

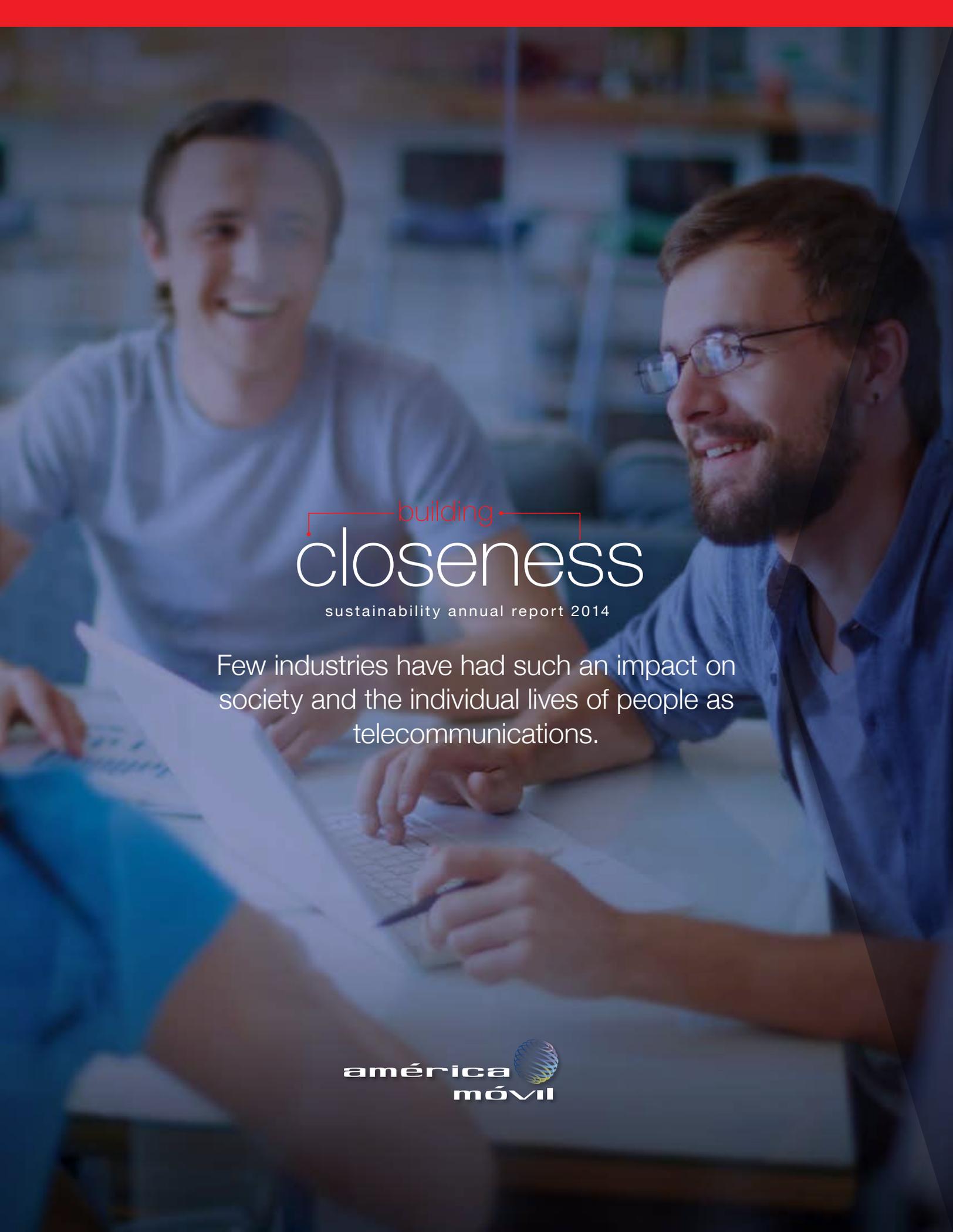


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# closeness

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Few industries have had such an impact on society and the individual lives of people as telecommunications.

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móvil

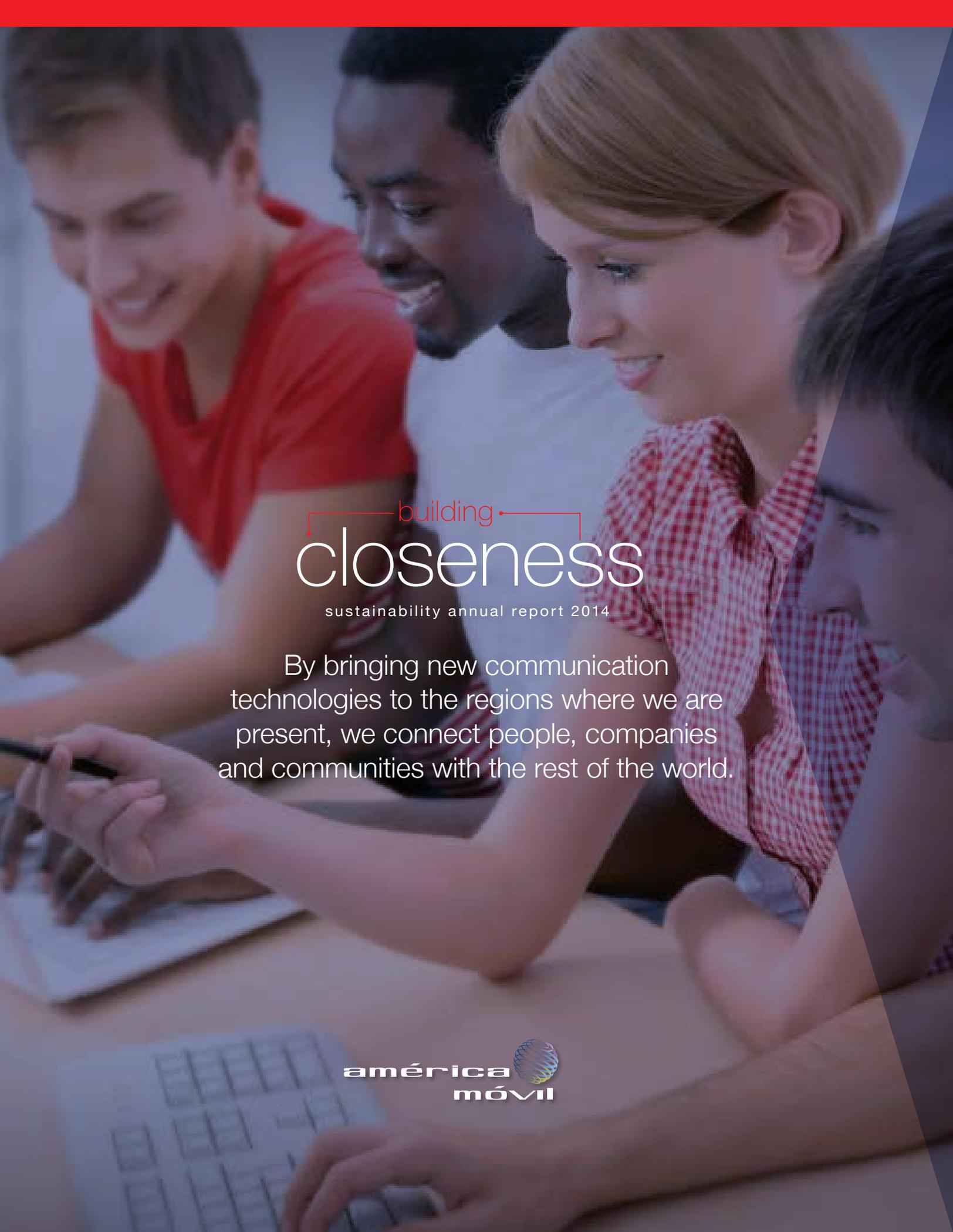


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We have contributed to integrate societies that are now permanently connected and to transform life in a way that was not imagined a few years ago, furthering productivity, knowledge and education.

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By bringing new communication technologies to the regions where we are present, we connect people, companies and communities with the rest of the world.

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**Daniel Hajj Aboumrads**

Chief Executive Officer of América Móvil

## ← Message from the CEO

G4-1, G4-13, G4-28

Dear friends,

It is with great satisfaction that I present to you this 2014 Sustainability Report for América Móvil. In it you will find a summary of our company's economic, social performance and environmental responsibility results.

We are the leading telecommunication services company in Latin America, the largest in terms of wireless telecommunications service users and third largest in the world in terms of subscribers. At the close of 2014, we had 368 million accesses, including cellular and landline telephone, broadband and pay television services, and we were present in 25 countries in the Americas and Europe.

Although the challenges are many, we continue to invest in the future, in strict compliance with the laws, rules and regulations of every country where we operate. We maintain a competitive position and are convinced that free and open competition is good for everyone.

In Latin America, we continued to deploy our 4GLTE network, and expand our 3G platform during the year, and were the first in the region, as always, to adopt new technologies.

Another very important event for us this year was the consolidation of Telekom Austria, which has operations in that country as well as Central and Eastern Europe.

América Móvil's keywords have always been innovation and development. We are clearly aware of our users' needs, the rapid pace of technological evolution, the importance of preserving quality, and the need to invigorate the investment processes. Over years of strategic investment, we have helped bridge the

digital gap, positively transforming people's quality of life through access to connectivity, information and education, among many other opportunities that advanced technology brings to our users.

In keeping with our interest in helping to make people's lives better, we also build strong ties with the communities where we operate with initiatives that generate value. Through the Carlos Slim Foundation and alliances with institutions throughout the world, we support social causes and carry out joint investment in knowledge-sharing projects that have benefited more than 30 million people.

To minimize our environmental footprint, we have many initiatives for using resources more efficiently, preserving the environment, promoting the use of renewable energy in our facilities and infrastructure, and handling waste sustainably.

We visualize a future where more and more people can enjoy the benefits of the digital age. With financial strength and technological capacity, we will continue to promptly attend to our responsibilities and keep our commitments.

I would like to thank the members of our Board of Directors, our shareholders, employees, suppliers, clients and other stakeholders for their support and trust. To all of you, I reiterate this company's commitment to responsible management, generating value for our company while benefiting all of society.

**Daniel Hajj Aboumrاد**

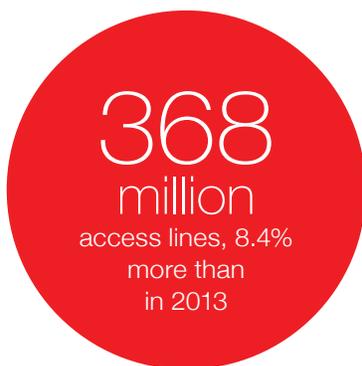
Chief Executive Officer of América Móvil

Through the  
Carlos Slim Foundation  
and alliances, we have  
benefited more than  
**30**  
million  
people





## — Key figures



**78.4 million** RGUs\* which include  
34.3 million fixed-lines, 22.6 million broadband  
accesses and 21.5 million pay television units.

**17,500 kilometers** of submarine fiber  
optic cable joining South America, the Caribbean  
and the United States.

\* RGUs: Revenue Generating Units

## About América Móvil

G4-6, G4-8, G4-9

We are the leading supplier of integral telecommunication services in Latin America and one of the five largest in the world in terms of users and market capitalization. With operations in 25 countries, our services provide 368 million access lines.

With a solid capital structure, the necessary infrastructure and a level of efficiency acquired through extensive operating experience, we have built a position for ourselves as leaders in the Latin American telecom industry, and the third largest firm in the world in terms of number of accesses. Our proximity to our customers, financial solidity and robust infrastructure will support our future growth and enable us to offer better services to an increasing number of customers.

We have an operating presence in Argentina, Austria, Belarus, Brazil, Bulgaria, Chile, Colombia, Costa Rica, Croatia, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Macedonia, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Serbia, Slovenia, United States, and Uruguay.

This report presents the results of our environmental, social and labor results for the 18 countries in the Americas where we operate. As for the financial data and the total number of employees, we have consolidated the results of our operations in the European countries where we are present as of July 1<sup>st</sup>, 2014.

### Services and coverage

G4-4

Our mission is to bring closer the people of the countries we serve through better connectivity. We do so by seeking the right combination of technology and accessible prices. In 2014, we had 368 million accesses to our landline and mobile, broadband and pay television services.

At América Móvil, we are well aware of how technological tools can positively impact people's daily lives. For us, sustainable development would be unconceivable without technological transformation. Information technologies not only offer economic improvements like access to retail services, they also create opportunities for inclusion, education and communication, and ultimately they contribute to greater equality, freedom of expression, and the right to information.

One of our main goals is to develop projects that bridge the digital divide for people in both rural and urban settings, giving everyone a better chance at advancement and well-being.

Exclusion limits progress, and today we have a splendid opportunity to open up the world of technology for disadvantaged groups, with all the benefits and opportunities it entails, through our products and services.



The brands through which we operate in the different countries are Telmex, Telcel, Claro, Embratel, Net, TracFone, Straight Talk, A1, Velcom, Mobitel, Vipnet, Vip Operator, Vip Mobile and Si.mobil.

Main brands and businesses in the countries where we operate		
Country	Main brands	Main businesses
Mexico	Telcel	Mobile services
	Telmex	Fixed-line services
Argentina	Claro	Mobile and Fixed-line services
Austria	A1	Mobile and Fixed-line services
Belarus	Velcom	Mobile services
Brazil	Claro	Wireless, Fixed-line, Pay TV
	Embratel	
	Net	
Bulgaria	Mobitel	Mobile and Fixed-line services
Chile	Claro	Wireless, Fixed-line, Pay TV
Colombia	Claro	Wireless, Fixed-line, Pay TV
Costa Rica	Claro	Wireless, Fixed-line, Pay TV
Croatia	Vipnet	Wireless, Fixed-line, Pay TV
Ecuador	Claro	Wireless, Fixed-line, Pay TV
El Salvador	Claro	Wireless, Fixed-line, Pay TV
Slovenia	Si.mobil	Mobile services
United States	TracFone y Straight Talk	Mobile services
Guatemala	Claro	Wireless, Fixed-line, Pay TV
Honduras	Claro	Wireless, Fixed-line, Pay TV
Macedonia	Vip Operator	Wireless, Fixed-line, Pay TV
Nicaragua	Claro	Wireless, Fixed-line, Pay TV
Panama	Claro	Wireless, Fixed-line, Pay TV
Paraguay	Claro	Wireless, Fixed-line, Pay TV
Peru	Claro	Wireless, Fixed-line, Pay TV
Puerto Rico	Claro	Wireless, Fixed-line, Pay TV
Dominican Republic	Claro	Wireless, Fixed-line, Pay TV
Serbia	Vip mobile	Mobile services
Uruguay	Claro	Mobile services



## Implementation and infrastructure

Our business focuses on promoting social and economic development through investments intended to increase our service coverage. When a person is given the ability to connect to a telecommunications network, it opens up a vast world of knowledge and technology.

Through significant strategic investment throughout the region, we modernize and develop our infrastructure. Our investment policy guides us toward our business goals, but more importantly, it seeks to bridge the digital divide so that more people every day can take advantage of the benefits of technological and digital development.

Expanding our coverage toward more communities, even those in the most remote locations, begins with the installation of new base stations, and in this process we comply with the environmental regulations of each country. When we build cellular towers we make an effort to keep their visual impact to a minimum, so in some cases we use camouflage that simulates palm trees or other trees, fiberglass cubes, and light posts where LED technology is also installed.

In 2014 we began a technological migration toward  
Single RAN, a technology for radio access to the network  
(RAN) that enables mobile telecom operators to optimize  
spaces and power for data and voice technology  
at their base stations.

This reduction of spaces into a single cabinet also helps reduce energy consumption. The project will optimize 9,200 sites—more than 4,000 in 2014 and the rest in 2015 and 2016.

### AMX-1 Submarine Cable

In 2014, we finished laying the AMX-1 Submarine Cable, a fiber optic infrastructure 17,500 kilometers long that provides international connectivity between our subsidiaries in North, Central and South America.

We invested US\$506 million in this project to expand and strengthen communications through the territorial waters of Brazil, Colombia, United States, Guatemala, Mexico, Puerto Rico and the Dominican Republic, and equip them with a world-class telecommunications infrastructure.

The system significantly enhances the availability of international broadband for high-speed voice, data, video and Internet traffic, with quality and reliability.

In 2015 we will continue working primarily on armoring the AMX-1 cable at some landing points, and implementing it to guarantee traffic capacity and redundancy for voice, data and video for Mexico and the rest of Latin America for the next 20 years.



## Star One Satellite Fleet 2014

As part of the development of our satellite business in Brazil and the Americas, in 2014 we continue to invest in two new satellites that will be part of the Star One fleet. The C4 and D1 satellites will begin operating in the third quarter of 2014 and second quarter of 2016, respectively.

