

TELECOM ARGENTINA SA
Form 20-F
April 24, 2015
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As filed with the Securities and Exchange Commission on April 24, 2015.

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 20-F

(Mark One)

- REGISTRATION STATEMENT PURSUANT TO SECTION 12(b) OR 12(g) OF THE SECURITIES EXCHANGE ACT OF 1934**
OR
- ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**
For the fiscal year ended December 31, 2014
OR
- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**
For the transition period from to
OR
- SHELL COMPANY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

Date of event requiring this shell company report

For the transition period from to

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Commission file number: 1-13464

TELECOM ARGENTINA S.A.

(Exact name of Registrant as specified in its charter)

Republic of Argentina

(Jurisdiction of incorporation or organization)

Alicia Moreau de Justo 50

(C1107AAB) - Buenos Aires

Argentina

(Address of principal executive offices)

Pedro Insussarry

(Tel: 54-11-4968-3743, Fax: 54-11-4968-3616, E-mail: pinsussa@ta.telecom.com.ar,

Alicia Moreau de Justo 50, 10th Floor, (C1107AAB), Buenos Aires, Argentina)

(Name, Telephone, E-mail and/or Facsimile number and Address of Company Contact Person)

Securities registered or to be registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
American Depositary Shares, representing Class B Ordinary Shares	New York Stock Exchange
Class B Ordinary Shares, nominal value P\$1.00 per share	New York Stock Exchange*

* Not for trading, but only in connection with the registration of American Depositary Shares, pursuant to the requirements of the Securities and Exchange Commission.

Securities registered or to be registered pursuant to Section 12(g) of the Act:

None

Securities for which there is a reporting obligation pursuant to Section 15(d) of the Act:

None

Indicate the number of outstanding shares of each of the issuer's classes of capital or common stock as of the close of the period covered by the annual report.

Class A Ordinary Shares, nominal value P\$1.00 each	502,034,299
Class B Ordinary Shares, nominal value P\$1.00 each	466,858,524
Class C Ordinary Shares, nominal value P\$1.00 each	266,782

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Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.

Yes No

If this report is an annual or transition report, indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934.

Yes No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days.

Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of accelerated filer and large accelerated filer in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer

Accelerated filer

Non-accelerated filer

Indicate by check mark which basis of accounting the registrant has used to prepare the financial statements included in this filing:

US GAAP

International Financial Reporting Standards as issued
by the International Accounting Standards Board

Other

If Other has been checked in response to the previous question, indicate by check mark which financial statement item the registrant has elected to follow.

Item 17 Item 18

If this is an annual report, indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes No

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PRESENTATION OF FINANCIAL INFORMATION

Telecom Argentina S.A. is a company incorporated under the laws of Argentina. As used in this Annual Report on Form 20-F (the "Form 20-F" or "Annual Report"), the terms "the Company," "Telecom," "Telecom Group," "we," "us," and "our" refer to Telecom Argentina S.A. and its consolidated subsidiaries as of December 31, 2014. Unless otherwise stated, references to the financial results of "Telecom" are to the consolidated financial results of Telecom Argentina and its consolidated subsidiaries. The Telecom Group is engaged in the provision of fixed and mobile telecommunications services.

The term "Telecom Argentina" refers to Telecom Argentina S.A. excluding its subsidiaries, as of December 31, 2014, Telecom Personal S.A., Núcleo S.A., Personal Envíos S.A. ("Envíos"), Telecom Argentina USA Inc. ("Telecom Argentina USA"), and Micro Sistemas S.A. Telecom Argentina is engaged in the provision of fixed telecommunication services in Argentina. The terms "Telecom Personal" or "Personal" refer to Telecom Personal S.A., our subsidiary engaged in the provision of mobile telecommunication services in Argentina. The term "Núcleo" refers to Núcleo S.A., Personal's subsidiary engaged in the provision of mobile telecommunication services in Paraguay. Envíos is Núcleo's subsidiary engaged in the provision of mobile financial services in Paraguay. Envíos was officially registered in the Commercial Public Register of Paraguay in October 2014 and commenced its operations in January 2015.

Our Consolidated Financial Statements as of December 31, 2014 and 2013 and for the years ended December 31, 2014, 2013 and 2012, and the notes thereto (the "Consolidated Financial Statements") are set forth on pages F-1 through F-89 of this Annual Report.

Our Consolidated Financial Statements are prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB") and have been approved by resolution of the Board of Directors' meeting held on March 2, 2015.

Our Consolidated Financial Statements as of December 31, 2014 and 2013 and for the years ended December 31, 2014, 2013 and 2012, as included in this report, have been audited by an independent registered public accounting firm.

Telecom Argentina and our Argentine subsidiaries maintain their accounting records and prepare their financial statements in Argentine Pesos, which is their functional currency. Our subsidiaries Núcleo, Envíos and Telecom Argentina USA, however, maintain their accounting records and prepare their financial statements in Guaraníes (Núcleo and Envíos) and in U.S. dollars (Telecom Argentina USA). Our Consolidated Financial Statements include the results of these subsidiaries translated into Argentine Pesos. Assets and liabilities are translated at year-end exchange rates and revenue and expense accounts at average exchange rates for each year presented.

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Certain financial information contained in this Annual Report has been presented in U.S. dollars. This Annual Report contains translations of various Argentine Peso amounts into U.S. dollars at specified rates solely for convenience of the reader. You should not construe these translations as representations by us that the Argentine Peso amounts actually represent these U.S. dollar amounts or could be converted into U.S. dollars at the rates indicated. Except as otherwise specified, all references to US\$, U.S. dollars or dollars are to United States dollars, references to EUR, euro or are to the lawful currency of the member states of the European Union and references to P\$, Argentine Pesos or pesos are to Argentine Pesos. Unless otherwise indicated, we have translated the Argentine Peso amounts using a rate of P\$8.55 = US\$1.00, the U.S. dollar ask rate published by the Banco de la Nación Argentina (Argentine National Bank) on December 31, 2014. On April 21, 2015, the exchange rate was P\$8.87 = US\$1.00. As a result of fluctuations in the Argentine peso/U.S. dollar exchange rate, the exchange rate at such date may not be indicative of current or future exchange rates. Consequently, these translations should not be construed as a representation that the peso amounts represent, or have been or could be converted into, U.S. dollars at that or any other rate. See Item 3 Key Information Exchange Rates, and Item 3 Key Information Risk Factors Risks Relating to Argentina Devaluation of the peso may adversely affect our results of operations, our capital expenditure program and the ability to service our liabilities and transfer funds abroad.

For the purposes of this Annual Report, billion means a thousand million.

Certain amounts and ratios contained in this Annual Report (including percentage amounts) have been rounded up or down to facilitate the summation of the tables in which they are presented. The effect of this rounding is not material. These rounded amounts are also included within the text of this Annual Report.

The contents of our website and other websites referred to herein are not part of this Annual Report.

This Annual Report contains certain terms that may be unfamiliar to some readers. You can find a Glossary of these terms on page 5 of this Annual Report.

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FORWARD-LOOKING STATEMENTS

The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements. Certain information included in this Annual Report contains information that is forward-looking, including, but not limited to:

- our expectations for our future performance, revenues, income, earnings per share, capital expenditures, dividends, liquidity and capital structure;
- the implementation of our business strategy;
- the changing dynamics and growth in the telecommunications market;
- our outlook for new and enhanced technologies;
- the effects of operating in a competitive environment;
- industry conditions;
- the outcome of certain legal proceedings;
- the impact of the emergency laws and subsequent related laws enacted by the Argentine government;
- regulatory and legal developments; and
- other factors identified or discussed under Item 3 Key Information Risk Factors.

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This Annual Report contains certain forward-looking statements and information relating to the Telecom Group that are based on current expectations, estimates and projections of our Management and information currently available to the Telecom Group. These statements include, but are not limited to, statements made in Item 3 Key Information Risk Factors, Item 5 Operating and Financial Review and Prospects under the captions Critical Accounting Policies and Trend Information, Item 8 Financial Information Legal Proceedings and other statements about the Telecom Group's strategies, plans, objectives, expectations, intentions, capital expenditures, and assumptions and other statements contained in this Annual Report that are not historical facts. When used in this document, the words anticipate, believe, estimate, expect, intend, plan, will, may and should and other similar expressions are generally intended to identify forward-looking statements.

These statements reflect the current views of the Management of the Company with respect to future events. They are not guarantees of future performance and involve certain risks and uncertainties that are difficult to predict. In addition, certain forward-looking statements are based upon assumptions as to future events that may not prove to be accurate.

Many factors could cause actual results, performance or achievements of the Telecom Group to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. These factors include, among others:

- our ability to successfully implement our business strategy;
- our ability to introduce new products and services that enable business growth;
- uncertainties relating to political and economic conditions in Argentina and Paraguay;
- inflation, the devaluation of the peso and of the Guaraní and exchange rate risks in Argentina and Paraguay;

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- restrictions on the ability to exchange pesos into foreign currencies and transfer funds abroad;
- difficulties or delays to import critical technological supplies, including handsets, for our business due to restrictions imposed by the Argentine government;
- the final results of the contract renegotiation process with the Argentine government and the way the Argentine government regulates the LAD;
- the creditworthiness of our actual or potential customers;
- nationalization, expropriation and/or increased government intervention in companies;
- technological changes;
- the impact of legal or regulatory matters, changes in the interpretation of current or future regulations or reform and changes in the legal or regulatory environment in which we operate, particularly the LAD, which came into in force on December 19, 2014, which as of the date of this Annual Report is still pending of regulation to implement its provisions; and
- the effects of increased competition.

Many of these factors are macroeconomic in nature and therefore beyond the control of the Company's Management. Should one or more of these risks or uncertainties materialize, or underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, expected, intended, planned or projected. The Company does not intend and does not assume any obligation to update the forward-looking statements contained in this Annual Report.

These forward-looking statements are based upon a number of assumptions and other important factors that could cause our actual results, performance or achievements to differ materially from our future results, performance or achievements expressed or implied by such forward-looking statements. Readers are encouraged to consult the Company's filings made on Form 6-K, which are periodically filed with or furnished to the United States Securities and Exchange Commission

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GLOSSARY OF TERMS

The following explanations are not provided as or intended to be technical definitions, but only to assist the general reader to understand certain terms used in this Annual Report.

2G (second-generation mobile system): Second-generation protocols using digital encoding and includes GSM, D-AMPS (TDMA) and CDMA. These protocols support high bit rate voice and limited data communications. 2G networks technology offers auxiliary services such as data, fax and SMS. Most 2G protocols offer different levels of encryption.

3G (third-generation mobile system): Third-generation mobile service, designed to provide high speed data, always-on data access, and greater voice capacity. 3G networks allow the transfer of both voice data services (telephony, messaging) and non-voice data (such as downloading Internet information, exchanging email, and instant messaging). The high data speeds, measured in Mbps, are significantly higher than 2G, and 3G networks technology enable full motion video, high-speed Internet access and video-conferencing. 3G technology standards include UMTS, based on WCDMA technology (quite often the two terms are used interchangeably), and CDMA2000.

4G (fourth-generation mobile system): Fourth-generation mobile service using the LTE technology (Long Term Evolution technology)

Access charge: Amount charged per minute by national operators for the use of their network by operators of other networks.

Access (or Accesses): Connection provided by Telecom Argentina to Internet services.

ADS: Telecom Argentina's American Depositary Share, listed on the New York Stock Exchange, each representing 5 Class B Shares.

ADSL (Asymmetric Digital Subscriber Line): A type of digital subscriber line technology (DSL); a data communications technology that enables faster data transmission over copper lines than a conventional voiceband modem can provide.

AFIP (Administración Federal de Ingresos Públicos): The Argentine federal tax authority.

AFJP (Administradoras de Fondos de Jubilaciones y Pensiones): Private entities that were in charge of managing the funds of the Private Pension and Retirement System established by Law No. 24,241, until its nationalization in November 2008 pursuant to Law No. 26,425.

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AFTIC (Autoridad Federal de Tecnologías de la Información y de las Comunicaciones): The decentralized and autonomous agency in the scope of the PEN appointed as the Regulatory Authority in the LAD.

AMBA (Area Múltiple Buenos Aires): An area comprising the city of Buenos Aires and the greater Buenos Aires area. Telephone calls within the area are considered local.

Analog: A mode of transmission or switching that is not digital, e.g., the representation of voice, video or other not in digital form.

ANSES: The Argentine administrator of social security pension and retirement benefits.

Argentina: Republic of Argentina.

Argentine Bankruptcy Law: Law No. 24,522, as amended.

Argentine GAAP: Generally Accepted Accounting Principles in Argentina, which we used before the adoption of IFRS.

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ARBU (Average Revenue Billed per User): Calculated by dividing total monthly basic charges and traffic revenue excluding public telephony revenue by weighted-average number of fixed lines in service during the period.

ARPU (Average Revenue per User): Calculated by dividing total revenue excluding mainly handset, out collect (wholesale) roaming, cell site rental and activation fee revenue by weighted-average number of subscribers during the period.

ARSAT: Empresa Argentina de Soluciones Satelitales Sociedad Anónima, a state-owned company.

ATM (Asynchronous Transfer Mode): A Broadband switching technology that permits the use of one network for different kinds of information (e.g., voice, data and video).

Auction Terms and Conditions: Terms and Conditions approved by SC Resolution No. 38/14 for the awarding of frequency bands.

AWS: Advanced Wireless Services.

Backbone: Portion of telecommunication network with the highest traffic intensity and from which the connections for services in the local areas depart.

Basic Telephone Services: The supply of fixed telecommunications links that form part of the public telephone network, or are connected to such network, and the provision of local and long-distance telephone service (domestic and international).

BCBA (Bolsa de Comercio de Buenos Aires): The Buenos Aires Stock Exchange.

BCRA (Banco Central de la República Argentina): The Central Bank of Argentina.

Broadband services or Broadband: Services characterized by a transmission speed of 2 Mbps or more. These services include interactive services such as video telephone/video conferencing (both point-to-point and multipoint); video monitoring; interconnection of local networks; file transfer; high-speed fax; e-mail for moving images or mixed documents; Broadband videotex; video on demand and retrieval of sound programs or fixed and moving images.

Broadcast: Simultaneous transmission of information to all nodes and terminal equipment of a network.

Carrier: Company that makes available the physical telecommunication network.

CAT: Compañía Argentina de Teléfonos S.A.

CDMA (Code Division Multiple Accesses): A digital wireless technology used in radio communication for transmission between a mobile handset and a radio base station. It enables the simultaneous transmission and reception of several messages, each of which has a coded identity to distinguish it from the other messages.

Cell: Geographical portion of the territory covered by a base transceiver station: 850 MHz/1900 MHz.

Cellular: A technique used in mobile radio technology to use the same spectrum of frequencies in one network multiple times. Low power radio transmitters are used to cover a cell (i.e., a limited area) so that the frequencies in use can be reused without interference for other parts of the network.

Channel: The portion of a communications system that connects a source to one or more destinations. Also called circuit, line, link or path.

CNC (Comisión Nacional de Comunicaciones): The Argentine National Communications Commission.

CNDC (Comisión Nacional de Defensa de la Competencia): Argentine Antitrust Commission.

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CNV (Comisión Nacional de Valores): The Argentine National Securities Commission.

C.O.O.: Chief Operating Officer.

CONATEL: National Communications Commission of Paraguay.

Convertibility Law: Law No. 23,928 and its Regulatory Decree No. 529/91. The Convertibility Law fixed the exchange rate at one peso per U.S. dollar during the period from April 1, 1991 through January 6, 2002. The Convertibility Law was partially repealed on January 6, 2002 by the enactment of the Public Emergency Law.

CPP (Calling Party Pays): The system whereby the party placing a call to a mobile handset rather than the mobile subscriber pays for the air time charges for the call.

D-AMPS (Digital-Advanced Mobile Phone Service): It is a digital version of AMPS (Advanced Mobile Phone Service), the original analog standard for mobile telephone service in the United States.

Digital: A mode of representing a physical variable such as speech using digits 0 and 1 only. The digits are transmitted in binary form as a series of pulses. Digital networks are rapidly replacing the older analog ones. Digital networks allow for higher capacity and higher flexibility through the use of computer-related technology for the transmission and manipulation of telephone calls. Digital systems offer lower noise interference and can incorporate encryption as a protection from external interference.

DWDM (Dense Wavelength Division Multiplexing): Technology for multiplying and transmitting different wavelengths along a single optical fiber contemporaneously.

EDGE (Enhanced Data for GSM Evolution): Technology that increases the data transmission rate of the GPRS standard.

ENTel (Empresa Nacional de Telecomunicaciones): National Telecommunications Company which operated the telecommunications system in Argentina prior to the Transfer Date.

Envíos: Personal Envíos S.A.

FCR: France Cables et Radio S.A.

February Agreement: An agreement entered into on February 28, 1992 and subsequently ratified by Decree No. 506/92 between the Argentine government and Telecom Argentina. This agreement provides for the reduction of domestic long-distance rates from their then-current level. The reduction became effective on May 1, 1992.

Fiber Optic: Thin glass, silica or plastic wires, building the infrastructure base for data transmission. A Fiber Optic cable contains several individual fibers, and each of them is capable of driving a signal (light impulse) at unlimited bandwidth. Fiber Optics are usually employed for long-distance communication: it can transfer heavy data loads, and the signal reaches the recipient, protected from possible disturbances along the way. The driving capacity of Fiber Optics is higher than the traditional cable ones.

Fintech: Fintech Group

Flat rate: The rate applied by providers to users accessing the internet. It is usually a fixed monthly rate for a subscription to a specific Internet Service Provider, aside from the number of connection hours to the internet.

Frame Relay: A data transmission service using fast protocols based on direct use of transmission lines.

Free Pulses: The number of Free Pulses included in the monthly basic charge before the issuance of Decree No. 92/97.

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FTT Home, FTT Curb, FTT (Fiber to the) It is the term used to indicate any network architecture that uses fiber optic cables in partial or total substitution of traditional copper cables used in telecommunications networks. The various technological solutions differ in the point of the distribution network where the fiber connection is made, with respect to the end-user's location. In the case of FTT Curb (Fiber to the Curb or Fiber to the Cabinet), the fiber connection reaches the equipment (distribution cabinet) located on the pavement, from where copper connections are run to the customer; in the case of FTT Home (Fiber to the Home), the fiber connection terminates inside the customer premises.

Gbps: Gigabits per second, a data transfer speed.

GDP: Gross Domestic Product.

GPRS (General Packet Radio Service): An enhanced second-generation mobile technology used to transmit data over mobile networks. GPRS transmits and receives packets of data in bursts instead of using continuous open radio channels, and it is used to add faster data transmission speed to GSM networks. GPRS is packet-based rather than circuit-based technology.

GSM (Global System for Mobile Communications): A standard for digital mobile technology used worldwide, which works on 900 MHz and 1,800 MHz band.

HSPA (High-Speed Packet Access): Enhanced third-generation mobile telephony communications protocol which allows networks based on UMTS to have higher data transfer speeds and capacity.

HSPA+: Evolved HSPA that uses the spectrum more efficiently, allowing for higher peak data rates in data transmission.

IASB: International Accounting Standards Board.

ICT (Information and Communication Technology): Broad area concerned with information technology, telecommunications networking and services and other aspects of managing and processing information, especially in large organizations.

IFRS: International Financial Reporting Standards as issued by the International Accounting Standards Board.

INDEC (Instituto Nacional de Estadísticas y Censos): The Argentine National Statistics and Census Institute.

Interactive: Allowing the user to change some aspect of the program.

