five lines of action will allow us to contribute to the education of new generations of Mexicans capable of imagining and creating.

- Identification of educational needs.
- Content development.
- Training and follow-up to educational strategies.
- Support for information and communication technology (ICT).
- Assessment.

More than 3.5 million people from all educational and socioeconomic levels in all regions throughout the country have benefited since the beginning of the program.

In terms of its model of operation, the Telmex Digital Education and Culture Program is composed of a series of initiatives each of which approach this mission with different scopes and perspectives:

- Telmex Digital Libraries.
- Académica.
- TelmexHub.
- Inttelmex.
- CTIN.
- Early Education Program.



Telmex Digital Library

The TELMEX Digital Library is an open, accessible free of charge, inclusive and always-open space where users can participate in the maximum digital experience in an integrated manner.

The educational activities it provides cover a wide range of themes and development of digital skills and is suitable both for people who have never had contact with a computer, as well as information technology experts. This initiative contributes to tearing down the digital divide and opening up opportunities for integrated development to the communities in which the libraries are located.

Its educational activities cover various fields and levels of culture and digital technology, based on the following program:

- Introduction to computers.
- Surfing the Internet and e-mail.
- Social networks.
- Khan Academy: Learning on the Internet.
- Learning styles and online courses.

- Learn to program.
- Robotics and electronics: build your own robot.
- Multimedia.
- A website for NGOs with Drupal.
- Web design: From CSS to Sass and then Compass.
- Urban Innovation and Citizen Intelligence: SmartCitizensMx.
- IT micro classes.

An important element of this project is the alliance that was established in 2013 between Telmex and the Khan Academy. This is a non-profit initiative that promotes free world-class education with the support of a new digital platform for online education called Alfa Khan Academy Site in Spanish. The purpose is to encourage Spanish online education free of charge, offering more than 2,000 instruction videos, thousands of practical exercises, analytical dashboards and teaching tools for the personalized education of users of all ages.

Additionally, 380 educational workshops have been developed in 3,600 Telmex Digital Libraries, which offer the aforementioned courses.

Académica: Digital Knowledge Community

Académica is a Spanish-language digital knowledge community that fosters the participation and interaction of students, teachers and researchers from research centers and institutions of higher learning, seeking to create, exchange and share knowledge in a free and open manner.

By using information and communication technologies and by promoting the generation and exchange of knowledge, Académica participates in the strengthening of the higher education system in Mexico and Latin America and aims to be the leading higher education community and collaboration network in the region.

The main basis of this project is an electronic portal using Web 2.0 technology in order to freely and openly create, exchange and share knowledge.

Its principal objectives include:

- Supporting the substantive functions of higher education institutions.
- Creating an institutional digital collaboration network.
- Reinforcing training and continuing education of teachers and researchers in digital environments.
- Creating and consolidating a digital network for higher education students.

Achievements in 2013

TABLE OF RESULTS 2013	QUANTITY
University students and instructors	5,000+ people trained
Current users	60,000+
Monthly visits	300,000
Higher Education Institutes and/or Research Centers	400+
Digital content on the platform	180,000

Telmex Hub

Telmex Hub is a meeting point that generates knowledge based on the active participation of the community.

It's a physical and virtual location for young people where collaboration is the core value. It offers workshops, courses, lectures and encounters promoted by the TelmexHub community itself, and gamers, designers, programmers, students, publicists, editors, journalists and social media come together and interact to develop their projects by sharing their knowledge.

This project focuses on six main initiatives:

- Creation of communities that share their knowledge and experience of various subjects.
- Development of mobile and web apps, as well as videos and video games.
- Professional training and entrepreneurial consultancy.
- Support to specific communities: students, m-Learning and m-Health, among others.
- Collaborative spaces and networking activities.
- Virtual projects in different states of Mexico, with the support of various universities.

Telmex Hub has:

- 90 computers: laptops.
- Operating systems: Linux, Windows 7 and Snow Leopard.

- Connectivity: 10 Gbps broadband access via Ethernet and Wi-Fi.
- Capacity: 300 users simultaneously connected via Ethernet.

In 2013, it received 115,000 physical visits and all events and courses on Telmex Hub can be freely accessed over the Internet for the benefit of all Spanish-speaking users around the world.

INTELMEX IT

With the backing of more than 22 years of experience in the field of teaching in technology, Teléfonos de México and the Technological Institute of Teléfonos de México (Inttelmex) are stepping into the future with the creation of a specialized training center for information technology: Inttelmex IT.

The main purpose of this Institute is the continuing education of professional executives and specialists in the area of information technology. Students of Inttelmex IT will be able to analyze and resolve technological problems in an innovative manner, applying international norms and standards so that they may develop and incorporate best practices to companies and institutes from a range of productive sectors.

In addition, Inttelmex offers its students training by specialists so that they may be accredited and certified by national and international IT institutes.

Since its creation in May 2010 until the end of 2013, the following results have been obtained:

SECTOR	PARTICIPANTS	COMPANIES
Financial	344	76
Government	2,825	184
Industry	880	333
Services and Tourism	1,777	580
General Public	70	29
Grupo TELMEX	540	22
Total	6,436	1,224



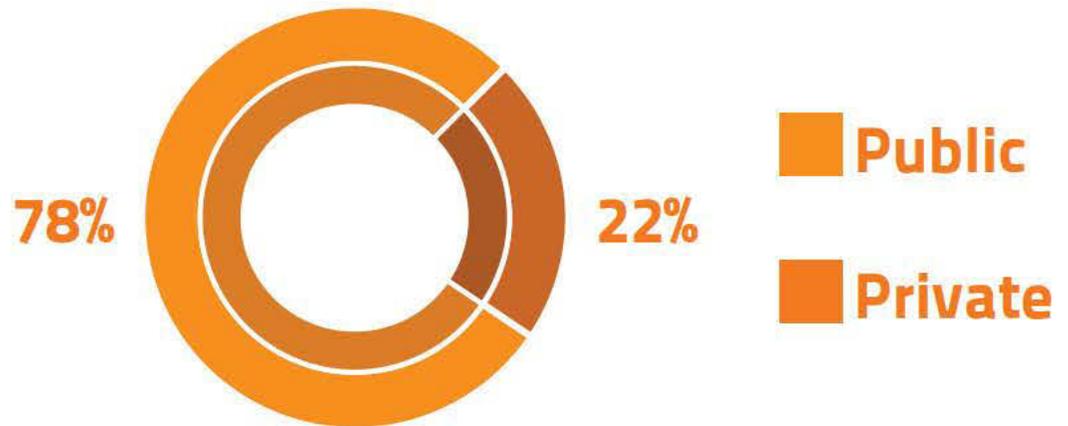
Telmex Technology and Innovation Center (CTIN)

The Telmex Technology and Innovation Center (CTIN) is a space where young people can find everything they need to work, think and create innovative projects in a high-performance environment.

CTIN supports talented young people seeking to develop innovative ideas for the benefit of society using technology. In an innovative, entrepreneurial environment, participants work together, share and convert their ideas into real projects over a period of three months, during which time they also receive advice and support from tutors, which will make them better leaders.

In 2013, 167 grants were awarded, divided as follows:

Grants by type of institution



The following activities were carried out in 2013 by the CTIN:

- 13 visits.
- 8 conferences.
- 25 courses and dynamics.
- 9 university visits.

Early Education Program

The first four years in the life of a child are fundamental to their development. This is why, with an integrated vision and through alliances, we have developed training programs for educators who work with the youngest sector of the population.

The Early Education Program encourages the integrated development of boys and girls, working together with their families, educational and health organizations, communities and with society in general. This program, in alliance with public and private institutions, has been used to design, develop and implement programs directed toward educators and has benefited nearly 750,000 people through training and more than 2 million people through its practical guides.

One figure illustrating the significant impact of this initiative is that the Early Education Program works with the 9,000 childcare centers that operate in Mexico.

In 2013, its field of activity was expanded by means of the Vulnerable Population Care Unit, which is a division of the National System for the Integral Development of the Family (DIF), specifically in the areas of care of border-area minors, health care centers, orphanages and key child development centers.

Aldea Digital (Digital Village)

Aldea Digital has become the most important digital inclusion event in the world. In 2013, more than 154,000 people of all ages attended where they accessed, learned and were trained using the opportunities provided by the knowledge society.

In 2013, Aldea Digital extended its digital inclusion goals and was consolidated as an inclusive, freely accessible cultural and technological space, which allows anyone to develop digital skills. During 11 days in March, in the Zócalo, the main square of Mexico City, Aldea Digital recorded the participation of more than 154,000 children, adults and senior citizens, thus obtaining the Guinness World Record for the largest digital inclusion event in the world.

By bringing technology closer to the population, Aldea Digital is contributing to the attainment of the Millennium Development Goals of the United Nations (UN) and the International Telecommunications Union (ITU).

Of the participants, 46% were women and 54% were men, 12% were children and 7% were older adults. Also, 28 inclusion and training workshops were provided: from how to turn on a computer and surf the web, to the development of 3-D design and augmented reality, as well as creating businesses on the web.

Aldea Digital 2013 was divided into three areas:

- **Room of Knowledge:** for the training and teaching of subjects relating to technology, incorporating activities such as the Telmex Digital Library, among others.
- **Telmex Hub Zone:** aimed at innovation and bringing together young people. The purpose of this section of the event is to maintain the spirit of LAN parties, meetings with startups, lectures, workshops and other activities of this kind.
- **Telcel 4G LTE Forum:** music and keynote speakers. One of the main attractions of the Aldea Digital was that participants could use a 20 Gbps connection over an Ethernet network in the 5,200 computers loaned to participants free of charge.





Brazil

Claro

The Claro Institute is a non-profit private organization. Created in 2008 and incorporated into the Embratel Institute in 2013, its goal is to promote social development and to improve the quality of life of the Brazilian population through digital inclusion.

The projects carried out through the Claro Institute include:

- The Claro Institute Portal. Its objectives are to publicize the activities carried out by the Claro Institute with the government; to identify key projects for society; to strengthen the relationship of the Institute with stakeholders, and to promote the use of technology for education and social development.
- New Ideas for our world. In April 2013, the Institute sent out its first national invitation for the selection of social and cultural projects. The purpose of this initiative is to invest in projects that stimulate young people from urban areas so that they can develop activities in order to improve their communities, creatively using technology.

- **Mobile Campus of Brazil.** This is a training program for the development of applications and services that use mobile technology in order to find solutions to problems in society. It is aimed at university students and began in 2012. It has benefited 100 students at the end of 2013.
- **Technology in Schools.** This program aims to train teachers, students and members of selected communities in order to prepare content (learning materials and applications) and to integrate them into educational technology.
- **Asume.** This program started in Mexico and was brought to Brazil in 2010. It promotes an improvement in the quality of life of the employees and communities with which the Claro Institute works.

Since 2009, the Educação NET Portal (www.neteducacao.com.br) has offered teachers, school communities, students and their families free educational content, such as educational documents, learning objectives, videos, games, podcasts, news, interviews and reports. In 2013, more than 104,000 people visited the portal on 135,643 occasions. The average length of time they remained on the site was 2:20 hours and 299,066 materials were reviewed.

Embratel

Ponto Comunidade

Ponto Comunidade is a socio-educational project, which promotes access to the most modern forms of communication in order to promote and encourage digital culture and, thus, to facilitate social inclusion.

Its main activities include the democratization of access to information, support for educational activities and contributions to improvement of services of interest to the community.

The Ponto Comunidade currently interacts with the following institutions: Fundação Xuxa Meneghel, Instituto Bola pra Frente, ONG Amigos do Bem, Fundação Gol de Letra, Brigada Ecológica Mirim Ilha Grande, Fundação Santo Agostinho, Casa Digital Marica, Centro Marista Reflorescer, EcoMuseo Ilha Grande and Tecnologia Alternativa Servicio –SERTA/Ibimirim (PE).

- It benefits more than 130,000 people every year.

Praça e Naves do Conhecimento

In association with the Rio de Janeiro Special Ministry for Science and Technology, the Embratel Institute created the Praça e Naves do Conhecimento as a space focused on the promotion of learning and culture, entertainment and the arts.

With a dedicated 34 Mbps Internet connection provided by the Embratel Institute, this project offers young people and adults employment opportunities in the areas of communication and information technology. The venues for the project are located in Padre Miguel, Santa Cruz, Irajá, Parque Madureira, Penha and Vila Aliança.

- More than 73,500 people benefited from this project in 2013.

Casa R o Digital

Thanks to an alliance of the Embratel Institute and the Xuxa Meneghel Foundation and the Rio de Janeiro Special Ministry for Science and Technology, a technical cooperation agreement was executed in order to extend service to communities and to empower young people and adults.