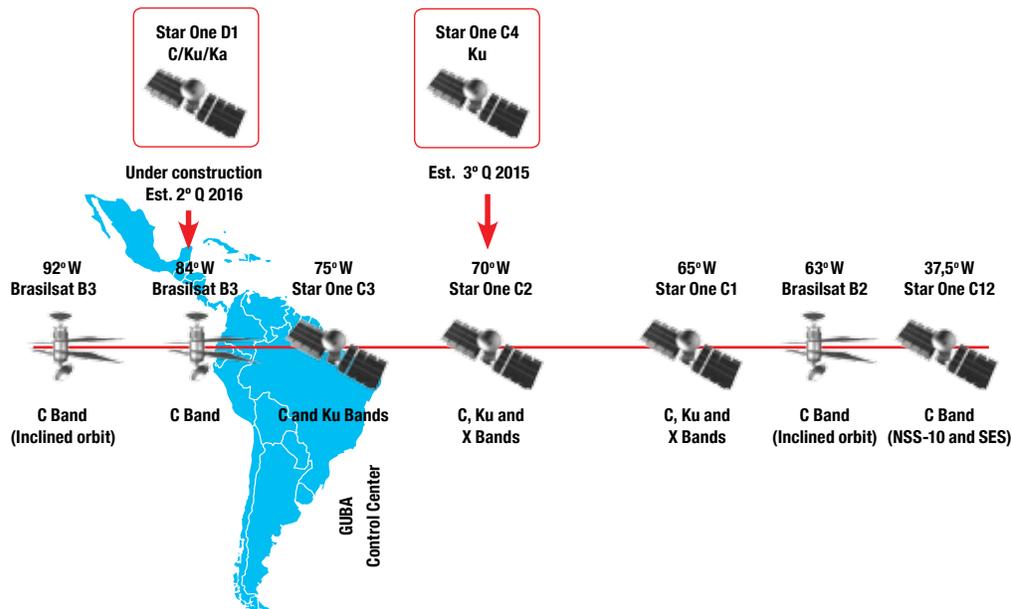
### C4 Satellite

This satellite is being built to support operation of the DTH TV business. In Brazil it will enable Claro TV to double its current direct-to-home (DTH) offering and increase the number of television channels, and will also allow us to use our own satellite for offering Claro TV DTH service in Guatemala, El Salvador, Nicaragua, Honduras, Panama, the Dominican Republic and Costa Rica.

### D1 Satellite

This satellite will replace the B4 Satellite, which will reach the end of its useful life in 2016, so that we can continue offering the services currently supplied to our customers in Brazil. It will also give us greater sales capacity and interconnect cellular telephone base stations (backhaul cellular network).

### Star one Fleet



### Other infrastructure projects

In 2014 we worked on improving our infrastructure in the countries where we operate, benefiting local economies and communities. Through mobile and landline network technology efficiencies we expanded coverage to an increasing number of communities and further improved our service quality.

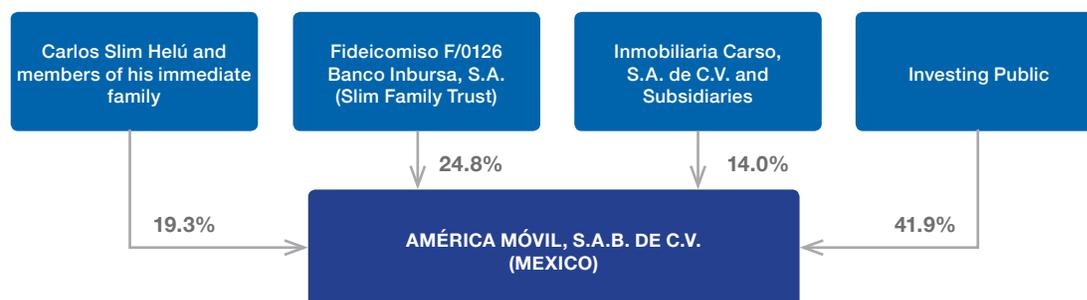
2014 Investment initiatives	
Country	Initiative
Mexico	Investing in the development and modernization of our mobile and fixed platforms.
Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.	<ul style="list-style-type: none"> <li>• Adding new sites and carriers to national networks to increase coverage and quality of the mobile network.</li> <li>• Increasing the national and regional optic fiber network and investing in hardware, software and services at Claro.</li> <li>• Upgrading infrastructure in the client access distribution network and equipment for voice, video and data transmission; invested in the international network to guarantee international output of our services and commercial agreements to acquire the necessary capacity.</li> </ul>
El Salvador, Guatemala, Honduras and Nicaragua.	<ul style="list-style-type: none"> <li>• Replacing five thousand ports at centrals that had reached the end of their useful life.</li> <li>• Increasing installed capacity of the television network by 26,878 homes, including optic, distribution network and client access nodes.</li> </ul>
Chile	Technological efficiency and spatial improvements at Claro headquarters; improved Internet, data and telephone service at various locations.
Colombia, Ecuador, Peru and the Dominican Republic.	Modernizing the mobile network to improve and expand the coverage of our services in various locations. This investment will enable us to improve the quality of the 3G network and expand coverage of the 4G network.
Ecuador and Peru	Expansion of landline coverage and capacity (HFC), access to 3Play digital services, network expansion, server expansion, increased HFC access network and installed additional security fittings and power sources.

## Corporate structure

G4-3, G4-17

América Móvil, S.A.B. de C.B., is legally incorporated under Mexican law as a limited-liability, publicly-traded company with variable capital. Our shares are listed on the Mexican Stock Exchange (ticker symbol AMX), in the United States on the *New York Stock Exchange* (AMX) and *NASDAQ National Market* (AMOV); and on LATIBEX (XAMXL), the Spanish market for Latin American securities in euros.

As of December 2014, and taking into account all available public information in the reports presented from time to time by our majority shareholders to the *U.S. Securities and Exchange Commission*, the stock structure of América Móvil is as follows:



América Móvil subsidiaries and associates as of December 2014				
Country	Company	Business	Equity stake	Consolidation method
Mexico	Telcel	Cellular	100.0%	Global consolidation
	Telmex	Fixed	98.7%	Global consolidation
	Sección Amarilla <sup>(1)</sup>	Other	98.4%	Global consolidation
	Telvista	Other	89.4%	Global consolidation
Argentina	Claro	Cellular	100.0%	Global consolidation
	Telmex	Fixed	99.7%	Global consolidation
Brazil	Claro <sup>(2)</sup>	Cellular	96.1%	Global consolidation
Chile	Claro	Cellular	100.0%	Global consolidation
	Telmex <sup>(1)</sup>	Fixed	100.0%	Global consolidation
Colombia	Claro	Cellular	99.4%	Global consolidation
	Telmex	Fixed	99.3%	Global consolidation
Costa Rica	Claro	Cellular	100.0%	Global consolidation
Dominican Republic	Claro	Cellular/fixed	100.0%	Global consolidation
Ecuador	Claro	Cellular	100.0%	Global consolidation
	Telmex <sup>(1)</sup>	Fixed	98.4%	Global consolidation
El Salvador	Claro	Cellular/fixed	95.8%	Global consolidation
Guatemala	Claro	Cellular/fixed	99.3%	Global consolidation
Honduras	Claro	Cellular/fixed	100.0%	Global consolidation
Nicaragua	Claro	Cellular/fixed	99.6%	Global consolidation
Panama	Claro	Cellular	100.0%	Global consolidation
Paraguay	Claro	Cellular	100.0%	Global consolidation
Peru	Claro	Cellular/fixed	100.0%	Global consolidation
Puerto Rico	Claro	Cellular/fixed	100.0%	Global consolidation
Uruguay	Claro	Cellular/fixed	100.0%	Global consolidation
United States	Tracfone	Cellular	98.2%	Global consolidation
Holland	KPN	Cellular/fixed	21.4%	Equity method
Austria	Telekom Austria	Cellular/fixed	59.7%	Global consolidation

<sup>(1)</sup> Stock ownership in Telmex Internacional, in which América Móvil owns an equity share of 97.79%.

<sup>(2)</sup> As of December 31, 2014, Embratel and Net merged with Claro, in which América Móvil owns an equity share of 79.22% through Telmex Internacional and 16.90% through Sercotel. As of February 2, it reflects the acquisition of minority shareholders.

## Corporate governance

G4-34, G4-36, G4-38, G4-39, G4-40, G4-41, G4-42, G4-43, G4-44, G4-51, G4-52

Our corporate governance policies and practices have the central purpose of promoting transparency throughout the organization and reaffirming our mission, philosophy, values and principles. The company's corporate governance is governed, among other codes, policies and regulations, by the following:

- Current securities market regulation in effect in Mexico, including, but not limited to the Securities Market Law, the Unified Issuers' Bulletin, the Code of Best Practices issued by the Business Coordinating Council.
- Current securities market regulations in effect in each of the international securities markets on which we are listed.
- The América Móvil Corporate Governance Policy and Code of Ethics.
- Our corporate bylaws.

Our shareholders are our highest governance body; they appoint the members of the Board of Directors as well as the auxiliary committees of the Board. In terms of the applicable regulations in effect, shareholders must meet during the first four months of the year to nominate and/or ratify and/or revoke the appointments of board members and their alternates that make up the Board of Directors of América Móvil.

The Board of Directors of our company is made up of a total of 15 members, 14 of which are regular members and one alternate; 50% of the board members are independent members. The Board is headed by two Co-Chairs who do not hold executive positions in the company. Daniel Hajj Aboumrad is the company's Chief Executive Officer and also member of the Board of Directors and the Executive Committee.

In its work of managing, guiding and administering corporate affairs, the Board of Directors is supported by two auxiliary committees:

- Executive Committee: In charge of rendering opinions to the Board on a variety of key issues and exercising its authority over certain matters specifically established in our corporate bylaws.
- Audit and Corporate Practices Committee: Its duties include overseeing operations, establishing and monitoring processes and internal controls. All members of the Audit Committee are independent, as stipulated by Article 26 of the Mexican Securities Market Law.

We also have an Internal Audit area that coordinates the following activities:

- Risk Audits: Review various operating processes to ensure their integrity and functionality.
- SOX Audits: Review compliance with the Sarbanes Oxley Law whose purpose is to ensure that public financial information is accurate.
- Special Audits: Support for various areas of the company in conducting specific review of some ongoing process or activity.

The management of América Móvil, consisting of its Chief Executive Officer and directors, is involved in making decisions on economic, environmental and social matters, which are key to ensuring the success of our initiatives and our performance over the years. Depending on the relevance of those matters, directors will either take action or report to the Audit and Corporate Practices Committee and/or the Board of Directors.

The company's shareholders are constantly and continuously involved in reviewing the Board's and the auxiliary committees' activities and functions. The bases on which the Board of Directors must render accounts and submit actions carried out in a fiscal year for review by shareholders are determined by the current securities market law in force in Mexico. Because América Móvil is a publicly traded company, the annual activity reports of the Board of Directors and the Audit and Corporate Practices Committee must be submitted to the National Banking and Securities Commission and the Mexican Stock Exchange, so that the information is available to the general public for analysis and consultation at the internet pages of these authorities.

Shareholders are also responsible for deciding on and approving compensation\* paid to members of the Board of Directors and the Audit and Corporate Practices Committee for attending regular meetings. The Audit and Corporate Practices Committee is the internal body responsible for deciding on and approving extraordinary compensation or bonuses of the directors and officers of América Móvil.

Composition of the Board of Directors		
Age	Men	Women
Less than 30 years	0%	0%
30 to 50 years old	42.86%	7.14%
More than 50 years old	50.00%	0%

\* América Móvil paid the members of the Board of Directors and of the Audit and Corporate Practices Committee a total of Ps.5.5 million for their attendance to the ordinary and extraordinary meetings held during the fiscal year 2014. This information is available in the annual reports that América Móvil submits to the U.S. Securities and Exchange Commission (SEC) and the Mexican Stock Exchange (BMV).

Board Member	Age	Member since
Carlos Slim Domit (Co-Chairman)	47	2011
Patrick Slim Domit (Co-Chairman)	45	2004
Daniel Hajj Aboumrad	48	2000
Arturo Elías Ayub	48	2011
Oscar Von Hauske Solís	57	2011
Louis C. Camilleri	59	2011
Luis Alejandro Soberón Kuri	54	2000
Carlos Bremer Gutiérrez	54	2004
Juan Antonio Pérez Simón	73	2012
Rafael Moisés Kalach Mizrahi	68	2012
Ernesto Vega Velasco	77	2007
Santiago Cosío Pando	41	2008
Pablo Roberto González Guajardo	47	2007
David Ibarra Muñoz	84	2000
María José Pérez Simón Carrera*	40	2012

\* Alternate member

According to our corporate bylaws, the Board of Directors of América Móvil must celebrate meetings at least every three months<sup>1</sup>.

For personal information about each of the members of our Board of Directors, please refer to the annual reports that América Móvil files to the U.S. Securities and Exchange Commission (SEC), the Mexican Stock Exchange (BMV) and the National Banking and Securities Commission (CNBV).

## Operating risks

G4-2, G4-14, G4-45, G4-46, G4-47

At América Móvil, we have identified the risks relating to our business operation, stemming from market or regulatory factors or the environment in which we operate. Some of the identified risks are:

- Competition in the telecommunications industry is intense and may adversely affect the revenues and return on our operations.
- The new legal framework regulating telecommunication services in Mexico could adversely affect our operating results.
- Regulatory or government actions or changes could affect our operations.
- The company may be subject to fines if it fails to meet or maintain service quality goals and standards.



<sup>1</sup> For information about the number of meetings celebrated by the Board of Directors in each fiscal year and the attendance to each, please refer to the Questionnaire on Best Corporate Practices filed by our company to the Mexican Stock Exchange (BMV) on June 30, 2014, which is available for consultation at the website of the aforementioned institution.

- Our licenses and concessions have a fixed term and their conditions may change when the time comes to renew them.
- The regulations applied to dominant agents may negatively affect the business by limiting our competitiveness and profitability strategies.
- We must continue to acquire radioelectric spectrum and improve our existing networks in order to expand our client base and maintain the quality of our mobile services.
- We are subject to significant lawsuits.
- We continue to seek out acquisition opportunities, which could have a material effect on our business, our operations results and financial position.
- System failures could cause delays or interruptions that may affect our operations.
- Cyber-attacks and other breaches of network security or information technology security could have adverse effects on our business.
- An increase in the client dropout rate could negatively affect the business.
- We depend on key suppliers and vendors to provide the equipment needed to operate our services.
- Economic and social conditions in Latin America and the Caribbean may negatively affect the business.



For more information on this matter, you can consult our Form 20F filing at: [http://www.americamovil.com.mx/amx/cm/filings/Form\\_2014.pdf](http://www.americamovil.com.mx/amx/cm/filings/Form_2014.pdf)

## Sustainability strategy

In accordance with our Vision and Mission, we base our strategy on the inclusion of communities to digital technology and improving customer service. We invest in further developing our operations in order to broaden our coverage, expand our networks and bring better services and cutting-edge technology to more people.

Our Sustainability Model involves applying responsible practices that are aligned with our operations, so that we can ensure the company's sustainable development.

The five core points of our strategy are:

1. Growth
2. New products and services
3. Customer service
4. Integration
5. Optimization

The Sustainability Model is sustained by four pillars:

1. Stakeholders
2. Values
3. Development
4. Principles

**Sustainability Model**



At América Móvil, we are aware of our responsibility to the world around us and we strive to the best of our abilities to preserve the environment through process optimization and new technologies.

We also have a Sustainable Management Plan whose purpose is to establish specific, clear criteria that are incorporated directly into the decision-making process. We can thus guide the sustainable operation of the company and its activities by analyzing, monitoring and evaluating continuous improvement actions.

The Plan consists of four areas of action:

1. Sustainable Management
2. Quality and Safety
3. Cultural Heritage
4. Environmental Care

The issues covered by the **Sustainable Management area** are: legal compliance in all operations in which América Móvil is present; interpretation of nature and culture; and the dissemination and communication of our sustainable policies and actions.

**Quality and Safety** encompasses issues such as training employees in environmental, socio-cultural, health and safety practices, and customer satisfaction, which is the way we measure our progress in this area and take the necessary corrective actions.

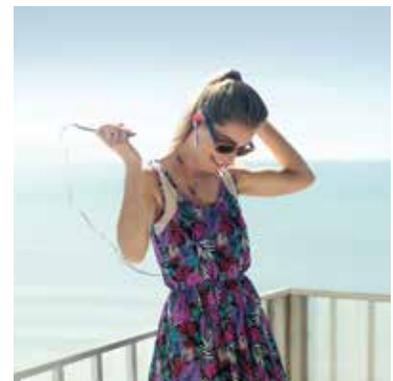
**Cultural Heritage** is the area responsible for preserving and promoting conservation through historic buildings and cultural events.

**Environmental Care** focuses on the purchasing process, giving preference to environmentally friendly or sustainable products; energy efficiency, where we identify measures for reducing consumption; and the handling and recycling of solid waste.

### Stakeholders

G4-24, G4-25, G4-26, G4-27

Communication with our stakeholders is a key aspect of our social responsibility efforts. It helps us to identify opportunities for improvement and gives us feedback for planning, measuring our impacts and directing them for the greatest effect. With each group, we establish long-term ties depending on the nature of the relationship and the issue that unites us. We are committed to hearing their expectations and balancing them with the interests of the business.