Internet: The world's best-known data network. Initially used by the U.S. Department of Defense, the Internet now provides an interface for networks based on different technologies (LANs, WANs, data networks, etc.), but with the use of the TCP/IP protocol platform.

IP (Internet Protocol): A set of communications protocols for exchanging data over the Internet.

IPTV (Internet Protocol Television): The service provides the distribution of television channels over Internet connections using the IP protocol. More than just duplicating a distribution means, IPTV enables interactive services so that the viewer can interact with the show as it is broadcast.

ISP (Internet Service Provider): A vendor who provides access to the Internet and World Wide Web.

IT: Information Technology.

IVR: Interactive Voice Response (*Respuesta de Voz Interactiva*).

LAD (Ley Argentina Digital): Law No. 27,078, Argentina's Digital Law.

Law No. 25,561: Ley de Emergencia Económica y Reforma del Régimen Cambiario: See Public Emergency Law.

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Law No. 26,831 (Ley de Mercado de Capitales): Capital Markets Law

List of Conditions: The Privatization Regulations, including the *Pliego de Bases y Condiciones*, was approved by Decree No. 62/90, as amended. Pursuant to the List of Conditions, Telecom Argentina was required to comply with rate regulations and meet certain minimum annual standards regarding the expansion of its telephone system and improvements in the quality of its service to maintain and extend the exclusivity of its non-expiring license to provide fixed-line public telecommunications services and Basic Telephone Services in the Northern Region of Argentina. After the market was opened to competition, the outstanding obligations that continue in force are the rate regulations and those related to the quality of service; the obligations related to the expansion of the network are no longer required.

Local Loop: Copper wire-couple, through which the telephone connection reaches users; it is the foundation of traditional telephone lines and it is often called "last mile."

LSC (Ley de Sociedades Comerciales): Argentine Corporations Law.

Micro Sistemas: Micro Sistemas S.A.

M2M: Machine to Machine, information exchange between two remote machines.

MMS (Mobile Multimedia Services): Represent an evolution of the SMS and the Enhanced Messaging Service (EMS) using various mono-medial elements (text, design, photos, video-clips and audio), which are synchronized and combined allowing them to be packed together and sent to GSM-GPRS platforms.

Mobile service: A mobile telephone service provided by means of a network of interconnected low-powered base stations, each of which covers one small geographic cell within the total cellular system service area.

Modem: Modulator/Demodulator. A device that modulates digital data to allow their transmission on analog channels, generally consisting of telephone lines.

MPLS-TP: Functionality and Management coincident with the operation of circuit-oriented transmission networks.

MPM: Best maintenance practices methodology.

Multimedia: A service involving two or more communications media (e.g., voice, video, text, etc.) and hybrid products created through their interaction.

NDF (Non Deliverable Forward) Agreement: A generic term for a set of derivatives that covers national currency transactions including foreign exchange forward swaps, cross currency swaps and coupon swaps in nonconvertible or highly restricted currencies. The common characteristics of these contracts are that they involve no exchange of principal, are fixed at a predetermined price and are typically settled in U.S. dollars (or sometimes in Euros) at the prevailing spot exchange rate taken from an agreed source, time, and future date.

Network: An interconnected collection of elements. In a telephone network, these consist of switches connected to each other and to customer equipment. The transmission equipment may be based on fiber optic or metallic cable or point-to-point radio connectors.

NGN (Next Generation Networks): A packet-based network able to provide services including telecommunication services and able to make use of multiple Broadband, QoS (Quality of Service)-enabled transport technologies and in which service-related functions are independent from underlying transport-related technologies.

Node: Topological network junction, commonly a switching center or station.

Nortel: Nortel Inversora S.A., the parent company of Telecom Argentina S.A.

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Northern Region: the Argentine government's privatization program as set forth in the State Reform Law approved in August 1989 and subsequent decrees, the Privatization Regulations provided for the division of the Argentine telecommunications network operated by ENTel into two regions, the northern region (the Northern Region) and the southern region (the Southern Region) of Argentina. Additionally, these two regions are set forth in Decree No. 1,461/93, which ratified the Resolution No. 575/93 which approved the list of conditions for the public tender for the provision of mobile telecommunication services.

November Agreement: An agreement between Telecom Argentina and the Argentine government providing for rates to be dollar-based and, at the election of each of Telecom Argentina and Telefónica, adjusted semiannually according to the U.S. consumer price index. The November Agreement was ratified by Decree No. 2,585/91 and became effective on December 18, 1991. Subsequently, in accordance with the Public Emergency Law, these rates were pesified at the exchange rate of US\$1.00 = P\$1.00. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates.

NPS: Net Promoter Score, methodology to measure customer feedback and its degree of loyalty.

Outsourcing: Hiring outsiders to perform various telecommunications services, which may include planning, construction, or hosting of a network or specific equipment belonging to a company.

Packs: Packages integrated by SMS and minutes that can be purchased or added to those plans that recharge credit.

PCS (Personal Communications Service): A mobile communications service with systems that operate in a manner similar to cellular systems.

PEN (Poder Ejecutivo Nacional): The executive branch of the Argentine government.

Penetration: The measurement of the take-up of services. As of any date, the penetration is calculated by dividing the number of subscribers by the population to which the service is available and expressed as a percentage.

Personal: Telecom Personal S.A.

Pesification: Modification of the exchange rate by the Argentine government pursuant to the Public Emergency Law.

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Platform: The total input, including hardware, software, operating equipment and procedures, for producing (production platform) or managing (Management platform) a particular service (service platform).

Presubscription of Long-Distance Service: The selection by the customer of international and domestic long-distance telecommunications services from a long-distance telephone service operator.

Price Cap: Rate regulation mechanism applied to determine rate discounts based on a formula made up by the U.S. Consumer Price Index and an efficiency factor. The mentioned factor was established initially in the List of Conditions and afterwards in different regulations by the SC.

Privatization Regulations: The Argentine government's privatization program as set forth in the State Reform Law approved in August 1989 and subsequent decrees.

Public Emergency Law: The Public Emergency and Foreign Exchange System Reform Law No. 25,561 adopted by the Argentine government on January 6, 2002, as amended by Law No. 25,790, Law No. 25,820, Law No. 25,972, Law No. 26,077, Law No. 26,204, Law No. 26,339, Law No. 26,456, Law No. 26,563, Law No. 26,729 and Law No. 26,896. Among others, the Public Emergency Law grants the PEN the power to set the exchange rate between the peso and foreign currencies and to issue regulations related to the foreign exchange market and to renegotiate public service agreements.

GLOSSARY OF TERMS		
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Pulse: Unit on which the rate structure of the regulated fixed line services is based.

Rate Agreement: The November Agreement, as supplemented by the February Agreement. The Rate Agreement, among other things, permits Telecom Argentina to effect aggregate rate reductions required pursuant to the List of Conditions by lowering rates for some or all categories of service, *provided* that the net reductions meet applicable targets.

Rate Rebalancing: The Rate Rebalancing established by Decree No. 92/97, of January 31, 1997, which provides for a significant reduction in domestic and international long-distance rates, an increase in basic telephone charges, the elimination of Free Pulses and an increase in urban rates.

Regulatory Bodies: Collectively, the SC and the CNC.

Roaming: A function that enables mobile subscribers to use the service on networks of operators other than the one with which they signed their initial contract. The roaming service is active when a mobile device is used in a foreign country (included in the GSM network).

Satellite: Satellites are used, among other things, for links with countries that cannot be reached by cable to provide an alternative to cable and to form closed user networks.

SC (Secretaría de Comunicaciones): The Argentine Secretary of Communications.

SCI (Secretaría de Comercio Interior): Secretary of Internal Commerce.

SCMA (Servicio de Comunicaciones Móviles Avanzadas): Mobile Advanced Communications Service.

SDH (Synchronous Digital Hierarchy): A hierarchical set of digital transport structures, standardized for the transport of suitably adapted payloads over physical transmission networks.

SEC: The Securities and Exchange Commission of the United States of America.

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Service Provider: The party that provides end users and content providers with a range of services, including a proprietary, exclusive or third-party service center.

SMS (Short Message Service): Short text messages that can be received and sent through GSM-network connected mobile phones. The maximum text length is 160 alpha-numerical characters.

Sofora: Sofora Telecomunicaciones S.A.

Southern Region: See *Northern Region*.

SRMC (Servicios de Radiocomunicaciones Móviles Celular): Cellular Mobile Radiocommunications Service.

STM (Servicio Telefónico Móvil): Mobile Telephone Service.

Switch: These are used to set up and route telephone calls either to the number called or to the next switch along the path. They may also record information for billing and control purposes.

Synchronous: Type of data transmission in which there is permanent synchronization between the transmitter and the receiver.

TDM (Time-Division Multiplexing): A type of digital (or rarely analog) multiplexing in which two or more bit streams or signals are transferred apparently simultaneously as sub-channels in one communication channel, but are physically taking turns on the channel.

TDMA (Time Division Multiple Accesses): A technology for digital transmission of radio signals between, for example, a mobile handset and a radio base station. TDMA breaks signals into sequential pieces of defined length, places each piece into an information conduit at specific intervals and then reconstructs the pieces at the end of the conduit.

GLOSSARY OF TERMS		TELECOM ARGENTINA S.A.
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Telco S.p.A.: A joint company made up of the Generali group, Intesa San Paolo S.p.A., Mediobanca S.p.A. and Telefónica, S.A. (of Spain).

Telecom Argentina USA: Telecom Argentina USA, Inc.

Telecom Italia: Telecom Italia S.p.A.

Telecom Italia Group: Telecom Italia and its consolidated subsidiaries.

Telefónica: Telefónica de Argentina S.A.

Telefónica de España: Telefónica, S.A. (of Spain).

Telintar: Telecomunicaciones Internacionales de Argentina Telintar S.A.

Terms and Conditions: See *Auction Terms and Conditions*.

TLRD (Terminación Llamada Red Destino): Termination charges from third parties' mobile networks.

Transfer Date: November 8, 1990, the date on which Telecom Argentina commenced operations upon the transfer from the Argentine government of the telecommunications system in the Northern Region of Argentina that was previously owned and operated by ENTel.

UMTS (Universal Mobile Telecommunications System): Third-generation mobile communication standard.

Unbundling: A process that allows telephone carriers (other than Telecom Argentina) to lease the last part of the telephone loop that is to say, the copper wire-cable, connecting Telecom Argentina central station to the user's home, by disconnecting the user from Telecom Argentina terminals and connecting him/her to the telephone carrier's terminals.

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UNIREN (Unidad de Renegociación y Análisis de Contratos de Servicios Públicos): Renegotiation and Analysis of Public Services Contracts Division.

Universal Service: The availability of Basic Telephone Service, or access to the public telephone network via different alternatives, at an affordable price to all persons within a country or specified area.

Value Added Services (VAS): Services that provide a higher level of functionality than the basic transmission services offered by a telecommunications network such as video streaming, Personal Video, Nube Personal (Cloud services), M2M (Machine to Machine communication), social networks, Personal Messenger, content and entertainment (SMS subscriptions and content, games, music, etc), MMS and voice mail.

VDSL: Very high bit rate Digital Subscriber Line.

W de Argentina Inversiones: W de Argentina Inversiones S.L.

WAN (Wide Area Network): A private network that covers a wide geographic area using public telecommunications services.

Wi-Fi: A service for mobile Internet connection and high-speed access.

Wi-Max (Worldwide Interoperability for Microwave Access): A technology that allows mobile access to Broadband telecommunications networks. It is defined by the Wi-Max Forum, a global consortium formed by major companies in the field of fixed and mobile telecommunications, which has the purpose to develop, test and promote the interoperability of systems.

GLOSSARY OF TERMS		
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PART I

ITEM 1. IDENTITY OF DIRECTORS, SENIOR MANAGEMENT AND ADVISERS

Not applicable.

ITEM 2. OFFER STATISTICS AND EXPECTED TIMETABLE

Not applicable.

ITEM 3. KEY INFORMATION

Selected Financial Data

The following table presents our summary financial data for each of the years in the five-year period ended December 31, 2014.

The selected consolidated income statement data for the years ended December 31, 2014, 2013 and 2012 and the selected consolidated financial position data as of December 31, 2014 and 2013 have been prepared in accordance with IFRS as issued by the IASB (IFRS) and have been derived from our Consolidated Financial Statements included elsewhere in this Annual Report. The selected consolidated income statement data for the years ended December 31, 2011 and 2010 and the selected consolidated financial position data as of December 31, 2012 and 2011 have been prepared in accordance with IFRS and have been derived from our consolidated financial statements as of December 31, 2012 and 2011 and for the years ended December 31, 2012, 2011 and 2010 included in our Annual Report on Form 20-F for the year ended December 31, 2012, filed on April 15, 2013. The selected consolidated financial position data as of December 31, 2010 prepared in accordance with IFRS have been derived from our consolidated financial statements as of December 31, 2011 and 2010 and for the years then ended included in our Annual Report on Form 20-F for the year ended December 31, 2011, filed on April 30, 2012.

Our audited consolidated financial statements as of December 31, 2010 and for the year then ended were the first annual audited financial statements that are fully compliant with IFRS. Before December 31, 2010, our consolidated financial statements were prepared in accordance with Argentine GAAP.

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The mandatory adoption of IFRS for public companies in Argentina was effective for fiscal years beginning January 1, 2012. Therefore, the consolidated financial statements as of December 31, 2011 and 2010 for filing with the CNV were prepared in accordance with Argentine GAAP, which differs in certain respects from IFRS. According to the CNV regulations, financial statements under IFRS for the years 2011 and 2010 were presented as additional information to the consolidated financial statements prepared under Argentine GAAP.

You should read the information below in conjunction with our Consolidated Financial Statements and the notes thereto, as well as Presentation of Financial Information and Item 5 Operating and Financial Review and Prospects.

PART I - ITEM 3 KEY INFORMATION		SELECTED FINANCIAL DATA	TELECOM ARGENTINA S.A.
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Table of Contents**CONSOLIDATED SELECTED INCOME STATEMENT AND FINANCIAL POSITION DATA**

	2014	2013	2012	2011	2010
	(P\$ million, except per share and per ADS data in P\$)				
INCOME STATEMENT DATA					
Total revenues and other income	33,388	27,350	22,196	18,528	14,652
Operating expenses (without depreciation and amortization)	(24,686)	(19,786)	(15,626)	(12,535)	(9,785)
Operating expenses - depreciation and amortization	(3,243)	(2,873)	(2,612)	(2,158)	(1,712)
Gain/(Loss) on disposal of PP&E and impairment of PP&E	(16)	(173)	8	22	7
Operating income	5,443	4,518	3,966	3,857	3,162
Other, net (1)	253	528	229	80	(137)
Income tax expense	(1,967)	(1,792)	(1,463)	(1,395)	(1,076)
Net income	3,729	3,254	2,732	2,542	1,949
<i>Net income attributable to Telecom Argentina</i>	<i>3,673</i>	<i>3,202</i>	<i>2,685</i>	<i>2,513</i>	<i>1,935</i>
<i>Net income attributable to Non-controlling Interest</i>	<i>56</i>	<i>52</i>	<i>47</i>	<i>29</i>	<i>14</i>
Number of shares outstanding at year-end (in millions of shares) (2)					
	969	969	984	984	984
Net income per share (basic and diluted) (3)					
	3.79	3.27	2.73	2.55	1.97
Net income per ADS (4)					
	18.95	16.35	13.64	12.76	9.83
Dividends per share (5)					
	1.24	1.03	0.82	0.93	1.07
Dividends per ADS (6)					
	6.20	5.11	4.10	4.65	5.35
FINANCIAL POSITION DATA					
Current assets	6,393	9,751	6,986	5,450	3,624
PP&E and intangible assets	19,140	12,745	10,549	9,735	8,598
Other non-current assets	784	634	274	134	101
Total assets	26,317	23,130	17,809	15,319	12,323
Current liabilities	9,097	9,050	5,883	5,519	4,510
Non-current liabilities	2,451	2,029	1,768	1,635	1,302
Total liabilities	11,548	11,079	7,651	7,154	5,812
Total equity	14,769	12,051	10,158	8,165	6,511
<i>Equity attributable to Telecom Argentina</i>	<i>14,418</i>	<i>11,783</i>	<i>9,959</i>	<i>8,021</i>	<i>6,404</i>
<i>Non-controlling Interest</i>	<i>351</i>	<i>268</i>	<i>199</i>	<i>144</i>	<i>107</i>
Total Capital Stock (7)					
	984	984	984	984	984

(1) Other, net includes Finance income and expenses.

(2) Number of ordinary shares outstanding at year-end (as of December 31, 2014 and 2013 excludes treasury shares).

(3) Calculated based on the weighted average number of ordinary shares outstanding during each period (969,159,605 shares and 978,939,079 shares for the years 2014 and 2013, respectively, and 984,380,978 shares for the years 2012, 2011 and 2010).

(4) Calculated based on the equivalent in ADSs to the weighted average number of ordinary shares outstanding during each period (193,831,921 ADSs and 195,787,816 ADSs for the years 2014 and 2013, respectively, and 196,876,196 ADSs for the years 2012, 2011 and 2010).

(5)

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The 2014 dividend per share Argentine peso amount translated into U.S. dollars using the ask rate published by the Banco de la Nación Argentina (National Bank of Argentina) as of the date when dividends were available is US\$0.15.

- (6) The 2014 dividend per ADS Argentine peso amount translated into U.S. dollars using the ask rate published by the Banco de la Nación Argentina (National Bank of Argentina) as of the date when dividends were available is US\$0.75.
- (7) Ordinary shares of P\$1 of nominal value each.

PART I - ITEM 3 KEY INFORMATION	SELECTED FINANCIAL DATA	TELECOM ARGENTINA S.A.
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Table of Contents**OTHER SELECTED DATA**

	2014	2013	2012	2011	2010
Number of installed fixed lines (thousands)(1)	4,763	4,700	4,851	4,793	4,689
Number of fixed lines in service (thousands)(2)	4,093	4,124	4,128	4,141	4,107
Fixed lines in service per 100 inhabitants(3)	19	19	20	20	20
Lines in service per employee (4)	370	375	371	373	379
ARBU (in P\$/month) (national + international)	57.4	52.5	48.2	45.7	42.8
Fixed Internet access lines (thousands)	1,771	1,707	1,629	1,550	1,380
Arnet subscribers (thousands)	1,749	1,687	1,622	1,540	1,377
ARPU ADSL (access + ISP) (in P\$/month)	153.0	124.7	102.3	87.0	76.1
Mobile subscribers in Argentina (thousands)	19,585	20,088	18,975	18,193	16,333
Subscribers at year-end per employee (4)	3,950	3,897	3,612	3,774	3,738
ARPU (in P\$/month)	74.2	66.8	57.7	51.4	44.4
Mobile subscribers in Paraguay (thousands)(5)	2,481	2,420	2,301	2,149	1,878
Subscribers at year-end per employee(4) (6)	6,158	5,696	5,226	4,945	4,512
ARPU (in P\$/month)	47.9	34.6	27.5	26.4	22.2
Telecom Group Headcount(7)	16,416	16,581	16,808	16,346	15,647

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- (1) Reflects total number of lines available in Switches.
(2) Includes lines customers, own usage, public telephony and ISDN channels.
(3) Corresponds to the Northern Region of Argentina.
(4) Excluding temporary employees.
(5) Including Wi-Max Internet customers.
(6) Excluding Wi-Max Internet customers.
(7) Including temporary employees.

Exchange Rates

The following tables show, for the periods indicated, certain information regarding the exchange rates for U.S. dollars, expressed in nominal pesos per dollar (ask price). See Item 10 Additional Information Foreign Investment and Exchange Controls in Argentina.