The courses offered by Intel and Cisco, as well as the supervision of the project and the provision of computers, equipment and furnishings, seek to improve the education of low-income communities and to thus preserve local culture, while promoting the creation of jobs.

- Casa R o Digital was established in Caju (Rio de Janeiro) in 2013 in collaboration with the Funda  o Gol de Letra and the Rotary Club SOS-RJ. In 2013, more than 320 young people were trained there.

Taller Digital (Digital Workshop)

Each academic semester, the Embratel Institute receives a group of eight students from public schools in Santa Tereza, los Complexo do Alem o and Santa Marta in R o de Janeiro once a week and offers them a workshop in order to guide students in the use of computers and surfing the Internet.

- In 2013, more than 300 students attended the workshop.

Gente Capaz (Able People)

Established in 2006, the Program for the Development and Employment of People with Disabilities was designed to provide training and certifications to this sector of the population.

In 2013, in collaboration with the School Integration Center (CIEE), a basic telecommunications and data network training course was provided to 316 people. Furthermore, together with the CIEE, the Embratel Institute provides internship programs for higher education students with disabilities.

Red + Ni os (Network + Children)

As part of the activities of Rio + 20 and, for the benefit of Brazilian children, the Embratel Institute provides broadband by satellite to four sites that participate in the Red + Ni os program: Boqueir o das Vieiras, in the city of Cod o, Maranh o, Escola Borari, in Alter do Ch o, Par , Escola 29 de Outubro, in Pont o, R o Grande do Sul and Quilombo S o Jos  da Serra, in Valen a, in R o de Janeiro.

Socio-Technological Program

We have been able to optimize our interest in developing digital inclusion programs through strategic alliances, by means of which we have also consolidated our corporate citizenship.

Brazil

Embratel Education Project

The Embratel Institute, through the Embratel Education Project, has brought information and communication technology (ICT) to rural schools and remote areas, as well as to outlying areas of urban zones, where there is a low index of human development.

The Institute currently has a presence in eight Brazilian states: Amazonas, Bahía, Goiás, Minas Gerais, Pernambuco, Maranhão, Tocantins and Rio de Janeiro. By 2013, more than 60,000 people had benefited from the program, including small farmers, forest inhabitants, indigenous people, landless peasants and fisherman, including 126 rural schools. This project is carried out together with state and local public education networks and has provided opportunities for these communities to access public services and other basic social welfare services, in addition to access to information and knowledge offered by the digital network.

In December 2012, as part of the Embratel Education Project, a cooperation agreement was signed with Petrobras, the Municipality of Bacabeira, the Maranhão and Trompowsky



Foundation and the Brazilian Army, in order to implement digital inclusion programs and programs for reinforcing education, aimed at low income students and students of delayed age and grade retention in municipal schools in Bacabeira.

The project began in 2013 and now has 20 points of access to Internet via satellite in 19 municipal schools and a telecenter. The Embratel Institute provided training and computer tools with instructors appointed by the Municipal Education system.

The activities of the Embratel Institute, together with the Education Department of the State of Rio de Janeiro and the Fundação Xuxa Meneghel, included the creation of the Dupla Escola Program and the first complete, integrated model for professional technical training in telecommunications in the Colegio Estadual Hebe Camargo, which has technical laboratories in the following areas:

- Electronics.
- Telecommunications.
- Fiber optics.
- Broadband and TV.
- Satellite.

Colombia

When somebody can view the world differently, you can see it in their eyes

Hogares Digitales is a network coverage program in which the following groups participate: the ICT Ministry of Colombia, Claro Colombia and other companies, and has made it possible for 117,000 low-income families in 77 municipalities to have Internet access in their homes. This initiative aims to increase the use of Internet and to thus contribute to the fulfillment of some of the goals of the Vive Digital Plan promoted by the government that seeks to increase broadband connections throughout the country from 2.8 to 8.8 million.

Ecuador

In Ecuador, thanks to an alliance with the Ministry of Telecommunications and within the framework of the Digital Inclusion project, we have implemented Info centers in six communities, which include computer and digital training centers. These community centers have connectivity, computer equipment, projectors, whiteboards, training areas and printers.

Honduras

In 2013, we supported 90 rural schools in the country, which benefited 27,000 students through data connection.



Digital Classrooms

Digital Classrooms are spaces located inside public places of an educational nature. They encourage learning and the integrated development of the academic community: students, teachers, administrators and parents.

Mexico

By the end of 2013, there were 3,600 Digital Classrooms in Mexico, distributed throughout the country, known as Telmex Digital Libraries. Each classroom offers academic and technological support by means of a “digital tutor”, who accompanies students, teachers, administrators and parents so that they may participate in innovative learning experiences.

Colombia

As part of a strategy to improve the quality of education through the use and appropriation of ICT in the classrooms of public education institutions, Claro Colombia, along with Computers for Education and the ICT Ministry of Colombia, donated 1,500 tablets to educational institutions in the municipalities of Bugalagrande in Valle, Supia in Caldas and Amaniego in Nariño. In addition, these institutions have technical assistance and training for the use and appropriation of tablets, benefiting these three communities.

Guatemala

We expanded the installation of Internet in public schools and institutes, some of them in underprivileged communities, in 19 states, benefitting 29,490 students. In addition, 19 desktop computers and 11 laptops were donated to public schools and institutes in the municipalities of Barberena, Catarina San Marcos and Mixco.

Ecuador

With the support of the Mexican Embassy, we donated computers to four communities: Pichincha, Napo, Cañar and El Oro in order to promote development in small towns. This donation will benefit 1,650 students.

2014 Challenges

- To expand geographical coverage.
- To extend 4G LTE network coverage.

How did we respond to the challenges of 2012?

CHALLENGES IN 2012	ACTIVITIES IMPLEMENTED IN 2013
To provide ICT access to as many people as possible.	Access to ICT was extended to more than 9,000 communities.
To extend coverage of 2G, 3G and 4G LTE networks in rural and remote locations.	The largest increase in population covered took place through the 4G LTE network.
To encourage the inclusion of students, homemakers and rural populations by means of computer skills and communication programs.	It has been estimated that more than 960,000 people have been supported by technological education and the donation of computers as a result of digital inclusion programs.

Programs that enrich our communities

In order to strengthen the bond with communities and to encourage their development, we provide support to various social causes, working with government bodies, civil organizations and a number of partners. We aim to improve the quality of life in vulnerable communities and to thus strengthen the fabric of society by means of volunteer programs, donations in kind or monetary contributions.

Education

We are committed to supporting education since this is one of the most effective tools for providing incentives for change, for encouraging inclusion and social mobility and, in short, for transforming lives, which translates into well-being for society as a whole.

Telmex Scholarships

A fundamental requirement in order to successfully take advantage of globalization and to encourage social mobility and development is quality academic training. Thus, Fundación Telmex currently provides scholarships to Mexican university students at the undergraduate, Master's and doctoral degree levels. To date, more than 281,564 scholarships have been awarded.

Puerto Rico

In Puerto Rico, the Scholarship Fund of the Ana G. Mendez University System awards scholarships to mechanical engineering and computer science students at the Inter-American University of Puerto Rico.

- In 2013, 100,000 dollars were allocated to this fund.

Ecuador

By means of the *Un Gol para Educar* (A Goal for Education) Program in Ecuador, we award scholarships for every goal scored by the Ecuadorian National Soccer Team.

- In 2013, 200 scholarships were awarded to the Fe y Alegría Foundation. In this manner, we contributed to the education of underprivileged children throughout the country.

Donations of broadband and computer equipment.

Central America

The project of installing Internet in public schools and institutes began in 2013 in order to donate infrastructure to educational centers in 18 states in Guatemala: Guatemala, Sacatepéquez, Chimaltenango, Escuintla, Totonicapán, Quetzaltenango, Suchitepéquez, Retalhuleu, San Marcos, Huehuetenango, Quiché, Baja Verapaz, Alta Verapaz, Petén, Izabal, Zacapa, Chiquimula



and Jalapa. This project will continue until 2015, benefiting 27,490 high school students and 1,500 in elementary schools in the Villa Nueva and Barberena municipalities. Likewise, we installed Internet in an experimental Institute in the country's capital, which will benefit 500 students with a high academic performance but low economic resources.

In Nicaragua, through the Claronet project, we have been working since 2010 on installing infrastructure to provide broadband connectivity to public schools in low-income areas.

- During 2013, broadband was installed in 300 schools, benefiting 175,000 students.

Mexico

Tour Universitario Móvil Telcel (TUMT) (Telcel Mobile University Tour)

The TUMT is the largest encounter between the University community and leaders from the mobile industry in Mexico, and is organized on an annual basis by Telcel and UNAM Mobile, the laboratory for young student developers from the National Autonomous University of Mexico (UNAM).

- In 2013, 10,700 people participated in the TUMT at its four venues.
- 63 conferences were given regarding the development of mobile applications, innovation, entrepreneurship and social responsibility.
- 23 workshops were offered on multiplatform mobile development.

The goal of the TUMT is to promote, completely free of charge, digital education and culture among young university students by means of conferences and workshops led by the students themselves, representatives from mobile telephone equipment manufacturing companies and companies linked to the most relevant technological platforms in the market.

The event has been taking place annually since 2011 at the UNAM (National Autonomous University of Mexico) College of Engineering. In 2013, it extended its scope to other educational venues in addition to the UNAM: the University of Guadalajara, the Autonomous University of Querétaro and the Autonomous University of Nuevo León.

In addition, in 2013, it inaugurated the award for the applications competition "Apps for Mexico", aimed to encourage creativity for the benefit of the country.

Ayúdame a Llegar (Help me get there)

This program donates bicycles to elementary and middle school students living in areas far from their places of study by helping them get to school and thus preventing absenteeism and dropping out. This support is provided by Fundación Telmex, along with state governments and other institutions, such as the DIF Systems in Mexico. The program has been extended to Nicaragua.

ASUME

ASUME is a human development program dedicated to all people seeking self-improvement, by means of group support sessions. It originated in Mexico in 1980 as a result of the concerns of a group of people who wanted to contribute to the development of the country.

Its activities include promoting the values required in order to educate responsible men and women committed to themselves, their family, their work and their country.

The program has three basic points:

1. Constant improvement.
2. Competition with oneself.
3. Balanced improvement in eight aspects: physical, emotional, social, economic, aesthetic, intellectual, moral and spiritual.

ASUME is working with 12 companies in our group in 10 Latin American countries, fostering the development of more than 11,000 participants through its program.

ASUME 2013:	TOTAL EVENTS*	TOTAL PARTICIPANTS
15 Companies from the Grupo CARSO Mexico.	653	10,258
13 Companies in Latin America: CLARO (Colombia, Brazil, El Salvador, Honduras, Argentina, Guatemala, Ecuador, Peru, Nicaragua), EMBRATEL (Brazil), COMCEL (Colombia), Sanborns (Panama and El Salvador).	113	1,724
27 Institutions served.	766	11,982
Total	1,532	23,964

In El Salvador, we have created in alliance with USAID in order to offer training courses to 220 young people in 10 municipalities, so that they may join the work force of the Claro sales department. Furthermore, in order to encourage learning among children, we supported the remodeling and refurbishing of the CONECTA-2 exhibition room in the Tin Marín Children's Museum.

In Honduras, we sponsored the attendance of five UNITEC students to the Info Global Youth Summit conference and we contributed to the teaching of reading and writing to underprivileged children and young people in urban and rural areas through Aldeas SOS (SOS Villages).

In Costa Rica, we sponsored attendance by Central American university students and technicians to the Global Youth Summit 2013.

Dominican Republic

Connecting Education Program

Through the Connecting Education Program, we donated laptop computers and wireless Internet service (including USB modems) free of charge for one year to outstanding students who have recently entered universities.

- In 2013, scholarships were awarded to 340 students and the Internet service was renewed to our 2011 and 2012 beneficiaries.

Teacher Training Program

This program, which began in 2011, provides training in the use of basic computer tools, web navigation, and the use of social networks to teachers in public schools so that they may apply this knowledge to the educational process.

- 214 teachers received training in 2013.

Among other activities, through the School Renovation Program, we work with the Futuro Posible Foundation to repair and replace the physical installations of selected schools in San Francisco de Jacagua, Villa Mella and Yamasa, attended by 476 students. The funds were collected during the Golf Claro Tour.



Colombia

We provide economic support to the Nueva Granada and Formemos Foundations, dedicated to the education of young people with limited resources.

Panama

In order for our employees to better manage their personal finances, the Financial Health Program began in order to provide advice regarding healthy financial management.

Peru

The Educando Claro-Trujillo project aims to improve the educational and economic level of children, adolescents and parents in educational institutions. Sonrisa de Amor and Corporación de Educación Popular provide their support in order to improve the infrastructure of institutions and to provide opportunities for the development of personal skills and the generation of income, by providing training workshops.