Stakeholder	Dialogue	Frequency	Expectations	Response
<b>Customers</b>	Customer Service Centers Business Service Centers Technical Service Centers Authorized distributors Points of sale Self-service modules Phone assistance Social networks: Facebook, Twitter, YouTube Webpages and blogs Email Service chat Mail Brochures Events and sponsorships Advertising Text messages Suggestion box Satisfaction surveys Whistleblower's hotline	Ongoing	Information, attention, and satisfaction with products and services Communication and interaction about company activities Transparency	Dialogue and interaction Follow up on the information, service and satisfaction with our products and services Knowledge of company activities
<b>Employees</b>	Administrative and technical training and personal advancement Orientation programs Workplace climate surveys Performance reviews and growth potential Internal communications media Whistleblower's hotline	Ongoing	Permanent dialogue within the company Training Talent retention Professional development, compensation, benefits, training and balance between personal, work and family life	Knowledge of company captivities Familiarity with and awareness of Code of Ethics Training and development Compensation system Career map
<b>Investors</b>	Webpage E-mail Phone line Events and presentations Conference calls Operating and financial reports	Ongoing	Attention and information about the company and its results Investment Profitability Transparency	Investments Profitability Transparency Attention and information
<b>Suppliers</b>	Supplier manuals Code of Ethics In-person meetings Whistleblower's hotline	Ongoing	Long-term relations Development and prompt communication Engagement Transparency Legality	Profitability Development and engagement Operations according to the Code of Ethics Legal compliance

Stakeholder	Dialogue	Frequency	Expectations	Response
<b>Authorities</b>	Alliances Agreements Meetings Provision of national and international industry information	Ongoing	Compliance with regulations of each country where we operate Legality Transparency	Compliance with the law Transparency Close cooperation Information Participation in sustainable projects and initiatives to benefit society and the industry
<b>Community</b>	Social programs and events Investment in productive projects Meetings	Ongoing	Technological access Development and competitiveness Improving communities' natural environment	Bridging the digital divide Participation in volunteer programs Connection with social and environmental programs
<b>Media</b>	Corporate communications E-mail Special section of website Special events Phone line	Ongoing	Transparency Prompt communication Information about products, services, financial position, legality, social programs, sustainability and special projects	Two-way dialogue Information requests Ongoing attention Articles, press releases and publications with information on the company
<b>Distributors</b>	E-mail Phone line Specialized magazines Advertising Satisfaction surveys	Ongoing	Development Fair dealings Profitability Prompt communication Transparency	Long-term relations Satisfaction with joint efforts
<b>Competitors</b>	Meetings Shared information for industry initiatives	Ongoing	Legality Industry development Free competition	Legality Development promotion Participation in industry initiatives

One example of the ways we communicate with stakeholders in the countries where we operate is Colombia, where we are continually gathering the perspectives and expectations of stakeholders to determine the critical sustainability issues of **Claro Colombia**. The channels for this communication are:

- Internal dialogue
- Dialogue with the government
- Organizational climate survey
- Monitor's Corporate Reputation Business Survey (MERCOS)
- Brand studies
- Supplier surveys

As a result of these exercises, we came up with a consolidated list of issues and topics that are material to our stakeholders, with regard to company operations.

Claro Colombia	
Stakeholder	Material issues
<b>Employees</b>	Professional development, remuneration and benefits, training, balance between personal, work and family life, inter-area communications.
<b>Customers</b>	Quality of attention, service quality, good ratio between cost and service, innovation, transparency.
<b>Partners / investors</b>	Leadership, profitability, growth, sustainability, transparency.
<b>Community</b>	Connectivity, access to new technologies, social support, competitiveness, environmental care.
<b>Suppliers, allies and distributors</b>	Development, timely communication, preparation and training.
<b>Government</b>	Regulatory compliance, transparent and close cooperation in sharing material information, work desks on issues affecting users and the industry (Ministry and Congress), efficient self-composition mechanisms for administrative action (Superintendence of Industry and Trade), better customer service and reputation.



At **Claro Chile**, meanwhile, some of the actions we have taken to relate to stakeholders are work tables of Chile's Public-Private Council for Digital Development, led by the Under Secretary of the Economy and involving trade associations, government agencies, consumer associations, academics and industry representatives. The work of these tables is useful for shaping public policy from the perspectives of innovation, economy, human capital connectivity, company and regional development.

We also worked together with telecom and electricity suppliers and municipalities in the Santiago metropolitan region to withdraw unused overhead lines. The project was coordinated by the Santiago city government and involved municipalities and residents of the neighborhoods where the work was done.

We installed 39 LED-type public light fixtures in the Mar Azul sector of the Commune of Quintero and Valparaiso Region, at the suggestion of the neighborhood council, to improve security for local residents.



## América Móvil and Subsidiaries - Associations and Memberships

G4-16

Country	Associations
<b>Argentina</b>	Cámara de Informática y Comunicaciones de la República Argentina Cámara Argentina de Internet
<b>Brazil</b>	Sindicato Nacional das Empresas de Telefonia e de Serviço Móvel Pessoal Associação Brasileira de Telecomunicações Associação Brasileira das Prestadoras de Serviços de Telecomunicações Competitivas Associação Brasileira de Recursos em Telecomunicações Groupe Speciale Mobile Association Agência Nacional de Telecomunicações Associação de Empresas de Telecomunicações Federação Brasileira de Telecomunicações Associação Brasileira de Televisão por Assinatura
<b>Chile</b>	ICARE Asociación de Telefonía Móvil Acción RSE Cámara de Integración Chileno-Mexicana
<b>Colombia</b>	Asociación de la Industria Móvil de Colombia Asociación Nacional de Empresas de Servicios Públicos y Comunicaciones Cámara Colombiana de Informática y Telecomunicaciones Asociación Nacional de Empresarios de Colombia Asociación de Operadores de Tecnologías de Información y Comunicaciones de Colombia
<b>Costa Rica</b>	Asociación Empresarial para el Desarrollo Cámara de las Tecnologías de Información Cámara de Infocomunicación y Tecnología Cámara Americana Costarricense de Comercio Cámara de Industria y Comercio Costa Rica - México Alianza Ambiental Santa Ana Bandera Azul Ecológica en Santa Ana
<b>Ecuador</b>	Asociación de Empresas de Telecomunicaciones Asociación de Empresas Proveedoras de Servicios de Internet, Valor Agregado, Portadores y Tecnologías de la Información Cámara Binacional Ecuador-México Cámara de Comercio de Guayaquil Cámara de Comercio de Quito Cámara de Industrias de Guayaquil Alianza Antipiratería en DTH Groupe Speciale Mobile Association Unión Internacional de Telecomunicaciones
<b>El Salvador</b>	Asociación Nacional de Empresa Privada Cámara de Comercio e Industria de El Salvador Cámara Americana de Comercio de El Salvador Cámara Salvadoreña Mexicana de Comercio
<b>United States</b>	Republican Attorney Generals Association Democratic Attorney General's Association Republican Governors' Association Democratic Governors' Association Republican State Leadership Committee The Wireless Association
<b>Guatemala</b>	Cámara de Comercio de Guatemala Cámara de Industria de Guatemala Cámara Empresarial de Comercio y Servicios Cámara de Comercio e Industria Guatemalteco Mexicana Asociación Guatemalteca de Exportadores Fundación de Empresarios Mexicanos
<b>Honduras</b>	Cámara de Comercio e Industrias de Tegucigalpa

Country	Associations
<b>Mexico</b>	<p>Groupe Speciale Mobile Association                      Asociación Iberoamericana de Centros de Investigación y Empresas de Telecomunicaciones                      Unión Internacional de Telecomunicaciones                      Comisión Interamericana de Telecomunicaciones                      4G Américas                      Asociación Nacional de Telecomunicaciones                      Business and Industry Advisory Committee de la OECD</p>
<b>Nicaragua</b>	<p>Groupe Speciale Mobile Association                      Asociación de Internet de Nicaragua                      American Chamber of Commerce                      Cámara de Comercio y Servicios de Nicaragua</p>
<b>Panama</b>	<p>Cámara de Comercio, Industrias y Agricultura</p>
<b>Paraguay</b>	<p>Cámara de Operadores Móviles del Paraguay                      Centro de Operadores Móviles del Paraguay                      Federación de la Producción, la Industria y el Comercio                      Centro de Regulación, Normas y Estudios de la Comunicación</p>
<b>Peru</b>	<p>Asociación para el Fomento de la Infraestructura Nacional                      Asociación Iberoamericana de Centros de Investigación y Empresas de Telecomunicaciones                      Cámara de Comercio de Lima                      Asociación Nacional de Anunciantes</p>
<b>Puerto Rico</b>	<p>Cámara de Comercio de Puerto Rico                      Asociación de Industriales de Puerto Rico                      Alianza de Proveedores de Telecomunicaciones                      Centro Unido de Detallistas                      Alianza Puertorriqueña de Telecomunicaciones</p>
<b>Dominican Republic</b>	<p>Asociación de Industrias de la República Dominicana                      Unión Internacional de Telecomunicaciones                      Asociación Nacional de Jóvenes Empresarios                      Consejo Nacional de la Empresa Privada                      Cámara Americana de Comercio de la República Dominicana - Santo Domingo                      Acción Pro Educación y Cultura                      Asociación de Comerciantes e Industriales de Santiago                      Asociación Dominicana de Constructores y Promotores de la Vivienda                      Asociación de Industrias de la Región Norte                      Asociación de Hoteles de Santo Domingo                      Asociación Nacional de Hoteles y Restaurantes                      Asociación Nacional de Jóvenes Empresarios                      Cámara Americana de Comercio de la República Dominicana - Santiago                      Asociación Dominicana de Exportadores                      Asociación Dominicana de Empresas de Inversión Extranjera                      Cámara de Comercio y Producción de la Vega Real, Inc.                      Cámara de Comercio y Producción de Santo Domingo                      Cámara de Comercio y Producción Santiago                      Cámara de Comercio Dominicano - Mexicana                      Confederación Patronal de la República Dominicana                      Cámara Dominicana de las Tecnologías de la Información y la Comunicación (TIC)                      Fundación Institucionalidad y Justicia                      Red Nacional de Apoyo Empresarial a la Protección Ambiental                      Asociación Nacional de Usuarios No Regulados                      Cámara China de Comercio de la República Dominicana                      Asociación Dominicana de Empresas de Telecomunicaciones                      Asociación de Empresas Industriales de Herrera</p>
<b>Uruguay</b>	<p>Cámara de Telecomunicaciones del Uruguay                      Cámara Uruguaya Mexicana</p>



our corporate principles, values and ethics are of top importance, to us and to the stakeholders with whom we interact.

## — Ethics and Values

G4-56, G4-SO3

We know that because of the sheer scale of our operations, the way we do business has a significant impact on the countries where we are present. That is why our corporate principles, values and ethics are so important, to us and to the stakeholders with whom we interact.

### Values and principles

- **Honesty:** Being consistent in thought and action.
- **Human Development and Entrepreneurial Creativity:** Creativity as a means of responding to the problems of the societies in which we operate.
- **Productivity:** Commitment to modernization, growth, quality, simplification, and productive process optimization.
- **Respect and Optimism:** We believe that every human being has an unlimited potential and an intrinsic desire and capacity to succeed.
- **Legality:** We abide by the law and the rules that apply to us as a company and as individuals.
- **Austerity:** We conduct ourselves with sobriety and modesty.
- **Social Responsibility:** Our job is to communicate. Through it we pledge to work for the present and future welfare of the communities where we operate.



We are also governed by ten principles born out of the philosophy of our founder, Carlos Slim. These principles are the DNA of our operation, and we share them with all our stakeholders.

## Our Principles

1. Simplicity, flexibility, speed and a streamlined hierarchy.
2. Maintain austerity, even in times of abundance, to be prepared for times of crisis.
3. Modernization, growth, training, quality and process simplification, to increase productivity and competitiveness and trim costs and expenses in line with global benchmarks.
4. Investment in productive assets.
5. There is no challenge we cannot meet by working together toward clear goals and with a knowledge of our instruments.
6. Reinvestment of earnings.
7. Entrepreneurial creativity beyond the business, working to solve society's problems through the Group's foundations.
8. Firm, patient optimism.
9. Every time is the right time for whoever works and has the means to do so.
10. We are only temporary administrators of wealth.

Our **Corporate Governance Policies** and **Code of Ethics** set forth the ethical guidelines that govern all of our operations, because what we do is as important as the way we do it.

The Corporate Governance Policies and Code of Ethics are applied throughout AM, to all its subsidiaries and their respective employees, executives, board members, independent contractors and others with whom they maintain business relations within their respective spheres of operation and the laws that apply to them.

The document also establishes our mode of professional conduct, in our relations with customers, suppliers and competitors, public servants, the general public, shareholders and board members, communications media, and coworkers; as well as conflicts of interest and conduct in the workplace.

*This document is available to all our stakeholders at:*

[http://www.americamovil.com/amx/en/cm/filings/Corporate\\_Governance\\_Policies\\_and\\_Code\\_of\\_Ethics\\_English.pdf](http://www.americamovil.com/amx/en/cm/filings/Corporate_Governance_Policies_and_Code_of_Ethics_English.pdf)



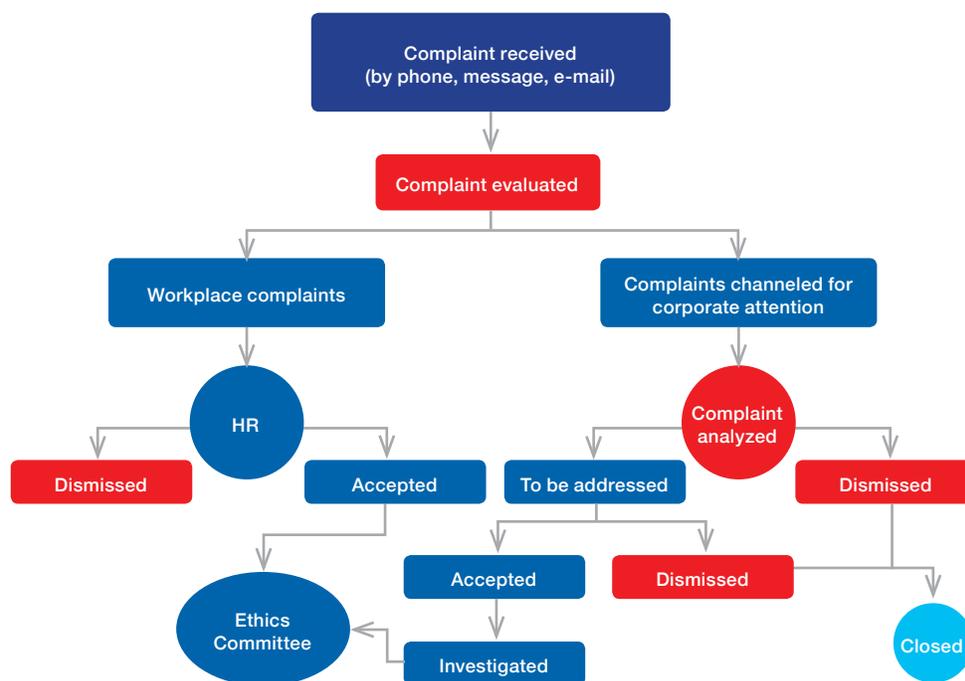
## Application of the Corporate Governance Policies and Code of Ethics

G4-50, G4-57, G4-58, G4-EC9, G4-EN33, G4-HR-3, G4-HR-12, G4-SO4, G4-SO9, G4-SO10, G4-SO11

At América Móvil, we have an open-doors policy that guarantees that every employee is free to approach our senior management with any questions or comments they might have regarding ethical conduct, without fear of reprisal.

We also have a confidential e-mail address at [lineadedenuncia@americamovil.com](mailto:lineadedenuncia@americamovil.com) to confidentially communicate matters relating to a violation of our policies.

### How complaints are handled



Complaints of improper conduct are investigated by the internal control body designated by América Móvil in each of its subsidiaries, which may, with the approval of the Legal Department, report on those allegations or violations to the Audit and Corporate Practices Committee of AM's Board of Directors. All employees are obliged to cooperate in any internal or external investigation and to keep that investigation confidential.

The most common complaints received in 2014 in the area of fraud had to do with the theft or improper use of resources, conflicts of interest and bribery; while complaints relating to the workplace had to do with abuse of authority and unsafe conditions.

Complaints received in 2014	
Number of complaints	429
Number of unfounded complaints	297
Number of complaints of discrimination	0
Number of complaints of human rights violations	0
Percentage of complaints resolved in 2014	87%
Percentage of complaints pending resolution at the close of 2014	13%



Each of our subsidiaries closely monitors compliance with the Code of Ethics, and has fraud prevention and an Internal Audit area. All complaints filed through AM's corporate hotline are forwarded to the appropriate channels and treated confidentially; these lines of communication are open to both employees and outside parties.

As part of our effort to ensure ethical conduct throughout our operations, our subsidiaries take additional action to reinforce the issue. Some examples of this are local media for reporting complaints or charges through webpages, hotlines, electronic complaint lines or e-mail addresses; training and complaint channels for our employees through internal communication networks; supplier reviews; crime prevention models; internal regulations for employees; monitoring of conflicts of interest; and systems for monitoring daily information inquiries by clients.

## Supply Chain

### G4-12

Supplying our services is not something we do on our own. We are part of a vast value chain in which every link is carefully managed.

To provide the services our clients expect, we need to acquire infrastructure products and services, telecommunications equipment and materials, electronics, materials and service to operate our offices, among others.

For each of these we have processes for training, quality supervision and compliance with product safety and quality requirements.

All of our suppliers are also bound by our Code of Ethics, human rights principles, and social and environmental policies. To guarantee this, before signing a contract with any supplier we review their legal situation. We try to reduce the number of suppliers in order to have a clearer view of their operations. When a supplier departs from any of these policies, a record is generated at the corporate level prohibiting that company from providing services to any of the Group's subsidiaries.

Also, in subsidiaries like **Claro Chile**, we have a certification mechanism called Certilap for suppliers of outsourcing services, to make sure they are appropriate candidates according to their background.