	High	Low	Average(1)	End of Period
Year Ended December 31, 2010	3.99	3.84	3.92	3.98
Year Ended December 31, 2011	4.30	3.97	4.15	4.30
Year Ended December 31, 2012	4.92	4.30	4.55	4.92
Year Ended December 31, 2013	6.52	4.98	5.55	6.52
Year Ended December 31, 2014	8.55	7.87	8.23	8.55
Month Ended October 31, 2014	8.50	8.45	8.48	8.50
Month Ended November 30, 2014	8.53	8.51	8.51	8.52
Month Ended December 31, 2014	8.56	8.53	8.55	8.55
Month Ended January 31, 2015	8.64	8.56	8.60	8.64
Month Ended February 28, 2015	8.73	8.66	8.69	8.73
Month Ended March 31, 2015	8.82	8.73	8.78	8.82

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April 2015 (through April 21, 2015) 8.87 8.83 8.85 8.87

(1) Yearly data reflect average of month-end rates.

Sources: *Banco de la Nación Argentina*

On April 21, 2015, the exchange rate was P\$8.87= US\$1.00.

PART I - ITEM 3 KEY INFORMATION	SELECTED FINANCIAL DATA	TELECOM ARGENTINA S.A.
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Capitalization and Indebtedness

Not applicable.

Reasons for the Offer and Use of Proceeds

Not applicable.

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Risk Factors

This Section is intended to be a summary of more detailed discussions contained elsewhere in this Annual Report. The risks described below are not the only ones that we face. Additional risks that we do not presently consider material, or of which we are not currently aware, may also affect us. Our business, results of operations, financial condition and cash flows could be materially and adversely affected if any of these risks materializes and, as a result, the market price of our shares and our ADSs could decline. You should carefully consider these risks with respect to an investment in Telecom Argentina.

Risks Relating to Argentina

Overview

Substantially all of our property, operations and customers are located in Argentina, and a portion of our assets and liabilities are denominated in foreign currencies. Accordingly, our financial condition, results of operations and cash flows depend to a significant extent on economic and political conditions prevailing in Argentina and on the exchange rates between the peso and foreign currencies. In 2001 and 2002, the Argentine economy experienced a severe recession as well as a political crisis. The abandonment of dollar-peso parity in 2002 led to the significant devaluation of the peso against major international currencies. Argentina has experienced economic growth in the last decade, although it slowed down in 2014. Uncertainty remains as to whether the growth is sustainable, as well as how several factors would impact the Argentine economy, including among others, inflation rates, exchange rates, commodity prices, level of BCRA reserves, public debt, tax pressures and healthy trade and fiscal balances.

Devaluation of the peso may adversely affect our results of operations, our capital expenditure program and the ability to service our liabilities and transfer funds abroad.

Since we realize a substantial portion of our revenues in pesos (our functional currency), any devaluation may negatively affect the U.S. dollar value of our earnings while increasing, in peso terms, our expenses and capital expenditures denominated in foreign currency. A depreciation in the Argentine Peso against major foreign currencies may also have an adverse impact on our capital expenditure program and increase the peso amount of our trade liabilities denominated in foreign currencies. Telecom seeks to manage the risk of devaluation of the peso by entering from time to time into certain NDF agreements to completely or partially hedge its exposure to foreign currency fluctuations caused by its liabilities denominated in foreign currencies (mainly U.S. dollars). The Company also has financial assets denominated in U.S. dollars that contribute to reduce the exposure to trade payables in foreign currencies. See Item 11 Quantitative and Qualitative Disclosures About Market Risk. Additionally, after December 31, 2014, Personal entered into a loan with a foreign bank for a total amount of US\$40.8 million. See Item 4 Information on the Company Introduction Recent Developments Telecom Personal s financial debt.

The Argentine Peso has been subject to significant devaluation against the U.S. dollar in the past and may be subject to fluctuations in the future. According to the exchange rate published by the Banco de la Nación Argentina, in the year ended December 31, 2014 the devaluation of the peso against the U.S. dollar was 31.1% (32.5% and 14.4% in the years ended December 31, 2013 and 2012, respectively).

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In late 2011 the Argentine government implemented a series of measures aimed at maintaining the level of reserves of the BCRA which are often used to fulfill payment obligations of public debt. To that effect, during the last quarter of 2011 and throughout 2012, 2013 and 2014, new measures to limit the purchase of foreign currency by private companies and individuals, such as requiring the authorization of tax authorities to access the foreign exchange market, were implemented. Given the economic and political conditions in Argentina, we cannot predict whether, and to what extent, the value of the peso may depreciate or appreciate against the U.S. dollar, the euro or other foreign currencies. We cannot predict how these conditions will affect the consumption of services provided by the Telecom Group or our ability to meet our liabilities denominated in currencies other than the peso. Moreover, we cannot predict whether the Argentine government will further modify its monetary, fiscal, and exchange rate policy or if a unified exchange market (Mercado Único y Libre de Cambios or MULC) with significant regulation and restrictions for the purchase and transfer of foreign currency or

PART I - ITEM 3 RISK FACTORS	RISKS ASSOCIATED WITH TELECOM AND ITS OPERATIONS	TELECOM ARGENTINA S.A.
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if multiple exchange rates differentiated by nature of the transactions will be implemented. If any of these changes takes place we cannot anticipate the impact these could have on the value of the peso and, accordingly, on our financial condition, results of operations and cash flows, and on our ability to transfer funds abroad in order to comply with commercial or financial obligations or dividend payments to shareholders located abroad.

Inflation could accelerate, causing adverse effects on the economy and negatively impacting Telecom's margins.

In the past, Argentina has experienced periods of high inflation. Inflation has increased since 2005 and has remained relatively high since then. There can be no assurance that inflation rates will not be higher in the future.

During the last few years there has been a substantial disparity between the inflation indexes published by the INDEC and those higher estimated by private consulting firms.

Since January 2014, a new consumer price index is published aimed at improving the accuracy of measurement of the evolution of the prices in the economy. The new index integrates a set of price indexes which allows the monitoring of the change in several prices in the economy (wholesale, commodities and construction costs, among others) by considering the price information from all the provinces of the country. In 2014 the new consumer price index (IPCNU) showed an increase of 23.8%. In addition, the IPCNU for January and February 2015 was 1.1% and 0.9%, respectively.

The INDEC estimates that the Argentine wholesale price index increased by 12.7% in 2011, 13.1% in 2012, 14.8% in 2013 and 28.3% in 2014.

The Argentine government continued implementing several actions to monitor and control prices for the most relevant goods and services. Despite such actions, the Argentine economy continues to experience inflation. If the value of the peso cannot be stabilized through fiscal and monetary policies, a significant increase in inflation rates could be expected.

Since the majority of our revenues are denominated in pesos, any further increase in the rate of inflation not accompanied by a parallel increase in our prices would decrease our revenues in real terms and adversely affect our results of operations. As discussed below under Risks Associated with Telecom and its Operations, Telecom Argentina's ability to increase its regulated rates and the Company's ability to increase its non-regulated rates is subject to the way the Argentine government or the Regulatory Bodies will regulate the new mechanism regarding price and tariff increases resulting from the LAD. We cannot guarantee that any possible rate increase will be sufficient to counter the effect of inflation, and we cannot assure you that any future increase of regulated rates of services provided by Telecom Argentina will be sufficient to restore its economic-financial equation.

Also, higher inflation leads to a reduction in the purchasing power of the population, mainly those unemployed and with low salary levels, thus increasing the risk of a lower level of service consumption from our fixed and mobile customers in Argentina.

Future policies of the Argentine government may affect the economy as well as the operations of the telecommunications industry, including Telecom Argentina.

The Argentine government has historically exercised significant influence over the economy, and telecommunications companies in particular have operated in a highly regulated environment. Due to the economic crisis of 2001 and 2002, the Argentine government promulgated numerous, far-reaching regulations affecting the economy and telecommunications companies in particular. In this context, the CNC adopted new interpretations of applicable regulations and imposed fines on telecommunications companies, particularly incumbent operators including our company. Also, new regulations such as SC Resolution No. 5/13 regarding the quality of telecommunication services could further increase penalties imposed by the Regulatory Bodies. In addition, local municipalities in the regions where we operate have also introduced regulations and proposed various taxes and fees for the installation of infrastructure, equipment and expansion of fixed line and mobile networks. For example, municipalities usually restrict areas where antennas may be deployed; causing negative impact for the mobile service coverage, which in turn affects our quality of services. See Item 4 Information on the Company The Business Personal Mobile Services and Núcleo Mobile Services Mobile Telecommunication Services in Argentina Personal Personal s Network and Equipment. Provinces have increased, and are continuing to increase, their tax rates, particularly the turnover tax rates,

PART I - ITEM 3 RISK FACTORS	RISKS ASSOCIATED WITH TELECOM AND ITS OPERATIONS	TELECOM ARGENTINA S.A.
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resulting in the highest rates in history. Municipal and provincial tax authorities have also brought an increasing number of claims against us. We disagree with these proceedings and we are contesting them. See Item 8 Financial Information Legal Proceedings Tax Matters for more information.

In particular, in recent years the Argentine government has taken several actions to re-nationalize concessions and public services companies that were privatized in the 1990 s, such as Aguas Argentinas S.A. and Aerolíneas Argentinas S.A. Additionally, in May 2012, Law No. 26,741, established the expropriation of the 51% of the capital stock of YPF S.A. and the 51% of the capital stock of YPF GAS S.A., which were directly or indirectly owned by Repsol YPF S.A. (Repsol). After almost two years of negotiations, in February 2014 a final agreement was reached through which the Argentine government set the compensation for the expropriated capital stock in the amount of US\$5 billion to be paid with government securities. The agreement was timely approved by Repsol and its shareholders and by the Argentine Congress in April 2014 through Law No. 26,932.

Argentina s National election for President and Vice-President will take place in October 2015, and other relevant local and federal elections will also take place in 2015. We cannot guarantee that current programs and policies that apply to the telecommunications sector will remain in effect. Further claims may not be resolved in our favor, and changes to the existing laws and regulations may adversely affect our business, financial condition, results of operations and cash flows.

The Argentine government may exercise greater intervention in private sector companies, including Telecom Argentina.

The global economic and financial crisis of 2008 has resulted in a significant reduction in global GDP growth and a loss in consumer confidence in the financial sectors of many countries. To improve the countries financial condition and assist certain troubled industries, some governments have responded with extraordinary intervention in the private sector. Certain governments of the leading industrialized nations have implemented various financial rescue plans outlining new regulatory frameworks that would be expected to remain in effect at least until market conditions and investor and consumer confidence have stabilized.

In November 2008, Argentina nationalized, through Law No. 26,425, its private pension and retirement system, which had been previously administered by the AFJP, and appointed ANSES as its administrator. Argentina s nationalization of its pension and retirement system constituted a significant change in the government s approach towards Argentina s main publicly traded companies. A significant portion of the public float of these companies was owned by the AFJP and is currently held by ANSES, such as the case of Telecom. See Item 7 Major Shareholders and Related Party Transactions. The Government could exercise influence over corporate governance decisions of companies in which it owns shares by combining its ability to exercise its shareholder voting rights to designate board and supervisory committee members with its ability to dictate tax and regulatory matters. Additionally, since the AFJP were significant institutional investors in Argentina, the nationalization of the private retirement system affected the way to access financing in capital markets for publicly traded companies.

In addition during 2012, Decree No. 1,278/12 stated that the Secretary of Economic Policy and Development Planning of the Ministry of Economy and Public Finance is responsible for the implementation of policies and actions regarding the exercise of shareholder rights of the equity shares of companies where the Argentine government is a minority shareholder and approved for that purpose a Regulation of officers and directors appointed by the shares or equity interests of the Argentine government, establishing the rules that they must follow in performing their duties.

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Subsequently, the Secretary of Economic Policy and Development Planning approved Resolution No. 110/12 which assigns the responsibilities, powers and duties set forth in Decree No. 1,278/12 to the *Dirección Nacional de Empresas con participación del Estado* (National Direction of Corporations with government participation). The person in charge of the *Dirección Nacional de Empresas con participación del Estado* acts as member of Telecom Argentina's Board of Directors. See Item 6 Directors, Senior Management and Employees The Board of Directors.

In January 2013, Law No. 26,831 came into effect, granting new intervention powers to the CNV. In September 2013, the CNV issued regulations pursuant to Law No. 26,831 through Resolution No. 622/13 that approved the new text of the CNV rules. See Item 9 The Offer and Listing The Argentine Securities Market Capital Markets Law Law No. 26,831.

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These matters could create uncertainties for some investors of public companies in Argentina, including Telecom Argentina.

Argentina's economy may contract in the future due to international and domestic conditions which may adversely affect our operations.

The effects of the global economic and financial crisis in recent years and the general weakness in the global economy may negatively affect emerging economies like Argentina's. Although Argentina has experienced economic growth in recent years, and a deceleration in 2014, global financial instability may impact the Argentine economy and cause Argentina a slowdown of the growth rate or could lead to a recession with consequences in the trade and fiscal balances and in the unemployment index.

Several international economic, social and political factors could affect the global economy, such as, among other factors, volatility in commodities prices, exposure to changes in the oil prices, a growing concern regarding government deficits, governments' abilities to honor their respective sovereign debts, social unrest and general uncertainty about the global economic recovery.

Moreover, the growth trend that the Argentine economy has experienced in the most recent years, which slowed down in 2014, might be negatively affected by several domestic factors such as an appreciation of the real exchange rate which could affect its competitiveness, thus reducing exports. Also, the reduction in the price of soybeans and other commodities and the increase of energy imports could result in diminishing or even reversing the country's positive trade balance. All these factors, if coupled with an increase in capital outflows, might reduce consumption and private investment levels. In 2014 some of these effects were visible in Argentina. Additionally, abrupt changes in monetary and fiscal policies or foreign exchange regime could rapidly affect local economic output, while lack of appropriate levels of investment in certain economy sectors could reduce long term growth. Because access to the international financial market could be limited, an increase in public spending not correlated with an increase in public revenues could affect the country's fiscal results and generate uncertainties that might affect the economy's level of growth. In order to improve the trade balance and maintain BCRA reserves, the Argentine government may implement new measures to restrict imports of critical supplies for certain activities, that could have a negative effect on economic growth, including telecommunications sector due to its dependence on cutting edge technologies as well as handsets, especially regarding the deployment of 4G network.

If international and domestic economic conditions for Argentina were to worsen, Argentina could be negatively affected as a result of lower international demand and lower prices for its products and services, higher international interest rates, lower capital inflows and higher risk aversion, which may also adversely affect our business, results of operations, financial condition and cash flows.

Economic and legal conditions in Argentina remain uncertain which may affect our financial condition, results of operations and cash flows.

Although general economic conditions have shown improvement in the last decade, and political protests and social disturbances have diminished considerably since the economic crisis of 2001 and 2002, the nature of the changes in the Argentine political, economic and legal environment over the past several years has given rise to uncertainties about the country's business environment.

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In the event of any economic, social or political crisis, companies in Argentina may face the risk of strikes, expropriation, nationalization, forced modification of existing contracts, and changes in taxation policies including tax increases and retroactive tax claims. In addition, Argentine courts have issued rulings changing the existing jurisprudence on labor matters and requiring companies to assume increasing responsibility for, and assumption of costs and risks associated with, using sub-contracted labor and the calculation of salaries, severance payments and social security contributions. Since we operate in a context in which the governing law and applicable regulations change frequently, it is difficult to predict whether our activities will be affected positively, negatively or at all by such changes.

Substantially all of our operations, properties and customers are located in Argentina, and, as a result, our business is, to a large extent, dependent upon economic and legal conditions prevailing in Argentina. If economic and legal conditions in Argentina were to deteriorate, they would be expected to have an adverse effect on our financial condition, results of operations and cash flows.

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Argentina's past fiscal problems and the incomplete restructuring of Argentina's sovereign debt could negatively affect the macroeconomic environment in which we operate.

Argentina has a history of fiscal deficits. Since almost all of the financial obligations of the Argentine government were denominated in foreign currencies at the time the dollar-peso parity was eliminated in early 2002, there was an increase in the cost of financial services (in terms of Argentine Pesos) of the debt of the Argentine government. Also, since the Argentine government's fiscal revenues were denominated in large part in Argentine Pesos, the Argentine government was severely affected in its ability to carry out its payment obligations using foreign currency and defaulted on a significant part of its public debt in 2002. The Argentine government's sovereign debt default and its consequences may continue to negatively affect the ability of private companies, including Telecom, to access the capital markets or other forms of financing.

After Argentina's default in 2001, the Government successfully restructured 92% of the debt through two debt exchange offers in 2005 and 2010. Nonetheless, a number of bondholders who held out from the exchange offers have initiated legal actions and obtained favorable rulings in the New York State Court of Appeals in the first and second instances. Argentina appealed to the U.S. Supreme Court, but in June 2014, the U.S. Supreme Court rejected Argentina's appeal. This decision obliged Argentina to pay in cash the original debt plus accrued, punitive and compensatory interest on the original agreements.

One holdout bondholder sought to have its New York ruling recognized by the judiciary in Argentina, in order to enforce it against the sovereign debtor. In March 2014, the Argentine Supreme Court held that such ruling affected public policy principles of Argentine Law and hence could not be recognized. Recognizing such a ruling would entail the circumvention, by the holdout bondholder, of the debt restructuring process arranged by Argentina, said the Court. Furthermore, the Court sustained that, under dire economic and financial conditions, the Argentine Republic had powers to limit, suspend or restructure debt payments to adequate them to its financial capabilities, the provision of public services and the fulfillment of basic public functions that cannot be abandoned.

In addition, in September 2014, the Argentine Congress enacted Law No. 26,984 which declares in the public interest the 2005-2010 restructuring of Argentina's sovereign debt, as well as the payments made to holders of the restructured debt under fair, equitable, legal and reasonable conditions. The objective of the law is to implement legal instruments to protect the payments to be made to all the holders of the restructured debt in order to safeguard Argentina's national public interest and the agreements reached in the framework of such restructuring.

As of today, based on that Law and the Argentine Supreme Court Argentina ruling, Argentina refuses to comply with the judgment of the New York State Court of Appeals. This situation prevents the proper payment process of the restructured debt under New York's, the United Kingdom's and Japanese legislation. Moreover a U.S. judge ruled Argentina to be in contempt of court. The situation could reduce the sources of funding and investment capital and could potentially impact the Government's ability to adopt measures that promote economic growth.

Additionally, in order to be able to repay its debt, the Argentine government may be required to continue adopting austere fiscal measures or additional extensive measures affecting private sector (such as higher taxes) that could adversely affect economic growth and the private consumer confidence.

As of June 30, 2014, according to the Ministry of Economy and Public Finance, the outstanding principal amount of Argentina's public debt was equivalent to US\$198.9 billion (of which approximately 68% was denominated in foreign currency) of which US\$11.9 billion were not tendered

in the exchange offers and are still pending to be restructured (approximately 42.8% of Argentina's GDP).

There can be no assurance that any event of default by the Argentine government will not lead to a new recession, higher inflation, restrictions on Argentine companies to access financing and funds, limit the actions on the operations of Argentine companies in the international markets, higher unemployment and social unrest, which would negatively affect our financial condition, results of operations and cash flows. In addition, we have investments in sovereign Argentine bonds amounting to P\$258 million as of December 31, 2014, which could be restructured in a way that negatively affects their valuation and repayment terms. See Note 20 to our Consolidated Financial Statements.

The Argentine banking system may be subject to instability which could affect our operations.