- 620 students benefited in 2013.



Health and nutrition

By supporting health, we participate in the construction of a more prosperous society where people, families and communities can have a better quality of life.

Cirugía Extramuros (Surgery without Walls)

This program supports people without access to health services in the areas of orthopedics, ophthalmology, plastic and reconstructive surgery, and general surgery.

- Since it began in 1996, more than 1 million surgeries have been performed.
- 23,185 surgeries were performed in 2013.

Organ and Tissue Donation and Transplant Program

This program provides people of limited means the possibility of improving their quality of life by providing them with organ and tissue transplants.

- 7,918 transplants have been carried out since 2001, which represents 25% of those that have benefited people without access to social security services throughout Mexico during that period.

Dulce Nutritivo (Nutritious Candy)

In Mexico, every month, this program donates bags of candies in a variety of flavors, enriched with proteins, sodium, dietary fiber, suitable energy content, sugars, iron and zinc to children, pregnant women and the elderly in various regions throughout the country.

- In 2013, we donated 861,324 bags and, since the beginning of the program, we have donated more than 14.5 million 1 kg bags.

DULCE NUTRITIVO		
2012	2013	VAR. %
1,344,000	861,324	-35.9 %

Wheelchairs

Fundación Telmex donates wheelchairs to people of limited means in order to improve their quality of life, facilitate their mobility and to thus encourage their social and productive inclusion.

- 9,151 wheelchairs were donated in 2013 bringing the total to 84,276 since 2007.

Amanece

The Amanece program seeks to help reduce infant and maternal mortality rates in Mexico, by means of the timely detection of birth defects or health problems during pregnancy. This is in line with the UN Millennium Development Goals. The initiative is based on strategic alliances with State governments and public and private health institutions and creates service networks between communities and high specialty hospitals.

Amanece operates using innovative remote access transmission tools, including the following:

AmaneceNET

An application that supports the work of community and healthcare workers to enable the timely detection of risks during pregnancy to be used within the community itself.

Si-Va Amanece

An assessment system based on physical examinations and laboratory tests, medical history and family background.

Remote **Maternal Fetal Monitoring** System.

Mi Bebé®

Global innovation, developed in alliance with the West Health Institute, for the monitoring of high-risk pregnancies. Since it began in 2001, it has provided the following benefits:

- 926,459 women and infants have received care.
- 716,549 services have been provided using high-technology equipment donated to health centers.
- The program has a presence in 14 Mexican states.



- It has 90 maternal care networks.
- In 2013, it had 2,564 highly specialized equipment units for the timely care of patients.

(RED) Initiative

América Móvil and the Carlos Slim Foundation joined forces in December 2011 with (RED), a global program to fight HIV in newborn infants. Telcel and Claro have worked together on this cause by offering products (Telcel)^{RED} and (Claro)^{RED}, in addition to promoting activities that help to raise awareness in relation to this global disease. Using the message “Everyday 900 children are born HIV positive, help us to make this zero by 2015”, it aims to raise awareness among consumers who have the power to purchase products that contribute to a good cause.

In addition, on World AIDS Day (December 1), in Mexico more than 12,000 people participated in the second annual (Telcel) RED races, which took place simultaneously in Mexico City, Monterrey, Guadalajara, Mérida and Chihuahua. In Mexico City alone, just over 5,000 runners joined in, including public figures from the entertainment industry and sports world.

Chile

The Hora Salud program allows patients to consult appointment times for medical consultations in the Public Health System by means of text messages. This tool helps to reduce congestion caused by being put on hold on telephones and physical waiting times in service centers.

The pilot program began in 2013 and will be implemented on a national level in 2014 with the integration of Claro and two other telecommunications companies.

Central America

In Honduras, we have provided support with the following financial resources and materials:

- **Fundación Amor**, which works with HIV-positive children, organized a Dance Marathon.
- We supported the Gastronomic Festival organized by the **Fundación Abrigo**, which provides shelter to families of patients in public hospitals.
- We provided support to the **Fight against Breast Cancer Walk**.

In Nicaragua, we continued our alliance with APROQUEN, an association that treats children nationwide with the complications resulting from burns or malformations and children with cleft lips and palates. Toward this end, we have activated support platforms for informational, educational and fundraising campaigns.

Dominican Republic

We installed 15 provisional lines for the FACCÍ Angeles Radiothon to raise funds to support programs for children with cancer.

Support during natural disasters

Communications in emergency situations

We support communities affected by severe weather conditions and other emergency situations, by means of national cooperation and humanitarian aid campaigns, as well as by deploying infrastructure and equipment.

Natural Disasters

In 2013, we donated more than 14 million minutes of airtime to the Colombian Red Cross in order to facilitate communication between volunteers and in order to improve disaster prevention and management activities.

Humanitarian Aid

At América Móvil we have always provided support when any community is suffering from a humanitarian crisis.

In Mexico, our contributions in 2013 included:

- 28,980 tons of humanitarian aid.
- 26 million liters of drinking water.

Natural disasters always have a negative impact on the community by affecting infrastructure, people's possessions and, in extreme cases, health and life. When this occurs, we support affected communities in a number of different ways:

- Providing free communications infrastructure.
- Offering free airtime and calls.
- With food.
- With drinking water.
- Donating mattresses.



We supported populations affected in Mexico by tropical storms Ingrid and Manuel as follows:

- Telcel credited more than 100 million pesos in 75 peso recharges to prepay users and 100 minutes to post pay users, in the communities affected in the state of Guerrero, so that they could communicate.
- Telmex enabled public telephones in Acapulco to make free local calls as well as calls to emergency telephone numbers and 800 numbers.
- We provided public telephone services free of charge and computers with Internet access to three shelters set up by authorities in the city of Acapulco.
- 143 tons of humanitarian aid delivered to municipalities in Guerrero, Sinaloa, Oaxaca, Michoacán, Veracruz and Chihuahua. Assistance consisted of providing mattresses, basic food supplies, blankets, water treatment units, water containers and nutritious candies from Fundación Telmex.
- We provided the population with 14 water treatment units, with the capacity to process 9,600 liters per hour, which reduced the risk of diseases as a result of drinking contaminated water.

In 2013, América Móvil provided Mexico with 160 tons of humanitarian aid, which Telmex and Telcel delivered to affected populations in the states of Guerrero, San Luis Potosi, Oaxaca, Chihuahua, Veracruz, Sinaloa, Michoacán and Baja California Sur.

As part of the SMS program in Brazil, an initiative based on the sending of text messages, various campaigns were undertaken:

- An incentive campaign for the donation of blood to victims of the Santa Maria fire in Rio Grande do Sul.
- A Mother's Day campaign for the Associação de Assistência à Criança Deficiente (Association for Aid to Disabled Children) (AACD).
- A support campaign for the Kinder organization.
- An incentive campaign for blood donation in the state of São Paulo.

In Colombia, donation campaigns were carried out by means of SMS among workers of Claro and customers in support of the following organizations:

- Solidarity for Colombia, in order to promote education among young people in vulnerable conditions.
- Matamoros Corporation, which works to reintegrate soldiers, policemen and marines injured during service.
- Support for the treatment and rehabilitation of people with physical or motor disabilities, in order to promote the social inclusion of the most vulnerable sector of the population.



Justicia Social (Social Justice)

Providing bail bonds to release people who have committed minor offenses can make a great difference to their lives, the lives of their families and their communities, by preventing the disintegration of families and other problems that have an impact on society.

The Social Justice Program in Mexico supports people accused of minor crimes who are unable to post bail due to their limited resources. In order to receive a bond through this program, two conditions need to be fulfilled: that they have not previously committed a crime and the crime is considered minor.

This work goes beyond the assistance provided to those who are imprisoned, by ensuring that they do not remain in an environment that prevents them from being truly rehabilitated, it also helps avoid breaking up families and thus even greater problems.

- 100,000 bail bonds have been granted since the beginning of the program in 2005.
- 4,261 bonds were granted in 2013.

Sports

The promotion of sports is a significant part of our commitment to society since, in addition to being a source of health and well-being on an individual and social level; they also provide multiple benefits in order to strengthen healthy and inclusive recreation.

One example of this is the Telmex Soccer Cup, considered to be the largest amateur soccer tournament in the world, which for the last 14 years has offered an alternative for many young people who enjoy playing this sport.

- In 2013, 13,743 teams and 242,031 players participated in this tournament.

The Telmex Nájera league, a project led by Mexican basketball player Eduardo Nájera aimed at encouraging children's basketball, began six years ago with the support of Fundación Telmex. The purpose of the league is to promote basketball in Mexico and to thus contribute to reducing the level of obesity among adolescents.

- In 2013, 216,526 players participated.

For the second consecutive year, the Telmex Taekwondo Cup took place in 2013, an event which brought together 6,236 participants from all regions of the country and the final of which took place in the EcoCenter facilities in the city of Querétaro.

Another example of our commitment to encouraging sports is the From the Streets to the Court with Telmex program. This program is aimed at young people on the streets, providing them with a real opportunity to transcend through sport and its values, by encouraging the integration of young people into society and by improving their prospects for growth and development.

- 65,363 young people participated in 2013.

In addition, the Telcel Tennis Team was born in 2009 in order to find new up-and-coming stars in the sport in Mexico. Its objective is to support its members so that they may form part of the Top 100 of the ATP and WTA, global associations for the main male and female tennis circuits, known as the ATP World Tour or the WTA Tour. We were supported by the Mexican Tennis Federation during the creation of the Telcel Tennis Team. To date, five players have achieved optimum development, with excellent results at national and international tournaments.

Brazil

Embratel sponsored the first marathon in the favela slums of Babilônia and Chapéu Mangueira in Leme, in the south of Rio de Janeiro. The marathon was cross-country - over uneven terrain with natural obstacles. This project contributed to improving the quality of life of the local population. Furthermore, Embratel provided training courses so that locals could act as event personnel and gave out special prizes by donating sport shoes and bicycles to the locals.

In order to promote healthy habits and the practicing of sports, we also sponsored a half-marathon in Nova Iguaçu, Petrópolis and Niterói.

The Bem Estar Program is aimed at personnel and athletes from the Embratel group in the individual Olympic sports of athletics, swimming, triathlon, cycling and judo. The goal is to encourage the vocation and talent of employees (non-professional athletes) in the regular practice of sports, thus facilitating among other things their participation in competitions and helping them to purchase sports materials.

Another initiative sponsored by the Institute is the Professional Beach Volleyball Tournament, which takes place on Ipanema beach in Rio de Janeiro. The tournament is open to the general public and is free of charge.

Colombia

The Claro Soccer and Baseball Cups in Colombia aim to create the habit of practicing sports as a strategy to promote values, discipline, healthy competition and respect. These tournaments support and encourage the playing of soccer among young people aged between 14 and 18 years old and baseball among children under the age of 15.

- In 2013, 38,548 young people participated in 1,881 soccer teams from 31 states, as well as 2,500 young people in baseball teams from 12 states.

Ecuador

In Ecuador, we provide support for different sporting events:

- Ecuadorian Football Federation Yearbook.
- Expreso athletic race.
- Evening athletic race.
- Support for the Soccer Player Association Gala and sponsorship of the National Ecuadorian Soccer Team.

Peru

The Claro Cup encourages sport among twelve-year-old boys and girls by organizing a national interschool championship in which players from 22 states participate.

- More than 5,000 young people participated in 2013.



Thanks to the commitment of Claro, along with other participating companies, the athletes selected by the Olympic Sports Association (ADO) have prestigious coaches, camps and training at international competition level, as well as top-level sporting infrastructure. This program aims to foster real possibilities for the proper preparation of sportsmen and women from Peru.

Dominican Republic

We made contributions to the Dominican Federation of Clubs for the 22nd Annual Awards for Club Player of the Year. We also support the Creating Olympic Dreams organization for the funding of the sports and educational program for high performance athletes, as well as the Sports Circle of the Armed Forces and the National Police Force for the 45th Games.

Central America

In El Salvador, we provided support through the Olympic Committee of El Salvador, to the delegation of athletes that participated in the 17th Bolivarian Games held in the city of Trujillo, Peru.



Culture

Convinced that culture is a form of expression that improves communication and understanding between people, we provide spaces and sponsor events that stimulate the creativity of children, young people and adults.

- Culture fosters tolerance and creativity.

Rockcampeonato Telcel

In the eight years since its creation, the “Rockcampeonato Telcel” Rock Championship has become an important platform for promoting the musical talent and the artistic projection of young people in Mexico.

During its first edition in 2006, the event reached an audience of 40,000 people. In 2013, that number exceeded 90,000, making up a total of at least 412,000 attendees at more than 70 concerts over the last eight years.

