Safe Harbour

These presentations contain statements that constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements appear in a number of places in this presentation and include statements regarding the intent, belief or current expectations of the customer base, estimates regarding future growth in the different business lines and the global business, market share, financial results and other aspects of the activities and situation relating to the Company. Such forward looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ materially from those in the forward looking statements as a result of various factors. Analysts are cautioned not to place undue reliance on those forward looking statements, which speak only as of the date of this presentation. Telecom Italia Spa undertakes no obligation to release publicly the results of any revisions to these forward looking statements which may be made to reflect events and circumstances after the date of this presentation, including, without limitation, changes in Telecom Italia Spa business or acquisition strategy or to reflect the occurrence of unanticipated events. Analysts and investors are encouraged to consult the Company's Annual Report on Form 20-F as well as periodic filings made on Form 6-K, which are on file with the United States Securities and Exchange Commission.
Mobile BB - Market Positioning

Italian Mobile BB - Competitors Positioning

- **vodafone**: Complete portfolio focused on innovation (28.8 Mbps), fix/mobile bundle
- **TIM**: Multimedia company targeting heavy users
- **WIND**: Price positioning, dongles @ 3.6 Mbps

Price per MB vs Network Quality/Coverage matrix
### Understanding Competitive Advantages of TI Infrastructure

<table>
<thead>
<tr>
<th>Key features</th>
<th>Main go-to market... and cost advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Integrated network</strong></td>
<td></td>
</tr>
<tr>
<td>‣ Integrated</td>
<td>‣ Seamless experience across different technologies</td>
</tr>
<tr>
<td>‣ OSS and BSS systems</td>
<td>‣ Deeper customer knowledge with more effective CRM capabilities</td>
</tr>
<tr>
<td>‣ Service platform</td>
<td></td>
</tr>
<tr>
<td>‣ Multimedia contents</td>
<td></td>
</tr>
<tr>
<td>‣ ICT services for business customers</td>
<td></td>
</tr>
<tr>
<td><strong>All IP Architecture</strong></td>
<td></td>
</tr>
<tr>
<td>‣ “All IP” backbone and transport network supporting voice, data</td>
<td>‣ Handling 600 gigabit/s in 2008, 1800 gigabit/s in 2011</td>
</tr>
<tr>
<td>‣ Extensive “All IP” coverage reaching all metropolitan areas</td>
<td>‣ Huge backhauling capacity to support mobile Ultra BB growth</td>
</tr>
<tr>
<td>‣ Ready to support Next Generation Services</td>
<td>‣ Acquisition of third mobile carrier</td>
</tr>
<tr>
<td><strong>Mobile Data network</strong></td>
<td></td>
</tr>
<tr>
<td>‣ Over 80% UMTS coverage</td>
<td>‣ Widest data coverage in Italy</td>
</tr>
<tr>
<td>‣ HSPA @ 14.4 Mbps already available on all TIM network</td>
<td>‣ Best in class for network speed</td>
</tr>
<tr>
<td>‣ Only 53% of engaged Mobile broadband access capacity</td>
<td>‣ Superior BB experience while in mobility compared to our peers thanks also EDGE network (5x faster than GPRS)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mobile BB – Portfolio Segmentation

- Usage Based Segmentation:
  - BB everywhere for Fixed BB users (cross-selling)
  - Bundle package Voice + Data (Up-selling)
  - “One Business”: Bundle Sharing

Focus on Convergent Customers F + M

Focus on Medium Users to maintain High Price per MB

- Usage based segmentation
- Diversified Portfolio
  - Large Screen
  - Small Screen

Business & Top Segments

Consumer Segment
Mobile BB – New Offer Portfolio for the Consumer Segment

One SIMPLE Single Offer

- **Internet Pack 40**: 99€ Key and Service included for 1 year
- **Internet Pack 100**: 159€ Key and Service included for 1 year
- **New Offer for Smartphone**: 2€ per week without activation key for all types of devices

**Key Points**
- Transparent
- Complete
- Innovative
- Simple
- Convenient

**Device Options**
- Big Screen
- Small Screen

**Telecom Italia**

MARCO PATUANO
Mobile BB – Consumer Segment KPI’s

**Users**

Increase penetration rate through new pre-paid offers and cross selling approach on Telecom Italia ADSL customers

**Usage**

In spite of the boost in penetration, Usage is flat compared to 2009 thanks to new PTF offer and CAPEX optimization

**Traffic Volume**

Data traffic will grow smoothly thanks to the increase in penetration
Mobile BB - A new Model of Caring for the Consumer Segment

Mobile Broadband Customer is a “part” of “Voice Customer Base”

Mobile Broadband Customer: a new dedicated Model of Caring

Mobile Broadband Customer is “recognized” by Caring Operators

A Web Centric Model of caring: Internet Welcome Page

2.2 mln Unique Visitors
24 mln Monthly Accesses
11 Monthly Accesses per User
Mobile BB - Handset Market

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mln Units</td>
<td></td>
</tr>
<tr>
<td>Dongles</td>
<td>23.4</td>
<td>2,834</td>
</tr>
<tr>
<td>Smartphones</td>
<td>24.8</td>
<td>2,759</td>
</tr>
<tr>
<td>Handsets</td>
<td>21.3</td>
<td>2,391</td>
</tr>
</tbody>
</table>

2008 2009

2009 TI Volume Market Share
- Dongles: 38%
- Smartphones: 37%

2009 TI Value Market Share
- Dongles: 41%
- Smartphones: 43%

Smartphones
- Better User interface thanks to bigger Screen, Touch Screen and powerful processors
- Increasing number of Operating Systems (Android, Apple, Bada, Windows, Symbian)
- Prices decreasing trend
- Application store as opportunity for new revenue streams

Dongles
- Decreasing prices in entry level segment
- Higher speed (mbps: 3.6, 7.2, 14.4, 28.8) and better performance in up-down link
- Wide range of colors, form factor, packaging, User guide

Source: GFK