AM and its subsidiaries also have a policy of requesting that suppliers provide reports of employee training in environmental issues and human resource development, and proof that the supplier is in compliance with environmental standards and regulations, a factor that is heavily weighted in the decision on whether or not to acquire the products or services they offer. We also promote the consumption of local products and services, because they are generally cheaper, more efficient, and help develop the local economy. Under equal conditions, a domestic supplier will always be given preference over a foreign supplier. At Telmex, 83% of purchases are from domestic suppliers and only 17% are acquired from international suppliers.



## Human Rights

G4-11, G4-HR-2, G4-HR-4, G4-HR-5, G4-HR-6

In accordance with our principles, values and policies, we respect the human rights of every individual who works with us, as well as those to whom we relate through our operations.

The orientation course we give our employees addresses human rights and ethics issues. In addition to this course, in 2014 we provided 10,905 work hours of training on human rights issues in our subsidiaries in Ecuador, Guatemala, Nicaragua and the Dominican Republic. In Mexico some 2,058 Telcel employees received this training.

Our employees are at complete liberty to join a union, and we guarantee human rights by ensuring that 100% of our operations are free of child labor or compulsory work.

As an example, Telcel's Internal Work Regulations contain the rights and obligations of all employees in the course of their duties, and applies to everyone who provides services to the company under a work contract. These regulations cover work-related aspects such as work days, workplace, breaks, vacations, sick days and paid leave, safety and hygiene, among others.

In Mexico, both Telmex and Telcel have received the Socially Responsible Company distinction from the Mexican Center for Philanthropy (Cemefi), which accredits to stakeholders that a company is an organization committed voluntarily and publicly to socially responsible management.

Since 2014, Telmex has been a signatory of the United Nations Global Compact, through which we are committed to respect and apply the ten principles that this organization promotes regarding human rights, labor rights, the environment and anti-corruption.



The ten principles of the United Nations Global Compact are:

1. Businesses should support and respect the protection of internationally proclaimed human rights.
2. Businesses should make sure that they are not complicit in human rights abuses.
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. Business should support the elimination of all forms of forced and compulsory labor.
5. Business should support the effective abolition of child labor.
6. Business should support the elimination of discrimination in respect of employment and occupation.
7. Businesses should support a precautionary approach to environmental challenges.
8. Businesses should undertake initiatives to promote greater environmental responsibility.
9. Businesses should encourage the development and dissemination of environmentally friendly technologies.
10. Businesses should work against corruption in all its forms, including extortion and bribery.

For more details on this principles see <http://www.pactomundial.org.mx>.



## ← Economic Performance

G4-9



We closed 2014 with 368 million access lines, 8.4% more than the previous year, reflecting the consolidation of Telekom Austria. The growth of our total access base was 1.2% compared to 2013.

Our operations at the end of 2014 reported the following:



Our company's growth and profitability are determining factors in the success of our businesses. We are adopting new technologies and are pioneers in Latin America in the ambitious deployment of our 4G LTE network. We have also taken part in spectrum auctions in various countries to roll out this network and expand our 3G network.

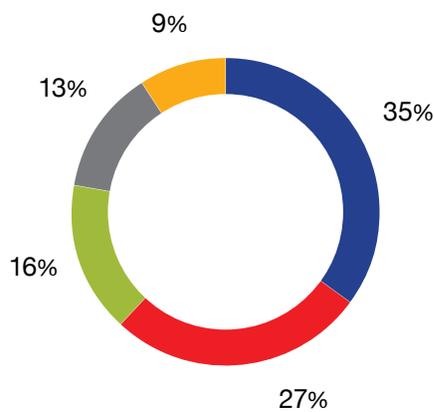
We ended 2014 with 368 million access lines, 8.4% more than a year before, reflecting the consolidation of Telekom Austria in July. The organic growth rate of our total access base was 1.2% relative to 2013. Altogether we had 289.4 million wireless subscribers, 34.3 million fixed-lines, 22.6 million broadband accesses and 21.5 million Pay TV units.



The institutional goals we will be pursuing in 2015 are:

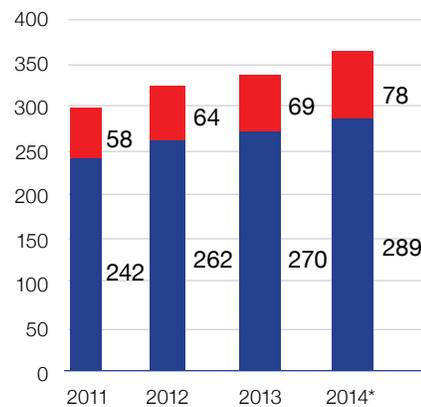
- Offering our customers the broadest array of cutting-edge telecommunications services in every country where we operate.
- Investing constantly to meet the growing demand for telecommunications services among our customers by expanding coverage of all platforms.
- Optimizing the company's resources to ensure increasing efficiency and sustainability in our operations.
- Ensuring that our customers always have the technology, the best service, quality and support they need to solve their telecommunications needs.

Service revenues 2014



- Mobile voice
- Mobile data
- Fixed voice
- Fixed data
- Pay TV

Total subscribers (millions)



- Cellular
- Fixed-lines and others

\* Includes Telekom Austria consolidation.

## Customers

G4-PR5, G4-PR8

Clients are the heart of our business. We work for them and we are constantly striving to offer them better communication and entertainment options. We pursue ongoing improvement and innovation to update our technology and improve the access and quality of our services.

### Customer satisfaction

To ensure that our customers are served properly, at América Móvil we have specialized areas for finding out about each of their demands, needs and lifestyles. To do this, we are continuously conducting opinion and satisfaction studies through field surveys, phone research, email, social networks, online chats and specific satisfaction studies.

We also monitor our customers' satisfaction through the *Network Promoter Score (NDS)* index, a digital tool that enables us to measure our customers' perceptions of brands, products and services. This index has supplied us with key information for making decisions about fundamental aspects of this company, like managing our reputation, lines of advertising communication and designing market strategies. This indicator directly reflects how customers feel about the company, because it measures the level of the recommendation they make based on the experiences they have had in contact with the organization.

In 2014, we also introduced a number of improvements to strengthen communication via online channels and social networks, while raising awareness about this issue within the company.

As a sign of our commitment to our customers, in 2014 one of the company's institutional goals, the Customer Service area, succeeded in improving its satisfaction indicators, which inspires us to continue working along these lines in coming years and continuing to offer the best service with the highest quality standards to our users.

### Agreement to deter cell phone theft

In 2012, we signed a Memorandum of Understanding about exchanging data on stolen mobile devices with the GSMA Latin America Association, joining efforts with other companies and governments to reduce this type of crime.

This is done by investing in state-of-the-art technology that enables us to share information through the global IMEI (International Mobile Equipment Identity) database. This avoids stolen cell phones from being activated and used in other markets, thus deterring the illegal traffic of handsets between countries in the region.



GSMA also has a program called “We Care” that includes various modules: blacklists, the EMEI Device Check, child protection, reducing spam and SMS, and customer privacy.

As in Mexico, our affiliates in Argentina, Brazil, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama have all signed the cooperation agreement with this Association. The Dominican Republic and Ecuador are in the process of signing.

## Mexican Cyber-Security Center

As an expression of its commitment to being a strategic ally to its customers, Telmex provides them with world-class infrastructure, technology and services for preventing and dealing with cyber attacks. In September 2014, it opened the first Cyber-Security Center in Mexico and Latin America.

Its portfolio consists of various groups of services, such as Diagnosis and Protection against Advanced Threats, Advanced Forensic Services, Intelligence-Based Cyber-Risk Management And Cyber-Intelligence.

The center monitors the technological components that are activated in Telmex’s client networks 24 hours a day, seven days a week. It also carries out investigation and analysis of the information for sending early alerts and preventing possible cyber-threats.

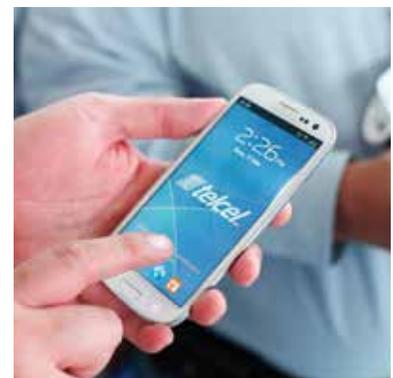
## Information privacy

Convinced of the importance of assuring our customers that their data are protected and secure with us, we comply with the laws of each of the countries where we provide services, and the commercial information is duly documented and accessible to customers through service contracts and/or public media such as the websites of our various subsidiaries.

We have a Quality Management System at the institutional level, and maintain ISO 9001:2008 certification, focused on service management and information security. We foster a quality of culture across the organization, focused on processes and continuous improvement, supporting the pursuit of the institution’s goals.

Because of the scale of our operations and quantity of data we handle, we protect our users’ information in absolute compliance with the law. In 2014, while we received some complaints related to data privacy in our operations, these have been handled and resolved in a satisfactory manner.

The Board of Directors analyzes risk related issues of the company. In general, at América Móvil we pay special attention to data handling. As an example of the actions our subsidiaries have taken to address this issue, there are specialized systems to avoid information leaks, monitoring and detection tools for handling



information within our internal network, and regular audits to review the security of the information. We have also trained our personnel to increase awareness about the importance of this topic.

## Responsible communication and marketing

Our prestige and image depend on actions we take on a day to day basis to put our values and principles into action and achieve the company's mission and vision. For this reason, our marketing, product publicity and service strategies, as well as all communications with our stakeholders, are conducted in strict compliance with our Corporate Governance Policies and Code of Ethics, a document that reaffirms our philosophy and values and the founding principles that have sustained our growth, consolidation and progress over the years.

We adhere to these policies in all our marketing and communication activities, and also abide by the laws applicable to every country where we operate.

We owe our success to our customers and we have earned their preference based on our respectful, attentive and friendly treatment of them. This means:

- Offering them services and products that satisfy and even exceed their expectations efficiently and promptly.
- Providing them thorough, precise, clear and reliable information regarding the products and services we offer and which each of them have acquired.
- Answering their questions, concerns and problems in general, administrative and technical areas.
- Complying with the agreed-upon service conditions.

We maintain permanent, responsible communication with our customers, whose rights are backed up by consumer protection laws that strive for equitability and legal security in relations between the company and their customers.

In 2014, our communications focused on the advantages of having the most recent telecommunication technologies, company sponsorships, programs and the results of our social responsibility actions, a supply of the latest communication devices, greater coverage and speed, the distribution of an ample and varied array of television programming, and the convenience of having packaged services including mobile and landline services, television and Internet, while continuing to protect the image of the brands with which we work.



We keep a close eye on new trends, tastes, lifestyles and preferences in the markets where we operate, so the products and services we offer are promoted through information and advertising that provides consumers the necessary tools to make decisions about what best suits their needs. We also believe in the importance of respect for cultural diversity in all the countries where we work and carry out commercial communications.

We are always working to strengthen ties with our customers through a closer relationship with them, offering them a variety of products and services with more and better options; standardizing our commercial practices in the various subsidiaries in which we participate; and offering converging services, guaranteeing the quality offered in optimizing our relationship with them by providing an excellent service and added value.

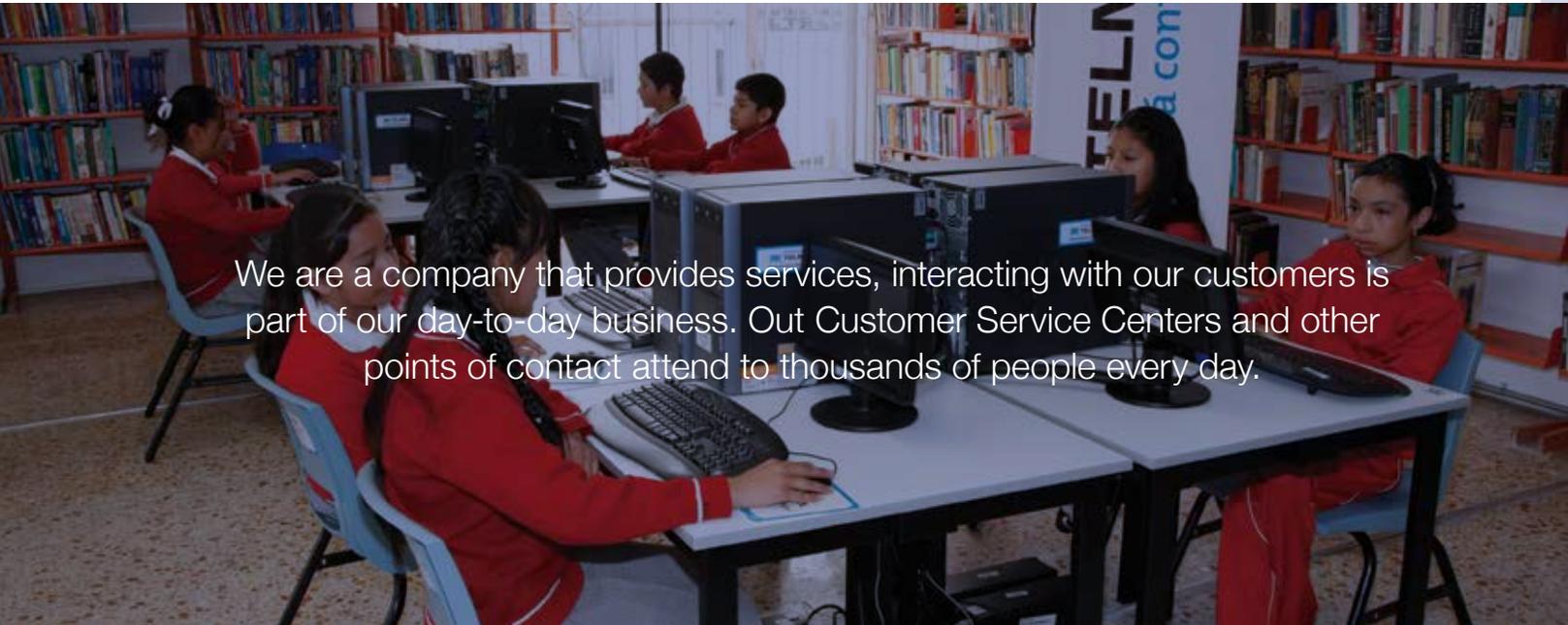
### Protecting human health

Radio waves have been used in communications for almost 100 years and are necessary for mobile communication devices to work. The World Health Organization (WHO) and other experts have concluded that scientific evidence has shown no adverse impact on human health associated with cell phones and base stations.

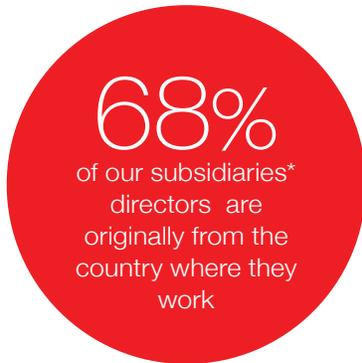
At América Móvil, we comply with all international standards regarding electromagnetic emissions and make sure that all our suppliers comply with safety standards established by national and international organizations in this regard.



## — Social performance



We are a company that provides services, interacting with our customers is part of our day-to-day business. Our Customer Service Centers and other points of contact attend to thousands of people every day.



### Employees

G4-10, G4-15, G4-EC6, G4-LA1, G4-LA2, G4-LA12, G4-EC3

We believe in developing local talent, and although our operations are large enough to involve a certain amount of international mobility, 68% of our subsidiaries' directors are originally from the country where they work, and this strengthens the development of local communities.

\* The countries included as reference for this percentage are: Argentina, Brazil, Nicaragua, Chile, Colombia, Ecuador, Panama, Peru and Dominican Republic.

América Móvil number of employees			
2011	2012	2013	2014*
160,647	169,143	173,174	191,156

\* Total number of employees as of the close of 2014, including the operations of Telekom Austria since July 2014, which has 16,242 employees; note that for other indicators the 2014 Sustainability Report does not include operations that were acquired less than a year ago.

Number of employees by geographic region	
Mexico	83,484
South America	71,596
Central America	9,319
Caribbean	9,666
United States	849



Employees with permanent or temporary full- or part-time contracts			
Country	Men	Women	Total number of employees
Argentina	2,002	1,613	3,615
Brazil	26,200	20,521	46,721
Chile	2,127	1,571	3,698
Colombia	5,665	4,404	10,069
Costa Rica	345	180	525
Ecuador	1,638	1,244	2,882
El Salvador	1,492	692	2,184
United States	608	447	1,055
Guatemala	2,696	862	3,558
Honduras	590	293	883
Mexico	46,238	26,899	73,137
Nicaragua	1,132	814	1,946
Panama	213	248	461
Paraguay	181	149	330
Peru	2,209	1,723	3,932
Puerto Rico	2,314	1,308	3,622
Dominican Republic	3,724	2,322	6,046
Uruguay	134	132	266
Total employees with permanent contract	99,508	65,422	164,930
Employees with temporary contract	4,280	1,792	6,072
Total América Móvil employees	103,788	67,214	171,002

\* Not including employees in Europe.

Number of new hires and departures in 2014, broken down by gender and age				
Age	Incoming		Outgoing*	
	Men	Women	Men	Women
Less than 30 years	10,168	11,430	7,156	9,996
30-50 years	5,410	4,202	5,245	5,152
More than 50 years	172	105	461	218

\* Outgoing: includes employees who left the organization voluntarily as well as firings, retirement and deaths.

