

# NOTA INFORMATIVA

## ELEVENPATHS OFFICIAL LAUNCH IN BRAZIL

**Madrid, March 14, 2019**– [ElevenPaths](#) welcomes the launch of its trademark in Brazil with an event in São Paulo that represents the strengthening of the Telefónica Cyber Security Unit within [Vivo](#), the trademark under which the Telco operates over the country and whose growth in last years has been really significant for the group.

Through this event, Vivo introduces officially the enhancement of their cybersecurity services, since they have integrated all Elevenpaths capacities into their portfolio. In a similar vein, they will present their vision on the future cybersecurity trends that control the market as well as the unit's main strategic lines for Brazil in the years to come. Their growth is expected to reach 8 % with respect to the previous year, so their turnover is expected to increase from 316.0 mR\$ to 342.1 mR\$, while they strengthen their position as a key player within the market and they position themselves as Intelligence MSSP (iMSSP).

At this launch event we will see speakers such as **Chema Alonso**, Telefónica Chief Data Officer and ElevenPaths Chairman; **Alex Salgado**, Vivo B2B Vice-Chair; **Ari Lopes**, Ovum Analyst; and **Gabriel Bergel**, ElevenPaths CSA (Chief Security Ambassador), among others. They will go over the company's innovation offer on digital security, analyze the current outlook of the Brazilian market and will compare MSSPs performance on the market through Ovum Decision Matrix.

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### About ElevenPaths

At ElevenPaths, Telefónica Cyber Security Unit, we believe in the idea of challenging the current state of security, an attribute that must always be present in technology. We are always redefining the relationship between security and people, with the aim of creating innovative security products which can transform the concept of security, thus keeping us one step ahead of attackers, who are increasingly present in our digital life.

More information:

[www.elevenpaths.com](http://www.elevenpaths.com)

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[blog.elevenpaths.com](http://blog.elevenpaths.com)

## **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of subscribers, with a comprehensive offering and quality of connectivity that is delivered over world-class fixed, mobile, and broadband networks.

Telefónica is a growing company that provides differential experience based both on the company's own values and its public orientation intended to defend clients' interests. The company has a significant presence in 17 countries and over 356 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company having more than 1.5 million direct shareholders. Its share capital is currently divided into 4,975,199,197 ordinary shares that are traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

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