

> Alexandre Fonseca:

Pioneer Spirit and a Love of Challenge Provide the Motivation for Altice CEO

As Altice Portugal CEO, Alexandre Fonseca wants to enhance the innovation and focus on the client culture that the company is known for. His priorities are for investment in a nationwide fibre-optic network, and continuous R&D that allows Altice Portugal to innovate and lead. Fonseca has more than 20 years' experience in the telco sector.

Alexandre Fonseca is inspired by challenge, and has this to say about his company: "More than responding to the new needs, Altice anticipates them and has been doing so throughout its history. Entrepreneurial spirit, competence, innovation, investment, scale and a strong partnership ecosystem are key assets to be a global digital player and the benchmark partner in digital transformation."

Prior to his position at the helm of Altice Portugal, Alexandre Fonseca was CEO at ONI Portugal and ONI Mozambique (B2B Telecom Operators). Before that he was the CTO at Cabovisão (B2C and B2B Cable Operator). Between 1995 and 2007, Alexandre Fonseca worked on the IT and telecommunications industries in senior management and management consulting positions with companies such as Coopers & Lybrand, PriceWaterhouseCoopers and IBM.

In 2012 he joined Altice, upon the entrance of the Group in Portugal, and just five years later he was appointed CEO at Altice Portugal, and executive manager for ALTICE LABS Portugal, the Portuguese based Research & Development unit for Altice Group. He is in charge of Innovation and Future Thinking on Technology, focusing on hardware development, OSS/BSS and TV and interactive platforms. Fonseca holds a degree in Computer Science Engineering from Lisbon University and a Masters Degree in Sales and Marketing Management by TeamView Institute.

"Altice Portugal has been pioneer in the development of solutions, products and technology," says Fonseca. "I have always been guided by challenges and efficiency goals so, with 20 years of experience, many in telecommunications, being Altice Portugal's CEO is a huge challenge and a motivation."

Fonseca is also a member of several telco and IT sector associations, collaborating with entities in the areas of project management, strategy and communication and often co-operating with specialised Portuguese media, writing business



CEO: Alexandre Fonseca

and technology papers. He's an invited speaker/professor in academic initiatives in his areas of expertise.

Since taking office, Alexandre Fonseca has been determined to maintain the group's benchmark status in innovation and growth. Altice Portugal stands on a natural, self-built market-leader position – aiming for leadership in every service and segment.

"We confirm our leadership in mobile services quarter after quarter, as well as in bundled services including convergent fixed+mobile services and just last July we've reached a major milestone of 1.5 million pay-TV subscribers (about 39%

market share)," the CEO says. "Also contributing to our leadership is the steady investment track-record towards innovation, deploying new generation technologies and valuable services, to support a unique customer experience and a high level of customer satisfaction."

Altice Portugal has been one of the most dynamic enablers of economic development within Portugal, investing in communication infrastructures throughout the country. Rather than focusing on commercially interesting regions, the company is reaching out remote and less developed parts of the country, providing access to top communication networks in a bid for a more competitive digital society. ❖