Note: These figures do not include information on Telmex or Puerto Rico.

All of our subsidiaries pay fair wages to their employees in accordance with their performance and level of responsibility within their field of work.

We offer all the benefits mandated by law in every country where we operate, and others that exceed the regulatory minimum as additional support for employees' base salary. Some examples of these additional benefits are: life insurance, private medical insurance, insurance for full or partial disability, dental insurance, paternity leave, transportation with connection to workplace, funeral expense support and family bereavement leave, support for school supplies, purchase of equipment at preferential prices, year-end bonuses, and others.

## Training and development

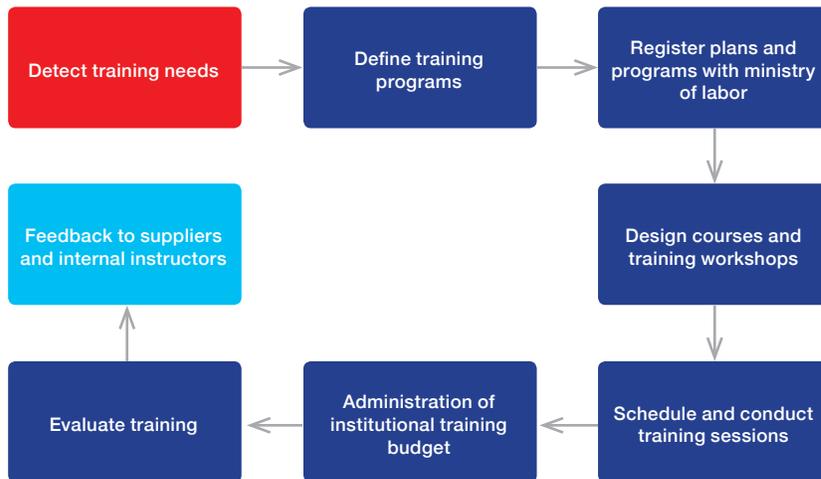
G4-LA9, G4-LA10, G4-LA11

We have a comprehensive training and development program made up of a number of components aimed at giving our people the skills and know-how they need to do their jobs and to develop themselves personally while helping the company meet its goals. We have internal resources set aside for these programs as well as the support of various external firms and suppliers with the necessary experience and certifications.

Our employee training covers various issues applicable at all levels of the organization, both technical training and skills development.

For example, we have courses and workshops on sales, leadership, self-awareness, marketing, use of office tools, negotiation, financial vision, coaching, technology training, project management, statistical analysis, effective presentations and many others.





Telcel Training Programs 2014			
Courses	Employees trained	Work-hours of training	Average training hours per employee*
2,277	29,275	471,717	6.5

\* Average calculated on the basis of total permanent Mexico employees: 73,137

In 2014, Telcel stepped up training programs aimed at reinforcing the internal and external client focus and technical aspects of the network relating to the expansion of new technologies.

Also in Telcel we continued our training program to strengthen service competencies through workshops involving 9,316 employees over the course of the year.



Employee training by gender*			
Men		Women	
Number of employees	Percentage	Number of employees	Percentage
48,125	29.18%	36,703	22.25%
Total employees trained in 2014	84,828, or 51.43% of the total América Móvil workforce		

\* Not including operations in the United States, Mexico Paraguay, Puerto Rico and Uruguay.

Training hours provided by job category	
Level	Hours of training
Senior executives	4,088
Managerial	201,910
Employees	1,860,760
Total	2,066,758

Internal and external training for employees	
Percentage of hours given in internal courses	Percentage of hours given in funded external courses
87	13

\* Not including operations in Mexico Paraguay, Puerto Rico and Uruguay.

### Evaluation and development of potential

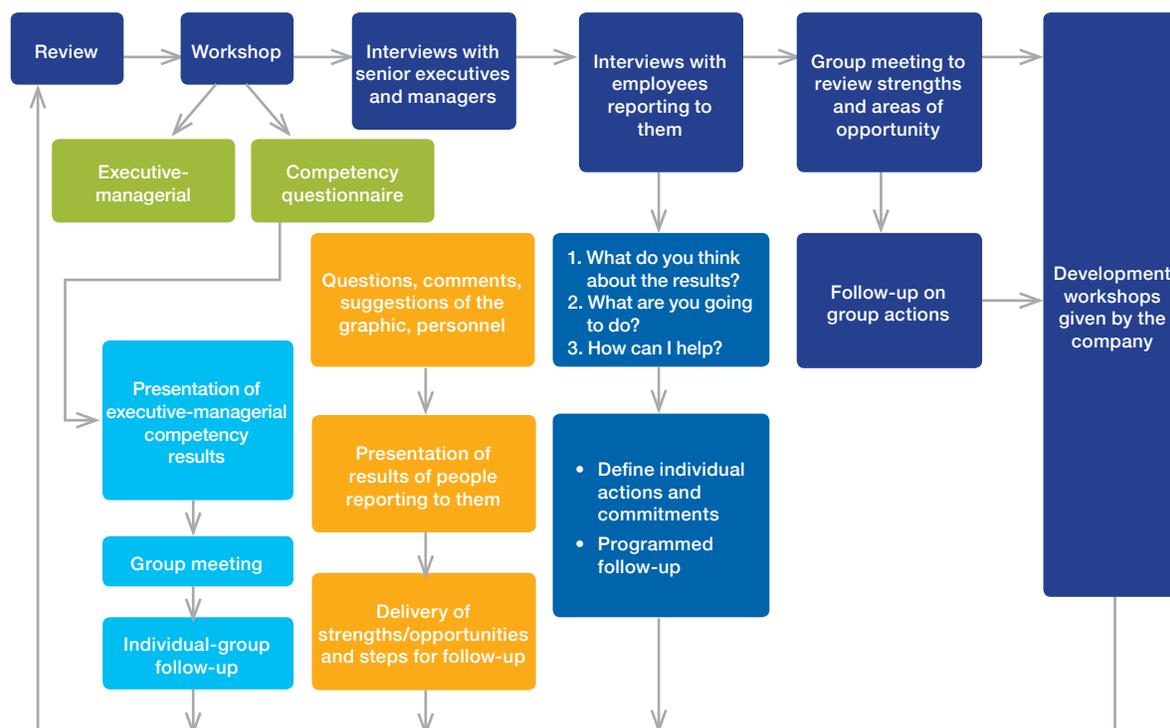
The Evaluation and Development of Potential system for Telcel employees combines the results of various psycho-metric tests that measure aspects such as conceptual problem-solving, personality factors, values reflected in styles of interaction, leadership, motivation and attitudes, as well as the dominant sales orientation.

This system is used to evaluate people in order to determine specific actions for their development and obtaining information that is useful in deciding on promotions and candidates for replacement.

We work to develop our people’s skills, knowledge and attitudes in keeping with their professional trajectory and personal motivations, as well as the goals and mission of our company.



Process for Evaluation and Development of Potential



Number and percentage of employees receiving performance reviews in 2014, by country				
Country	Number of employees reviewed		Percentage by gender	
	Men	Women	Men	Women
Argentina	2,755	1,933	59	41
Brazil	9,509	7,333	56	44
Chile	1,800	1,153	61	39
Colombia	5,050	3,736	57	43
Costa Rica	297	154	66	34
Ecuador	1,609	1,267	58	42
El Salvador	1,446	635	69	31
Guatemala	2,594	843	75	25
Honduras	557	293	66	34
Mexico	11,992	10,507	53	47
Nicaragua	788	635	55	45
Peru	2,208	1,723	56	44
Dominican Republic	4,423	5,786	46	54
<b>Total</b>	<b>45,028</b>	<b>35,998</b>	<b>56</b>	<b>44</b>

\*Not including operations in the United States, Telmex Mexico, Puerto Rico, Panama, Paraguay and Uruguay.

### Performance feedback

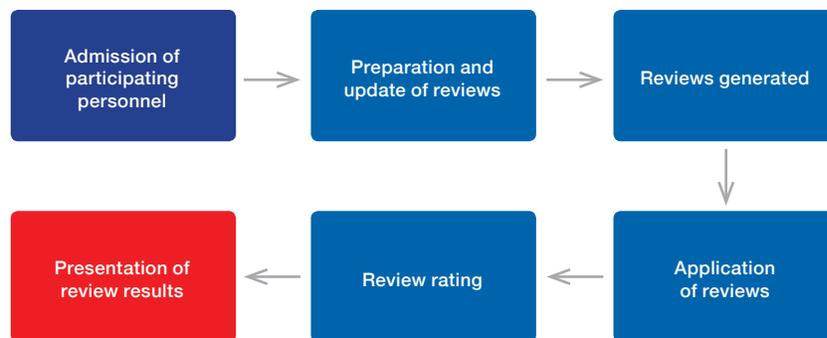
For the second year in a row, we conducted a performance feedback process, incorporating union personnel for the first time as well as the results of the promotion process. We evaluated Telcel employees in 2014 and replicated the process in most of América Móvil's companies in Central and South America.

The purpose of this feedback is to help our employees grow by defining specific competencies they should develop in order to better meet their personal, area, and institutional goals.

This system helps evaluate and provide feedback on employees' job performance and skills in a uniform, systematic, objective and impartial manner, in order to help them develop in their jobs, based on their performance and knowledge.



### Promotion system process



In 2014, 2,968 reviews were conducted using information from the performance feedback as a new instrument, replacing the previous performance review. This resulted in an improvement in personnel satisfaction by facilitating their professional development, economic growth and stability, based on a set of standard, specific parameters.

### Workplace climate surveys

These surveys collected information on our employees' opinion of their workplace environment, which encompasses their relationship with co-workers and superiors, whether they are given the tools they need to do their jobs, and whether they have the appropriate furniture and equipment. With this, we can identify areas of opportunity for improvement. In 2014 this survey was applied to all personnel working in Telcel.

We presented career recognition awards to 1,768 employees who had 10, 15 and 20 years of service with Telcel in various areas and locations, strengthening their sense of belonging and commitment to their workplace.

### Social well-being program

This program promotes holistic development of our employees—health, culture and recreation—through conferences and workshops on topics of general interest that develop their skills and improve their attitudes, as well as sporting and cultural events.

An important part of our Social well-being program is ASUME, an initiative that has been in place for more than 14 years and which gives our employees experience in various activities, with weekly sessions on areas of human development. The program is voluntary, and participating employees donate their time and know-how to help their co-workers.

In 2014, the ASUME program was introduced to Telcel Customer Service Centers and offices in Mexico, with the following results:

- 65 groups
- 1,524 sessions
- 18,646 employees participated

### Occupational health and safety

G4-LA5, G4-LA6

At América Móvil we place a priority on maintaining a safe and healthy workplace for all our employees. We are constantly providing health and safety training to our employees and bolstering measures that guarantee compliance with the applicable regulations everywhere we work.

As an example of these measures and initiatives, in Mexico, all our work centers, including corporate offices and Customer Service Centers, have a Mixed Health and Safety Committee and an Internal Civil Protection Committee in place to detect safety conditions on the company’s premises and thus minimize and avoid risk. The Committees are also in charge of distributing information on employee safety through brochures, manuals and procedures.

At Telcel, 18% of our employees (a total of 4,535) are part of the Mixed Health and Safety Commission (2,008) and Internal Civil Protection Committee (2,527).

Accidents and lost days at Telcel	
Number of employees	25,279
Total hours worked	50,558,000
Number of accidents	239
Days lost because of accidents	5,220
Days lost because of work-related injuries	90,477



We also hold an annual Health Week in Mexico, where together with the Mexican Social Security Institute (IMSS), we offer employees and their families vaccinations, cholesterol testing, and glucose and triglyceride exams.

Also, in conjunction with the Carlos Slim Foundation, Telcel conducts a biyearly nationwide Health Campaign to promote healthy lifestyles among its employees.

Every Telcel corporate building has a multi-purpose brigade made up of employees who have received training in how to deal with fires, evacuation, rescue and communication in the event of an emergency.

All our premises have safety systems in place to mitigate the possible impact or vulnerability of facilities and protect personal safety. Every Customer Service Center has break-in alarms, television systems, equipment protection systems, bar-code equipment protection, panic buttons, anti-break film and safe boxes.

Our corporate offices have metal detectors, entrance registry, seismic alarms, electronic vehicle access control, peripheral lighting, safety latches and locks, and a series of security standards and procedures. They also have fire prevention systems including smoke detectors, sprinklers, extinguishers and other devices.

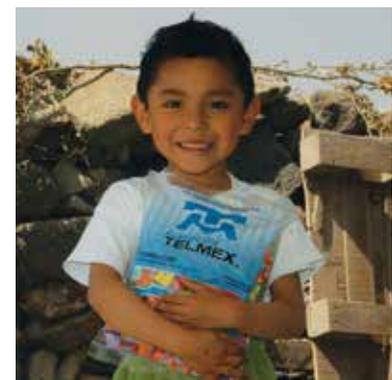
## Community

G4-S01



### Fundación Carlos Slim

The Carlos Slim Foundation works on the same entrepreneurial principles as Grupo Carso to diagnose and identify viable, sustainable solutions, and then to fund their development. Work is divided in 11 areas, with a particular focus on education and health; investment in human capital guarantees well-prepared people who can take advantage of opportunities and join in productive activities to achieve sustainable development.



We know that more results can be achieved through teamwork, so we formed alliances with more than 500 institutions, among them UNESCO, UNICEF, the Bill and Melinda Gates Foundation, the Clinton Foundation, the World Wildlife Fund (WWF), the MIT-Harvard Broad Institute, the Interamerican Development Bank (IDB), the UNAM Foundation, and others. With them, we invest jointly and share knowledge that has benefited more than 30 million people to date.

*We have worked constantly on a substantial number of projects to benefit society, which are continued year after year, because we believe this is what really creates long-term value.*

Some of the programs carried out in these areas in 2014 were:

## Education

### *Digital Culture and Education Program*

The Carlos Slim Foundation - Telmex Digital Culture and Education program has pioneered and led the field of digital inclusion in Mexico, offering free digital education for more than two decades. With initiatives like the Telmex Technological Institute (INTTELEMX), more than 100,000 employees receive training in technology and communication every year. Its work has benefited more than 3.5 million Mexicans from all walks of life and age groups. Its guiding principles are:

- Finding needs for information and education in Mexico.
- Developing content and solutions focused on those needs.
- Intensive use of information and communication technologies as a tool for personal and professional development.
- Evaluating the impact of learning by participants in this project.

The Institute provides training to specialists, professionals and executives in the field of communications and information technology through courses, certifications and higher education. It has awarded 9,123 professional certifications.

### *Early Education Program*

From a human rights perspective, we seek to strengthen the skills of adults responsible for educating children in order to improve their physical, cognitive and social capacities. In 2014, 4,578 adults received training through this program.



In Telmex Technological Institute (INTTELEMX) more than **100,000** employees receive training every year





Digital Village broke its own previous record, with **258,896** participants.

**Digital libraries**

Digital libraries are free spaces for comprehensive educational development, located in low-income urban neighborhoods and aimed at digital inclusion and training in sciences, technology, universal values and aesthetic appreciation. They provide education and development opportunities for children, young people and adults, with specialized education and connectivity software.

Digital classrooms are part of this project. Located in places with a vocation for education, they promote learning and comprehensive development of the school community: students, teachers, administrators and parents.

**Educational Mentoring**

Now in its eighth year, this initiative provides education and consultancy to students in Mexico through workshops. In 2014, it provided training for 50,678 teachers.

**Académica**

Académica is a digital knowledge community that promotes the creation and exchange of knowledge between students and professors of more than 600 higher educational institutions.

**Telmex Hub**

Telmex Hub is a space where digital and human networks come face to face to generate knowledge and share it in physical and virtual communities. Telmex Hub supplies 10Gb of connectivity and tools, training and spaces for entrepreneurs. In four years, it has benefited 156,400 users with 1,813 free courses and certifications in the areas of Startups, Digital Design, Innovation and Marketing Software Development.

**TELMEX Technological Innovation Centers**

These centers provide spaces for young entrepreneurs to create innovative projects in a climate of high performance and cooperation. They are equipped with the highest technology, supervision and provide on-site advice.

**Digital Village**

This program promotes digital inclusion for people of all segments of Mexican society, by developing digital skills and knowledge, and the use of technological



information. More than 4,000 training and digital inclusion workshops have been held, and in March 2013 the largest digital inclusion event in the world was organized in downtown Mexico City, an event that earned a place in the Guinness Book of World Records. That record was broken in 2014 with 258,896 participants. The initiative is a commitment to the United Nations Millennium Development Goals and the International Telecommunications Union (ITU).

#### ***Online job training (Employment training)***

This initiative provides online training to help people find better jobs and guide those who want to start a new business. In 2014 it supplied training for 32 jobs, mainly in Mexico, the United States, Colombia and Spain.

#### ***New educational platforms (Academia Khan)***

Academia Khan is a non-profit organization that gives courses through a free online platform to students, teachers, parents and professionals anywhere in the world. It is involved in various economic activities, with an emphasis on mathematics and science, focused on generating job opportunities. The Carlos Slim Foundation joins the Academia Kahn in offering courses in Spanish, from primary to professional school, and as of today it has benefited 2.6 million users of this platform in Spanish, mainly in Mexico, the United States, Colombia and Spain.