The concert tour for 2013 took place between September 7 and November 11, visiting eight cities in the country with the presentation of “Un día de octubre”, the band that won the 2012 Rockcampeonato Telcel. In addition to receiving a prize including the professional production of their record, the band, from Ciudad Juárez, Chihuahua, was able to play alongside national and international groups such as “El Tri”, “La Gusana Ciega” and “Moderatto”.

As a result of the success achieved in Mexico, the concept was exported to Colombia in 2012 with the name Rockcampeonato Claro. The Colombian group “PacBand”, winner of the first edition, was given the opportunity to appear at the closing of the 2013 Rockcampeonato Telcel tour in Guadalajara.

Brazil

Prêmio Imprensa Embratel

Created in 1999 as a way to encourage journalistic analysis and debate, this award recognizes the best articles and photographic and cinematic works in 17 categories. The 14th edition of the awards was the first to be completely automated. The Embratel Institute prepared and edited the book Embratel Premio de la Prensa Press Awards - 14th edition, distributed free of charge in 500 public libraries throughout the country. The book was also approved for use in 200 social communication courses in various universities. Furthermore, the publication is available at the Prêmio Imprensa Embratel and Embratel Institute.

Paraty International Literary Festival (FLIP)

Embratel sponsors the Paraty International Literary Festival (FLIP) in Brazil, considered to be one of the most important literary festivals in Latin America and the world. For five years, the FLIP has brought together national and international writers who are both new as well as recognized, in front of a captive audience that enjoys culture.

Each year, FLIP dedicates some of its events to paying homage to a Brazilian writer, whose writing is significant to national culture. The event also promotes a parallel program, which consists of the releasing and projection of films, exhibitions, theater and debates.

Tania Libertad Tour

En conjunto con la Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura (OEI) y la Embajada de México en Brasil, el Instituto Embratel patrocinó la gira de la cantante mexicana Tania Libertad 'Un rincón para América Latina', con presentaciones en Manaus, Brasilia, São Paulo, Porto Alegre, Río de Janeiro y Niteroi. Tania Libertad obtuvo el Grammy por la gira y fue honrada como embajadora de la UNESCO.

Festival Vale do Café

For the sixth consecutive year, Embratel has sponsored one of the most traditional events in the state of Rio de Janeiro: the Vale do Café Festival. Conceived in 2003, its objective is to create a cultural tourist center in order to help to accelerate economic growth in the region of Vale do Café, one of the areas most in need of assistance due to its socioeconomic conditions. The region is comprised of the cities of Vassouras, Valença, Río das Flores, Paty do Alferes, Miguel Pereira, Engenheiro Paulo de Frontin, Paracambi, Mendes, Barra Manda, Barra do Piraí, Pinheiral and Volta Redonda, in the State of Río de Janeiro.

Colombia

In 2013, we began to support the Traditional Vallenato Foundation, which promotes basic education in Vallenato musical culture among children from the city of Valledupar in Cesar. The foundation provides an option for social development while promoting Vallenato culture.



Additionally, 100 scholarships were awarded for the musical training of children and young people so that they could distance themselves from the situation on the streets. The proposed system supports traditional music through activities that promote, broadcast and reveal their values, while maximizing the skills and abilities of young people with the ultimate goal of improving their quality of life.

In addition, we contributed to the following events:

- Cartagena Film Festival, in order to bring cinema screenings to inhabitants of depressed areas of Cartagena.
- The Cartagena Festival, which promotes literature and the arts.
- The Arte para el Desarrollo (Art for Development) Foundation, within the framework of the bicentennial of the Atlantic capital in order to promote Barranquilla culture.
- Support for the Delirio Foundation in order to promote salsa dancing as an artistic and cultural expression of the southern and western regions of the country.

Peru

The Claro Festival, organized since 2008 in 24 states of Peru, aims to recognize and promote different musical genres of Peruvian music.

Ecuador

The “Guayaquil con más Valores” and “Ecuador Triunfador” programs aim to restore values such as solidarity, hard work, research and innovation for the benefit of the community.

Dominican Republic

We made contributions to the National Symphonic Orchestra Season and the 6th Annual Film Festival of the Global Foundation for Democracy and Development.

Mexico

Pilotos por la Seguridad Vial (Race Car Drivers for Road Safety)

Pilotos por la Seguridad Vial is a program that seeks to create increased awareness among the general public regarding safety measures to be taken when driving. The Carlos Slim Foundation, the International Automobile Federation (IAAF) in Mexico, the TELMEX Telcel Motor Racing Team, the Federal Government through the Ministry of Health and the Mexican Red Cross, as well as other public and private institutions participate in this program.

- At the beginning of 2013, the president of the Red Cross indicated that the campaign started by Race Car Drivers for Road Safety was a deciding factor in achieving a 13% reduction in road accidents, as well as a reduction in rollovers of vehicles and running over pedestrians.



Volunteer work

Volunteer work enriches people's lives, promotes solidarity and is a very effective way of carrying out social and environmental programs for the benefit of the population. We are very proud of our employees and the network of volunteers that supported us in various causes during 2013.

Volunteer Network

Brazil

In 2013, some 100 volunteers participated in various national campaigns carried out by the Grupo Voluntários em Ação (Dia das Crianças e Natal) in Brazil, collecting food supplies, clothes and personal hygiene products to be given to institutions that help children in shelters and family assistance associations, among others.

Colombia

Through the Niños por un Nuevo Planeta (Children for a New Planet) Foundation, we supported children who have been victims of sexual violence with a recreational event in the Salitre Mágico Park, where 35 volunteers participated and 317 boys and girls from Bogotá attended.

Ecuador

In Ecuador, we have the support of 101 volunteers for various social projects listed below:

- Planting of native and mangrove trees, which contribute to reducing environmental impact.
- Cell phone recycling campaigns with students.
- Day Trips on holidays for underprivileged children.

Peru

A wide variety of activities directed toward children from low-income families in different districts were carried out in Peru, including the following:

ACTIVITY	NUMBER OF VOLUNTEERS	BENEFICIARIES (SECTOR)	NUMBER OF BENEFICIARIES	GEOGRAPHICAL SCOPE
Corporate Volunteering: Improvement of infrastructure of the PRONOEI "Mi Pequeño Paraíso".	31	Children between 3 and 5 years old with limited resources.	59	District of San Juan de Lurigancho.
Corporate Volunteering: Improvement of infrastructure of the IE "Independencia".	48	Children between 6 and 12 years old with limited resources.	730	District of Independencia.
Volunteering for Plant a tree.	40	Children between 6 and 12 years old with limited resources.	500	District of Pachacamac.

Dominican Republic

With the support of 435 volunteers, social and environmental activities were carried out, including the following:

- Reforestation day in Majagua, Villa Altigracia.
- Carlos Díaz Community, Tamboril-Santiago.
- Cleaning of beaches.
- Reforestation day in Río Verde - La Vega.
- Reforestation day for schools in primary school Gregorio Luperón de Los Botados-Yamas-Monte Plata.
- Reforestation day for schools in the Elías Cabral de Jesús de la Victoria school, Villa Mella.
- Reforestation day in the José Almonte de Jacagua arriba school, Santiago.

Nicaragua

In Nicaragua, volunteers distributed toys to the following institutions:

- Hogar Pajarito Azul Children's Home.
- Asociación Pro Niños Quemados de Nicaragua (Aproquen).

- Mi Matagalpa Rural.
- Hospital La Mascota.
- Conanca.
- Costa Caribe.
- Norte del País.

In conjunction with the Nicaraguan Commission for Helping Children with Cancer (Conanca), volunteer activities with 3,700 people were carried out in support of children with cancer, while Un Techo para mi País (A Roof for my Country) provides low-cost housing.

Chile

In Chile, 80 volunteers participated in the event Navidad con Sentido (Christmas with Meaning) visiting ill patients in hospitals in Santiago and Chillan.

Professional Volunteerism

Chile

In order to improve volunteer activities, the “Preparation of Volunteers” workshop took place in the city of Santiago, with the participation of 60 people.

Brasil

Implemented in Brazil by the Embratel Institute, the program is present in the capital cities and other cities of the states of Pernambuco, Sergipe, Alagoas, Paraíba, Río Grande do Norte, Ceará, Maranhão, Piauí, Goiás, Amazonas, Bahía, São Paulo, Río de Janeiro and the Federal District.

- ASUME Brazil has 90 volunteers.

Fundraising

- We carried out Fundraising campaigns for the benefit of various social causes.

Claro Brazil - Embratel Institute

- We carried out activities in the central and regional offices for the collection of non-perishable foods, clothing, toys and toiletries, among others.

Net Brasil

- 85,261 items were collected and donated on special dates, such as education day and grandparents’ day.

Salvador

- Funds were collected in order to take 5,600 children to the Tin Marin Children's Museum.

Peru

	ACTIVITY	NUMBER OF VOLUNTEERS	BENEFICIARIES (SECTOR)	NUMBER OF BENEFICIARIES	GEOGRAPHICAL SCOPE
Collections	School Supplies Campaign.	939	Children between 3 and 5 years old with limited resources.	1,486	21 states in the country.
	Friaje Campaign.	1,697	Children between 3 and 5 years old with limited resources.	2,157	9 states in the country.
	Christmas Campaign.	1,252	Children between 3 and 5 years old with limited resources.	2,784	23 states in the country.

Community Service Allies

Ecuador

In Ecuador, together with the Fe y Alegria Foundation, we organized a handicraft workshop with the participation of 60 volunteers. Furthermore, we supported the Telethon and the Aldeas Infantiles del Ecuador, which care for children who have been abandoned or are victims of violence. We also provided support to the "Aprendiendo a Vivir" Foundation, which treats diabetic children, as well as the Food Bank.

Peru

Children's games and modules were set up through United Way Peru. United Way Peru is a non-profit organization, whose purpose is to improve the quality of education of children up to the age of seven years old. Furthermore, it was supported by 21 leading companies in the country, benefiting more than 70 children with the help of Aldeas Infantiles SOS.

Selection and preparation costs and fees for 12 leading young people were subsidized through Enseña Peru to improve their education.



Colombia

The Delirio Foundation promoted salsa dancing as an artistic and cultural expression, seeking at the same time to generate opportunities for young people in vulnerable conditions. Support was also provided to the Telethon.

Puerto Rico

Along with the Relevó por la Vida organization, walks were scheduled to collect funds for cancer patients.

Brazil

Partnering with the Ação Social Pela Música do Brasil organization, training was carried out in music programs for children and teenagers in low-income communities in various *favela* slum districts.

In a joint effort with the Mexican Embassy in Brazil and within the framework of the 11th Paraty International Literature Festival (FLIP), the Embratel Institute promoted the launching of the Portuguese edition of “Las Leyendas de América Latina” (The Legends of Latin America).

Through the Noos Institute, the specialized communication as “123 Hola! –La voz de los niños y adolescentes” was set-up. Internationally known as “ChildLine” or “Child Helpline”, this project offers services to children and teenagers, guaranteeing their right to communication and information using ICT.



Nicaragua

We supported the Telethon by activating donation platforms via SMS, fixed telephone lines, Internet and television transmissions. Prevention campaigns were carried out through a collaborative alliance with the National Police Force and technological and telecommunications support was provided.

Alongside the Network for Women against Violence, educational and advertising campaigns were carried out, while the Permanent Commission for Human Rights organized a drawing competition and educational campaigns to promote the human rights of children.