The Argentine banking system has experienced several crisis in the past. Among those, the Argentine banking system collapsed in 2001 and 2002, when the Argentine government restricted bank withdrawals and required mandatory conversion of dollar deposits to pesos. From 2005 to 2007, a period of economic growth coupled with relative stability of the country's exchange rate and inflation resulted in the restoration of public confidence, a gradual accumulation of deposits in Argentine financial institutions, and improved liquidity of the financial system. However, since 2008 certain events like internal conflicts with certain sectors of the economy, the international financial crisis and finally, the increased regulation on the foreign exchange market, decreased depositors' confidence. In recent years, the Argentine financial system grew significantly with a marked increase in loans and private deposits, showing a recovery of credit activity. In spite of the fact that the financial system's deposits continue to grow, they are mostly demand on short-term time deposits and the sources of medium and long-term funding for financial institutions are currently limited. In 2014, private deposits in pesos rose by 31% annually, helped by the growth in saving accounts and current account deposits with a 33% increase, and followed by time deposits (28%). As a result, interest rates on placements (Private Badlar rate) performed at an average rate of 23%. Meanwhile, loans granted in pesos continued expanding but at a slower pace, in comparison with previous years, where personal loans

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and credit cards financing showed the highest increases. Despite improvements in stability since 2002 we cannot be certain that another collapse will not occur in the future.

Financial institutions are particularly subject to significant regulation from multiple regulatory authorities, all of whom may, amongst other things, establish limits on commissions and impose sanctions on the institutions. The lack of a stable regulatory framework could impose significant limitations on the activities of the financial institutions and could induce uncertainty with respect to the financial system stability.

Despite the strong liquidity currently prevailing in the system, a new crisis or the consequent instability of one or more of the larger banks, public or private, could have a material adverse effect on the prospects for economic growth and political stability in Argentina, resulting in a loss of consumer confidence, lower disposable income and fewer financing alternatives for consumers. These conditions would have a material adverse effect on us by resulting in lower usage of our services and the possibility of a higher level of uncollectible accounts or increase the credit risk of the counterparties regarding the Company investments in local financial institutions.

Shareholders may be liable under Argentine law for actions that are determined to be illegal or ultra vires.

Under Argentine law, a shareholder's liability for losses of a company is limited to the value of his or her shareholdings in the company. Under Argentine law, however, shareholders who vote in favor of a resolution that is subsequently declared void by a court as contrary to Argentine law or a company's bylaws (or regulations, if any) may be held jointly and severally liable for damages to such company, to other shareholders or to third parties resulting from such resolution. In connection with recommending any action for approval by shareholders, Telecom Argentina's Board of Directors occasionally obtains and plans to obtain opinions of counsel concerning the compliance of its actions with Argentine law and Telecom Argentina's bylaws (or regulations if any). Although, based on advice of counsel, Telecom Argentina believes that a court in Argentina in which a case has been properly presented would hold that a non-controlling shareholder voting in good faith and without a conflict of interest in favor of such a resolution and based on the advice of counsel that such resolution is not contrary to Argentine law or the Company's bylaws or regulations, would not be liable under this provision, we cannot assure you that such a court would in fact rule in this manner.

The recent reform of the Argentine Civil and Commercial Code and the New Supply Law may materially impact our operations

The Argentine government has implemented extensive changes in laws and regulations which grant the Government increased power to intervene in commercial and civil activities such as the reform to the Argentine Civil and Commercial Code and the New Supply Law.

On October 1, 2014, the Argentine Congress passed Law No. 26,994 which approved the new Argentine Civil and Commercial Code (the Code) which will take effect from August 1, 2015. The new code introduces significant changes to the Argentine legal system, abrogates several laws and modifies others, including the Argentine Corporations Law No. 19,550 and the Consumer Protection Law.

Among the reforms introduced are the addition of new categories of contracts, such as adhesion contracts with standard form clauses and consumer contracts. The reform also includes a series of general principles with respect to consumer contracts which complement the Consumer Protection Law (Law No. 24,240). Practices that limit consumers' freedom of contract, particularly practices that tie the provision of goods and

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services to the simultaneous acquisition of other goods and services, are specifically regulated.

It also provides that contracts with payment denominated in foreign currency are to be regarded as contracts for goods which may be paid for in Argentine pesos.

The reform also creates modern contract forms such as commercial agency, commercial concession, distribution and franchise contracts which were not previously covered by existing law. It expands limitations on the assumption of freely bargained contracts which previously had only been applicable to consumer contracts; and it allows judges to modify unfair clauses in contracts.

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With respect to agency contracts, the Civil and Commercial Code assumes an indefinite duration period unless otherwise specified by the parties. The continuation of an agency relationship beyond the term of a contract would create a new contract for an indefinite period on the same terms. For either party to end the relationship, that party must provide advance notice of one month per year of the duration of the agreement. A party who fails to give such notice would be liable for consequential damages, lost profits and other damages.

The reform to the Civil and Commercial Code has introduced extensive changes that will require judicial interpretation, and the ultimate consequences of the reform may be unpredictable. The Company is reviewing, among other things, contractual guidelines with our suppliers and customers (for example, bundling offers), as well as payments under our contracts denominated in foreign currency. See Item 4 Information on the Company Regulatory and Legal Framework Legal Framework New Federal Civil and Commercial Code.

In addition, Law No. 26,991 of Regulation of the Production and Consumer Relations came into force on October 2, 2014. This law materially modifies the provisions of the Supply Law No. 20,680. The new law provides that if economic agents undertake certain types of conduct (such as artificially increasing prices, accumulating raw material, unjustifiably restricting the sale of goods or services, etc.), the authorities will have wide powers to intervene issuing production and commercialization rules, fixing prices or revenue margins, granting subsidies, among others. The authorities will also have the power to impose penalties.

Management is currently analyzing the New Supply Law. As of the date of this Annual Report, we cannot predict the impact it may have on the Telecom Group. See Item 4 Information on the Company Regulatory and Legal Framework Legal Framework New Supply Law.

Risks Associated with Telecom and its Operations

The Pesification and freezing of rates may continue to adversely affect Telecom Argentina's revenues.

In accordance with the Public Emergency Law, in January 2002, rates for Basic Telephone Services and long distance services were converted to pesos and fixed at an exchange rate of P\$1.00=US\$1.00. The rates that Telecom Argentina could charge had to be determined by negotiations between Telecom Argentina and the Argentine government. According to the Public Emergency Law, while undertaking these negotiations, the Argentine government had to consider the effect of these rates on the competitiveness of the general economy, the quality of service and investment plans of service providers, as contractually agreed. The Argentine government had to also consider consumer protection, accessibility of the services and the profitability of public service providers such as Telecom Argentina. The Public Emergency Law has been subsequently extended through December 31, 2015. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates.

On March 6, 2006, Telecom Argentina executed a Letter of Understanding (the Letter of Understanding 2006) with the Argentine government pursuant to which Telecom Argentina would be permitted to raise certain rates and incorporate certain modifications to the regulatory framework. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates.

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The Letter of Understanding 2006 contemplated the signing and effectiveness of the Minutes of Agreement of the Renegotiation upon the fulfillment of certain necessary steps by the National government, which has never occurred.

The LAD, which came into force on December 19, 2014, sets up a new legal framework for telecommunication services. With respect to rates, the LAD under Title VI - Article 48, established the rule on prices and rates, which states that licensees of ICT services may set their prices which shall be fair and reasonable, to offset the exploitation costs and to tend to the efficient supply and reasonable margin of operation. However, essential and strategic public service ICT tariffs that the Law has declared in competition, the tariffs of services that are under the Universal Service regime, and those tariffs that were stated to be of public interest by AFTIC could be regulated by such regulatory body.

As of the date of this Annual Report, Management of the Company is assessing the implementation of alternative courses of action according to the new regulatory and legal framework.

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Additionally, we cannot predict the way the Argentine government or the Regulatory Bodies will interpret the new mechanism regarding price and tariff increases. If rate restrictions for regulated services continue in the fixed services or new restrictions are imposed in non-regulated services, our operating margins could be negatively affected.

We must comply with conditions in our license, and regulations and laws related thereto, and such compliance may at times be outside of our control.

We are subject to a complex series of laws and regulations with respect to most of the telecommunications services that we provide. Such laws and regulations are often governed by considerations of public policy. We provide telecommunications services pursuant to licenses that are subject to regulation by various regulatory bodies. Any partial or total revocation of the licenses would likely have a material adverse impact on our financial condition, results of operations and cash flows. Our dissolution and the declaration of bankruptcy, among others, are events that may lead to a revocation of our licenses.

Certain license conditions are not within our control. For example, any transfer of shares resulting in a direct or indirect loss of control in Telecom Argentina without prior approval of the regulatory authorities may result in the revocation of Telecom Argentina's license. See Item 7 Major Shareholders and Related Party Transactions Major Shareholders Shareholders of Nortel. Pursuant to the provisions of Telecom Argentina's List of Conditions as amended by SC Resolutions No. 111/03 and No. 29/04: (i) any reduction of ownership of Nortel in our capital stock to less than 51% without prior approval of the Regulatory Bodies; or (ii) any reduction of ownership of currently common shareholders in the capital stock with voting power of Nortel to less than 51% without prior approval of the Regulatory Bodies, may result in the revocation of Telecom Argentina's telecommunications license.

Nortel owns all of Telecom Argentina's Class A Ordinary Shares (51% of our total capital stock) and approximately 7.64% of our Class B Ordinary Shares (3.74% of our total capital stock) which, in the aggregate, represents approximately 54.74% of our total capital stock as of the date of this Annual Report. Because Telecom Argentina owns 15,221,373 of its own Class B Shares as of the date of this Annual Report, Nortel's ownership of the outstanding shares amounts to 55.60% (51.80% consists of Class A Ordinary Shares and 3.80% of Class B Ordinary Shares). We are directly controlled by Nortel by virtue of Nortel's ownership of a majority of our capital stock; however, Nortel's controlling interest is subject to certain agreements among Sofora's shareholders and it is also subject to obligations and limitations defined by the Regulatory Authorities.

Compliance with conditions in our license and related regulations and laws may be affected by events or circumstances outside of our control, and therefore we cannot predict whether such events or circumstances will occur and if any do occur, this could result in an adverse effect on our financial condition, our operations and cash flows.

We operate in a competitive environment that may result in a reduction in our market share in the future.

We compete with licensed provider groups, composed of, among others, independent fixed line service providers, mobile and cable operators, as well as individual licensees, some of which are affiliated with major service providers outside Argentina.

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Internet and mobile services, which we expect will continue to account for an increasing percentage of our revenues in the future, are characterized by rapidly changing technology, evolving industry standards, changes in customer preferences and the frequent introduction of new services and products. To remain competitive in the fixed telecommunications market, we must invest in our fixed-line network and information technology. Specifically, in the Internet services market, we must constantly upgrade our access technology and software in order to increase the speed, embrace emerging transmission technologies and improve the commercial offers and the user experience. Also, to remain competitive in the mobile telecommunications market, we must continue to enhance our mobile networks by expanding our 3G network and deploying our recently acquired 4G network. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*. Future technological developments may result in decreased customer demand for certain of our services or even render them obsolete. In addition, as new technologies develop, equipment may need to be replaced or upgraded or network

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facilities (in particular, mobile and Internet network facilities) may need to be rebuilt in whole or in part, at substantial cost, to remain competitive. These enhancements and the implementation of new technologies will continue requiring increased capital expenditures.

We also anticipate that we will have to devote significant resources to the refurbishment and maintenance of our existing network infrastructure to comply with regulatory obligations and to remain competitive with the quality of our services in both Internet and mobile business. In addition, we must comply with the obligations arising from the acquisition of the 4G spectrum. We also expect to continue to devote resources to customer retention and loyalty in such segments.

The deployment of our wireless network requires authorizations from municipalities to enable the installation of new sites throughout the country, which if not obtained in a timely manner and form, limit the growth of our business and affect the quality of services provided by Personal. If Personal is not successful in obtaining those permissions and if its competitors do obtain them, this could result in a competitive disadvantage for Personal.

The macroeconomic situation in Argentina may adversely affect our ability to successfully invest in, and implement, new technologies, coverage and services in a timely fashion. Accordingly, we cannot assure you that we will have the ability to make needed capital expenditures and operating expenses. If we are unable to make these capital expenditures, or if our competitors are able to invest in their businesses to a greater degree and/or faster than we are, our competitive position will be adversely impacted.

Moreover, the products and services that we offer may fail to generate revenues or attract and retain customers. If our competitors present similar or better responsiveness, functionality, services, speed, plans or features, our customer base and our revenues may be materially affected.

Competition is and will continue to be affected by our competitors' business strategies and alliances. Accordingly, we may face additional pressure on the rates that we charge for our services or experience a loss of market share of fixed and mobile services. In addition, the general business and economic climate in Argentina may affect us and our competitors differently; thus our ability to compete in the market could be adversely affected.

Even though the Company grew and developed in recent years in a highly competitive market, because of the range of regulatory, business and economic uncertainties we face, as discussed in this Risk Factors section, it is difficult for us to predict with meaningful precision and accuracy our future market share in relevant geographic areas and customer segments, the drop in our customer's consumption which could result in a reduction of our revenue market share, the speed with which change in our market share or prevailing prices for services may occur or the effects of competition. Those effects could be material and adverse to our overall financial condition, results of operations and cash flows.

The Auction Terms and Conditions established strict coverage and network deployment commitments which will require significant capital expenditures on the part of Personal in the near future.

The Auction Terms and Conditions established strict coverage and network deployment commitments which will require significant capital expenditures on the part of Personal. Certain external factors, some of which are described in this Risk Factor section, could significantly affect

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our ability to timely and properly meet the demanding commitments established by the Terms and Conditions.

In addition, through Resolution No. 83/14 the SC partially awarded to Personal the frequency bands integrating Lot 8 of the Spectrum Public Auction established by SC Resolution No. 38/14. The awarded frequency bands are the 1,730-1,745 MHz and 2,130-2,145 MHz bands, while the 713-723 MHz and 768-778 MHz bands have not been awarded. The payment for Lot 8 was made on account of the single and total price offered for the referred Lot.

Personal requested that the awarding of the frequency bands for the SCMA Services forming Lot 8 should be completed, and it made the corresponding reservation of rights, stating that the demanding commitments established by the Auction Terms and Conditions be computed as from the date in which the remaining frequency bands were awarded. If those frequency bands were not awarded to Personal, the Auction commitments should be redefined to establish which commitments correspond to the frequency bands which were effectively awarded. However, despite Personal

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defense of its position, we cannot provide assurance that the commitments will be modified to meet Personal's request. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*.

The recently enacted Law No. 27,078 Argentine Digital Law (LAD) substantially modified the telecommunications regulatory framework, the impact is uncertain.

On December 19, 2014, Law No. 27,078 (the Argentina Digital Law or LAD) came into force. The new Law declares the development of the ICT and its associated resources to be in the public interest and incorporates major amendments to the regulatory legal framework applicable to the provision of telecommunication services in Argentina. The Law also vests to the PEN with broad powers for its regulation. As of the date of this Annual Report, is still pending the regulation to implement the provisions of the Law. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates Other Regulations *Law No. 27,078 (LAD)*.

As a result, there is uncertainty regarding which will be the interpretations of the new regulatory framework for the Argentine telecommunications industry regarding price regulation, provision of infrastructure to other operators, sanctionary regime, asymmetric regulation for dominant operators, among others, as well as the operational, economic and financial impact that the LAD will have on the Telecom Group and its competitors in the following years.

Actual or perceived health risks or other problems relating to mobile handsets or transmission masts could lead to litigation or decreased mobile communications usage.

The effects of, and any damage caused by, exposure to an electromagnetic field were and are the subject of careful evaluations by the international scientific community, but until now there is no scientific evidence of harmful effects on health. We cannot rule out that exposure to electromagnetic fields or other emissions originating from wireless handsets will not be identified as a health risk in the future.

Personal complies with the international security standards established by the World Health Organization and Argentine regulations -which are similar- and mandatory for all Argentine mobile operators. Our mobile business may be harmed as a result of any future alleged health risk. For example, the perception of these health risks could result in a lower number of customers, reduced usage per customer or potential consumer liability. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates Other Regulations Regulation applicable to mobile antenna radiation.

Operational risks could adversely affect our reputation and our profitability.

Telecom faces operational risks inherent in its business, including those resulting from inadequate internal and external processes, fraud, inability to perform certain operations required by the judiciary due to inadequate technology, employee errors or misconduct, failure to comply with applicable laws and regulations, failure to document transactions properly or systems failures. In addition, unauthorized access to the Company's information systems or institutional sites could cause the loss or improper use of confidential information, unauthorized changes in the Company's information and network systems or alterations to the Company's information published on these sites. These events could result

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in direct or indirect losses, technical failures in the Company's ability to provide its services, inaccurate information for decision making, adverse legal and regulatory proceedings, and harm our reputation and operational effectiveness, among others.

Telecom's suppliers of goods and services are contractually obliged to comply with laws and regulations (including tax, labor, social security, anti-corruption, money laundering standards, etc.). Additionally, our suppliers shall comply with a set of conduct standards such as the Code of Ethics, established by the Telecom Group as well as they have to require its compliance to its employees and subcontractors. Despite these legal safeguards and monitoring efforts made in the Telecom Group in relation to its suppliers, we cannot ensure that they will comply with all applicable standards. As a result, Telecom could be adversely affected in a monetary, criminal or reputational way, despite our contractual rights to claim for compensations for damages that they could cause to us.

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Telecom has Risk Management practices at the highest levels (including a Risk Management Committee) designed to detect, manage and monitor the evolution of these kinds of operational risks.

However, there is no guarantee that these measures will be successful in effectively mitigating the operational risks that Telecom faces and such failures could have a material adverse effect on its results of operations and could harm its reputation.

Nortel, as our controlling shareholder, and Sofora, as Nortel's controlling shareholder, exercise control over significant matters affecting us.

Nortel is our direct controlling shareholder. Sofora owns 100% of the common stock of Nortel, which represents 78.38% of the total capital stock of Nortel as of the date of this Annual Report. Sofora is 51% owned by Telecom Italia Group, 32% owned by W de Argentina Inversiones and 17% owned by Fintech Telecom LLC.

Through their ownership of Sofora and the Shareholders' Agreement between them, the Telecom Italia Group and W de Argentina Inversiones have, as a general matter, the ability to determine the outcome of any action requiring our shareholders' approval, including the ability to elect a majority of directors and members of the Supervisory Committee. In addition, we have been informed that, pursuant to the Shareholders' Agreement entered into between the Telecom Italia Group and the Wertheim Group, the Telecom Italia Group and W de Argentina Inversiones have agreed among themselves to certain matters relating to the election of our directors and those of Nortel and Sofora and have given W de Argentina Inversiones veto power with respect to certain matters relating to us. See Item 7 Major Shareholders and Related Party Transactions Major Shareholders' Shareholders' Agreement.

We have engaged in and will continue to engage in transactions with these shareholders of Nortel and, at the present time, of Sofora, and their affiliates. Certain decisions concerning our operations or financial structure may present conflicts of interest between these shareholders as indirect owners of Telecom Argentina's capital stock and as parties with interests in these related party contracts.

Nevertheless, all related party transactions are made on an arm's length basis and those which exceed 1% of Telecom Argentina's shareholders equity are subject to a prior approval process established by Law No. 26,831 and require involvement of the Audit Committee and/or an opinion of two independent valuation firms as well as subsequent approval by the Board of Directors to verify that the agreement could reasonably be considered to be in accordance with normal and habitual market practice. See Item 7 Major Shareholders and Related Party Transactions Related Party Transactions.