#### ***Coursera***

The Carlos Slim Foundation created a strategic alliance with Coursera to support academic learning, promote jobs and support Latin American universities. It focuses primarily on the areas of information technology, public health and basic skills for starting a business.

#### ***Alliance for the Next Decade***

Through an alliance between Telmex and the Massachusetts Institute of Technology (MIT), we make more than 2,000 MIT academic articles and research available to Spanish-speaking students and professors.

#### ***Telcel Solutions Forum Tour***

The Telcel Solutions Forum Tour, held in October 2014, promotes the application of applied technology to companies through presentations by world leaders.

The Telcel Solutions Forum Tour traveled to Mexico City, Monterrey and Guadalajara. Jeffrey B. Straubel, Chief Technology Officer at Tesla Motors, and Andre McAfee, Associate Director of the Center for Digital Business at the MIT Sloan School of Management, shared their experiences and spoke about their vision of innovation and technology. Erik Qualman, author of Socialnomics, and Don Tapscott, leader in innovation and communications media, also shared their experiences during the event.



## Health

### *Genómica*

This is a program seeking to determine the genetic bases among people of Latin American origin of high-impact illnesses like type 2 diabetes, kidney disease and various types of cancer, primarily in Mexico and the United States.

### *Mesoamerican Health 2015*

A public-private alliance that works to reduce the health divide in the Mesoamerican region. The project covers seven countries (Guatemala, Nicaragua, Costa Rica, Panama, El Salvador, Belice and Honduras) and southern Mexico (Chiapas) through maternal and infant health actions, nutrition, vaccination and other efforts.

### *Amanece*

Amanece is a strategy for creating maternal health care networks in order to help reduce maternal and infant mortality in Mexico. In an alliance with the federal and state governments, the Salud Materna 100 (SM100) program was created to introduce the Amanece model into municipalities where maternal mortality was highest in Mexico.

### *Casalud*

As part of the federal government's National Strategy Against Diabetes and Obesity, since 2013 Casalud has introduced a strategy against chronic illness offering high-quality health facilities and networks of excellence for dealing with diabetes.

### *Transplants*

This initiative works to introduce a comprehensive renal health model based on the following elements: prevention and promoting donation, support for research, and financial support for obtaining donated kidneys and transplant surgery.

Other programs of the Carlos Slim Foundation in the area of health include eradicating polio in the world and the Program to Eliminate River Blindness in Latin America.

## Social Justice

### *Social bail bonds*

This program supports people who have committed minor offenses in obtaining their freedom so they can rejoin society with new life tools, through human development and professional psychological counseling that benefits both them and their families.



## Disaster aid

This initiative provides aid through portable water purification and electricity plants that are transported by land, water and air, depending on the region and type of emergency.

In September 2014, the Carlos Slim Foundation supported families affected by hurricane Odile in the state of Baja California Sur in various ways.

Our Telcel users in the region received more than 60 million pesos in free calls to more than 725,000 users, a balance of 75 pesos and 100 minutes in their billing cycles. Twelve free public WiFi hotspots were set up in La Paz and Los Cabos, and 900 public telephones were opened to free local and domestic long distance calls.

People affected by hurricane Odile received eight metric tons of humanitarian assistance that directly benefited 31,000 people. Seven water purification plants were placed at the disposal of the hardest-hit communities and neighborhoods, with the capacity to generate 8,000 liters per hour. Some 4,500 packages of basic goods, 2,100 mattresses, 2,100 blankets, and 960 kilos of nutritious snacks were distributed, along with 16,000 gallons of water.

## Social Responsibility Programs

### Environment

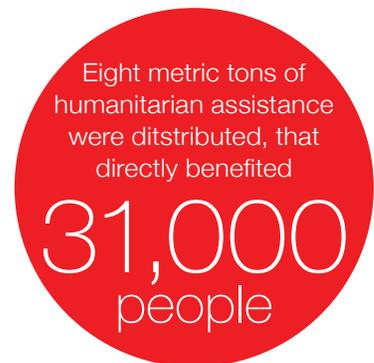
The World Wildlife Fund (WWF) - Carlos Slim Foundation Alliance and World Wildlife Fund (WWF) - Telcel Alliance

Since 2003, the World Wildlife Fund (WWF Mexico/Mesoamerican Reef) and Telcel, together with a group of leading conservationists and scientists, established the WWF-Telcel Alliance as an unprecedented initiative to preserve natural heritage and work for Mexico's sustainable development.

In 2009 the Carlos Slim Foundation joined in the initiative. Following a series of regional consultations with local organizations and government agencies, the Alliance was formalized together with the Ministry of the Environment and Natural Resources in 2010.

The alliance is focused on six priority areas of the country selected, among others, on the basis of analysis of areas where conservation efforts are absent or needed in Mexico, which are:

- Gulf of California Region
- Chihuahua Desert Region
- Monarch Butterfly Region
- Mesoamerican Reef Region
- Oaxaca Region
- Chiapas Region



At present, the Alliance combines the efforts and resources of the Carlos Slim Foundation, the WWF, local Mexican organizations and various Mexican and international donors and foundations in pursuit of strategic results that reverse the trends toward destruction of natural resources in 18 priority areas of six regions of Mexico.

It also works hand-in-hand with federal and state government agencies to invest in meeting national and regional goals.

The eight strategic lines by which the Alliance defines its actions, investments and goals are:



Some of the conservation projects under way in these six priority areas of the country are:

- Environmental restoration of the Banco Chinchorro biosphere reserve.
- Recovery of the Mexican wolf and its habitat.
- Development of strategies to preserve the jaguar.
- Conservation of priority marine species in the Gulf of California, focused on 16 threatened or endangered species in three overall groups: whales, turtles and sharks.
- Conservation of biodiversity in Mexico and the monarch butterfly habitat, in two sub-projects: conservation of the forests of the monarch butterfly preserve, and conservation of water in the monarch region.
- Conservation and sustainable use of natural resources in the Los Chimalapas region of Chiapas.
- Projects that are part of the National Strategy on Climate Change.



The following are some of the social benefits of this alliance:

- 338 permanent jobs and 268 temporary jobs.
- 2 rural production partnerships created
- 3 business plans generated
- 2,545 people benefited in communities and farming cooperatives through participation in conservation projects
- Participation of 32 NGOs and academic associations related with conservation projects in six regions of the Alliance
- 809 fishermen trained, 35 fishing cooperatives and 97 fishing cooperative directors trained
- Regularization of 13 fishing cooperatives and 98 fishermen
- Nine facilities built and operating (centers, cabanas, museums)

In 2014 we worked hard on projects of this Alliance, with the following tangible results:

#### **Monarch Butterfly**

- We held the Second International Symposium on Research and Conservation of the Monarch Butterfly in order to update the North American Plan for Conservation of the Monarch Butterfly in its Mexico chapter.
- We reactivated the Mexico-Michoacán Commission for conservation of the Monarch Butterfly.
- We concluded the plant production cycle for 2013-2014 reforestation efforts, meeting the goal of planting 1.69 million species of native trees in the reserve.
- In coordination with farming properties in the reserve, we reforested 914 hectares of damaged forest, where we planted 1.09 million trees, and the National Forest Commission (CONAFOR) distributed 600,000 plants for our forest nursery to replant 500 hectares along the banks of the Cutzamala river.

#### **Conservation of the Jaguar**

We have a national strategy for conserving this great cat, which includes areas to work on in the next five years: priority areas for jaguar conservation, handling and reintroducing jaguars, highway infrastructure and jaguar mortality, and mitigation of factors that contribute to livestock depredation by the jaguar.

#### **Gulf of California**

- Protection of 15 priority species, including turtles, sharks, whales and others.
- The number of registered grey whales visiting the San Ignacio Lagoon increased 46% between 2013 and 2014.

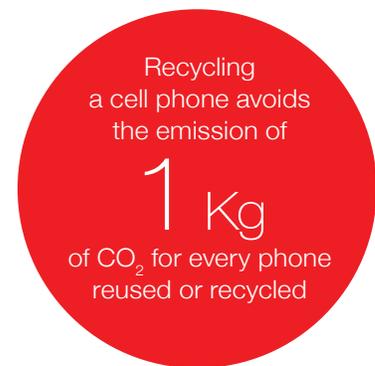


- The first Mexican shark-marking research group was created, involving 20 researchers from five national institutions.
- The population of the white shark at Isla Guadalupe was estimated (120-130 individuals) and its movement patterns charted.
- 512 whale sharks (460 juveniles and 52 pregnant adult females) were identified through photo-identification and establishment of a period of greater concentration in Bahía de La Paz.
- Thanks to scientific information from the WWF-Telcel Alliance and the resulting improvement in sightings of the whale shark, there was a 26% reduction in the collision of boats with sharks in Bahía de La Paz, a 61% reduction from 2009 (33/54 sharks injured) and a 35% reduction from 2012 (23/66 sharks injured).
- Training of 500 fishermen and specialized scientists regarding conservation and management of the whale shark and white shark.
- Creation of the Mexican Marine Mastozoology School, the first organization of its type in Latin America, with the Alliance's support of the Mexican Marine Mastozoology Society.



**Cell Phone Recycling - Green Program of the National Telecommunications Association (Anatel)**

Cell phone recycling<sup>\*</sup> is a very important activity, because the reuse or proper recycling of their components reduces the impact they have on the environment, which would otherwise be substantial. We are committed to promoting correct disposal of cell phones at the end of their useful life, and we place containers for these purposes in our corporate offices and Customer Service Centers. The used phones are then channeled to specialized companies. Recycling a cell phone avoids the emission of 1 Kg of CO<sub>2</sub> for every phone reused or recycled.



**Social Development**

**Drivers for Highway Safety**

An initiative combining the efforts of the federal government through the Ministry of Health, the International Association of Automobile Clubs, Mexico Chapter, Telcel Racing, the Mexican Red Cross, and other public and private institutions, whose goal is to create a driving culture that will save more than 60,000 lives in Mexico in the rest of this decade.

With awareness-raising campaigns, we have helped reduce the number of highway accidents attributable to a lack of driving culture: in 2015, the number of these accidents was reduced by 25%.

**Support to organizations**

**(Telcel)RED**

The (Telcel)RED initiative contributes to the battle against HIV transmission from mothers to children and reduces the number of children born with the illness. Since 2011, América Móvil and the Carlos Slim Foundation have contributed to



\* For more information on recycled materials included in this program, please go to page 70.

this cause by offering (RED) edition products and promoting activities that raise awareness about the issue.

**Telethon**

As part of its support to charitable organizations, Telmex and Telcel support the Mexican telethon for the disabled and against cancer and autism.

**Cultural support**

**Museo Soumaya**

This museum, which is open free to the public, holds one of the largest private collection in Latin America, with 16 groups of artworks covering more than 30 centuries of art from the Americas and Europe. Its aim is to develop greater sensitivity and interest in beauty and aesthetics, and in what humankind has done through history.

**OFFF**

OFFF is a global window of inspiration for future creators, through a program of conferences, workshops and art shows, with national and international guests from the world of art, design and digital culture. The festival also includes an exhibit at the Digital Culture Center.

**Telmex Cup**

The Telmex Cup is a national tournament to keep children off the streets and occupied in sports activities.

**Mejor en Bici**

This Mexican organization, whose name means “Better on a Bike,” promotes bicycle mobility in the country through campaigns promoting bike use and culture.



In Argentina, through “TECHO”,  
**33** homes  
 were built with the participation of more than 350 volunteers in 2014

**Social initiatives by our subsidiaries**

Our subsidiaries in other countries, in alliance with various organizations, carry out community development programs and initiatives that generate value and make people’s lives better. The following is a country-by-country survey of those community programs:



TECHO is an organization present in Latin America and the Caribbean that helps thousands of people living in precarious settlements to overcome poverty, through the joint action of the residents themselves and young volunteers. All the employees of **Claro Argentina**, together with their family members and friends, are called by the organization to help build homes in the settlements. In 2014, 33 homes were built with the participation of more than 350 volunteers.

Claro Argentina also collects paper and batteries for recycling, and delivers them to certified companies to continue the recycling process.





## Brazil

In 2014, the Instituto Embratel Claro assumed responsibility for all of the programs of the Instituto Embratel, founded in 2001, and the Instituto Claro, created in 2008. The non-profit organization, established in Rio de Janeiro, is committed to supporting social development and a broader access to information and knowledge. Among the main projects of the Instituto Embratel Claro are the Naves do Conhecimento, the Dupla Escola program, which is the first public educational institution modeled in a comprehensive manner to include technical and professional training in telecommunications, and Campus Mobile. Other projects include Embratel Claro Educação, Gente Capaz, the 123alô! program to support teenagers, the ASUME Program and recycling advertising banners.

More information on Instituto Embratel Claro's programs and activities during 2014 at: [https://www.institutoclaro.org.br/banco\\_arquivos/RelSocial2014\\_web\\_ES.pdf](https://www.institutoclaro.org.br/banco_arquivos/RelSocial2014_web_ES.pdf)



## Colombia

In Colombia, our employees worked on initiatives relating to education, diversity and sports promotion, such as:

- Educlic, a program that promotes the appropriation and use of information technologies through an open learning and knowledge platform, improving educational quality and encouraging teachers to design better and more creative classes.
- In 2014, 870 computers were delivered to a network of 15 non-profit organizations who work with vulnerable populations, and 200 special Samsung telephones were donated for people with visual disability or poor vision.
- In an alliance with the Vallenata Legend Festival Foundation, underprivileged boys and girls are given academic, artistic and cultural training. In 2013, 110 children received training, and in 2014 another 150.
- In support of sports activities, the Claro Soccer and Baseball Cup was held.
- In partnership with the Best Buddies Foundation, **Claro Colombia** developed a program to encourage workplace and social inclusion of people with intellectual disabilities.
- "Un Sí Hace La Diferencia" (A Yes Makes All the Difference) is a support network for disadvantaged people; we make infrastructure and resources available for our customers to join in the support for people living in vulnerable conditions.
- The "Soy Capaz" (I am Able) campaign seeks to provide an example for society so that all Colombians assume responsibility for transforming the country. **Claro Colombia** developed workshops with the slogan "I am Able to Imagine," at schools from Cali, Cartagena and Bogotá. More than 200 students participated in these workshops.



In Colombia,  
**870**  
 computers  
 were delivered to a  
 network of 15 non-profit  
 organizations





## Costa Rica

Some of the most notable programs in Costa Rica had to do with environmental care, such as:

- Cleanup of the Corrogres River in Santa Ana, with 1.5 km of the river cleaned in conjunction with the Santa Ana Environmental Alliances. The campaign also included tree planting and trash collection.
- Seeds were planted at our Pozos and Aguas buildings. In the green areas surrounding Claro's two administrative offices, enough seeds were planted to become 30 to 40 trees.
- Electronic Waste Collection Campaign at Pozos de Santa Ana. Employees contributed 20 kg of electronic waste and 124 kg of miscellaneous electronic components.



## El Salvador

Among the community programs carried out in El Salvador in 2014 were technology access campaigns, including:

- Connectivity to 77 outreach centers, in an alliance with the United States Agency for International Development (USAID) in the framework of the Project to Prevent Crime and Violence in 13 high-risk municipalities, benefiting 23,000 children and young people.
- Digital Schools Project, providing connectivity to two schools in San Salvador and Olocuitla, benefiting 1,200 schoolchildren.
- WiFi sites were set up at six tourist zones of the country.
- User protection initiatives, in an alliance with the government and the GSMA, to distribute message of interest and promote programs to protect children and teenagers.



## Guatemala

In Guatemala, we installed Internet service and donated computer equipment to public schools and WiFi access in municipal parks. In an alliance with the Ministry of Education we set up Internet connections in 49 schools.





## Honduras

Some community development programs in Honduras in 2014 were: support for the Special Olympics; “Soy Rosa” Cancer Walk; “Relevo por la Vida” walk; 20 scholarships for high school and university students in an alliance with Grupo Roble, and food supplies for 500 families together with the Obras Sociales Vicentinas Foundation.



## Nicaragua

Community development activities in Nicaragua during 2014 were the following:

- Public telephones were installed in 300 rural communities of Nicaragua, to support government initiatives, benefiting 6,000 people.
- Tele-medicine systems were introduced to complement the Program to Reduce Vulnerability and Vertical Transmission of HIV-AIDS in Pregnant Women in the municipality of Waslala.
- In public schools serving lower-income neighborhoods, the Claronet Project was developed, providing broadband connectivity.
- Through the “Help me Get There” program, 5,000 bicycles were donated to lower-income students and teachers.
- Support for the Asociación Pro Niños Quemados de Nicaragua (APROQUEN), which supports children with burn injuries, birth defects, cleft lip and palate.



## Peru

Some of the community development programs introduced in Peru in 2014 were:

- “Yo Reciclo, Yo Soy Claro” program: Claro educates the community about the importance of caring for and preserving the environment by recycling cell phones, batteries and accessories no longer in use.
- Claro supports the Recibo Electrónico campaign, inviting customers to sign up for digital billing and reduce paper use.
- Claro began a campaign against texting while driving, seeking to raise community awareness about the risk of using instant messaging services while behind the wheel.

\* For more information on recycled materials included in this program, please go to page 70.

- Since 2007, Claro has held an interscholastic seven-a-side soccer tournament for children. In 2014, 7,500 students from 480 schools in 22 cities took part. Between 2007 and 2014, more than 50,000 students have participated.
- Festival Claro is a singing contest that provides opportunities for professional development to new singers who demonstrate musical talent, stage presence and public leadership. More than 1,500 people signed up in 2014.