Mexico

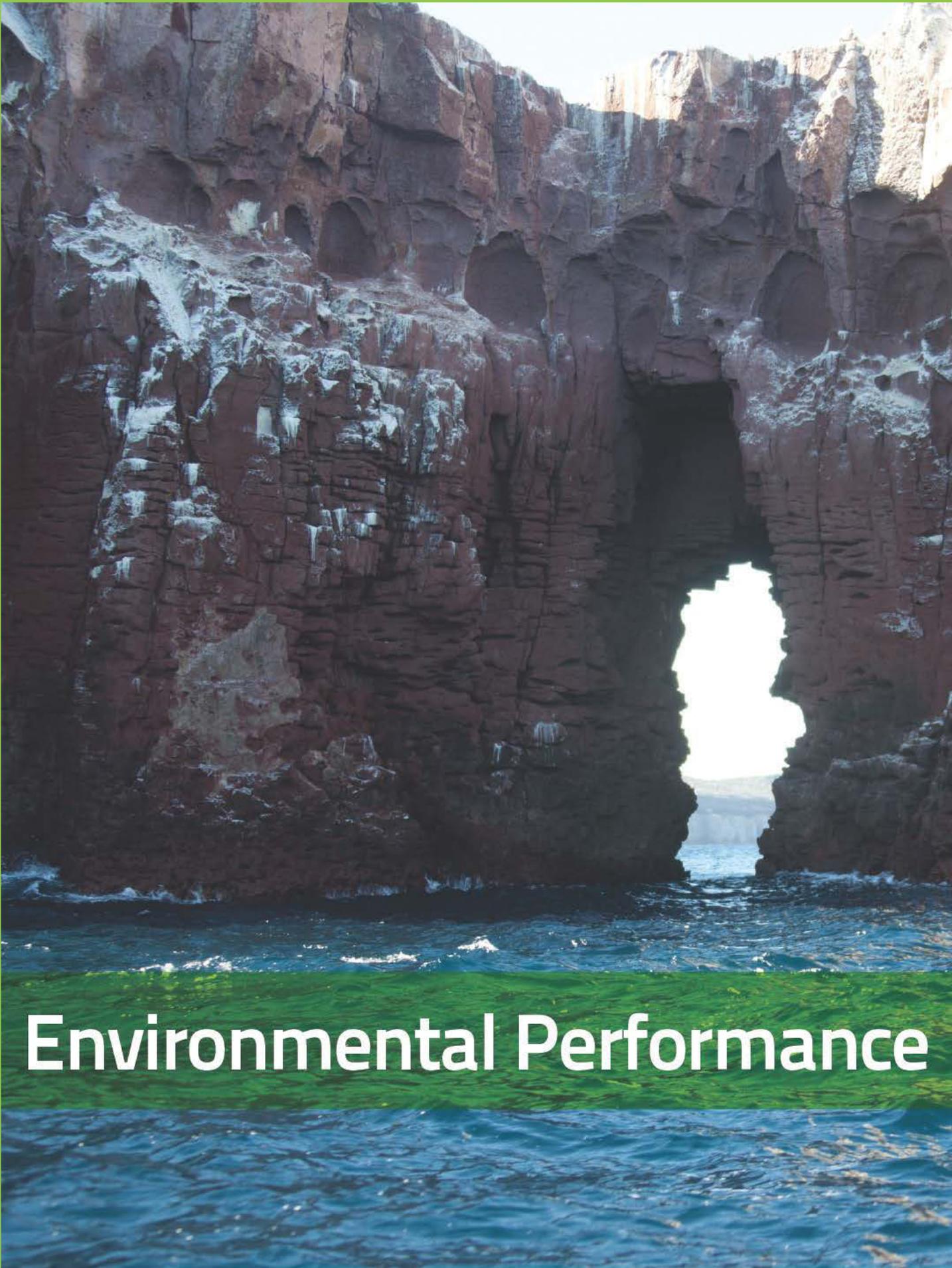
Telcel and Fundación Telmex have been part of Telethon Mexico since it began in 1997, with the firm objective of supporting girls and boys with disabilities, autism and cancer.

Telcel and Fundación Telmex are official sponsors of the event and participate as fundraisers so that more people can join the cause by just sending a text message from their cell phone or by making a telephone call chargeable to their telephone bill. Employees, partners, suppliers and distributors join this cause year after year by means of voluntary donations.

The funds raised are used: to provide specialized rehabilitation services in the Telethon Children's Rehabilitation Centers (CRIT) created for this purpose; to support Telethon University, which trains professionals in physical therapy, occupational therapy and pediatric rehabilitation medicine; and to promote a culture of inclusion for people with disabilities, autism and cancer.

In 17 CRIT centers, we have installed Telmex Digital Classrooms equipped with 280 computers in which 145 trained teachers provide courses and workshops to more than 14,769 patients and family members. We have also set up Wi-Fi mobile connections in the sites. Patients spend on average three days a week in Telmex Digital Classrooms doing their homework or participating in the courses provided.

The potential for this initiative is clearly demonstrated by the CRIT in Quintana Roo, which was home to 6 winners of the National Digital Culture Award 2013.



Environmental Performance

América Móvil is a socially responsible company which has a consistent environmental policy with regards to the optimization of resources, mitigation of impact and promotion of an environmental culture within and outside the company.

As part of this practice, we have developed various initiatives and activities responsible for contributing to the care of the planet. They range from operations of the business itself to synergies with organizations, educational institutions, local authorities and the community in general.

- We maintain our commitment to caring for the environment in which we operate since this is a key factor for sustainable development of the region.
- We work under the premise that caring for the natural environment and renewable and non-renewable resources is everybody's responsibility and that any action in favor of the environment can make a difference.



The use of ICT has a very positive impact on protection of the environment, since not only does it reduce the movement of people and materials by optimizing communication, but also reduces the use of paper and the consumption of energy, among others.

Thus, our company carries out various activities that promote best environmental practices aimed at protecting both the environment in which we operate, as well as the species that inhabit it. In order to achieve this, we use technology and join forces with the value chain, as well as with our business partners and organizations that are experts in the conservation and sustainable use of resources.

Activities carried out in 2013 Include:

- Collection of **447,412** discarded cell phones and **1,153, 671** accessories, an increase of **29%** in the recycling of cellular equipment compared to the previous year.
- **14.5%** increase in the use of renewable energy in corporate offices and Customer Service Centers (CATs).
- Energy Committees were convened in 14 countries to promote a culture of sustainability among our employees.
- Development of **1.5 million** plants in 10 community nurseries in order to reforest the habitat of the Monarch butterfly.

Five central themes guide our environmental policy:

- The improvement of environmental management in all processes.
- The search for efficiency.
- The use of alternative energies.
- Promotion of activities for the benefit of the environment in the value chain.
- Increasing awareness of personnel regarding the use and optimization of resources.

América Móvil, along with each and every one of us who work for the company, is committed to working responsibly, based on our knowledge that technological advances need to go hand in hand with the natural balance. We are convinced that technological progress must be used in benefit of the proper use and care of natural resources.

Implementation and expansion of infrastructure

In order to optimize our coverage and thereby allow more people to be able to communicate, we have increased and improved our infrastructure to guarantee service in remote localities by installing new radio bases. For this purpose, we carried out environmental impact studies in order to ensure that we do not disturb the environment in which they are located.

Likewise, we took measures to camouflage these bases so that our presence would be discrete and blend in with its surroundings. One example of this is the implementation in Ecuador of 54 stations in the national system of protected areas equipped with an enclosure to protect them so that they do not cause any environmental impact on adjoining properties.

In order to operate radio bases in Argentina, we use solar and wind energy, both of which are renewable. In Guatemala, 13 solar cells have been installed, among other initiatives.



Energy

The reduction in the consumption of energy in all operations not only results in significant benefits for the environment, but also translates into competitiveness by reducing costs, which strengthens our sustainability.

- We used 16,596 GJ originating from renewable energy, **14.5 %** more than in 2012.

We have an Energy Management Implementation Project. Its purpose is for each subsidiary of América Móvil to undertake initiatives for the efficient handling of energy in corporate offices and Customer Service Centers.

The main initiatives for reducing consumption of energy include:

COUNTRY	ACTIONS FOR THE BENEFIT OF THE ENVIRONMENT
Argentina	Review and modification of thermal insulation on air-conditioning pipes to avoid heat loss, as well as shielding of rooms.
	Removal of obsolete or unnecessary equipment.
	Installation of motion detectors for the control of lighting in settings with intermittent circulation of personnel (bathrooms, halls, etc.).
	Instruct security personnel to turn off lights not required after working hours, both inside and outside, during routine rounds.
	Replacement of comfort air-conditioning systems with precision air-conditioning systems in equipment rooms.
	Correct the power factor to minimum 90% in order to avoid fines.
Brazil	Increase in the number of installation points for air conditioning units.
	Turn off lights in low traffic areas.
	Study the use of more efficient central air-conditioning equipment.

COUNTRY	ACTIONS FOR THE BENEFIT OF THE ENVIRONMENT
Colombia	A project was approved for changing air-conditioning equipment.
	Installation of solar panels to replace diesel motor generators in 20 base stations (since 2011).
Guatemala	Rectifiers for turning off computers and other equipment.
	Replacement of motor generator with 13 solar cells.
	Rate adjustment.
	Implementation of 13 hybrid sites with photovoltaic cells and generator, achieving a saving of 112,741.2 KW/hour.
Nicaragua	Replacement of comfort air-conditioning systems with precision air-conditioning systems in equipment rooms.
	Installation of high-efficiency lighting.
Mexico	Replacement of comfort air-conditioning systems with precision air-conditioning systems in equipment rooms.

In order to provide continuity to projects, Energy Committees were created in 14 countries. They are responsible for supervising progress in fulfilling goals, in addition to contributing to encouraging a culture of sustainability among employees in order to better manage energy resources. These Committees are governed by a policy that establishes the following:

"To make efficient use of energy by implementing a culture based on best practices and green technologies, supported by the Quality System".

In 2013, this set of initiatives and projects reflected a 14.5% increase in the consumption of renewable energy. This progress in the use of green energy has had a significant impact on the development of our operations.

Energy consumption registered for the year was:

ENERGY CONSUMED BY SOURCE ⁽¹⁾	2012	2013	VAR. %
Renewable energy (GJ)	14,489	16,596	14.5%
Non-renewable energy (GJ)	9,065,886	9,064,512	0.0%
Total consumption in Gigajoules (GJ)	9,080,375	9,081,108	0.0%

⁽¹⁾ Includes the consumption of radio bases, central offices, customer service centers, data centers and service centers.

Water

In our corporate buildings, as well as in Customer Service Centers, we carried out campaigns to reduce the consumption of water by means of official notices to our employees, in addition to other activities which helped to promote a sustainable water culture.

In 2013, we consumed **5.3** million m³ of water.

Reduction of consumption

We work with suppliers who use sustainable initiatives so that the products and services we offer comply with standards for protection of the environment. We have focused on reducing product packaging, promoting the use of recycled material and electronic recharges.

Inside the offices and Customer Service Centers, we work alongside our employees and customers to reduce the amount of printed material. We promote the use of ICT for internal processes such as invoicing and electronic payment systems, among others.



Transport

Having modern transport and efficient logistics is fundamental for reducing our environmental footprint in this respect. Thus, we have invested and implemented various activities to improve our vehicle fleet.

The most important activities include:

- Permanent maintenance of vehicle units.
- Use of video conferencing and video calling equipment to avoid physical displacement of personnel.
- Optimization of logistics of movement of vehicles.
- Use of manual pallet carriers inside warehouses.
- Selection of suppliers with vehicles in optimum conditions.
- Generation of control reports for the reduction of fuels.

Recycling

The recycling of electronic material has many benefits for the environment: apart from reducing the consumption of new materials, we avoid generating a potential source of pollution and we contribute to promoting an industry that generates employment and development.

Our permanent equipment and accessory recycling campaign is carried out in Customer Service Centers. The process is guaranteed by environmental managers certified in the handling of Electric and Electronic Device Waste (RAEE) and, in some cases, we also handle the recovery and elimination of damaged batteries. These activities promote a culture of recycling among our employees and help to ensure that waste is properly handled, avoiding contamination of the subsoil.

2013 Recycling Figures

COUNTRIES	CELL PHONES		ACCESSORIES	
	2012	2013	2012	2013
Argentina	14,974	0	15,250	12,887
Brazil	14,231	46,168	9,714	25,577
Chile	39,695	39,667	0	35,650
Colombia	35,643	17,445	158,913	144,120
Central America	175,405	116,108	6,920	0
Ecuador	0	40,359	58,556	8,703
Mexico	26,051	173,704	78,936	922,810
Peru	23,832	9,523	0	0
Dominican Republic	4,338	4,438	2,578	3,924
Total	334,169	447,412	330,867	1,153,671





Monarch Butterfly Conservation Program

At América Móvil, we know that it is important to preserve Mexican forests due to the fact that every year they are home to the migration of the Monarch butterfly. For this reason, we join forces to protect the lifecycle of the species.

The most relevant achievements of this program include:

- Monitoring of the change in coverage of forests in the Monarch Reserve.
- Monitoring of butterfly hibernation colonies. In 2013, the lowest surface area of forest for two decades was recorded, with nine colonies in 1.19 hectares of forest.
- Diagnosis of availability, use and quality of water in the springs of the reserve and their contribution to the Cutzamala System, which supplies water to Mexico City and the State of Mexico.
- Integration of the North America Plan for the Conservation of the Monarch Butterfly, a shared responsibility between Mexico, the US and Canada.
- During the reforestation season in 2013, 1.5 million plants were reproduced in community nurseries supported by the alliance.

6th Annual Regional Monarch Butterfly Forum

The 6th Annual Regional Monarch Butterfly Forum was held on March 8, 2013. During this event, the joint work of the WWF-Telcel and WWF-Carlos Slim Foundation, along with the authorities, cooperatives, communities, organizations, civil societies and the business sector, was strengthened. Furthermore, the commitment to conserving the Monarch Butterfly was reiterated, along with their hibernation forests in the Estado de México and Michoacán.