On November 14, 2013 Telecom Italia S.p.A. and Telecom Italia International N.V. (collectively, the Sellers) and Tierra Argentea S.A. (Tierra Argentea), a company controlled by the Sellers) announced their acceptance of the offer made by Fintech to acquire Telecom Italia's controlling stake in Telecom Argentina owned by the Sellers through their subsidiaries Sofora, Nortel, and Tierra Argentea.

On October 25, 2014, Telecom Italia S.p.A. announced the acceptance of an offer by Fintech to amend and restate the agreement announced on November 14, 2013. As a result: 1) on October 29, 2014 Telecom Italia International N.V. transferred 17% of the capital stock of Sofora to

Fintech; 2) it was confirmed that the transfer of the 51% controlling interest in Sofora is subject to the prior regulatory approval of the SC and closing of the transaction will not occur until such approval is obtained. It is expected that the transfer of such controlling interest will take place within the next two and a half years.

If the transaction is consummated, Fintech will have the ability to exert significant control over us, including the right to nominate, through our parent companies, Sofora and Nortel, the majority of our directors pursuant to the terms of the Shareholders Agreement See Item 7 Major Shareholder and Related Party Transactions Shareholders of Nortel.

Our operations and financial condition could be affected by union negotiations.

In Argentina, labor organizations have substantial support and have considerable political influence. In recent years, the demands of our labor organizations have increased mainly as a result of

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the increase in the cost of living, which was affected by increased inflation, higher tax pressure over salaries and the consequent decline in the population's purchasing power.

If labor organization claims continue or are sustained, this could result in increased costs, greater conflict in the negotiation process and strikes (including general strikes and strikes of the company employees and the contractors and subcontractors' employees) that may adversely affect our operations. See Item 6 Directors, Senior Management and Employees Employees and Labor Relations.

The Argentine government may order salary increases to be paid to employees in the private sector or changes in labor regulations, which would increase our cost of doing business.

The Argentine government has in the past and may in the future promulgate laws, regulations and decrees requiring companies in the private sector to maintain minimum wage levels and provide specified benefits to employees (including higher levels of severance payments to former employees dismissed without proper cause). We cannot guarantee that the Government will not adopt measures, as it did in the past, which will increase salaries or require us to provide additional benefits, which would increase our costs and, among other things, in the absence of increases of regulated rates in our fixed services segments, continue reducing our profit margins.

Moreover, there are certain bills pending in the Argentine Congress regarding modifications to labor regulations such as increasing severance payments or considering amounts paid to employees that are currently not subject to social security contributions as part of the normal and usual employees' salaries, increasing liability of the companies for the contractor's and sub-contractor's employees in outsourced tasks and the implementation of a regime that would entitle employees to participate in the profits of companies that employ them.

If such bills are approved, the modifications in current labor regulations and conditions could materially impact our relationship with our employees by increasing the labor cost and in some cases decreasing the flexibility to provide services to our clients.

The Regulatory Bodies may impose increased penalties on Telecom Argentina and Personal, which could result, in some circumstances, in the revocation of our licenses.

The Regulatory Bodies have increased the number of cases and the amount of fines applied to Telecom Argentina mainly in connection with alleged delays in repairing defective fixed lines and/or installing new fixed lines. Additionally, the Regulatory Bodies have initiated various administrative procedures against Telecom Argentina and Personal related to temporary interruptions of services caused by various incidents. Lately the authorities have threatened Personal with the applications of fines and the obligation to pay compensation to the clients involved. In many of these cases, we believe that the Authorities are misinterpreting the legal framework of our telecommunication license or exceeding the legal terms of the service provision. Neither final administrative nor judicial decisions on these cases have not been made yet.

Also, new regulations such as SC Resolution No. 5/13 regarding the quality of telecommunication services could further increase penalties imposed by the Regulatory Bodies. SC Resolution No. 5/13, issued in July 2013, has set new benchmarks for the quality of services provided by telecommunications operators, including Telecom Argentina and Personal, setting standards that are high as compared to international standards,

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especially, considering the difficulties in obtaining municipal authorization to install antennas in the mobile business (See Item 4 Information on the Company The Business Personal Mobile Services and Núcleo Mobile Services Mobile Telecommunication Services in Argentina Personal Personal s Network and Equipment). This resolution has a gradual implementation schedule. Telecom Argentina, Personal and other telecommunications operators have submitted technical comments for a review of the standards. However, if the technical comments are not taken into account, compliance with the standards could be difficult which may result in penalties for telecommunications operators, including Telecom Argentina and Personal, affecting our ability to execute our business plan since they could involve limitations to acquire new clients or restrictions to apply rates increases, among others. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework SC Resolution No. 5/13.

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Additionally, according to the Auction Terms and Conditions for the awarding of frequency bands approved by SC Resolution No. 38/14 for mobile operators, repeated or persistent breaches of obligations related to quality indicators of services provided under the terms of the Regulation for the Quality of Telecommunications Services approved by SC Resolution No. 5/13, qualifies as one of the circumstances under which the authorization to use radio electric spectrum (as defined in the Auction) will be revocable.

We cannot foresee whether the Regulatory Bodies based on the increased number of administrative complaints will seek to apply significant sanctions to Telecom Argentina or Telecom Personal, including the revocation of some of our licenses, any of which could have an adverse effect on Telecom Argentina or Personal's operations, financial situation, results of operations and cash flows. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Administrative complaint in connection with the service cuts affecting Telecom Argentina and Personal's customers.

We are involved in various legal proceedings which could result in unfavorable decisions and financial penalties for us.

We are party to a number of legal proceedings, some of which have been pending for several years. We cannot be certain that these claims will be resolved in our favor. Responding to the demands of litigation may divert Management's time and attention and financial resources. As of December 31, 2014, the Company recorded provisions that it estimates are sufficient to cover those contingencies considered probable. See Notes 2 and 17 to our Consolidated Financial Statements.

In recent years, certain changes in the treatment of employment matters under Argentine law have created new incentives for individuals to pursue employment-related litigation in Argentine courts.

Moreover, on May 21, 2014 the National Labor Court of Appeals ruled that nominal annual interest rate for personal loans with free use of the Argentine National Bank for 49 to 60 month term (currently 3% per month), shall be applied for matters under the Buenos Aires City Labor Courts, including those with pending sentences, instead of the monthly average interest rate for loans of the Argentine National Bank (currently 2.055% per month). This new disposition represents an increase in interest rate that was reflected prospectively in the estimation of the labor claims provisions. An additional risk exists since the court might intend to apply such rate retroactively to labor credits not yet acknowledged by a court sentence, which could result also in an increase of our financial costs. Although, there are solid legal arguments against the retroactive application of the new interest rate, if a disadvantageous resolution prevails, we estimate that it will not have a significant impact on the Group's financial position, result of operations and cash flows.

The Company is also exposed to claims of employees of contractors and subcontractors and commercial agents claiming direct or indirect responsibility of Telecom based on a broad interpretation of the rules of labor law.

Also, the Company is subject to various lawsuits initiated by some employees and former employees who claim wage differences arguing different reasons. The Argentine Supreme Court in a case against Cervecería y Maltería Quilmes ruled that non-remunerative items resulting from collective bargaining agreements should be considered as salaries for all purposes. Such ruling creates a negative precedent in this matter and could imply increased labor costs for us.

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In the past, Personal was subject, and is currently subject, to claims by former representatives (commercial agents) who end their business relationship by making claims for reasons that are not always justified by contract terms.

Personal maintains agreements with VAS suppliers. Amounts billed to its customers resulting from these agreements are recorded as Personal's revenues while commissions paid to VAS suppliers as a percentage of services billed to customers are recorded as expenses (Costs of VAS). Personal's customers can subscribe to VAS services directly from the VAS supplier, who reports to Personal the services it provides to their customers. During 2013 and 2014 there was a significant increase of VAS revenues. Customers and consumers' trade unions brought up different claims against Personal regarding these services. Although Personal has taken actions in connection with the VAS suppliers in order to reduce risks regarding the provision of non-authorized services to its customers, we cannot assure you that new and significant claims regarding VAS services will not be presented in the future.

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By the end of 2014, Personal has started the implementation of a new system to monitor the customer subscriptions to VAS, which is expected to be completed in year 2015.

Recently, there has been a growing trend of sanctions imposed by the Regulatory Bodies on Telecom Argentina for technical reasons, mainly related to the delay in repairing defective lines and/or installing new lines. In addition, there have been an increased number of sanctions on Telecom Argentina and Personal relating to service failures. Although penalties are appealed in the administrative stage, if the appeals are not solved in our favor in administrative or judicial stage for amounts over those recorded, or the penalties imposed by the CNC are increased in number and /or cost, it could have an adverse effect on our financial situation, results of our operations and cash flows.

In 2009, the environmental agency required Telecom Argentina to be registered in the National Registry of Generators and Operators of Hazardous Waste as a result of alleged problems with our liquid drainage at an underground chamber (as it had been previously required to do in 1999). This registration would require Telecom Argentina to pay an annual fee calculated in accordance with a formula that takes into consideration the extent of the hazard and the quantity of the waste. Telecom Argentina filed a request for administrative review seeking to obtain rejection of the environmental agency's ordinance. We cannot guarantee that the rejection will be obtained. In addition, changes in environmental legislation or the evolution of products and services we offer could require Telecom Argentina to be registered in the National Registry of Generators and Operators of Hazardous Waste. In that case or if the rejection of the environmental agency's ordinance is not obtained, Telecom Argentina would face increased costs which may include retroactive fees.

Telecom Argentina and Personal may face increased risk of employment, commercial, regulatory, tax and customers' proceedings, among others. If this occurs, we cannot guarantee that it will not have an adverse effect on our results of operations, financial condition and cash flows, despite the provisions that the Company has recorded to cover from these matters. See Item 8 Financial Information Legal Proceedings.

The enforcement of the New Law for the Promotion of Registered Labor and Prevention of Labor Fraud may have a material adverse effect on us.

On June 2, 2014 Law No. 26,940 *Ley de Promoción del Trabajo Registrado y Prevención del Fraude Laboral* was published in the Official Gazette. The new norm, among other topics, establishes a Public Record of Employers with Labor Sanctions (the Record) and defines a series of labor and social security infringements by which an employer shall be included in said record.

The employers included in the Record shall be subject to different types of sanctions, such as: the inability to access public programs, benefits or subsidies, to access public banking credit, or to enter into contracts and licenses of property owned by the National government, or to participate in the awarding of concessions of public services and licenses. In turn, the employers who are repeat offenders for the same infringement for which they were added to the Record within a 3-year period after the first final sanction decision, shall not be able to deduct from the Income Tax the expenses related to their employees while the employers are included in the Record. This new regulation applies both to Telecom and its contractors and subcontractors, who could initiate claims to Telecom for direct or indirect responsibility. Depending on the way the Labor Ministry applies the new Law, the effects of this new labor regulation for the companies based in Argentina, including Telecom may vary and cannot be predicted.

The enforcement of regulations aimed at protecting consumers, including the new regime of conflict resolutions concerning consumer relations, may have an adverse effect on us.

The Consumer Protection Law No. 24,240 (the Consumer Protection Law) establishes a series of principles and rules for the protection of consumers and users. It states a sanctionary proceeding which foresees a conciliatory process before imposing any sanctions. The Consumer Protection Law applies to the telecommunications industry and to any other industry in which consumers and users are involved.

Telecom Argentina and Personal have received several customer complaints in connection with the provisions of the Consumer Protection Law that were filed with different law enforcement bodies

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(national, provincial or municipal). In the last few years there was also an increase in legal actions brought by consumer associations. See Item 8 Financial Information Legal Proceedings General Proceedings Consumer Trade Union Proceedings.

On September 19, 2014, the Argentine Congress passed Law No. 26,993 which approved a new Prior Mediation Service for Consumer Relations Conflict (COPREC). The purpose of this initiative is to give effective solutions to the consumers' problems, by creating fast track proceedings.

Law No. 26,993 introduces two essential changes: i) it establishes that fines imposed on the basis of Consumer Protection Law must be previously paid in order to be appealed and judicially challenged, and ii) it creates a compensation system for consumers, consisting of a mediation phase, and an administrative and/or judicial process that takes place before the Auditor of Consumer Relations or the Federal Justice for Consumers' Relations. See Item 4 Information on the Company Regulatory and Legal Framework Legal Framework New Conflict Resolution Regime for Consumer Relations Matters. The new Regime is currently being implemented. As of the date of this Annual Report, we cannot foresee its effects on the Telecom Group.

This situation may entail risks for Telecom Argentina and Personal concerning, among others, the prices charged for its services, the obligation to return amounts charged for its services or penalties which may be excessive in relation to the revenues for the services rendered. If such were the case, any of such consequences could have an adverse effect on our financial situation, results of our operations and cash flows.

The BCRA has imposed restrictions on the transfer of funds outside of Argentina in the past; some restrictions currently exist and may increase in the future, which could prevent us from making payments on dividends and liabilities.

In the past, the Argentine government has imposed a number of monetary and currency exchange control measures, including temporary restrictions on the free availability of funds deposited with banks and restrictions or limitations on the access to foreign exchange markets and transfers of funds abroad, including for purposes of paying principal and interest on debt, trade liabilities to foreign suppliers and dividend payments to foreign shareholders. Between the end of 2001 and 2002, the Argentine government implemented a unified exchange market (Mercado Único y Libre de Cambios - MULC) with significant regulations and restrictions for the purchase and transfer of foreign currency.

Since late 2011 the Argentine government implemented a series of measures aimed to increase controls on the foreign trade and capital flows. To that effect, certain measures were implemented to control and limit the purchase of foreign currency, such as the prior approval of the AFIP for any purchase of foreign currency made by private companies and individuals for saving purposes. In addition, the BCRA expanded the controls and measures to make payments abroad accessing the local foreign exchange market, regarding trade payables and financial debt, and also established demanding procedures that must be met to pay certain trade payables with related parties. Although there are no regulations that prohibit making dividend payment to foreign shareholders, in practice authorities have substantially limited any purchase of foreign currency to pay dividends since these exchange controls were implemented. There can be no assurance that the BCRA or other government agencies will not increase controls and restrictions for making payments to foreign creditors or dividend payments to foreign shareholders, which would limit our ability to comply in a timely manner with payments related to our liabilities to foreign creditors or non-resident shareholders. See Item 10 Additional Information Foreign Investment and Exchange Controls in Argentina.

Pursuing the same objective, in October 2011 Decree No. 1,722 eliminated an exception for oil, gas and mining companies, and thus requires these companies to liquidate all their export receipts in the local foreign exchange market. Moreover, in October 2011 the National Insurance

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Bureau issued Resolution No. 36,162 imposing the obligation for insurance companies to repatriate all investments and liquid assets allocated outside Argentina. We cannot ensure that similar measures will not be implemented for other private companies or other sectors in the future.

In addition, starting in February 2012 all import operations of goods and services must be filed and approved in advance by AFIP. Such procedure could also negatively affect our supply chain, generating delays in the provision of raw materials, equipment and handsets that are imported by our suppliers and/ or us. In the last case, the Company assumes trade payables in foreign currency with suppliers abroad, which require strict and complex approval procedures to access to foreign exchange market to make payments abroad. Moreover, as a result of the payment of the frequency bands

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awarded to Personal in the Public Auction at the end of 2014, the Company reduced significantly the financial assets in foreign currency that it maintained abroad, thus reducing our capacity to use those assets to make direct payments to foreign suppliers and shareholders, if needed.

Operations of our subsidiary Núcleo could be affected depending on the way the Paraguayan government calls for a public auction for additional frequency bands to provide mobile services through 4G technology.

The provision of new mobile services through 4G technology will require the awarding of additional frequency bands in Paraguay (Band 1,700 MHz or AWS). As of the date of this Annual Report, there is no formal process initiated for this purpose. Neither a schedule for the frequency bands auction nor the conditions that the authorities will require to participate in the auction have been published. If the auction terms and conditions do not act as an incentive for competition and do not help to reduce the current concentration of the mobile telecommunication market (see Item 4 Information on the Company The Business Competition.) we cannot assure that the operational, economic and financial situation of Núcleo will not be negatively affected.

Fluctuations in Telecom Argentina s share price depend on various factors, some of which are outside of our control.

The market price of our shares is subject to change due to various factors which are outside of our control such as changes in market expectations, changes in the economic, financial and political situation in Argentina, the way the Ministry of Economy and Public Finance (in exercise of shareholders rights that belong to ANSES, according to Decree No. 1,278/12) will exercise its political rights and manage its share ownership in Telecom Argentina, and changes in measures used by investors or analysts to value our stock or market trends unrelated to our performance and operations. We cannot predict when such external factors will affect our stock price or whether their effects will be positive or negative.

In addition, currency fluctuations could impact the value of an investment in Telecom Argentina. Although Telecom Argentina s ADSs listed on the New York Stock Exchange are U.S. dollar-denominated securities, they do not eliminate the currency risk associated with an investment in an Argentine company.

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ITEM 4. INFORMATION ON THE COMPANY

INTRODUCTION

The Company

Telecom is one of the largest private-sector companies in Argentina in terms of revenues, net income, capital expenditures and number of employees. Telecom Argentina has a non-expiring license (the License) to provide fixed-line telecommunications services in Argentina, and it also provides other telephone-related services such as international long-distance service, data transmission, IT solutions outsourcing and Internet services. Through our subsidiaries, we also provide mobile telecommunications services and international wholesale services.

As of December 31, 2014, we had approximately 4.1 million fixed lines in service. This is equivalent to approximately 19 lines in service per 100 inhabitants in the Northern Region of Argentina and 370 lines in service per employee.

As of December 31, 2014, our Internet business reached approximately 1.8 million Accesses and our mobile business had approximately 19.6 million subscribers in Argentina and approximately 2.5 million subscribers in Paraguay.

Business Strategy

In the Telecom Group we focus on growth and profitability with the objective of generating value for our customers, investors, suppliers, employees and in a wider sense, for the communities we operate in. We are aware of the relevance of the services we commercialize in an era where connectivity and timely access to information are essential to improve people's quality of life, their education and the improvement of economic productivity.

In order to promote the achievement of its goals in a sustainable and consistent manner, the Telecom Group develops business plans according to the telecommunications market and macroeconomic environment and invests in products and services innovation aimed at improving its customers' user experience by adding content, interactivity and convenience to communication.

Our priority focuses on operational efficiency and the effectiveness of planning and control processes. We view these as key competitive factors for our Company and its long-term corporate sustainability.

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We invest in our human resources through communication, training and development programs, promoting work-life balance, enabling telecommuting and providing open and transparent relationships with individual employees and trade unions. We conduct our activities in accordance with the principles and values in our Code of Business Conduct and Ethics, which applies to all managers and employees in the Telecom Group, and which we extend to our suppliers, contractors, and consultants of the Company, who receive a copy of the Code. We have an experienced Management team that has demonstrated flexibility and aimed at achieving operational and economic goals.

We also consider the integrated vision of processes and technology to be a key factor of efficiency in our corporate Management and market competitiveness, thereby enabling us to provide high-value service options to the individual and business consumer.

Our investments in technology are designed to continuously adapt our coverage and capacity of our infrastructure and implement new service platforms. We aim to provide higher quality service to our increasing traffic volumes and demand for bandwidth, caused by the expansion of our customer base, the access to the network applications and to Value Added Services, access to social networks and content distribution. We intend to align these investments with cutting edge technologies and those that have been previously implemented in other parts of the world, capturing the benefits of international experience.

Through our Broadband and mobile Internet services, we offer our customers continuous Internet access, regardless of the users' physical location. We also provide our consumers with mobile equipment and applications that enhance personal communication, social relations, entertainment and professional performance.