### Dominican Republic

In the Dominican Republic, community support was dedicated to education, health, sports and volunteer programs. Some of these initiatives were:

- A Digital Literacy Program training public schoolteachers in the use of basic computer tools.
- Scholarships for the Santo Domingo Technological Institute (INTEC).
- Support for the global autism campaign “Light it up Blue” and the world Breast Cancer Prevention campaign.
- Cultural support for the National Symphony Orchestra and Film Festival of the Global Foundation for Democracy and Development (GFDD-FUNGLODE) and the Soberano Awards (formerly Casandra).
- In the area of sports, Olympic athletes were supported by the Creating Olympic Dream programs, and the Armed Forces and National Police Sports Circle were given assistance for holding their Sports Games. There was also the Winter Baseball Tournament and the Claro Intercollegiate Soccer Tournament.
- Other community support included neighborhood boards, the ATABEY Innovation Center, the Central Electoral Council (UCE), the National Police Wives’ Association, the Ministry of the Environment and Natural Resources, and the national Telecommunications Society (PRODETEL).
- Corporate “Volunteers in Action” (VEA) program, which participated in reforestation days and children’s events with the St. Jude Foundation and the St. Vicente de Paul Hospice in Santiago.



## Environmental performance

G4-15



Reducing the environmental impact of our operations and infrastructure through innovative initiatives and investment in environmentally efficient technologies is a strategic priority for our business.

At Telmex alone, water use reduction initiatives resulted in savings of

44,852 m<sup>3</sup>

The Silver Conch

award recognized minute-long advertising spots promoting conservation of the Jaguar and the Monarch Butterfly

At Telmex, the energy savings projects introduced in 2014 saved a total of

74,131,399 Kw/h

We recognize the importance of helping to preserve diversity and natural wealth, and the sustainable development of the communities where we operate.

### Energy

G4-EN3, G4-EN4, G4-EN6,

Because of the nature of our industry, the greatest environmental impact of our operations comes from energy use. To provide the connectivity services we offer to América Móvil customers and users, we need to consume billions of kilowatts of electricity per year. We have therefore focused on becoming more energy efficient, not just to reduce costs but to minimize the environmental impact this generates.

We also invest in alternative energy sources, in projects where it is viable, to progress toward a future of cleaner, renewable energy.

We have an Energy Committee for applying energy management processes. In 2011 and 2013, **all América Móvil subsidiaries took action to reduce their energy consumption, one of the results of which was a 10% reduction in cellular sites defined in the initial scope.** In 2013 energy management committees were created in each country and in 2014 we began testing alternative energy concepts and business studies return on investment.

During the year, we restructured and defined goals for these committees, which are the following for 2015:

- Obtain key indicators on the performance of our energy saving processes.
- Conduct proof-of-concept testing for alternative technologies.
- Maintain energy management committees.
- Energy savings projects.
- Prepare case studies for projects that justify investment in energy management.



Use of energy from renewable sources		
Country	Kw/h	GJ
Argentina	516,656	1,859
Central America	3,033,528	10,920
Chile	317,883	1,144
Ecuador	1,122,754	4,041
Mexico	9,213,400	33,168
Peru	218,592	786
Dominican Republic	77,672	279

Use of energy from external suppliers		
Country	Kw/h	GJ
Argentina	196,291,977	706,651
Central America	302,037,647	1,087,335
Colombia	390,494,715	1,405,781
Ecuador	83,989,896	302,364
Mexico	1,944,747,049	7,001,089
Peru	118,390,179	426,204
Dominican Republic	131,545,741	473,564

In countries where América Móvil subsidiaries operate, we have introduced a number of initiatives to reduce energy consumption, the most important of which are highlighted below:



### Brazil

Our subsidiary Embratel installed solar energy panels and acquired wind-generated energy. It also installed LED lighting in its corporate offices, reducing consumption by 136,861,194 Kw/h.



### Chile

The corporate offices of **Claro Chile** launched an energy savings program in 2014 that had the following results:

- Reduction of solar radiation on the east and west exposures of the building through an external solar protection screen.
- Reduction of solar radiation on all sides of the building with high-yield glass.
- Reduction of thermal losses on all sides of the building with hermetic double-pane insulated glass.
- Thermal insulation between office and parking areas using polyurethane slabs.
- Reduction of lighting power load by replacing the T5 fluorescent lighting with LED lighting, saving 122,878 W.
- Reduction of the lighting power load through a task lighting system in peripheral offices. This system automatically regulates general indirect light through natural light sensors, supported by individual support equipment (floor lamps).
- Reduction of “heat island” effect by reducing the absorption, radiation and reflection of solar energy on roofs and parking areas using shade vegetation over cars and plants on the roof of the B building.
- BMS management system with a control platform that provides central management of electricity, lighting, climate and access controls, with potential savings of 20% in all building operations.



### Colombia

A campaign to turn lights off when not in use at administrative buildings, Customer Service Centers and Sales Offices across the nation was launched, saving 581,786 Kw/h.



### El Salvador

There were various projects during the year, which saved 4,321,000 Kw/h:

- Installing automatic thermostats for temperature control.
- Introducing a program to turn off lights and refrigerators during non-working hours.
- Adjusting air conditioning temperatures and changing equipment for more efficient units; ventilating with ambient temperature to improve energy efficiency.
- Disconnecting equipment not in use from the mobile network.
- Optimizing spaces in the La Presita/San Miguel central.



### Guatemala

In 2014 we implemented 10 hybrid sites with photovoltaic cells, conducted electrical audits at 100 sites and installed electronic thermostats to control temperatures in the offices. These measures reduced energy use by 1,684,993 Kw/h.



### Honduras

We encouraged employees to turn off lights and air conditioning in stores and offices when not in use, and changed lighting to LED technology.



### Mexico

Telcel took a number of measures to save electricity consumption:

- A major transformation toward Single RAN technology, which uses spaces and electricity more efficiently by housing various types of equipment in a single cabinet. The project generated savings of 21,296,533 KH, or 3.4% of total consumption in 2014.
- Optimized lighting and air conditioning the corporate headquarters, with a program to turn off some of the lights during work hours, up to 80% at night and 95% on weekends.



- Raised awareness among users about the efficient use of electrical energy in corporate offices through a campaign distributed in the internal network.
- Automatic shutoff of air conditioning equipment in Customer Service Centers.
- Introduction of photovoltaic energy generation at base stations, with savings of 2,601,069 Kw/h of energy, or 0.44% of the energy used in these systems.
- Switch to precision air conditioning equipment in our Call Centers.
- Introduced LED lighting in Customer Service Centers and Call Centers.
- Change of lighting in corporate offices with monthly savings of 35,280 Kw/h.
- Selective shutdown of air conditioning in corporate headquarters, saving 28,168 Kw/h a month.



At Telmex, the energy savings projects introduced in 2014 saved a total of 74,131,399 Kw/h:

- Energy savings initiatives in offices included shutting down equipment at peak hours, area optimization, and motion-sensor controlled equipment in 548 of the most energy-intensive locations in Mexico. Savings of 5,176,125 Kw/h.
- Dichroic energy administrators that control demand, consumption, power factor and voltage failures during blackouts. Savings of 250,019 Kw/h.
- Timers for turning air conditioning on and off so that it only works during the hours needed. Savings of 2,983,974 Kw/h.
- Reduced firing up of gas generators during peak hours at 53 locations in the Monterrey Triara Data Center, avoiding fossil fuel consumption and CO<sub>2</sub> emissions. Savings of 712,550 Kw/h.
- Replaced technology for client data transmission with energy-saving devices; shutdown of obsolete equipment. Saved 6,077,343 Kw/h.
- Switched to LED type high-technology energy-saving light fixtures in 4,589 facilities, reducing energy use in some facilities by up to 41%. Savings of 58,931,388 Kw/h.



Alternative energy project with solar panels, batteries and wind energy, replacing the burning of fuel in rural areas where electricity was unavailable and generating savings of 893,376 Kw/h. Also upgraded air conditioning in offices, saving 216,000 Kw/h of electricity.





## Dominican Republic

In this country, energy savings projects resulted in a reduction of 8,584,514 Kw/h of electricity and 9,970 Gigajoules of fuel.

- Purchase of 433 20-watt LED lamps to replace 175-watt lights in the employee parking area of corporate headquarters. Savings of 159,020 Kw/h.
- Purchase and installation of 4-foot 18-watt LED lighting tubes, 85-265 volts, for emergency stairwells and parking area at corporate headquarters; changes in executive areas and meeting rooms. Savings of 41,615 Kw/h.
- Replacement of incandescent bulbs with LED lights at 250 locations. Savings of 441,000 Kw/h.
- Installation of solar solutions at 10 GSM sites. Savings of 77,672 Kw/h.
- Purchase and installation of 80 and 120-watt LED lights to replace 250 and 400-watt lamps in exterior parking areas. Savings of 1,655 Kw/h.
- Switch from traditional air conditioning to high-efficiency air conditioning at 59 sites and offices. Savings of 411,345 Kw/h.
- Shutdown of CDMA Network equipment. Saved 1,163,484 Kw/h.
- Activation of power saving feature on 2106 mobile GSM cells. Savings of 2,192,992 Kw/h.
- Efficiency measures in air ducts and air conditioned spaces at the Sub-Mella equipment and warehouse areas; standardization of work hours and temperatures in the workplace. Savings of 162,490 Kw/h.
- Turned off units at Las Praderas and Polvorín to optimize spaces. Saved 28,644 Kw/h.
- Installed more efficient air conditioning units in service stores, with 60% energy savings; total of 28,927 Kw/h.
- Energy-efficient coolers; installation of air conditioners with automatic turn on/turn off; standardization of working hours. Saved 55,800 Kw/h.
- Shutdown of CDMA Network cells Saved 3,743,510 Kw/h.
- Automated administrative office spaces in the Santiago III Complex. Savings of 54,041 Kw/h.
- Installed air conditioning controls at the Hainamosa cafeteria. Savings of 22,320 Kw/h.
- Switch to 24-hour electrical circuit at Trinitario and Hainamosa, and interconnection and power-up of the El Cuya site. Savings of 9,970 Gigajoules of fuel consumption.



In República Dominicana, energy savings projects resulted in a reduction of

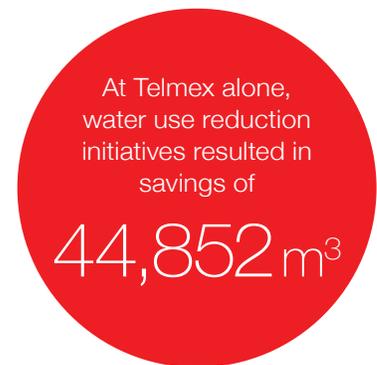
**8,584,514**  
Kw/h  
of electricity

## Water

G4-EN8

Ecosystems, the vitality of communities and the operations of almost every business, depend in some way on the use of water. The growth of the population, economic development and climate change have all affected the availability of water on our planet. At América Móvil we are aware of how urgent it is to protect this valuable resource. In communities and countries where we operate, we are making an effort to promote a culture of water preservation through environmental education programs and campaigns, primarily in our corporate offices.

In Mexico and Chile, we use water-saving toilets in our office buildings. At Telmex alone, water use reduction initiatives resulted in savings of 44,853 m<sup>3</sup>, and the recycling of 54,750 m<sup>3</sup>. Also in Chile, we installed faucets equipped with timers and flow reducers in sinks and showers. We also installed tankless coil-type water heaters, which avoid over-use of water from accumulation and runoff, as well as the emission of gases and the loss of water in boiler feed lines.



Use of water from local municipal supply	
Country	Consumption m <sup>3</sup>
Brazil (Embratel)	505,325
Colombia	136,006
Chile	294,088
Central America	100,248
Ecuador	26,340
Mexico	777,534
Peru	19,194
Dominican Republic	2,840,845

## Biodiversity

G4-EN12

América Móvil's impact on biodiversity is low, because our work centers are business offices and Customer Service Centers located in suburban and urban areas. Nevertheless, some of the facilities necessary for the growth and operation of our services, like base stations, are close to or within areas that governments have declared as protected areas or, in some cases, national heritage. We respect the preservation of these zones and comply with environmental regulations in every country where we operate.

## Waste and recycling

G4-EN2, G4-EN23, G4-EN25, G4-EN27, G4-EN28

One of our goals is to be efficient and responsible with the waste our operations generate. Through initiatives and programs, we work to promote an environmental culture of reuse and recycling.





Another waste related initiative was the evaluation of 11 suppliers who use solvents, inks, cardboard, plastic and pallets in their operations, along with waste electronics, cable and casings.



**Ecuador**

Using recycling and sanitary landfill, 87 metric tons of hazardous waste were disposed of, along with 148 metric tons of non-hazardous waste. At the end of their useful life, 118,700 cell phones and 50,484 accessories were recovered.

Some environmental initiatives relating to waste carried out in Ecuador in 2014 were:

- Environmental impact analysis and follow-up on the environmental management plan for all base stations, central repeaters and warehouses in the country.
- Collection of unused cell phones and obsolete equipment and material dismantled for environmental management.
- Tree-planting campaign and reuse of materials for new productive purposes.



**El Salvador**

Turned over obsolete equipment and scrap was sent to environmentally certified companies for treatment, for a total of 721 metric tons of non-hazardous waste. Copper and electronics waste were also forwarded to Salvadoran and foreign firms, and an equipment collection effort was made to minimize waste and the purchase of new product.



**Honduras**

2,110 metric tons of non-hazardous metal smelting waste were recycled. Electronic equipment, metals, cable and unused cell phones are not destroyed, but sent to companies that specialize in recycling them.



**Mexico**

Telmex manages the waste generated by its operations by applying the 3 Rs: reduce, reuse and recycle. In 2014, these initiatives avoided the emission of 47,866 metric tons of CO<sub>2</sub> into the atmosphere. This was accomplished through a total investment of Ps.15,612,640 in 2014, of which over Ps.2 million were allocated to waste treatment.

In Salvador, turned over obsolete equipment and scrap was sent to environmentally companies for a total of

**721 metric tons**  
of non-hazardous waste

Telmex separates waste in three main groups:

**Solid urban waste:** personnel are instructed in a special method for separating the waste into different containers; paper, cardboard, PET and aluminum.

**Special handling waste:** almost all electronic materials or modems are integrated into productive chains, and a small portion of them are sent to authorized containment.

**Hazardous waste:** Telmex has comprehensive hazardous waste management programs that collect these materials and deliver them to recycling companies or ensure their appropriate final disposal.

During the year, 1,056 metric tons of hazardous waste were generated, 24,000 of which were recycled. Telmex also generated 7,807 metric tons of non-hazardous waste, 416 metric tons of which were reused and 7,389 metric tons recycled.

Products and materials recycled by Telmex in 2014 (mton)	
Modems	368
Computer equipment	47
Paper and cardboard	4,361
Metal waste	226
Copper cable	2,602
Aluminum	199
PET	0.8

Materials recovered at Telmex through collection of modems and electronics (mton)	
Metals	128
Plastics	95
SIM cards	49
Paper and/or cardboard	41
Cables and connectors	62
Equipment for reuse	21

Collection of equipment and materials at Telmex				
Year	Modems collected (units)	Electronics collected (units)	Wet (lead/zinc) batteries recycled (units)	Oil recycled (liters)
2013	865,000	18,000	14,500	11,630
2014	957,000	9,468	24,698	43,238

Telcel has a widespread campaign to promote the recycling of cell phones and accessories. Through internal campaigns aimed at employees and advertising campaigns in social networks, people are invited to dispose of these unused materials at one of the 508 containers provided in Telcel Customer Service Centers. In 2014, 80.15 metric tons of cell phones were collected for recycling (equivalent to 528,094 phones), and 398 metric tons of accessories (equivalent to 5,696,620 pieces). Telcel also channeled 343 metric tons of base station batteries to authorized suppliers for appropriate containment.



### Nicaragua

Waste materials—both hazardous and non-hazardous—are centralized for collection by certified vendors. In 2014, 20 metric tons of hazardous waste and 200 metric tons of non-hazardous waste were turned over for recycling.



### Peru

Through the “I’m Claro, I Recycle” Program, operated by an external vendor, 1.5 metric tons of electronic waste were channeled to specialized plants overseas for separation and treatment. The company also turned over 4,023 metric tons of other hazardous waste, such as antennas, digital phones, cables, connectors, chargers, receptors, SIM cards, routers, servers, amplifiers, equalizers, and others, to authorized companies for treatment. Non-hazardous waste is processed by non-governmental organizations. At the end of their useful life, 8,964 cell phones, 9,684 accessories and 5,251 batteries were recovered.

Between 2010 and 2014, a total of 106,505 cell phones, batteries and accessories were appropriately disposed of. Furthermore, more than 650 m<sup>2</sup> of unused advertising material was converted into 13,148 pencil cases for schoolchildren.

### Additional initiatives for reducing CO<sub>2</sub> emissions

As regards programs to reduce CO<sub>2</sub> emissions generated by vehicles, **Claro Colombia** conducts regular inspections to verify that its vehicular fleet is operating at peak efficiency. It also promotes the “Bici-Claro” environmental campaign to let employees know about the Claro Bicycle Project, which offers them a different way of getting to work and helps them reduce their carbon footprint.

