



## AMOS GENISH



Until the end of 2016, Amos Genish was CEO of Telefonica Brasil / Vivo (over 20 bln€ market cap at time). During his tenure, Telefonica Brasil / Vivo has outperformed the Brazilian telecom market in revenue and EBITDA growth, as well as in total shareholder returns.

Amos joined Telefónica at the beginning of 2015, when it acquired GVT, an innovative and fast-growing telecom and Pay TV operator, of which he was CEO.

Amos co-founded GVT. CEO since 1999, he led the successful bid for the “mirror” license of region 2 in Brazil. In 2007, Amos led GVT’s IPO in the Brazilian stock exchange. In 2009, he led the company’s sale to Vivendi (from 2011 to 2013, Amos was part of Vivendi’s Management Board). In 2014, he led the negotiations of GVT’s sale to Telefónica (7.45 € billions deal).

Prior to this, Amos was CEO of GVT rural telecom operation, where he managed the initial fund raising to start the activities of the company and support the launch of services in Chile, Peru and Colombia.

From 1989 Amos joined as CFO the young start-up Edunetics Ltd., which developed comprehensive curriculum multimedia-based systems mostly for the US school market. In 1992 he led jointly with the CEO the IPO of the company on Nasdaq. In 1995 he was appointed CEO of it.

From 1986 to 1989 Amos worked in one of the largest accounting firm in Israel (KMPG Israel as of today), where he was involved in the audit and tax work of large holding companies.

Recently, from the beginning of 2017 to July 2017, he held the position of Chief Convergence Officer in Vivendi. In this role, Amos oversees the Group's convergence strategy between content, platforms and distribution.

Amos is a member of the Board of Representatives of Vevo - the leading international music video hosting company co-owned by Universal Music Group, Sony Music Entertainment, Google and Abu Dhabi Media Company - and member also of the Board of Itaú Unibanco Holding Sa, the largest Brazilian publicly quoted bank.

In 2016, Amos was ranked as Latin America’s best CEO in the Technology, Media and Telecommunications industry by Institutional Investor.

Amos Genish was born in Hadera, Israel in 1960.

He holds a B.A. in Economics and Accounting from Tel Aviv University.