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For the corporate segment, we integrate communication solutions with information technology services by providing virtual access to applications and platforms at our datacenters.

We maintain affordable prices commensurate with the market's purchasing power, focusing on achieving our revenue growth by expanding and developing our customer base and by offering new services and products. We simplified our price structure by developing service packages targeted to different consumer profiles, which provide customers with a clear view and control over their communication expenses.

Even though the penetration of the communication services in the Argentine market has reached a certain level of maturity, new opportunities of market development may arise with a more favorable context for investment and competition of the sector, especially as of the assignment of new radio spectrum bands for the mobile business which shall enable to improve the current 3G services, and in particular to boost high speed data services through the 4G technology. Additionally, the recent approval of a new law regulating telecommunication services represents business challenges and opportunities which so far were off-limits for the operators entirely due to legal reasons. So, we have the opportunity to start offering our customers and the Argentine society all the potential our technological investments may provide.

We believe that the strategy implemented by our Management sets the foundations for the Telecom Group to reach its goals of continuous service quality improvement, strengthening its market position and increasing its operating efficiency in light of new regulations for telecommunications and other rules of general application affecting the private sector in Argentina.

Organizational Structure

The following chart shows our subsidiaries as of December 31, 2014, and jurisdiction of organization.

(*) Dormant entity as of December 31, 2014.

(**) On May 5, 2014 Núcleo s Board of Directors approved the creation of Personal Envíos S.A. (Envíos), a company which develops financial mobile services in Paraguay. Envíos was officially registered in the Commercial Public Register of Paraguay in October 2014 and commenced its operations in January 2015.

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The following table presents information relating to our consolidated subsidiaries for the year ended as of December 31, 2014:

Subsidiary (1)	Activity	Segment	Percentage of Ownership	Percentage of Telecom's Total Revenues and other income (5)
Telecom Personal S.A.	Mobile Services	Personal Mobile Services	99.99	69.6
Núcleo S.A. (2)	Mobile Services	Núcleo Mobile Services	67.50	4.7
Personal Envíos S.A. (3)	Financial Mobile Services	Núcleo Mobile Services	67.50	
Telecom Argentina USA Inc.	International Wholesale Services	Fixed Services	100.00	0.3
Micro Sistemas S.A. (4)	Electronic Equipment Sales	Fixed Services	99.99	
Total				74.6

(1) Personal and Micro Sistemas are incorporated in Argentina, Núcleo and Envíos are incorporated in Paraguay and Telecom Argentina USA is incorporated in the United States.

(2) Interest held indirectly through Personal. The non-controlling interest of 32.50% is held by ABC Telecomunicaciones S.A. (a Paraguayan company).

(3) Interest held indirectly through Núcleo. Envíos commenced its operations in January 2015. The non-controlling interest of 32.50% is held by ABC Telecomunicaciones S.A.

(4) Dormant entity as of December 31, 2014.

(5) Includes service revenues, equipment sales and other income with third parties.

Our principal executive offices are located at Alicia Moreau de Justo 50, C1107AAB, Buenos Aires, Argentina, telephone number: 54-11-4968-4000.

Our authorized agent in the United States for SEC reporting purposes is Puglisi & Associates, 850 Library Avenue, Suite 204, P.O. Box 885, Newark, Delaware 19711.

Recent Developments*Telecom Argentina's Board of Directors called for the Annual Shareholders Meeting*

Telecom Argentina's Board of Directors, at their meeting held on March 17, 2015, called an ordinary shareholders meeting to be held on April 29, 2015, to consider among other issues the allocation of Telecom Argentina's retained earnings as of December 31, 2014 (P\$3,673

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million) suggested by the Board of Directors to be allocated as follows: (i) P\$804 million (P\$0.83 per outstanding share) for distribution as cash dividends to be paid on May 11, 2015; (ii) P\$2,869 million to the Reserve for Future Cash Dividends and (iii) the delegation of authority to Telecom Argentina's Board of Directors to determine the allocation, depending on the performance of the business, in one or more installments, of an amount up to P\$649 million of the Reserve for Future Cash Dividends and its distribution to the shareholders as cash dividends during fiscal year 2015.

Personal Annual Shareholders Meeting

Personal's ordinary and extraordinary shareholders meeting held on April 15, 2015, approved, among other items, the allocation of P\$2,931 million of retained earnings as of December 31, 2014 as follows: (i) P\$248 million to Legal Reserve and (ii) P\$2,683 million to the Reserve for Future Cash Dividends. The shareholders also approved the delegation of authority in Personal's Board of Directors to determine the amount, time, terms and conditions for allocating and distributing such reserve.

Telecom Personal's financial debt

On January 28, 2015, Personal entered into a loan with a foreign bank for a total amount of US\$40.8 million. This new loan is a 27-months bullet loan with three-month interest payments at a weighted average rate of three-month LIBO plus 8.25%. The terms and conditions of the loan include covenants and events of default that are usual for this type of transaction, among those the limitation that Personal will not incur new indebtedness other than the permitted indebtedness if, as a result of the incurrence thereof, its consolidated total leverage ratio (consolidated debt to consolidated operating profit/loss before depreciation and amortization, including gain/loss on disposal of PP&E and impairment of PP&E, as defined in the terms and conditions of the loan) is greater than 3.0 to 1.0 or its consolidated interest

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coverage ratio (consolidated operating profit/loss before depreciation and amortization, including gain/loss on disposal of PP&E and impairment of PP&E, as defined in the terms and conditions of the loan to consolidated net interest) is lower than 3.0 to 1.0.

The funds are to be used for the acquisition of the remaining 3G and 4G licenses and the acquisition of PP&E and inventories.

History

Telecom Argentina was created by Decree No. 60/90 of the PEN dated January 5, 1990, and incorporated as Sociedad Licenciataria Norte S.A. on April 23, 1990. In November 1990, its legal name was changed to Telecom Argentina STET-France Telecom S.A. and on February 18, 2004, it was changed to Telecom Argentina S.A.

Telecom Argentina is organized as a corporation (*sociedad anónima*) under Argentine law. The duration of Telecom Argentina is 99 years from the date of registration with the Buenos Aires Public Registry of Commerce (July 13, 1990). Telecom Argentina conducts business under the commercial name Telecom.

Telecom Argentina commenced operations on November 8, 1990 (the Transfer Date), upon the transfer from the Argentine government of the telecommunications system in the Northern Region previously owned and operated by ENTel. This transfer was made pursuant to the Argentine government's privatization program as set forth in the State Reform Law approved in August 1989 and subsequent decrees (the Privatization Regulations), which specified the privatization procedure for ENTel.

The Privatization Regulations provided for:

- the division of the Argentine telecommunications network operated by ENTel into two regions, the Northern Region and the Southern Region of Argentina;
- the granting to Telecom Argentina and Telefónica of non-expiring licenses to provide basic telecommunication services in the Northern Region and Southern Region, respectively;
- the granting to Telintar and Startel, each joint subsidiaries of Telecom Argentina and Telefónica, of non-expiring licenses to provide international long distance and data transmission, respectively; and
- the transfer by ENTel of substantially all of its assets and certain contracts into Telecom Argentina, Telefónica, Telintar and Startel.

On the Transfer Date, pursuant to the terms and conditions of a transfer contract (the Transfer Agreement), the Argentine government sold 60% of the common stock of Sociedad Licenciataria Norte S.A. to Nortel, a holding company formed by a consortium of investors including Telecom

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Italia, among others. In 2003, Nortel's common stock was transferred to an Argentine company named Sofora Pursuant to the provisions of Telecom Argentina's List of Conditions as amended by SC Resolutions No. 111/03 and No. 29/04: (i) any reduction of ownership of Nortel in our capital stock to less than 51% without prior approval of the Regulatory Bodies; or (ii) any reduction of ownership of current common shareholders in the capital stock with voting power of Nortel to less than 51% without prior approval of the Regulatory Bodies, may result in the revocation of Telecom Argentina's telecommunications license. In addition, through SC Resolution No. 111/03 the Telecom Italia Group and W de Argentina Inversiones (a company that is part of the Argentine Wertheim Group) are each required to maintain direct ownership of at least 15% of the common stock of Sofora.

On November 14, 2013 Telecom Italia S.p.A and Telecom Italia International N.V. (collectively, the Sellers) and Tierra Argentea S.A. (Tierra Argentea, a company controlled by the Sellers) announced their acceptance of the offer made by Fintech to acquire Telecom Italia's controlling stake in Telecom Argentina owned by the Sellers through their subsidiaries Sofora, Nortel, and Tierra Argentea.

On December 10, 2013 Tierra Argentea completed the transfer to Fintech of (i) Class B Shares of Telecom Argentina, representing 1.58% of the capital stock of such company, and (ii) Nortel's ADRs representing 8% of the aggregate Series B Preferred Shares of Nortel.

On October 25, 2014, Telecom Italia S.p.A. announced the acceptance of an offer made by Fintech to amend and restate the agreement announced on November 14, 2013. Within the frame of this amendment agreement: 1) on October 29, 2014 Telecom Italia International N.V. transferred 17%

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of the capital stock of Sofora to Fintech; 2) it was confirmed that the transfer of the 51% controlling interest in Sofora is subject to the prior regulatory approval of the SC and closing of the transaction will not occur until such approval is obtained. It is expected that the transfer of such controlling interest will take place within the next two and a half years.

As of the date of this Annual Report, Telecom Italia Group holds 51% of Sofora, 32% is held by W de Argentina Inversiones (a holding company incorporated in the Kingdom of Spain, and a company of the Wertheim Group) and 17% is held by Fintech Telecom LLC (a limited liability company organized under the laws of the State of Delaware, U.S.). See Item 7 Major Shareholders and Related Party Transactions Major Shareholders Shareholders of Nortel.

The transfer of the 51% controlling interest held by the Telecom Italia Group in Sofora to Fintech is conditional upon prior approval by regulatory authorities. See Item 7 Major Shareholders and Related Party Transactions Major Shareholders Shareholders of Nortel.

Pursuant to the Privatization Regulations, 10% of Telecom Argentina's common stock was transferred as Class C Shares to a Share Ownership Plan for certain former employees of ENTel and CAT by the Argentine government, and the remaining 30% of Telecom Argentina's common stock was sold to investors, principally in Argentina, the United States and Europe, in an offering completed in March 1992. A portion of the shares in the Share Ownership Plan has been sold in the public market, and the remaining shares resulting from the Share Ownership Plan are being gradually converted into Class B Shares. See Item 6 Directors, Senior Management and Employees Share Ownership Share Ownership Plan.

Through September 30, 1999, Telecom Argentina provided domestic and international communication services in the Northern Region on an exclusive basis. Commencing in October 1999, the Argentine government implemented a deregulation plan introducing competition into the Basic Telephone Services market. See Regulatory and Legal Framework Regulatory Framework Liberalization of the Argentine Telecommunications Industry below. The Argentine telecommunications market was opened to full competition beginning in November 2000. As a result, Telecom Argentina now offers services throughout Argentina and competes with Telefónica and with a number of additional local operators.

THE BUSINESS

General

As of the date of this Annual Report, we conduct our business through six legal entities, each representing a distinct operating segment. We aggregate these operating segments into three segments Fixed Telecommunications Services (Fixed Services), Personal Mobile Telecommunications Services (Personal Mobile Services) and Núcleo Mobile Telecommunications Services (Núcleo Mobile Services) according to the type of products and services provided and taking into account the regulatory and economic framework under which each entity operates.

The companies we aggregated to create the segments are as follows:

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Segment	Consolidated Company / Operating Segment
Fixed Services	Telecom Argentina Telecom Argentina USA Micro Sistemas (1)
Personal Mobile Services	Personal
Núcleo Mobile Services	Núcleo Personal Envíos (2)

(1) Dormant entity as of December 31, 2014.

(2) Envíos was officially registered in the Commercial Public Register of Paraguay in October 2014 and commenced its operations in January 2015.

On February 10, 2014 Personal s Board of Directors approved the sale of its equity interest in Springville S.A., an Uruguayan subsidiary, which was completed on February 19, 2014.

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Fixed Services. Telecom Argentina owns a local telephone line network, public long-distance telephone transmission facilities and a data transmission network in the Northern Region. Since the market was open to competition, Telecom Argentina expanded its network in the Southern Region of Argentina providing nationwide services. Fixed services are comprised of the following:

- *Basic Telephone Services.* Telecom Argentina provides Basic Telephone Services, including local, domestic and international long-distance telephone services and public telephone services. As of December 31, 2014, Telecom Argentina had approximately 4.1 million lines in service;
- *Interconnection services.* Telecom Argentina provides interconnection services, which primarily include Access, termination and long-distance transport of calls;
- *Data transmission and Internet services.* Telecom Argentina provides data transmission and Internet services, including traditional Broadband and mobile Internet, Internet dedicated lines, private networks, national and international video streaming, transportation of radio and TV signals and videoconferencing services. As of December 31, 2014, Telecom Argentina had approximately 1.8 million Internet accesses;
- *Information and Communication Technology Services.* Telecom Argentina provides ICT services, datacenter services, telecommunications consulting and value-added solutions;
- *Other telephone services.* Other services provided by Telecom Argentina include supplementary services such as call waiting, call forwarding, conference calls, caller ID, voice mail, itemized billing and maintenance services; and
- *Sale of equipment.*

Personal Mobile Services and Núcleo Mobile Services. We provide mobile services through our subsidiaries in Argentina and Paraguay.

Personal's service offerings include voice communications, GSM, 3G and 4G mobile communications over UMTS / HSPA / HSPA+ /LTE technology networks (including high-speed mobile Internet, content and applications download, multimedia messaging, online streaming, corporate e-mail, social network access and cloud backup services). In providing those services Personal also sells mobile communication devices (handsets and tablets).

We also provide mobile services in Paraguay through Núcleo, a subsidiary of Personal.

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As of December 31, 2014, Personal had approximately 19.6 million mobile subscribers in Argentina and Núcleo had approximately 2.5 million subscribers in Paraguay.

See Note 28 to our Consolidated Financial Statements and Item 5 Operating and Financial Review and Prospects Years ended December 31, 2014, 2013 and 2012 (B) Results of Operations by Segment for additional information as to our results of operations by segment.

Fixed Services

Telecom Argentina is the principal provider of Basic Telephone Services in the Northern Region, and since late 1999 has also provided Basic Telephone Services in the Southern Region.

Since November 2000, the telecommunications sector in Argentina is completely open to competition. Our operations are subject to a complex series of laws and regulations of the Argentine government. In addition, we are subject to the supervision of the Regulatory Bodies. See Regulatory and Legal Framework Regulatory Framework below.

The Argentine government has taken certain measures that have affected revenues from the services we provide. Since the enactment of the Public Emergency Law in January 6, 2002, the rates charged by Telecom Argentina for fixed line services such as measured service, monthly basic charges, public telephone service, domestic, national and international long-distance, installation charges and most of supplementary services (except for lines and equipment maintenance) have been pesified (Regulated Services since the Transfer Date). See Regulatory and Legal Framework Regulatory Framework Rates.

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On the other hand, interconnection services, data transmission, Internet services, ICT services and sale of equipment are not regulated services subject to a price cap regulation.

Telecom Argentina's Telephone Network

Telecom Argentina's fixed-line telephone network includes installed telephones and switchboards, a network of access lines connecting customers to exchanges and trunk lines connecting exchanges and long-distance transmission equipment. The following table illustrates the deployment of Telecom Argentina's telephone network:

	December 31, 2014	December 31, 2013	December 31, 2012	December 31, 2011	December 31, 2010
Number of installed lines (1)	4,763,336	4,699,254	4,850,554	4,792,530	4,688,977
Net lines installed (during each year)	64,082	(151,300)	58,024	103,553	93,934
Net lines installed cumulative (2)	3,192,372	3,128,290	3,279,590	3,221,566	3,118,013
Number of lines in service (3)	4,093,038	4,123,795	4,127,858	4,141,135	4,107,082
Net lines in service added for the year	(30,757)	(4,063)	(13,277)	34,053	46,822
Net lines in service added cumulative	2,691,069	2,721,826	2,725,889	2,739,166	2,705,113
Lines in service per 100 inhabitants (4)	19	19	20	20	20
Pending applications (5)	75,213	91,950	152,210	133,977	83,984
Public phones installed	29,957	33,650	36,813	40,079	44,846

(1) Reflects total number of lines available in Switches.

(2) Cumulative net lines installed since the Transfer Date.

(3) Includes lines customers, own usage, public telephony and ISDN channels.

(4) Corresponds to the Northern Region of Argentina.

(5) Corresponds to lines requested by clients, but not yet installed.

Revenues

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Fixed services include, among other charges, monthly basic charges, measured service charges, installation charges, public telephone services and interconnection services related to essential facilities. The rates for these charges are regulated by rules governing our license, which establish maximum prices that can be charged to clients. Telecom Argentina is able to charge prices below the maximum regulated prices as long as the discount is applied equally to clients who share the same characteristics (under the so-called principle of non-discrimination). In accordance with this ability, Telecom Argentina charges lower prices than the maximum regulated prices for certain of the services offered.

The remaining services included in the Fixed Services segment are not subject to regulation and, as a result, Telecom Argentina is able to set the corresponding rates. Market conditions limit rate increases.

a) Retail Residential and Business Customers

Monthly Basic Charges. Telecom Argentina bills a monthly basic charge to its customers. The charge is based on pulses, valued at the price per pulse prevailing during the periods included in the invoice. The number of pulses varies depending on the type of customer. As of December 31, 2014 and 2013 approximately 82% of lines in service were for residential customers and public telephony and approximately 18% were for professional, commercial and government customers. Additionally, due to the regulatory regime, Telecom Argentina is obliged to offer discounts to certain retired individuals and low-consumption residential customers.

Measured Service Charges. In addition to a monthly basic charge, Telecom Argentina bills a monthly measured service charge from almost all of its customers, which is based on telephone usage. Measured service is billed at the price per unit of time. Charges for local and domestic long-distance measured service vary with the price per unit of usage. The number of units of usage depends on the time of day, the day of the week, the distance traveled and the duration of calls. During the summer months (December through March), there is a decreased in the consumption due to the fact that many customers are on vacation. Additionally, due to competition, Telecom Argentina offers discounts to customers mainly for domestic long-distance service as semi-flat rate plans that include a set quantity of minutes for a fixed charge.

During 2014 and 2013, the volume of local minutes has decreased by approximately 7.6% and 6.5%, respectively, due to the strong growth in mobile telephony and the resulting migration of traffic to

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mobile service. During 2014, revenues from local traffic continued to increase leveraged by the growth of lines with volume of minutes included in the plan and subscription plans, despite the drop in traffic volume.

Total volume of domestic long-distance minutes decreased by approximately 6.6% and 6.0% in 2014 and 2013, respectively. Ever since the Northern Region was opened to competition in 1999, Telecom Argentina has maintained its position as the regional market leader for domestic long-distance traffic. During 2014, deploying a similar strategy to that which was adopted for local traffic, we maintained sales of targeted and selective flat-rate plans positioned to maintain average revenues generated by customers.

International Long-Distance Service. International long-distance traffic minutes increased approximately 5.6% and 0.9% in 2014 and 2013, respectively. Since 1992, international rates have been reduced annually as a consequence of the application of the Price Cap described in

Regulatory and Legal Framework Regulatory Framework Rates Rate Regulations Price Cap. Telecom Argentina also has reduced international long-distance rates in order to compete with the new providers of long-distance calling services.