Our operations in Honduras have the following initiatives to mitigate CO<sub>2</sub> emissions generated by transportation:

- Permanent maintenance of the nationwide vehicular fleet to make sure it remains fuel efficient.
- Use of videoconferencing and video calling equipment nationwide to reduce the need for employees to travel.



- Supply of transportation service in areas like customer service and to technical personnel working night shifts, both for the employees' safety and to help reduce the use of vehicles.
- Optimization of logistics in product shipment, to minimize the number of vehicle movements.
- Use of manual pallet carriers instead of forklifts for handling light materials in the warehouses, in order to save fuel.

## Awards and distinctions

### Telmex

- Socially Responsible Company Distinction from the Mexican Center for Philanthropy (Cemefi) for the 13<sup>th</sup> year in a row
- Prosa Star Supplier Recognition 2013 for the 12<sup>th</sup> year in a row, in two categories: Best Strategic Alliance and Best Support for Operations from Triara, citing the quality and reliability of the services Telmex provides.
- First place in the corporate reputation ranking for the telecommunications industry by Medidor Empresarial de Reputación Corporativo (MERCOC). Carlos Slim Helú and Carlos Slim Domit ranked among the 100 leaders with the best reputation in Mexico. Telmex also ranked sixth among the most responsible companies and those with best corporate governance.
- Best Mexican Company of the Year award from the *Latin American Quality Institute*.
- Telmex received 78 Environmental Quality Certifications from the Federal Environmental Protection Agency (Profepa), in recognition of the company's efforts to properly handle the waste generated by its facilities and buildings. Environmental Certificates were also issued to 89 facilities in the Mexico City metropolitan area and in the states of Jalisco and Nuevo León.
- Mexico's third most valuable brand, according to Interbrand's *Best Mexican Brands 2014*.
- The BrandZ award from Millward Brown, which ranked Telmex 17th among the 50 most valuable brands of Latin America.
- The Digital Village: Telcel 4GLET-Infinutum earned a Guinness World Record for the second year in a row for the largest number of people taking IT courses and achieving, in an eight-hour period, the largest number of scans of virtual information to the real world, through Infinutum's "Realidad Aumentada" app.
- The Telmex Cup also earned the Guinness World Record for the largest amateur soccer tournament in the world, with 250,488 players taking part, divided into 14,243 men's and women's teams.

## Telcel

- Socially Responsible Company distinction from the Mexican Center for Philanthropy (Cemefi) for the 5<sup>th</sup> year in a row.
- Trusted Brand Recognition from Reader's Digest Mexico.
- Mexico's most valuable brand, according to Interbank's *Best Mexican Brands 2014*.
- The BrandZ award from Millward Brown, which ranked Telcel 4<sup>th</sup> among Latin America's 50 most valuable brands.
- The Silver Conch award recognized minute-long advertising spots promoting conservation of the Jaguar and the Monarch Butterfly.

## Report Profile

**G4-13, G4-20, G4-21, G4-22, G4-23, G4-28, G4-29, G4-30, G4-33**

The América Móvil Sustainability Report is published annually, as an expression of our interest in making this organization's operations more transparent and rendering accounts to our stakeholders. It covers the results of our performance from January 1<sup>st</sup> to December 31, 2014, and gives continuity to our last report, published for the year 2013.

This report presents the environmental, social and labor-related performance in the 18 countries of the Americas in which we operate. Regarding financial information and total employee work force, we have also included the results of the European countries that were integrated to our operations as of July 1<sup>st</sup>, 2014.

The quantitative information regarding total number of workers in the Social Performance chapter does include Telekom Austria employees, as well as those of the following companies of Grupo Carso: Telvista USA, Telvista Mexico, Speedy Mobile, Sección Amarilla, Uno TV, Plaza VIP, Editorial Contenido, Rie and CMI. The rest of the information presented, both quantitative and qualitative, excludes these companies' performance.

There are no restatements of information from previous reporting years, nor significant changes in the scope or coverage of this report.

The data is presented based on the *Global Reporting Initiative* G4 Guidelines, and has self-declared that it is in accordance with the Core option. The report has not been checked by an independent party.



## Materiality

G4-18, G4-19, G4-20, G4-21, G4-31

The qualitative and quantitative information presented in the América Móvil 2014 Sustainability Report is the result of the combined efforts of many people. Various areas of the company worked continuously to measure and compile the results of our economic, social and environmental performance in order to work for continuous improvement and meet our commitment to transparency and accountability to the stakeholders around us.

The process of defining the issues and indicators covered by this report was as follows:

- Through various consultation mechanisms and channels of communication with our stakeholders, we took into account the expectations and concerns of our customers, suppliers, employees, investors, shareholders, allies, the press, government organizations, non-profit organizations, financial institutions and others.
- We reviewed and analyzed the observations and recommendations of the markets where our securities are listed, and complied strictly with their reporting requirements.
- We held meetings and interviews with senior management in order to determine what aspects are most relevant for our operations.
- Quantitative and qualitative capturing and validation process of internal documents for América Móvil subsidiaries in the 18 countries in the Americas where we operate.
- As a telecommunications company, we have made an effort to place a priority on issues considered material to the industry according to the most widely recognized international standards. These issues include:
  - Environmental footprint of our operations, including total energy consumption, energy use in the mobile and fixed network, and use of renewable energies.
  - Data privacy and security: data privacy policies and practices and regulatory compliance.
  - Handling of products at the end of their useful life: materials recovered and their destination (reuse and recycling).
  - Management of risks relating to disruptions or failures in technology.

As part of the evolution of our Sustainability Strategy, for the coming year we will be updating the materiality of our performance indicators.

## GRI Index

G4-32

GLOBAL REPORTING INITIATIVE INDEX GRI-G4			
GRI G4			
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G4-1	6	Statement from Chairman of the Board and Chief Executive Officer about the relevance of sustainability to the organization.	
G4-2	17	Key impacts, risks and opportunities.	
<b>Company profile</b>			
G4-3	13	Name of the organization.	América Móvil, S.A.B. de C.V.
G4-4	9	Main brands, products and/or services.	
G4-5		Location of the company's headquarters.	Mexico City
G4-6	9	Countries where the company has operations.	
G4-7		Nature of ownership and legal form.	América Móvil, S.A.B. de C.V.
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G4-15	38, 60	Social, environmental and economic initiatives.	
G4-16	24	Associations to which the company participates.	
<b>Material aspects and boundaries</b>			
G4-17	13	Operational structure.	
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G4-19	73	Material aspects identified.	
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G4-23	72	Significant changes related to previous reports.	

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G4-24	20	Stakeholder groups engaged by the organization.	
G4-25	20	Selection of stakeholders with whom to engage.	
G4-26	20	Engagement with stakeholder groups.	
G4-27	20	Key topics and concerns raised through stakeholder engagement.	
<b>Report profile</b>			
G4-28	6, 72	Reporting period.	
G4-29	72	Date of most recent previous report.	
G4-30	72	Reporting cycle.	
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G4-32	74	GRI Content Index and chosen reporting option.	
G4-33	72	External assurance for the report.	
<b>Governance</b>			
G4-34	15	Governance structure and committees of the highest governance body.	
G4-35		Process for delegating authority to senior executives and other employees.	América Móvil shareholders, through the Board of Directors, define and inform business strategies to the Management, who execute them as part of their functions.
G4-36	15	Executive-level positions with responsibility for economic, environmental and social topics.	
G4-37		Processes for consultation with the highest governance body.	Carried out through the active participation of Management in the Board of Directors' regular meetings.
G4-38	15	Corporate governance.	
G4-39	15	Corporate governance.	
G4-40	15	Nomination and selection processes for the highest governance body.	
G4-41	15	Processes to avoid conflicts of interest.	
G4-42	15	Corporate governance.	
G4-43	15	Corporate governance.	
G4-44	15	Performance assessment of highest governance body.	
G4-45	17	Identification and management of economic, environmental and social impacts, risks, and opportunities.	
G4-46	17	Corporate governance.	The Board of Directors analyze business risks.
G4-47	17	Corporate governance.	
G4-48		Highest committee or position that approves the sustainability report.	CEO of the company

G4	Page	Content	General Standard Disclosures
G4-49		Communication of critical concerns to the highest governance body.	Management is informed about relevant matters in the company and presents them to the Board of Directors for their consideration.
G4-50	28	Nature and total number of critical concerns that were communicated to the highest governance body.	
G4-51	15	Remuneration policies for the highest governance body and senior executives.	
G4-52	15	Processes through which compensation is determined.	
G4-53		Corporate governance.	We have several means to contact our stakeholders and hear their expectations.
G4-54		Ratio of the annual total compensation for the highest-paid individual to the median annual total compensation for all employees.	Confidential information
G4-55		Ratio of percentage increase in annual total compensation for the highest-paid individual to the median percentage increase for all employees.	Confidential information
<b>Ethics and integrity</b>			
G4-56	26	Organization's values, principles, standards and norms of behavior.	
G4-57	28	Internal and external mechanisms for seeking advice on ethical and lawful behavior.	
G4-58	28	Internal and external mechanisms to report unethical or unlawful behavior.	
<b>Specific standard disclosures</b>			
<b>Economic performance</b>			
G4-EC1		Direct economic value generated.	Financial information of the company available in the financial section of the 20F Form in <a href="http://www.americamovil.com.mx/amx/cm/filings/Form_2014.pdf">http://www.americamovil.com.mx/amx/cm/filings/Form_2014.pdf</a>
G4-EC2		Financial implications and other risks and opportunities due to climate change.	NA
G4-EC3	38	Organization's benefit plan obligations.	
G4-EC4		Financial assistance received from government.	NA
G4-EC5		Entry level wage.	All América Móvil subsidiaries comply with the law in every country where we operate regarding the regulatory minimum salary and, in most of our operations, we exceed this minimum.
G4-EC6	38	Senior management hired from the local community.	
G4-EC7		Investments in infrastructure and services for public benefit.	We make substantial capital expenditures to continue expanding and improving our networks in each country in which we operate. Our capital expenditures on plant, property and equipment and acquisition or renewal of licenses were \$145.6 billion Mexican pesos in 2014.

G4	Page	Content	General Standard Disclosures
G4-EC8		Significant indirect economic impacts.	NA
G4-EC9	28	Local suppliers.	About 70% of our suppliers are from each of the countries where we operate, as our results consolidation policy provides that subsidiaries in each country choose their own suppliers.
<b>Environmental performance</b>			
G4-EN1		Materials used by weight or volume.	NA
G4-EN2	66	Materials recycled.	
G4-EN3	60	Internal energy consumption.	
G4-EN4	60	External energy consumption.	
G4-EN5		Energy intensity.	NA
G4-EN6	60	Reduction of energy consumption.	
G4-EN7		Reductions in energy requirements of products and services.	NA
G4-EN8	66	Total water withdrawal by sources.	
G4-EN9		Water sources significantly affected by withdrawal of water.	NA
G4-EN10		Total volume of water recycled and reused.	NA
G4-EN11		Operational sites adjacent to protected areas and areas of high biodiversity.	Not a material issue
G4-EN12	66	Significant impacts on biodiversity.	
G4-EN13		Habitats protected or restored.	Not a material issue
G4-EN14		Habitats affected by operations.	Not a material issue
G4-EN15		Direct GHG emissions (Scope 1).	NA
G4-EN16		Indirect GHG emissions (Scope 2).	NA
G4-EN17		Other indirect GHG emissions (Scope 3).	NA
G4-EN18		Intensity of GHG emissions.	NA
G4-EN19		Reduction of GHG emissions.	NA
G4-EN20		Emissions of ozone-depleting substances.	América Móvil does not generate any ozone depleting substances.
G4-EN21		NOx, Sox and other significant air emissions.	América Móvil does not generate significant emissions of NOx and SOx.
G4-EN22		Total water discharge.	Not a material issue
G4-EN23	66	Waste management.	
G4-EN24		Significant spills.	Not applicable to our operations
G4-EN25	66	Hazardous waste transported.	
G4-EN26		Water resources.	Not a material issue

G4	Page	Content	General Standard Disclosures
G4-EN27	66	Mitigation of environmental impacts.	
G4-EN28	66	Packaging materials reclaimed.	
G4-EN29		Fines for non-compliance with environmental laws and regulations.	At America Movil we did not have significant fines for non-compliance with environmental laws.
G4-EN30		Environmental impacts of transporting products and employees.	NA
G4-EN31		Total environmental protection expenditures and investments.	NA
G4-EN32		Percentage of new suppliers screened using environmental criteria.	At América Móvil, we review the situation of our suppliers regarding their economic, social and environmental performance before signing a contract with them.
G4-EN33	28	Significant, real and potential environmental impacts in supply chain.	
G4-EN34		Number of grievances about environmental impacts.	NA
<b>Social performance - Labor practices and decent work</b>			
G4-LA1	38	Hiring and rotation of employees.	
G4-LA2	38	Benefits provided to employees.	
G4-LA3		Return to work after parental leave, by gender.	NA
G4-LA4		Minimum notice periods regarding operational changes in collective agreements.	Minimum notice periods for consultations and revisions regarding collective agreements vary from 30 to 60 days, depending on the operation.
G4-LA5	45	Health and Safety Committees.	
G4-LA6	45	Absenteeism and lost days.	
G4-LA7		Health.	NA
G4-LA8		Health.	NA
G4-LA9	40	Training	
G4-LA10	40	Training.	
G4-LA11	40	Career development.	
G4-LA12	38	Diversity.	
G4-LA13		Ratio of basic salary of women to men.	NA
G4-LA14		Percentage of new suppliers screened using labor practices criteria.	NA
G4-LA15		Significant actual and potential negative impacts for labor practices in the supply chain.	NA
G4-LA16		Number of grievances about labor practices.	During the year, we had 7,898 grievances filed by employees regarding labor practices.

G4	Page	Content	General Standard Disclosures
<b>Social performance - Human rights</b>			
G4-HR1		Investment agreements that include human rights clauses.	NA
G4-HR2	30	Training on human rights.	
G4-HR3	28	Incidents of discrimination.	
G4-HR4	30	Freedom of association.	Operations in all the countries have collective agreements for union workers, according to the laws of each country or region.
G4-HR5	30	Measures against child labor.	The hiring process at América Móvil is subject to the legislation of each country, and there is no child labor in any of our operations.
G4-HR6	31	Measures against forced labor.	We respect the numbers of working hours established by contracts, internal regulations and the legislation of every country where we operate.
G4-HR7		Security personnel trained.	NA
G4-HR8		Indigenous rights.	There were no cases of violations involving rights of indigenous peoples. Our business philosophy is to support and bring closer indigenous and rural communities through our services and social programs, and to support their social and economic advancement.
G4-HR9		Assessment in human rights.	NA
G4-HR10		Suppliers screened using human rights criteria.	NA
G4-HR11		Actual and potential negative human rights impacts in the supply chain.	NA
G4-HR12	28	Number of grievances about human rights impacts filed, addressed and resolved through formal grievance mechanisms.	
<b>Social performance - Society</b>			
G4-SO1	46	Impact on communities.	
G4-SO2		Operations with significant actual and potential negative impacts on local communities.	Our operations have no negative impacts in the local communities where we operate.
<b>Anti-corruption</b>	26		
G4-SO3	28	Risks, policies and procedures against corruption.	
G4-SO4		Employees trained on anti-corruption policies and procedures.	
G4-SO5		Actions taken against incidents of corruption.	NA
G4-SO6		Contributions to political parties or related institutions.	At América Móvil we do not give contributions to any political party, whether monetary or in kind.

G4	Page	Content	General Standard Disclosures
G4-SO7		Free competition and anti-monopoly practices.	On March 7, the Federal Telecommunications Institute passed a resolution considering an economic group comprising América Móvil and its operating subsidiaries Telcel and Telmex as “preponderant economic agents”, thereby imposing them asymmetric measures.
G4-SO8		Fines for non-compliance with laws and regulations.	NA
G4-SO9	29	Percentage of new suppliers screened using criteria for impacts on society.	
G4-SO10	29	Significant negative impacts on society in the supply chain.	
G4-SO11	29	Number of grievances about impacts on society.	
<b>Social performance - Product responsibility</b>			
G4-PR1		Percentage of significant product and service categories for which health and safety impacts are assessed for improvement.	América Móvil does not manufacture products; all products available to customers—such as phones, televisions, computers, decodifiers and other electronic devices, are manufactured by suppliers and comply with the labeling specifications that guarantee the health and safety of users.
G4-PR2		Incidents of non-compliance with voluntary codes concerning health and safety.	NA
G4-PR3		Information concerning labeling.	All products sold by América Móvil and its subsidiaries require specific labeling about the origin of components of the product or service; its composition, especially regarding substances that can have a social or environmental impact; safety instructions for the product or service and mode of disposal, and environmental or social impact. Labeling is subject to marketing laws in each country.
G4-PR4		Incidents of non-compliance with regulations and voluntary codes concerning labeling.	No incidents were registered about non-compliance with applicable laws or voluntary codes regarding information and labeling of products.
G4-PR5	35	Surveys measuring customer satisfaction.	
G4-PR6		Sale of banned or disputed products.	At América Móvil we do not sell any banned or disputed products.
G4-PR7		Total number of incidents concerning marketing communications, advertising, promotion and sponsorship.	There were no incidents of non-compliance with legislation or voluntary codes concerning marketing communications.
G4-PR8	35	Total number of complaints regarding breaches of customer privacy.	
G4-PR9		Fines for non-compliance with laws and regulations concerning the provision and use of products and services.	NA

NA= Non-available information

## Information and contact

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