Jaguar Conservation Program

The protection of the Jaguar, emblematic feline of the Mesoamerican culture, is very important for the preservation of healthy habitats and represents a historic safeguard.

Within the framework of the Jaguar Program, the WWF-Telcel Alliance supported the National Census of the Jaguar and its prey in Mexico, together with the National Commission for Protected Natural Areas and 25 specialists from 12 institutions, headed by the Ecology Institute of the National Autonomous University of Mexico. The results show an approximate population of 4,000 jaguars in the country and identify the Yucatan Peninsula as the area with the largest population of the feline.

The Alliance has also contributed to eight symposiums on "The Mexican Jaguar in the 21st Century", in which more than 50 specialists involved in the development of the National Jaguar Conservation Strategy participated. This strategy includes short-term, medium-term and long-term activities and goals, as well as the mechanisms for carrying them out.

Through payment for environmental services, 19,600 hectares of tropical forest have been protected in Campeche, the key habitat for the conservation of the Jaguar, a strategy that benefits more than 300 families.

Integrated Program for the Protection of Priority Marine Species in the Sea of Cortes

The Sea of Cortes constitutes one of the richest and with the most biodiversity marine areas on the planet. For this reason, it is extremely important that we protect this habitat since, in addition to being home to native species; it is a privileged location for the reproduction of endangered species.

With several investigators and students, the Alliance monitors the status of the population of priority species in the Sea of Cortes by using new technology for this purpose, such as satellite tags and acoustic monitoring. Along with experts from the Autonomous University of Baja California Sur, the first field laboratory was established to study the gray whale in Laguna San Ignacio, Baja California Sur. In addition, the heavy metal content in the fatty acids of blue whales and fin whales was analyzed. The Alliance has catalogs and has managed to identify 7,000 gray whales, 3,500 humpback whales and 250 killer whales.

Other programs

In Peru, we have made progress in the identification of endangered species that form part of the habitat in the main National Parks, in order to carry out activities for their protection.



Economic Performance

With our characteristic long-term vision and as a result of the dynamic changes in our sector, at América Móvil we are committed to building a sustainable platform that promotes economic development, not only for the company, but also for the societies where we operate, and which require new services.

We firmly believe that strengthening economic performance results in more and better services, ensuring their quality and optimizing the service and care provided to our customers.

Our continuous investments translate into a wide range of products and services, thus promoting digital inclusion so that society in general may have access to new information and communication technology (ICT).

- We are committed to establishing a platform that contributes to the development of the societies in which we operate, focusing our efforts on satisfying the needs of all of our current and future customers.
- We make significant investments in order to connect the generations who will determine the course for the future of global communication.

In 2013, our accesses totaled 339 million, comprised of 270 million mobile subscribers and 69 million Revenue Generating Units (RGUs). Of the latter, 45% were fixed lines in 18 countries.

Highlights

More than **39,000** billion dollars invested over the last five years.

270 million mobile phone customers.

More than **31** million fixed-line customers.

18.9 million broadband accesses.

More than **18.9** million Pay-TV subscribers.

173,174 employees.

More than **5.9** million training hours.

786 billion pesos in revenues.

Investment

In order to be more competitive and to provide better services to society, we maintain a strong investment in order to provide the latest technology, to increase our coverage and provide a wide range of products and services to an increasing number of customers. Furthermore, permanent investment translates into significant demand for goods and services from various economic sectors.

Our activity has a positive impact in all of the countries in which we operate, benefitting various sectors including communications, transportation, construction, information systems, among many others, which stimulates employment, investment and therefore, growth.



Economic value generated, distributed and retained

At América Móvil, we invest and work on efficiently maximizing the capacities of our employees. We operate under the premise that anyone who enters our company has unlimited potential, talent and an intrinsic desire to succeed. With this in mind, we are firmly committed to continuous training, striving to maintain a participating, fair and inclusive workplace that allows for the integrated development of all employees.

	2011	2012	2013
Number of employees	160,647	169,143	173,174

We are the fourth largest employer in Latin America

A fundamental factor of our sustainability is the quality of the human capital that works at América Móvil. As a result, we have maintained constant growth and have extended and diversified our value offering, improving service standards.

It is important to mention that América Móvil is the fourth largest employer in Latin America. In 2013, we offered a source of steady, well-paid employment to 173,174 people, of whom 41% were women and the remaining 59% men.

Permanent employees make up 98.1% of our workforce and full-time positions account for 95.3% of the total.

An average of 44% of our operations personnel are covered under collective bargaining agreements. Notification of consultations and reviews regarding contracts varies between 30 and 60 days, depending on the location.





AMX-1 Submarine Cable

The AMX-1 Submarine Cable is a 17,800 kilometer next generation optical transport infrastructure that will join North, Central and South America, extending all the way to Patagonia through various countries in Central and South America. The Project will connect Brazil, Colombia, the United States, Guatemala, Mexico, Puerto Rico and the Dominican Republic.

- With this important investment, América Móvil will ensure traffic capacity and redundancy for voice, data and video, both for Mexico and Latin America for the next 20 years, complementing its current network of international outputs.
- It will meet the growing demand for rapid and intensive voice, data and video traffic, increasing data transfer speed. (In Latin America, the demand for capacity has grown at a rate of at least 60% per year, driven primarily by the demand for Internet traffic).
- The AMX-1 Submarine Cable will give a decisive boost to digital inclusion by reinforcing cloud computing services and enhancing fixed voice and broadband services.
- Scope: 7 Countries and 11 sites.
 - USA (Jacksonville, Miami).
 - Brazil (Fortaleza, Río de Janeiro, Salvador de Bahia).
 - Colombia (Barranquilla, Cartagena).
 - Puerto Rico (San Juan).
 - Dominican Republic (Puerto Plata).
 - Guatemala (Puerto Barrios).
 - Mexico (Cancún).
- Length: 17,800 km.
- System with Repetition Technology.

Progress:

- 97% of the underwater installation has been completed.
- It has a capacity of more than 85 Tbps (Terabits per second) (equivalent to downloading 20 million songs per second).

Benefits and Incentives

Providing fair benefits and services that reward and encourage our personnel is an important factor in our ability to hire motivated, committed employees who are focused on their work and, therefore, stable.

This is how we are able to direct our attention at América Móvil to providing competitive conditions in this field. We seek to understand the different needs of our employees through various media, such as workplace climate studies, surveys and statistics, among others. Likewise, we take great care to comply with labor law in the various countries in which we operate.

It is worth highlighting that many of the benefits and services we provide are extended to the family members of our employees, which implies a major support to their quality of life.

Thanks to the fact that we provide benefits that surpass those required by law, we are able to maintain low turnover rates in our offices.

Training and Development

Having qualified and highly trained personnel translates into competitiveness, a fundamental factor for ensuring our sustainability in an accelerated world of technological change and highly competitive markets. Thus, we include efficient training programs aimed at developing continuous quality and learning because we understand that this is a key factor in the generation of value for América Móvil.

During 2013, we continued to work on developing skills based on the needs of each department and country in which we operate. This is achieved through a wide range of courses that consider technical, management and human development training, during which we discuss topics such as upper management, time management, emotional intelligence and code of conduct.

The media we use to provide training are extremely varied, including classroom-based courses, e-learning and tutorials, among others. In addition, in some cases, sabbatical leave is granted for training, guaranteeing their job when they return.



Total hours and average training per employee

TOTAL HOURS AND AVERAGE HOURS TRAINING PER EMPLOYEE					
2013	EXECUTIVES	WITH AUTHORITY	WITHOUT AUTHORITY	NUMBER OF TRAINING HOURS	AVERAGE TRAINING PER EMPLOYEE
Total	9,460	440,883	5,512,112	5,962,455.35	34.43

The average training time in 2012 was 26 hours, while in 2013 it was 34 hours, an increase of 30%.

We are committed to supporting the career plans for our employees and give preference to our own personnel for promotions and newly developed positions.

We are convinced that all training generates a change. In our case, we seek to foster our employee's workplace by means of structured processes with well-defined goals.

Among the various areas of training, special emphasis has been placed on customer service. We constantly work on the development of optimum skills in order to improve our service quality standards and to encourage the commitment of each employee in such a way that their treatment and attitude reflect enthusiasm and excellence.

Performance evaluations of employees are carried out on an annual basis in order to enrich performance and establish areas for improvement and thus set up training and coaching programs. The purpose is to encourage professional development.

Integrated development

In order to support the integrated development of our personnel, at América Móvil we have a Social Well-Being Program that addresses three overarching areas:

- Culture and recreation.
- Health.
- Training.

Through activities such as workshops, conferences, sporting events and cultural trips; the promotion of values, traditions and customs, and raising awareness of such issues as preventive health and care for the environment, we seek to support our employee's continuous professional development.

All our efforts are directed toward providing the best connectivity experience at any time and place to all people, guaranteeing innovation in entertainment and productivity and maintaining high standards of quality and customer service.

Customer satisfaction

In a highly competitive market, it is extremely important to understand the expectations and level of satisfaction of our customers. For this reason, we continuously carry out opinion and satisfaction surveys and we maintain constant communication with customers in order to understand their needs and expectations in order to respond effectively to their requirements and provide them with better service.

Customer opinion and satisfaction surveys are carried out using different methodologies and tools, such as field and telephone surveys, email, social networks, online chat room and targeted customer satisfaction surveys.

Specific activities are carried out based on the results of customer satisfaction surveys in order to improve perception, such as:

- Improvement of Customer Relationship Management (CRM) Systems.
- Service attitude workshops.
- Evolution of the service model.
- Virtual branches.
- Certifications of call centers.
- Raising awareness of internal areas of the organization that do not have direct contact with users.
- Dissemination of service policies and regulatory premises for handling of requests and complaints.

Thanks to the continuous monitoring of customer satisfaction levels and, most importantly, the actions implemented for this purpose, we have observed constant improvement in satisfaction rates over the last few years. Nevertheless, we are aware that we need to constantly work on and invest in achieving levels of excellence in quality of customer service, which translates into increased competitiveness and a more solid base for our economic sustainability.

An example of this is the case of Colombia where we have achieved an average satisfaction level of 95% in Customer Service Centers. This is a result, among other factors, of the timely handling of requests or questions - 72 hours following the customer's visit. During follow-up, we promptly ask them about their experience with the service consultant in terms of courtesy, communication, knowledge, solution of the need, quality of service, speed and waiting time. Of the average 430,000 monthly visits, approximately 9,000 customers are surveyed each month.

Another example is Peru where, in 2013, process reengineering was carried out in the customer service department and solution of concerns or requests was carried out. This reengineering focused on:

- The implementation of the role of the personnel responsible for receiving customer requests.
- Having a single contact for the customer.
- The automation of the functionality of the process for changing service plans or migrating cell phones.

All of these activities increased the customer satisfaction level by reducing the need to reestablish contact and by improving service times.

How did we respond to the challenges of 2012?

CHALLENGES IN 2012	ACTIVITIES IMPLEMENTED IN 2013
Network modernization	4G LTE coverage was increased in countries such as Brazil, Costa Rica, Chile and Puerto Rico.
Increased broadband speed	With the implementation of the 4G LTE Network, speed was increased benefiting more than 45.3 million people in countries such as Brazil, Costa Rica, Chile and Puerto Rico.
Increased coverage	Access to ICT was extended to more than 60 million people.
Increased capacity of traffic	In addition to the increase in coverage of 4G LTE, 97% of submarine cable works were completed, which will substantially increase traffic capacity.
Customer satisfaction	In addition to improvements in coverage, bandwidth and increased network capacity, improvements were made to the Customer Relationship Management (CRM) systems and response times to questions and clarifications were reduced.

Challenges 2014

- Expand coverage.
- Increase broadband speed.
- Increase TV content.
- Standardize all services based on the most modern technology.
- Improve customer satisfaction levels.

Customer service

We have focused on improving the service we provide our customers by means of various activities:

- We have reduced response times regarding customer questions and clarifications.
- The development of the service model aims to improve quality, efficiency and level of resolution of questions and claims by customers by changing the CRM tool, by implementing the satisfaction evaluation system and by creating virtual branches in order to provide service over the web.
- The Service Attitude workshop was introduced in order to improve the hiring of Customer Service Center consultants.
- The Webcenter tool and operation was strengthened in order to manage social networks and e-mails, improving response times and monitoring of comments and trends.
- The Hospitality Program was developed in order to optimize the customer service skills of Customer Service Center consultants.
- A coaching program was introduced to develop the skills of managers of Customer Service Centers in order to improve the management of their work team and to increase their efficiency.
- We held the "League of Champions", a competition across Customer Service Centers, in order to obtain sustained improvement in key management indicators.
- The Continuous Improvement program was re-launched in order to identify opportunities for improvement in customer services with the contribution of ideas from all employees.
- The Service Quality Committee was created in order to identify and develop improvements that support the culture of service.