Installation Charges. Revenues from installation charges consist primarily of fees levied for installation of new fixed lines. Telecom Argentina offers discounts in multiple localities to reduce the rate authorized by the government, with the aim of stimulating demand in those areas. The penetration of fixed-line telephony has been affected by the maturity of the Argentine market.

Public Telephone Services. As of December 31, 2014, there were 29,957 public lines installed of which 2,112 are in the Southern Region. Local and domestic long-distance traffic experienced a systematic reduction as a result of a strong development in the mobile industry in Argentina.

Other Domestic Telephone Services. Telecom Argentina provides dedicated lines to businesses. Dedicated lines are dedicated point-to-point leased lines. In addition to installation fees, Telecom Argentina receives revenues from dedicated analog urban/inter-urban lines. These revenues are calculated according to the price for long-distance codes of urban/interurban calls. Additionally, other domestic telephone services include charges for supplementary services (such as call waiting, call forwarding, conference calls, caller ID, voicemail and itemized billing).

Data Transmission Services. The data services business includes nationwide data transmission services, virtual private networks, symmetric Internet access, national and international signal transport and videoconferencing services. These services are provided mainly to corporations and governmental agencies. Telecom Argentina also provides certain Value Added Services, including electronic standard documents telecommunication software exchange and fax storage and delivery service. The data services business also includes the lease of networks to other providers, telecommunications consulting services, operation and maintenance of telecommunications systems, supply of telecommunications equipment and provision of related services. Corporate data transmission services are mainly Ethernet and IP services.

During 2014, we maintained our efforts on ICT solutions and the sale of data services and dedicated Internet accesses. This strategy is supported by the World Class multi-site network of Datacenters focused on communications, with over 7,000 square meters used to keep computer technology services throughout Argentina. Through this infrastructure, we offer a broad services portfolio including dedicated hosting and housing, connectivity, cloud services which enable our customers to optimize their costs by increasing the security of their information and avoiding hardware and software obsolescence issues. All the services are provided with support, security, connectivity and the ability to engage further management, professional, monitoring, storage and backup services.

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In addition, we continued making additional investments at the major Datacenter in Pacheco, consolidating its position as leader in the market and enhancing the level of services supplied. Such investments will enable Telecom Argentina to support business growth in the next few years with the highest market standards.

Internet. Telecom Argentina has been providing residential Internet services under the brand name Arnet since 1998. Telecom Argentina mainly offers this service in the major cities of Argentina. In recent years, Telecom Argentina's Internet service has experienced higher demand and usage in less populated areas of the country. The Internet services include Access, Arnet service and Dial-Up. However, during the past several years we have seen a constant decrease in Dial-Up Access that has

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been more than offset by increased Broadband Accesses. As a result, Dial-up Access represents a marginal percentage of Telecom Argentina's revenues.

The following table illustrates the evolution of Internet services:

	2014	December 31, 2013	2012
Fixed Internet access lines (1)	1,771,050	1,706,787	1,629,294
Arnet subscribers	1,749,111	1,686,982	1,621,643

(1) Includes Accesses in the Northern and Southern Regions.

The market for Broadband has experienced growth in 2012, 2013 and 2014 throughout the country, increasing 9%, 7% and 4%, respectively. Broadband can be delivered through three technologies: cable modem, ADSL and mobile; cable modem and ADSL being the most widely used. In the local market, ADSL connections exceeded the number of cable modem and mobile connections. Telecom Argentina markets its ADSL service through its Arnet brand and in partnership with other Internet services providers.

During the last six years, Telecom Argentina continued to increase its customer base. As of December 31, 2014, we reached approximately 1.8 million Accesses. During 2014, our efforts to communicate effectively with our customers and special offers with competitive prices according to segment helped us to maintain the leadership of our products under the brand Arnet.

Continuing the evolution of Internet access services, during the year 2014 services focused on offering higher speed access to customers.

In 2014, Telecom Argentina expanded the bundling of Broadband and voice services, by launching a fixed monthly payment plan for residential customers which includes packs of calls from a fixed-line to a mobile phone.

Also, in 2014, Arnet Play (the video streaming service for Telecom Argentina's residential customers) was improved, increasing the video offers.

Internet revenues include both Internet access services and the provision of Internet service.

A small portion of Internet access services is provided by Telecom Argentina's 0610, 0611 and 0612 services. Internet dial-up service represents a marginal percentage of Telecom Argentina's revenues, we continue to provide this service to a small market where Broadband service is not available.

b) *Corporate Customers*

The large customer segment includes leading companies in the Argentine market as well as the National government, Provincial governments and Municipalities. These customers demand cutting-edge technology and solutions tailored to their needs, including voice, data, Internet and Value-Added services.

In response to the constant changes demanded by the market, Telecom Argentina maintained its strategy to position itself as the integrated provider for large customers through the offer of convergence ICT solutions, including fixed and mobile voice, data, Internet, multimedia, ICT, datacenter and application services through sales, consulting, management and specialized and targeted post-sale customer services.

The main solutions and businesses developed during 2014 included:

- Completion of the implementation of a software to manage and control corporate mobile lines of an important national bank.
- Installation of a trunked communication network for security service calls for a subway network in the metropolitan area of Buenos Aires City.
- Renewal of a contract for the management of software services for emergency calls in a northern province of Argentina.
- Implementation of a key mobile services project in an important Argentine coastal region.

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Additionally, the following projects are underway and are expected to be completed in 2015:

- Relocation of the communication service system of the national airport of Argentina.
- Assessment study for the development of 911 emergency call systems for some provincial governments of Argentina.

c) *Wholesale*

Interconnection Revenues: Telecom Argentina collects fees from other operators for interconnection services. These fees primarily include local Access, termination and long-distance transport of calls, rentals of network capacity and commissions on calling party pays fees. These fees are payable by mobile operators as well as fixed-line operators.

Additionally, Telecom Argentina remained one of the leading providers of wholesale telecommunications solutions for various fixed and mobile operators, independent operators, local operators, public telephony licensees, cable operators, ISP, TV and radio channels, production companies and other service providers. The services marketed by Telecom Argentina include, among others, traffic and interconnection resources, third-party billing, dedicated Internet access services, transport of video signals in standard definition and high definition, streaming audio and video, dedicated links, backhaul links for mobile operators, Internet Protocol Virtual Private Network and data center hosting services.

Telecom Argentina continued to strengthen its position as a provider of solutions for the broadcasting segment by offering transportation solutions for audio and video signals both as dedicated private links and on the Internet. We provided solutions to cable operators and TV channels for the distribution of video signals. In 2014, we continued to increase the number of clients connected to Telecom Argentina's video matrix located in the city of Buenos Aires.

In 2014 Telecom Argentina continued to execute a contract to transport and distribute signals in Open Digital TV (*Television Digital Abierta*) for ARSAT. Also Telecom Argentina has transmitted, among others, the video signal of 2014 FIFA World Cup, in high definition resolution, the video signal of the Four Nations Rugby Championship from the places where the events took place to central distribution in the British Telecom Tower in London, and has transmitted the Moto GP 2014, from Termas de Rio Hondo-Santiago del Estero State.

International Long-Distance Service: Telecom Argentina holds a non-expiring license to provide international telecommunications services in Argentina, including voice and data services and international point-to-point leased circuits.

Revenues from wholesale international long-distance service reflect payments under bilateral agreements between Telecom Argentina and foreign telecommunications carriers, covering virtually all international long-distance calls into or out of Argentina using our network. Revenues from international long-distance service therefore consist mainly of:

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- amounts earned from foreign telecommunications carriers for connection to the Argentine telephone network;
- bandwidth capacity under an Indefeasible Right of Use (IRU) basis;
- international point-to-point leased circuits; and
- international data and IP transit services.

Operating revenues from international long-distance service depend on the volume of traffic, the rates charged to local customers and the rates charged by each party under agreements between the Argentine provider and foreign telecommunications carriers. Settlements among carriers are usually made on a net basis. Incoming traffic with carriers measured in minutes accounted for 593 million minutes in 2014, 588 million minutes in 2013 and 676 million minutes in 2012.

Telecom Argentina is connected to international telecommunications networks mainly through the following submarine Fiber Optic cables: Americas 2 (USA), Columbus 3 (Europe), Atlantis 2 (Brazil Europe), Sea-Me-We (Europe Asia), Bicentenario (Uruguay), Latin American Nautilus (LAN), a company in the Telecom Italia Group, and other minor cables.

In order to meet the growth in our Internet access base, Telecom Argentina has acquired several IRUs on a submarine facility of Latin America Nautilus (LAN) (a subsidiary of Telecom Italia), which

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connects Argentina with the U.S. (Miami) in a submarine fiber optic ring. These rights, which last for 15 years, allow the interconnection of the IP backbone of Telecom Argentina with IP Transit providers in Miami. Telecom Argentina has also contracted Transit IP in Buenos Aires to ensure better performance regarding regional traffic.

Through our wholly owned subsidiary in the United States, Telecom Argentina USA, a corporation organized under the laws of the State of Delaware, we focus mainly on wholesale long-distance international traffic, video and data services.

Telecom Argentina USA, routes the majority of its wholesale traffic through its own switching capabilities. In 2014, Telecom Argentina USA, continued operating a node of high-definition video in Miami, thus extending the Telecom video matrix to the international market.

Network and Equipment

In 2014, our network strategy continued to focus on the development of the capacity and availability of the network in order to improve the quality of the services.

Availability, security and capacity of the backbone core of the network improved by means of the implementation of the *Red Centurión* which is a network at 100 Gbps. This *Red Centurion* connects the cities of Cordoba, Rosario and Buenos Aires.

In that context, the deployment of the MPLS packet transportation network (PTN) at 10 Gbps continued. On the other hand, the plan to shorten the loop continued, which boosts the capacity of the current fixed Broadband enabling even higher speeds and the ability to offer value added services (*VAS*) that would demand wider bandwidth.

Additionally, further progress was made in the deployment of fiber optic rings for urban access in certain exchanges and locations enabling the connection of fiber optic close to the mobile access nodes -VDSL outdoor nodes- (Loop Shortening).

In 2014 the FTTH network infrastructure began deployment in predetermined areas with customers currently connected via copper pairs.

Additionally, the strategy of installing FTTB (*Fiber to the Building* or fiber up to the building) in new undertakings continued. The year 2014 ended with more than 180 undertakings.

Personal Mobile Services and Núcleo Mobile Services

We provide mobile services through our subsidiaries in Argentina and Paraguay.

Mobile Telecommunication Services in Argentina Personal

The market for mobile telecommunications services in Argentina is characterized by constant growth and intense competition. Operators are generally free from regulation to determine the pricing of services, with the limited exception of CPP charges for termination of calls originating on a fixed line network. See Regulatory and Legal Framework Regulatory Framework Other Regulations Rates Calling Party Pays CPP. There are currently three mobile operators offering nationwide service. The penetration of mobile service in Argentina has increased from approximately 134.8% of the population as of December 31, 2012, to approximately 143.6% in 2013 and to approximately 140.2% in 2014. This information regarding penetration of mobile service is an estimate, as there are no official statistics published in Argentina, and only considers lines serviced by the three operators providing nationwide mobile telecommunications services (i.e., it does not include Nextel providing trunking telephony and other telecommunication services in Buenos Aires and cities in the interior).

Service providers in Argentina are making significant capital expenditures in new network infrastructure for the deployment of 4G, 3G (and HSPA+) technology, which allows for the higher transmission speeds required for Value Added Services such as data transfer, video calling and Internet browsing.

Our mobile telecommunications services in Argentina are provided through our subsidiary, Personal. We provide mobile services throughout Argentina via STM, SRMC, SCMA and PCS networks. Personal utilizes GSM and 3G technologies in its networks and primarily offers its services of STM and SRMC services on the 850 MHz frequency band and PCS service on the 1,900 MHz frequency band. In addition, since December 2014, Personal has offered LTE technology service through the frequency bands awarded to Personal in November 2014. See Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*.

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Table of Contentsa) *Residential and Business Customers*

Personal subscribers are offered a variety of flexible pricing options for mobile services. These options include prepaid, post-paid and mixed plans.

Prepaid Plans. Under prepaid plans, the subscriber pays in advance for telephone calls and Value Added Services using prepaid credit. When the subscriber runs out of credit, he or she can purchase prepaid cards using a prepaid system or can purchase virtual credit on Personal's website, by phone, at ATMs and drugstores, or through authorized agents. When a subscriber places credit on the prepaid card, he is able to make and receive local, national and international calls. Since there are no monthly bills, prepaid plans allow subscribers to communicate with maximum flexibility while maintaining control over their consumption.

Post-Paid Plans. Personal offers a National Flat Rate post-paid plan and a Local Flat Rate post-paid plan. Post-paid plans include caller ID, voicemail and a personalized greeting, call forwarding, data services, a multimedia personalized greeting, telephone technical support and call waiting. The plans offer Personal Digital Invoicing, enabling subscribers to view, download and print their invoices from the web. Depending on the plan, and the monthly fee, they might include Value Added Services such as social network access, e-mail or data allowance for browsing the Internet, as well as specific contacts (on-net numbers) that can be contacted by voice or SMS for free.

Under both plans, National Flat Rate post-paid plan and a Local Flat Rate post-paid plan, a subscriber pays a monthly bill consisting of a monthly user fee plus Value Added Services and a charge for airtime used in excess of the amount included in the plan. These plans generally offer a specified number of free seconds per month. Once the free seconds have been used, the subscriber can continue using the mobile service at a set price per second. The charges for additional airtime will be added to the next month's bill. Under the National Flat Rate Plan, a subscriber can make calls to and from any location within Argentina at a constant rate because the airtime rate includes the local public network, national long-distance and national roaming. Under the Local Flat Rate Plan, where the airtime rate includes the Local Public Network and Roaming, a subscriber can make local calls within any locality in the country but calls from one locality to another are charged at an extra rate.

Cuentas Claras. Under the Cuentas Claras plans, a subscriber pays a set monthly bill and, once the contract credits per month have been used, the subscriber can obtain additional credit by recharging the phone card through the prepaid system. Under this plan, a subscriber can use its monthly credit or its pre-paid credits for calls, social network access, e-mail or data allowance for browsing the Internet, as well as specific contacts (on-net numbers) that can be contacted by voice or SMS on a free basis.

The following table presents information regarding Personal's post-paid, prepaid, Cuentas Claras and Mobile Internet dongle subscribers bases for the periods indicated:

	2014		As of December 31, 2013		2012	
		% of Total		% of Total		% of Total
<i>Mobile subscribers:</i>						
Prepaid (1)	13,262,265	67.7	13,539,423	67.4	12,720,001	67.0
Post-paid (2)	2,155,258	11.0	2,417,344	12.0	2,386,656	12.6
Cuentas Claras (2)	3,993,349	20.4	3,878,962	19.3	3,476,512	18.3

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Mobile Internet dongle	174,711	0.9	252,188	1.3	392,081	2.1
Total	19,585,583	100.0	20,087,917	100.0	18,975,250	100.0

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- (1) Lines with at least one recharge in the last thirteen months as of December 31 of each year.
- (2) Lines with payment modality through the billing to the customer.

New products and services. Personal continued to deepen its strategy based in the concept *Cada Persona es un Mundo* Each Person is a World with the launch of various products, promotions and benefits to meet the diverse communication needs of different types of customers. The quality in customer experience continued as the strategic axis that crossed all the initiatives developed by Personal during 2014.

Personal also increased the granting of benefits in recharges and service packages for its customers, optimizing their plans convenience.

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In October 2014, Personal launched an innovative offer called *Día Full* (Full day), which consists of a new rate per day scheme for Post-Paid Plan, giving the possibility of one day with a high limit of communications and connections consumption (up to 10 thousand of seconds and 1,000 SMS per day) after the first fixed charge is expensed. Customers can choose between *Día Full* plan or the traditional rate scheme that Personal has offered since 2011, which offers unlimited internet mobile per day.

Furthermore, Club Personal, the loyalty program which continues to grow reaching approximately 6.2 million members as of December 2014 (+11% as compared to 5.6 million as of December 2013) and over more than 500 participating businesses, continued to evolve in widening benefits for its members.

In relation to the strategy of contacts with customers, Personal presented a new model of personal assistance in commercial offices through the country, which is based on the experience and education of each customer, to respond to their needs and increase its satisfaction. During 2014, two sales offices were opened with the new model across the country. Thus, the sales network of Personal reached 67 offices with a presence in several major cities.

Finally, Personal continued its strategy of repositioning its brand, with the realization of the 10th edition of *Personal Fest*, the most important international music festival in Argentina, which attracted more than 50,000 people over two days.

Personal's ARPU was approximately P\$74.2 per month for 2014 and P\$66.8 per month for 2013.

b) *Wholesale*

International Business. During 2014, Personal continued to position itself as a benchmark in international roaming services, expanding 3G data coverage in order to provide a better user experience to its subscribers.

Personal entered into over 310 data agreements (GPRS/EDGE) reaching over 125 3G launchings of a total of 365 international roaming agreements, which provide service in 165 countries.

In order to increase the number of roaming destinations Personal implemented a second Roaming Hub which expanded international coverage.

Also, Personal enhanced the coverage of destinations reached by the International SMS service through two contracted SMS Hubs, which enable greater flexibility and reliability of the service.

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The IPX technology was implemented by Personal, with the aim to improve customers' data roaming service experience. Through this technology, the interconnection is made by signaling and GRX solution which allows Personal to more efficiently and quickly satisfy customers' demands for increased bandwidth.

In order to reveal data consumption by customers abroad and to be in line with the global policies of the GSM Association, during 2014 Personal continued providing the following features to its international services:

- Warning notifications via SMS to customers regarding their consumption.
- Implementation of daily data consumption cap which is automatically reset.
- Communication updates via text messages received abroad by our customers (SMS Welcome).

Personal participated in events organized by foreign groups in Argentina, increasing its position in international services with tailored offerings for different demographic segments.

Domestic Business. During 2014, Personal continued to strengthen its relationship with operators and suppliers of telecommunication services, cooperative federations and clearing house services suppliers. Personal renewed contracts with existing operators of such services or entered into new ones. Also, Personal signed new agreements with cooperatives to install new sites in their towns in order to achieve or improve mobile coverage in those areas. On the other hand, Personal continues to contract non-conventional sites for the same purpose. In addition, Personal expanded agreements with other operators of resources and facilities (data links and transmission, interconnection resources, origination, termination, minutes transport, conventional and non-conventional site leases and domestic roaming) that contributed to the development of Personal mobile network.

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Personal's Network and Equipment

Personal is the operator of mobile networks at a national level, and uses world-class technology providing GSM, third-generation services and fourth-generation services.

The mobile network infrastructure and the fixed network infrastructure are complementary. Therefore, the development strategy for Personal's network aims to maximize the synergies of investments of the Telecom Group as an integrated operator group.

In 2014 the strategy of improving the coverage and capacity of the mobile access network continued. To this end, the extension of the network 2G (especially for voice traffic) continued, exceeding 3,700 sites with 2G radio bases distributed across the country at the end of 2014.

Regarding coverage and capacity improvement, it should be noted that municipalities usually impose restrictions on the construction of base station towers or other infrastructure, alleging visual contamination and neighbors' complaints. Those situations may hinder the completion of network build-outs affecting the quality of services, the launching of new services and generally requiring additional investments and operating expenses.

On the other hand, because of the results of the auction of spectrum SCMA, the deployment of the LTE technology began. Also, the new spectrum PCS and SRMC acquired in said auction started to be equipped with 3G technology. See Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*

Personal also continued with its strategy of increasing the number of radio bases connected with fiber optics and full IP connectivity, in order to ensure the availability of Broadband for covering current and future customer needs.