Agreement for preventing the theft of cell phones

Within the framework of the “Memorandum of Understanding regarding the exchange of data on stolen mobile devices”, which was signed in 2012 with the GSM Association on a regional level, we continue to make efforts to protect the interests and information of our customers. This measure contributes to discouraging theft and the selling of illegally obtained equipment.

For this purpose, we have invested in state-of-the-art technology, which has allowed us to strengthen the integration and updating of the database of International Mobile Equipment Identity (IMEI) numbers database on a global level. This measure contributes to preventing the activation of stolen telephones in any other country.

Privacy of Information

The strict protection of our customer information is essential for América Móvil. In order to properly handle such information, we have sophisticated safety systems and processes, trained personnel and a significant commitment with our employees by means of the Code of Ethics of the institution.

We are committed to maintaining the technical, administrative and physical security measures that guarantee compliance with applicable laws relating to privacy and confidentiality of information in each country in which we operate.

Telcel and Telmex have held ISO 9001 certification for over 11 years. They have also begun the process of obtaining ISO 20000 and 27000 certification for Telcel. All of these standards guarantee the effective delivery of convergent telecommunication and information technology services, as well as the best practices in data security.

Communications and Responsible Marketing

In a highly competitive, constantly evolving market, América Móvil maintains constant communication, in particular with its customers. This is a key aspect of our sustainability. For this purpose, we have diverse channels of communication, handled in strict compliance with

our Code of Ethics and strictly adhering to the laws and regulations of every country in which we operate, particularly in the advertising and commercial fields.

We continue to monitor new demands, trends, and preferences of our customers so that the products and services we offer are accompanied by information and advertising that provide customers with all of the decision-making tools required to meet their needs.

The countries in which we operate are a mosaic of rich and diverse cultures. This is of great value to América Móvil and the reason why we place particular emphasis on the respect, promotion and protection of that cultural heritage in all of our communications and advertising.

Our advertising focuses on the advantages of the use of the best technology, the best coverage, the growing variety of products and services and speed of broadband, in addition to the increased TV content and the convenience of triple play modes.

We energetically seek to protect our brands image since they represent who we are and are the link that connects us with our customers. In 2013, Telcel and Claro were ranked among the top ten most valuable brands in Latin America, according to the BrandZ Top 50 Most Valuable Latin American Brands 2013 study.

In 2013, for the fourth consecutive year, Telcel received the Reader's Digest International Trusted Brands award in the category of Most reliable mobile phone company in Mexico. These rankings are backed by studies conducted by the prestigious market research firm Ipsos.

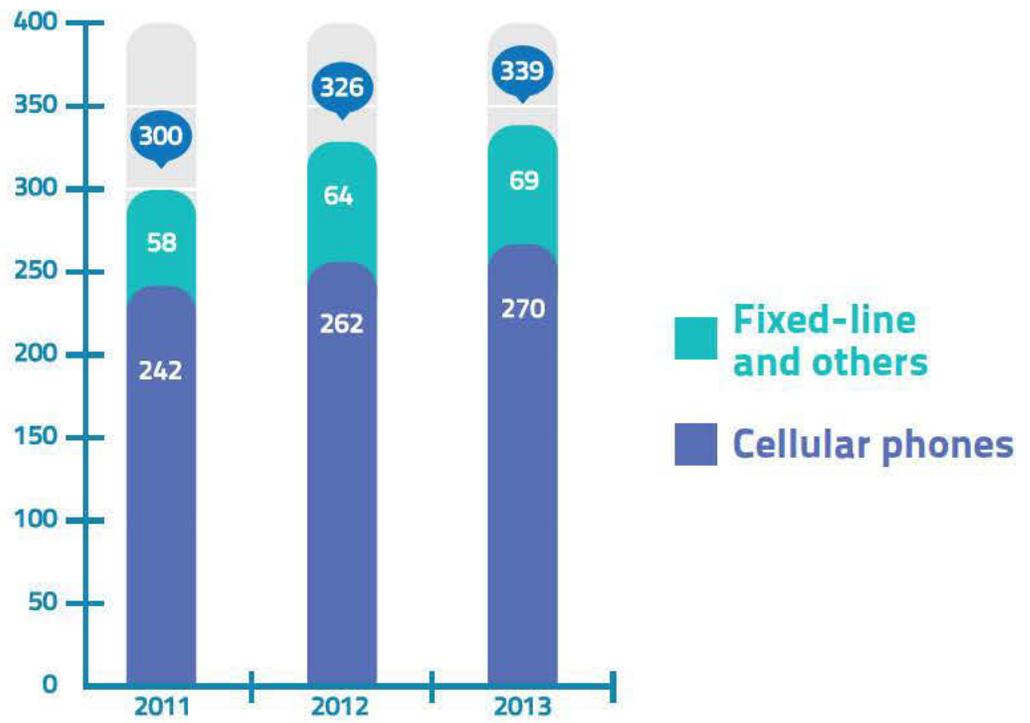
Coverage

Thanks to increased coverage, the quality of our service and successful promotional and commercial strategies, the number of total accesses in 2013 reached 339.3 million, reflecting a growth of 4.2% compared with the previous year.

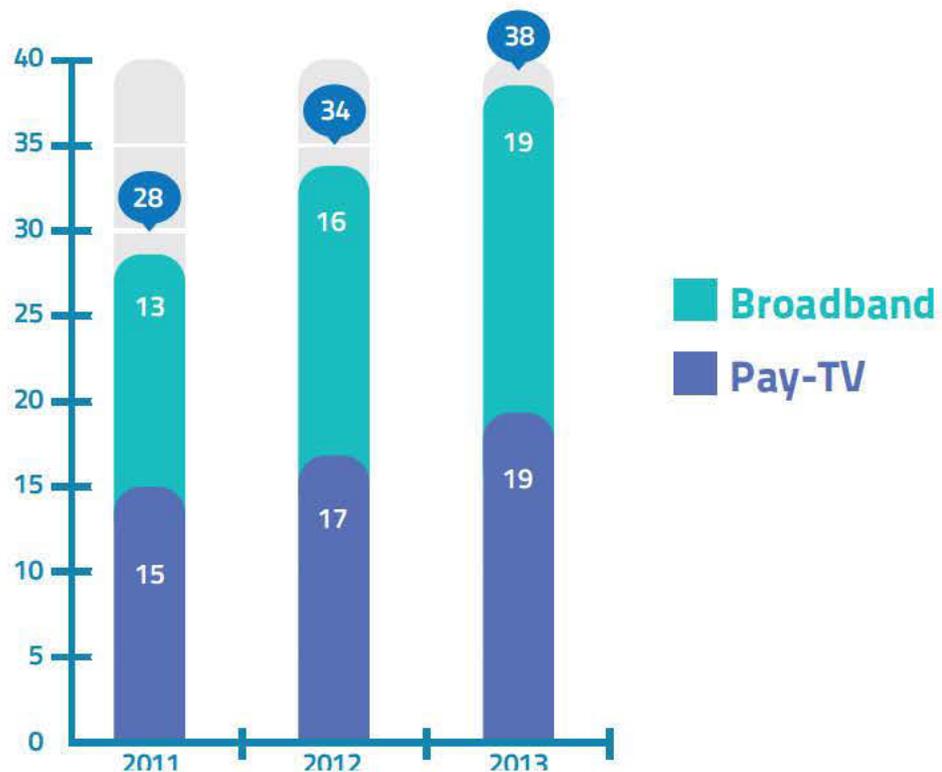
Total accesses include 270 million wireless subscribers, 2.8% more than in 2012, and 69.4 million services over fixed lines, 8.2% more than the previous year.



Total subscribers (Millions)



Total subscribers (Millions)



Financial results

CELLULAR SUBSCRIBERS AT DECEMBER 31, 2013 (THOUSANDS)

REGION	DEC 11	DEC 12	DEC 13	VAR. % 13/12
Southern Cone	26,281	27,432	28,167	2.7%
Brazil	60,380	65,239	68,704	5.3%
Central America and the Caribbean	18,524	21,119	22,985	8.8%
Colombia	28,819	30,371	28,977	-4.6%
Andean Region	22,311	24,638	23,886	-3.1%
USA	19,762	22,392	23,659	5.7%
Mexico	65,678	70,366	73,505	4.5%
Total Wireless Lines	241,755	261,557	269,883	3.2%

FIXED-LINE ACCESSES AT DECEMBER 31, 2013

REGION	DEC 11	DEC 12	DEC 13	VAR. % 13/12
Southern Cone	1,336	1,508	1,714	13.7 %
Brazil	23,589	28,586	32,683	14.3 %
Central America and the Caribbean	5,781	6,061	6,504	7.3 %
Colombia	3,548	4,195	4,749	13.2 %
Andean Region	863	1,120	1,343	19.9 %
Mexico	22,766	22,669	22,452	-1.0 %
Total Fixed-Line Accesses	57,883	64,139	69,445	8.3 %

BROADBAND SUBSCRIBERS (THOUSANDS)

REGION	DEC 11	DEC 12	DEC 13	VAR. % 13/12
Mexico	7,952	8,497	8,908	4.8%
Brazil	4,661	5,752	6,689	16.3%
Colombia	875	1,190	1,449	21.8%
Southern Cone	312	381	410	7.6%
Andean Region	188	264	345	30.7%
Central America	474	566	631	11.5%
Caribbean	590	628	668	6.4%
Total	15,052	17,278	19,100	10.5%

PAY-TV SUBSCRIBERS (THOUSANDS)

REGION	DEC 11	DEC 12	DEC 13	VAR. % 13/12
Brazil	9,770	12,554	14,806	17.9%
Colombia	1,899	2,019	2,093	3.7%
Southern Cone	597	649	805	24.0%
Andean Region	326	272	312	14.7%
Central America	707	736	863	17.3%
Caribbean	143	172	217	26.2%
Total	13,442	16,402	19,096	16.4%



Corporate Governance and Ethics



Our Corporate Governance practices surpass the standards stipulated by applicable legislation.

Corporate Governance

Our Corporate Governance practices are governed by our corporate bylaws, the Mexican Securities Market Act and the regulations issued by the Mexican National Banking and Securities Commission. Likewise, we also adhere to the Code of Best Corporate Practices of the Mexican Stock Exchange.

Through our Corporate Governance, we constantly reaffirm the fundamental philosophy, values and principles that have allowed us to continue our project for growth and consolidation.

América Móvil's supreme governing body is the Shareholder's Meeting, which appoints a Board of Directors consisting of 17 standing members and their respective alternates, of whom 47% are independent members.

The Board of Directors is comprised of a minimum of five and a maximum of 21 directors, with the same number of alternates. The professionals who serve on the board are individuals with ample and recognized profiles in a wide range of sectors, including business, communications, technology, commerce, finance, industry, services and banking, among others.

In order to be able to fully comply with their duties, the Board of Directors is supported by three committees:

Executive Committee

The primary responsibility of the Executive Committee is to advise the Board of Directors with regard to various subjects, as well as to exercise its powers, with certain exceptions. In turn, the Board is required to consult the Executive Committee before deciding on certain matters stipulated in the corporate bylaws.

Audit and Corporate Practices Committee

The responsibility of the Audit and Corporate Practices Committee is to support the Board of Directors in the supervision of company operations and to establish and monitor processes and controls, in order to ensure that the financial information we distribute is useful, appropriate and reliable, and that it accurately reflects our financial position.

The Committee also has an internal audit division responsible for coordinating work relating to the following activities:

- **Risk Audits:** its activities include reviewing the different operating processes of each company, the integrity of operations and their performance.



- SOX Audits: auditing of the requirements of the Sarbanes-Oxley Act in order to ensure that, by means of strict controls, public financial information is 100% accurate.
- Special Audits: the main objective of these audits is to support to different divisions in the company in reviewing some specific process or activity.

Committee of Operations in Puerto Rico and the USA

The responsibility of this committee is to act in the name and on behalf of the company Board of Directors with respect to the subsidiary and/or special affiliate in which AT&T Inc. participates or may participate directly or through its subsidiaries in the United States of America and Puerto Rico.



Code of Ethics

We have a Code of Ethics aligned with our philosophy, values and principles of business conduct. All our directors and executive officers, as well as other members of personnel, have accepted and adopted it. Our Code of Ethics complies with national and international standards in the fields of combatting corruption and bribery.

The application of this code, as well as the best practices of Corporate Governance, has allowed our shareholders to place their trust in us, obtaining attractive returns.

Corporate Citizenship

We promote the development of our sector through continuous communication, collaboration and good practices in our dealings with authorities, competitors, Civil Society Organizations and other entities.

We actively participate in forums, conventions and meetings and we work with various associations in order to promote and defend the healthy development of our activities in the different countries in which we have presence. We seek to share experiences, good practices and analyses, among other aspects.

On December 4, 2013, we participated in the 11th Annual World Telecommunication/ ICT Indicators Symposium (WITS). The symposium was organized by the International Telecommunications Union in Mexico City, of which Carlos Slim Helú is co-chair of the Broadband Committee.



ASSOCIATIONS	
4G Americas	
ADOMTEL	Dominican Association of Telecommunications Companies.
AEPROVI	Association of Internet, Value Added, Carriers and IT service providers (Ecuador).
AIRD	Association of Industries of the Dominican Republic.
AMIPCI	Mexican Internet Association.
ANATEL	National Telecommunications Association (Mexico).
ASETEL	Association of Telecommunication Companies (Ecuador).
AFIN	Association for the Promotion of National Infrastructure.
COMECUAMEX	Binational Chamber of Commerce Ecuador - Mexico.
CITEL	Inter-American Telecommunications Commission.
CONEP	National Council for the Private Company (Panama).
FEBRATEL	Brazilian Telecommunications Federation.
GSMA	Global System for Mobile Communications Association.
ICC	International Chamber of Commerce.
TELEBRASIL	Brazilian Telecommunications Association.
TELCOMP	Brazilian Association of Telecommunication Service Providers.
SINDITELEBRASIL	National Union of Telephone and Cell phone Service Companies and personnel (Brazil).
UIT	International Telecommunications Union.
FTC	US Federal Trade Commission.

About this report

As we have every year, we hereby submit our Sustainability Report. América Móvil's 2013 Sustainability Report presents the results of activities carried out between January 1 and December 31, 2013 through its affiliates Telcel, Telmex, Claro, Embratel, Net and TracFone, in the 18 countries in which we operate. This is the company's third report prepared in accordance with the Sustainability Reporting Guidelines version G3.1 of the Global Reporting Initiative.

Information was collected in various countries by means of the specialized Optimum CSR system, which was complemented by personal interviews and by information obtained from various internal company materials. This report has been self-scored and corresponds to application level B.

For any matters related to the report, please contact us at: contacto-rse@americamovil.com



GRI Index

Indicator	Description of the Indicator	Information	Response
1. Strategy and analysis			
1.1	Statement from the most senior long-term decision-maker of the organization.	Fully	
1.2	Description of the key impacts, risks and opportunities.	Fully	
2. Organizational profile			
2.1	Name of the organization.	Fully	
2.2	Primary brands, products and/or services.	Fully	
2.3	Operational structure of the organization.	Fully	
2.4	Location of the organization's headquarters.	Fully	
2.5	Number of countries where the organization operates.	Fully	
2.6	Nature of ownership and legal form.	Fully	
2.7	Markets served.	Fully	
2.8	Scale of the organization.	Fully	http://www.americamovil.com/amx/cm/filings/Form_20-F.pdf
2.9	Significant changes in the size, structure or ownership of the organization.	Fully	
2.10	Awards and distinctions received.	Fully	
3. Report parameters			
Report profile			
3.1	Reporting period for information provided.	Fully	
3.2	Date of the most recent previous report.	Fully	
3.3	Reporting cycle.	Fully	
3.4	Contact point for questions regarding the report or its contents.	Fully	

Report scope and boundary

3.5	Process for defining report content.	Fully	
3.6	Boundary of the report.	Fully	
3.7	Specific limitations of the scope or boundary of the report.	Fully	
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations.	Fully	
3.9	Measurement techniques for data and bases in order to carry out calculations.	Fully	
3.10	Explanation of the possible effect of the restatement of information from previous reports.	Fully	
3.11	Significant changes from previous reporting periods in the scope, boundary or measurement methods applied in the report.	Fully	

Index of the content of the GRI

3.12	Table indicating the location of the basic content in the report.	Fully	
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Verification

3.13	Current policy and practice in relation to the request for external verification of the report.	Fully	The report is self-reported.
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4. Governance, commitments and stakeholder engagement

Governance

4.1	Governance structure of the organization.	Fully	
4.2	Occupation of executive position by the Chair of the highest governance body.	Fully	http://www.americamovil.com/amx/cm/filings/Form_20-F.pdf
4.3	Number of members of the highest governing body who are independent or non-executive.	Fully	
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Fully	
4.5	Link between payment of the members of the highest governance body, top management and executives.	Fully	http://www.americamovil.com/amx/cm/filings/Form_20-F.pdf
4.6	Procedures implemented to avoid conflicts of interest in the highest governance body.	Fully	
4.7	Procedure for establishing the training and experience required for members of the highest governance body.	Fully	
4.8	Statement of mission and values developed internally, codes of conduct and relevant principles.	Fully	
4.9	Procedures of the highest governance body for supervising identification and management.	Fully	
4.10	Procedures for assessing the performance of the highest governance body.	Fully	

Commitments with external initiatives

4.11	Description of how the organization has adopted an approach or principle of precaution.	Fully	
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4.12	Social, environmental and economic principles or programs developed externally.	Fully	
4.13	Main associations to which it belongs.	Fully	

Stakeholder engagement

4.14	List of stakeholders engaged by the organization.	Fully	
4.15	Basis for identification and selection of stakeholders with whom to engage.	Fully	
4.16	Focuses adopted for the inclusion of stakeholders.	Fully	
4.17	Main concerns and aspects that have arisen as a result of the participation of stakeholders and the way in which the organization has responded.	Fully	

ASPECT: Economic performance

EC1	Direct economic value generated and distributed.	Not reported	Information not considered in the report.
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	Not reported	Information not considered in the report.
EC3	Coverage of obligations of the organization's defined benefit plan obligations.	Not reported	Information not considered in the report.
EC4	Significant financial assistance received from governments.	Not reported	Information not considered in the report.

ASPECT: Market presence

EC5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	Fully	
EC6	Policies, practices and proportion of spending on local suppliers at significant operations areas.	Not reported	Information not considered in the report.
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	Fully	

ASPECT: Indirect economic impacts

EC8	Development and impact of infrastructure and services provided principally for public benefit.	Fully	
EC9	Understanding and description of significant indirect economic impacts, including the extent of impacts.	Not reported	Information not considered in the report.

Environmental Performance Indicators

ASPECT: Materials

EN1	Materials used by weight or volume.	Not reported	Information not considered in the report.
EN2	Percentage of materials used that are recycled input materials.	Not reported	Information not considered in the report.

ASPECT: Energy

EN3	Direct consumption of energy by primary energy source.	Fully	
EN4	Indirect consumption of energy by primary energy source.	Fully	

EN5	Energy saved due to conservation and efficiency improvements.	Fully	
EN6	Initiatives to provide energy-efficient or renewable energy-based products and services, and reductions in energy requirements as a result of these initiatives.	Fully	
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	Fully	

ASPECT: Water

EN8	Total water withdrawal by source.	Partially	
EN9	Water sources significantly affected by water withdrawal.	Not reported	Information not considered in the report.
EN10	Percentage and total volume of water recycled and reused.	Not reported	Information not considered in the report.

ASPECT: Biodiversity

EN11	Description of land owned in or adjacent to areas of high biodiversity outside protected areas.	Fully	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	Fully	
EN13	Protected or restored habitats.	Fully	
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	Fully	
EN15	Number of species organized by level of extinction risk.	Fully	

ASPECT: Emissions, effluents and waste

EN16	Total direct and indirect greenhouse gas emissions by weight.	Not reported	Information not considered in the report.
EN17	Other relevant indirect greenhouse gas emissions by weight.	Not reported	Information not considered in the report.
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Not reported	Information not considered in the report.
EN19	Emissions of ozone-depleting substances by weight.	Not reported	Information not considered in the report.
EN20	NO _x , SO _x , and other significant air emissions by type and weight.	Not reported	Information not considered in the report.
EN21	Total water discharge by quality and destination.	Not reported	Information not considered in the report.
EN22	Total weight of waste by type and disposal method.	Not reported	Information not considered in the report.
EN23	Total number and volume of significant spills.	Not reported	Information not considered in the report.
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	Not reported	Information not considered in the report.
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	Not reported	Information not considered in the report.

ASPECT: Products and services

EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	Fully	
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	Fully	

ASPECT: Regulatory compliance

EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	Fully	
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ASPECT: Transport

EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	Fully	
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ASPECT: Overall

EN30	Total environmental protection expenditures and investments by type.	Not reported	Information not considered in the report.
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Performance indicators for labor practices and work ethics
ASPECT: Employment

LA1	Total workforce by employment type, employment contract, and region.	Partially	
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	Partially	
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	Partially	

ASPECT: Labor/management relations

LA4	Percentage of employees covered by collective bargaining agreements.	Fully	
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	Fully	

ASPECT: Occupational health and safety

LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	Fully	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	Partially	
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	Fully	
LA9	Health and safety topics covered in formal agreements with trade unions.	Not reported	Information not considered in the report.

ASPECT: Training and education

LA10	Average hours of training per year per employee by employee category.	Fully	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	Fully	
LA12	Percentage of employees receiving regular performance and career development review.	Fully	

ASPECT: Diversity and equal opportunity

LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	Partially	
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	Partially	
LA15	Rates of reincorporation into work and deduction after maternity/ paternity leave, by gender.	Not reported	Information not considered in the report.

Performance indicators regarding human rights**ASPECT: Investment and procurement practices**

HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	Not reported	Information not considered in the report.
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, and actions taken.	Not reported	Information not considered in the report.
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	Not reported	Information not considered in the report.

ASPECT: Non-discrimination

HR4	Total number of incidents of discrimination and corrective actions taken.	Fully	
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ASPECT: Freedom of association and collective bargaining

HR5	Company activities in which the right to freedom of association and to participate in collective bargaining may be subject to significant risks.	Fully	América Móvil respects the rights of its employees to freedom of association and to participate in collective bargaining.
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ASPECT: Child labor

HR6	Identified activities associated with the potential risk of child labor and measures taken to contribute to its abolition.	Fully	América Móvil does not hire minors.
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ASPECT: Forced labor

HR7	Operations identified as being of significant risk due to the fact that they are the result of episodes of forced labor or work without consent.	Fully	América Móvil is governed by work contracts that specify hours and duties.
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ASPECT: Security practices

HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	Not reported	Information not considered in the report.
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ASPECT: Indigenous rights

HR9	Número total de incidentes relacionados con violaciones de los derechos de los indígenas y medidas adoptadas.	Not reported	Information not considered in the report.
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ASPECT: Assessment

HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	Not reported	Information not considered in the report.
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms.	Not reported	Information not considered in the report.

Performance indicators regarding society
ASPECT: Communities

S01	Nature, scope and effectiveness of programs and practices for assessing and managing the impacts of operations on communities, including entry, operation and departure from the company.	Fully	
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ASPECT: Corruption

S02	Percentage and total number of business units analyzed for risks related to corruption.	Not reported	Information not considered in the report.
S03	Percentage of employees trained in organization's anti-corruption policies and procedures.	Fully	
S04	Actions taken in response to incidents of corruption.	Fully	

ASPECT: Public policy

S05	Public policy positions and participation in public policy development and lobbying.	Fully	
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	Fully	América Móvil does not make financial contributions or contributions in-kind to political parties or related institutions.

ASPECT: Anti-competitive behavior

S07	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	Fully	Follow-up is provided to activities relating to said causes awaiting resolution.
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ASPECT: Regulatory compliance

S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	Fully	In 2013, no significant sanctions or fines were reported.
S09	Operations with significant potential or actual negative impacts on local communities.	Not reported	Information not considered in the report.
S010	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	Not reported	Information not considered in the report.

Performance indicators regarding product responsibility
ASPECT: Customer health and safety

PR1	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	Fully	http://www.americamovil.com/amx/es/cm/reports/Y/Responsabilidad2012.pdf
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PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	Not reported	Information not considered in the report.
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ASPECT: Product and service labeling

PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	Fully	Information relating to products and services that América Móvil offers is regulated by the regulations of the countries in which it operates.
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	Not reported	Information not considered in the report.
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	Fully	

ASPECT: Marketing communications

PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	Fully	We strictly comply with all guidelines stipulated in corresponding regulations in all places in which we operate.
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications.	Not reported	Information not considered in the report.
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	Fully	In 2013, no complaints were registered in relation to privacy and leaking of personal customer data.

ASPECT: Regulatory compliance

PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	Not reported	Information not considered in the report.
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