Mobile Telecommunications Services in Paraguay Núcleo

We provide nationwide mobile telecommunications services in Paraguay through our subsidiary, Núcleo, under the commercial name of Personal. Núcleo is 67.5% owned by Personal and 32.5% owned by ABC Telecomunicaciones S.A., a Paraguayan corporation. Núcleo has been granted licenses to provide commercial mobile services, Internet access and videoconference and data transmission services in Paraguay.

During 2014, the telecommunications sector in Paraguay showed good performance, with growth levels above 3% compared to 2013. The subscriber base increased 2.5% as compared to the previous year. As of December 31, 2014, Núcleo had 1,999 thousand pre-paid subscribers, 319 thousand subscribers with the service plan *Plan Control*, 29 thousand post-paid subscribers and 129 thousand mobile Internet subscribers.

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The communication strategy of Núcleo in early 2014 focused on the launching of the *Whatsapp gratis con todas tus recargas* (free *Whatsapp* with all your recharges) campaign which granted the pre-paid subscribers the possibility of free *Whatsapp* application service every time they make a recharge, and for post-paid and *Plan Control* subscribers, the application included in their mobile Internet plan.

Later on, aiming at differentiation, Núcleo focused on a new concept *Multiplícate* (Multiply yourself) whose objective is to make it possible for the customer to obtain up to fourfold promotional balance for making calls, sending messages, or using Internet.

In the second semester, Núcleo worked on a renewal process of its products, always focusing on the same concept; this is how the *Era de la Multiconexión* (Age of Multi-connection) was born, with the objective of positioning Núcleo as a functional multi-connections company that would make people's life easier through Connectivity and Entertainment.

At VAS level, Núcleo signed an agreement for offering *Spotify*; this is the world brand leader for music streaming. In this way, Núcleo was the first operator to offer a prepaid music streaming service.

As to the mobile financial services, the Board of Directors' meeting of Núcleo held on May 5, 2014, approved the incorporation of *Envíos*, a new company whose objective is the delivery of mobile financial services in Paraguay. The shareholding structure of *Envíos* corresponds 97% to Núcleo, 2% to Personal and 1% to ABC Telecomunicaciones S.A. *Envíos* was officially registered in the

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Commercial Public Register of Paraguay in October 2014 and commenced its operations in January 2015.

Núcleo s Network and Equipment

Núcleo continued with the upgrading of the Access network initiated in 2012, completing the last Stage of the project, through the swap of 58 mobile sites in departments of the interior of the country. The Circuit Core and packet Core were expanded, performing the upgrading and Hardware and Software extensions of all the network nodes. Additionally, a new MGW (*Media Gateway*) node was incorporated to the network increasing the swap capacity of the Circuit Core.

In addition, traffic capacity and quality were improved by means of the incorporation to the network of 107 new mobile sites in Paraguay. Extensions in all the mobile network have taken place to be able to face the growth of the data traffic, for which 1,339 new 3G cells were activated. On the other hand, the use of the available spectrum was optimized, extending the network by 20%. Additionally, the coming into operation of a new section of optic fiber in the Paraguayan Chaco was completed with the incorporation of 500 km of wiring to ensure the traffic ring of this region and of the northern area.

Competition

Fixed Services

Basic Telephony and International Long-Distance Services. Before November 1999, Telecom Argentina held an exclusive license to provide Basic Telephone Services to the Northern Region. The Argentine telecommunications market has been open to full competition since November 2000. As of the date of this Annual Report, the main licensees providing local and/or fixed long-distance telephone service are Techtel (commercially known as Telmex), Impsat (commercially known as Level 3 Communication formerly Global Crossing), IPlan, Telecentro, Telefónica (principally in the Southern Region) and Telecom Argentina (principally in the Northern Region). Telefónica has the dominant market share for provision of telecommunications service in the Southern Region. Some of these competitors may be better capitalized than us and have substantial telecommunications experience. Accordingly, if economic conditions in Argentina improve and competitors increase their presence in the Northern Region, Telecom Argentina expects that it will face additional pressure on the rates it charges for its services and experience limited loss in market share in the Northern Region.

Internet and Data Services. We face nationwide competition in the Internet service market in Argentina from Telefónica, Gigared, Cablevisión (Fibertel) and Telecentro (providing a triple-play offer), among others. Our data services business faces competition from Telefónica, Grupo Telmex Argentina and from several providers of niche data services such as Impsat, IPlan and others.

Mobile Telecommunications Services

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Mobile Telecommunications Services in Argentina. The mobile telecommunications market in Argentina has been open to competition since 1993 and was expanded to include PCS services in 1999. In addition, GSM technology has created intense competition for subscribers among the various service providers, including giving rise to severe pricing pressure, significant handset subsidies and increased sales incentives provided to dealers. The introduction of 3G technology since May 2008 has allowed operators to focus competition on Value Added Services.

Currently, there are three operators providing nationwide mobile telecommunications services. These three operators are Personal, Telefónica Móviles Argentina and América Móvil. Nextel competes on a limited level, offering trunking telephony services in Buenos Aires and selected cities in the interior, in addition to offering mobile telecommunication services in those cities.

América Móvil, operating in Argentina under the trade name Claro (formerly CTI), is one of the country's largest mobile operators in terms of number of subscribers and has provided STM cellular services in the Northern and Southern Regions outside of the AMBA since 1994 through the 850 MHz band (25 MHz in each region). Claro also holds a 40 MHz license for its PCS services in the AMBA and a 20 MHz license for PCS in each of the Northern and Southern Regions. In addition, as a result of the Spectrum Public Auction, Claro was awarded the PCS frequency bands 1,867.5-1,870 MHz and 1,947.5-1,950 MHz for the Southern Region, 1,892.5- 1,895 MHz and 1,972.5-1,975 MHz for the

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Northern Region and 1,870-1,875 MHz and 1,950-1,955 MHz for the AMBA and SCMA frequency bands 1,720-1,730 MHz and 2,120-2,130 MHz, while the SCMA 723-738 MHz and 778-793 MHz have not been yet awarded.

Telefónica Móviles, operating in Argentina under the trade name Movistar, is another of the largest mobile operators in Argentina in terms of number of subscribers. Movistar is the result of Telefónica's merger of Unifón and Movicom in 2005. Movistar operates in the AMBA through the 850 MHz band with a total of 30 MHz, and a total of 20 MHz for PCS. It also holds a total of 50 MHz for its PCS licenses for the Northern Region, and a total of 25 MHz for its PCS license in the Southern Region. This Southern Region is Unifón's original service area, where it also holds a 25 MHz license for STM. In addition, as a result of the Spectrum Public Auction, Movistar was awarded the SCMA frequency bands 1,710-1,720 MHz, 2,110-2,120 MHz, while the 703-713 MHz and 758-768 MHz have not been yet awarded.

Nextel Argentina provides trunking telephony and other telecommunications services in Buenos Aires and cities in the interior. Nextel Argentina's service currently focuses on business subscribers in the main cities of Argentina.

Meanwhile Personal holds a non-exclusive, non-expiring license to provide mobile telephony services (STM) in the Northern Region of Argentina holding 25MHz in 850MHz frequency bands, and licenses to provide data transmission and VAS throughout the country, as well as registration for national and international long distance services. In addition, Personal holds non-expiring licenses to provide mobile radio communication services (SRMC), holding 12,5MHz in 850MHz frequency bands in AMBA, and non-expiring licenses to provide PCS services nationwide. To provide PCS Personal holds 30MHz in 1900 frequency band in the AMBA, 20 MHz in the Northern Region, and 40 MHz in the Southern Region.

As a result of the Spectrum Public Auction, Personal was awarded additional frequency bands 830,25-834 MHz and 875,25-879 MHz for SRMC in AMBA (7,5MHz), and PCS frequency bands in 1890-1892,5 MHz and 1970-1972,5 MHz in the Northern Region (5 MHz) and 1862,5-1867,5 MHz and 1942,5-1947,5 MHz in the Southern Region (10MHz). Personal was also awarded 30 MHz for SCMA in 1730-1745 MHz and 2130-2145 MHz frequency bands, while the SCMA bands 713-723 MHz and 768-778 MHz, have not been yet awarded. All these frequencies were awarded for the term of 15 years.

The acquisition and retention of high-value customers continues to be a key factor to Personal's strategy, which is focused on maintaining customer's consumption through the launch of new products and services that enable retention of existing customers.

See Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 for additional details on Personal's license.

Mobile Telecommunications Services in Paraguay. Currently, there are four participants in the mobile telecommunications services market in Paraguay. As of December 31, 2014, Núcleo's major competitor was Tigo (a Millicom International Cellular subsidiary). The operators provide services through 2G and 3G technology. The Paraguayan market is highly competitive, where Tigo holds a great portion of the market (more than 50% of market share). In addition, in August 2012, Tigo acquired the major TV cable operator - which in turn held a portion of the 2,600 MHz band available for 4G Services -, thus widening its business and strengthening its position in the industry. Although the governmental authorities have expressed their intention to call for an auction for the awarding of additional frequency bands to provide 4G services throughout Paraguay, as of the date of this Annual Report there is no formal process initiated for this purpose.

REGULATORY AND LEGAL FRAMEWORK

REGULATORY FRAMEWORK

Regulatory Bodies and General Regulatory Framework

Telecom Argentina and Personal operate in a regulated industry. Regulation not only covers rates and service terms, but also the terms on which various licensing and technical requirements are imposed.

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Law No. 27,078 (Ley Argentina Digital or LAD) was published in the Official Bulletin on December 19, 2014, and has been in force since its publication. The new law incorporates major amendments to the regulatory framework applicable to the provision of telecommunication services in Argentina and creates the AFTIC, as a decentralized and autonomous agency within the scope of the PEN which shall act as the Regulatory Authority of the LAD.

Amendments to the regulatory framework include rules relating to prices and rates, for more information see Item 3 Risk Factors Risks associated with Telecom and its Operations The Pesification and freezing of rates may continue to adversely affect Telecom Argentina s revenues. As of the date of this Annual Report, Management of the Company is assessing the alternatives provided by the new law.

AFTIC will replace the SC and the CNC as its function is the regulation, control, supervision and verification concerning Information and Communication Technologies (ICT) in general, and in particular of the telecommunications, postal service and all those matters integrated to its field in accordance to the text of the LAD and the applicable regulations and the policies set by the National government. In addition, Article 87 of LAD establishes the transfer, under the scope of competence of the AFTIC, of the SC, of the CNC, of Argentina Soluciones Satelitales S.A. (ARSAT), of the *Correo Oficial de la República Argentina S.A.* (CORASA) and of the national plan *Argentina Conectada*.

However as of the date of this Annual Report, the AFTIC has not yet been established.

Until the LAD came in force, the activities of Telecom Argentina and Personal were supervised and controlled by the CNC as Control Authority, a governmental agency under the supervision of the SC (which was in turn supervised by the Ministry of Federal Planning, Public Investments and Services). The CNC was in charge of general oversight and supervision of telecommunications services. The SC had the power to develop, suggest and implement policies, which were applicable to telecommunications services, to ensure that these policies are applied, to review the applicable legal regulatory framework, to approve the frequency band scheme, to act as the enforcing authority with respect to the laws governing the relevant activities, to approve major technical plans, to approve tariffs for basic fixed services and to resolve administrative appeals filed against CNC resolutions, among others.

The principal features of the Telecom Group s regulatory framework in Argentina have been created by:

- the Privatization Regulations, including the List of Conditions;
- the Transfer Agreement;
- the Licenses granted to Telecom Argentina and its subsidiaries;
- the Rate Agreements; and

- various governmental decrees, including Decree No. 764/00, establishing the regulatory framework for licenses, interconnection, universal service and radio spectrum management.

Law No. 27,078 states that Decree No. 764/00 and its amendments shall remain in full force to the extent that the provisions of such Decree do not conflict with such Law until the Regulatory Authority has drawn up the regulations concerning the Licensing Framework for ICT Services, the Interconnection Regulation, the Universal Service Regulation and the Administration, Management and Control of the Spectrum Regulation. Also, the LAD states that Law No. 19,798 (*Ley Nacional de Telecomunicaciones* passed in 1972) and its amendments shall only prevail in respect of those regulations not opposing its provisions.

Núcleo, Personal s Paraguayan controlled company, is supervised by the Comisión Nacional de Telecomunicaciones de Paraguay, the National Communications Commission of Paraguay (CONATEL) and its subsidiary Envíos is supervised by the National Central Bank of Paraguay. Additionally, Telecom Argentina USA, Telecom Argentina s subsidiary in the United States, is supervised by the Federal Communications Commission (FCC).

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Licenses granted as of December 31, 2014

To Telecom Argentina

As of December 31, 2014, Telecom Argentina has been granted the following non-expiring licenses to provide the following services in Argentina:

- local fixed telephony;
- public telephony;
- domestic and international long-distance telephony;
- domestic and international point-to-point link services;
- domestic and international telex services;
- VAS, data transmission, videoconferencing and transportation of audio and video signals; and
- Internet access.

To the Company's subsidiaries

As of December 31, 2014, the Company's subsidiaries have been granted the following licenses:

- Personal has been granted a non-exclusive, non-expiring license to provide mobile telecommunication services (STM) in the Northern Region of Argentina and data transmission and Value Added Services throughout the country. In addition, Personal owns licenses to provide mobile radio communication services (SRMC) in the Federal District and Greater Buenos Aires areas, as well as a non-expiring license to provide PCS services throughout the country, and it is registered to provide national and international long-distance telephone services. Additionally, from November 2014, Personal has been granted 15-year licenses for the use of the frequencies resulting from the Public Auction.
- Núcleo has been granted a renewable five-year period license to provide mobile telecommunication services (STM) in Paraguay as well as PCS services in certain areas of that country. In addition, Núcleo has been granted a five-year renewable license to provide Internet services, data transmission and videoconferencing throughout the country.

Spectrum

Decree No. 671/14

Decree No. 671/14, published in the Official Bulletin on May 14, 2014, annulled Sections 2 and 3 of Decree No. 2,426 issued on December 13, 2012 which provided that the remaining spectrum in the 850 MHz and in 1,900 MHz bands had to be assigned to the state-owned operator ARSAT. Such remaining spectrum had been subject to a public auction process called for by SC Resolution No. 57/11, which later became ineffective for reasons of opportunity, merit and convenience.

Decree No. 671/14 also readjusts the previous assignments of the new spectrum bands, instructing the SC to implement the applicable measures to assign 108 MHz of the bands contained between 698-806 MHz as well as 120 MHz between the 1,710-1,770 and 2,110-2,170 MHz bands exclusively to the Land Mobile Service.

In addition, Decree No. 671/14 instructs the SC to call a public auction for this new spectrum plus the remaining spectrum in the 850 and 1,900 MHz bands mentioned above (band 1,900 MHz: 30 MHz in the Northern Region and AMBA; 35 MHz in the Southern Region, and band 850 MHz: 7.5 MHz in AMBA).

SC Resolution No. 17/14

SC Resolution No. 17, published in the Official Bulletin on May 16, 2014, assigns 120 MHz of the 1,710-1,770 MHz and 2,110-2,170 MHz bands to the Land Mobile Service. Previous assignments are considered ineffective.

In addition, SC Resolution No. 17 ratifies the suspension to make new assignments of frequencies in the band segments next to those from 1,770-850 MHz and from 2,170-2,200 MHz, a suspension that had been in effect since 2001.

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The Resolution also states that systems which are currently operated by other operators in the newly assigned bands must migrate within a two-year period away from the use of those bands. Those operators must contact the applicable Regulatory Authority, within 60 days from the publication of such Resolution, to coordinate their systems migration.

SC Resolution No. 18/14

SC Resolution No. 18, published in the Official Bulletin on May 19, 2014, assigns 108 MHz of the 698 to 806 MHz band to the Land Mobile Service, leaving previous assignments (broadcasting and fixed systems) without effect.

In addition, this Resolution, as well as Resolution No. 17/14 referred to above, provides that systems which are currently operated by other operators in the 698 to 806 MHz band must migrate within a two-year period away from the use of this bands, for which purpose they must contact the applicable Regulatory Authority, within 60 days of the publication of this Resolution, to coordinate their systems migration.

SC Resolution No. 37/14

SC Resolution No. 37, published in the Official Bulletin on July 7, 2014, approved the General Regulations for the Advanced Mobile Communications Service (Servicio de Comunicaciones Móviles Avanzadas or SCMA). This service is defined as a telecommunications wireless service which, by the use of digital access technology, supports low and high user mobility, high rates of data transfer, interoperability with other fixed and mobile networks, with capability for international roaming. The focus of the service is on the switch of packages that allow the use of a broad range of applications, including those based on multimedia content.

The SCMA shall be provided by using the 698 to 806 MHz band (108 MHz) and the 1,710 to 1,770 MHz and 2,110 to 2,170 MHz bands (120 MHz). A 60 MHz spectrum cap exists for each provider and all the national territory is considered as a sole Area of Use of this service.

The network technology and architecture may be chosen by each provider. However, certain minimum parameters are established such as supporting bandwidth channels of 10, 15 and 20 MHz, and reaching theoretical high peak speeds of 100 and 50 Mbps, for the descending and ascending connections respectively, for a 20 MHz channel and support high spectral efficiencies (5 and 2.5 bps/MHz, respectively, for each direction of transmission). It also sets forth minimum speeds of 14Mbps for the descending connections and 6Mbps for the ascending connections.

The SCMA shall be subject to the rules set forth in these Resolutions, the List of Conditions issued for the frequency bands auctions to be used for the provision of this service and the regulations to be approved to such effect.

SC Resolution No. 38/14

On July 7, 2014, SC Resolution No. 38 was published in the Official Bulletin. Such Resolution establishes: (i) a call for a Public Auction process (the Auction process) for the awarding of the remaining frequencies of the Personal Communication Services (Servicio de Comunicaciones Personales or PCS), of the Cellular Mobile Radiocommunication Services (Servicio de Radiocomunicaciones Móvil Celular or SRMC), as well as those of the new spectrum for the SCMA recently created and (ii) the approval of the Auction Terms and Conditions for simultaneous auction of the aggregate of the remaining spectrum in the 850 and 1,900 MHz Bands, and the 698 to 806 MHz bands, plus 90 MHz of the 1,710/1,770 2,110/2,170 MHz bands for the SCMA service (remaining out of the auction and available for further use, 30 MHz corresponding to the 1,755-1,770 sub-band and 2,155-2,170), respecting the corresponding spectrum caps (50 MHz for SRCM + PCS and 60 MHz for SCMA).

The above mentioned Terms and Conditions set forth the general principles and conditions of the auction, the applicable rules, the auction timetable, the Terms and Conditions purchase price (P\$200,000 pesos), the economic capacity (Equity of P\$1,500 million) and conditions of the offerors (they shall be telecommunications licensees), the economic-financial and technical documentation to be submitted for the prequalification, the coverage compliance obligations of the successful bidders, the base values of the frequency bands to be auctioned, and the procedures and formalities of the public auction.

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The Terms and Conditions organized the aggregate of the spectrum to be auctioned in 10 Lots:

- The first one, to be auctioned exclusively among entering operators who shall qualify for the public auction, shall be comprised of 20 MHz in the 1,900 MHz band for each of the three Regions, plus 20 MHz in the 700 MHz band and other 20 MHz in the 1,700/2,100 MHz band.
- Another six lots comprised by spectrum segments in the 850 and 1,900 MHz bands, which would allow Personal and the mobile operator Claro, to complete their respective spectrum caps taking into account that Movistar has already reached its cap in each of the Regions of operation of the SRMC and PCS services: Personal could acquire up to 5 MHz in the Northern Region, up to 7.5 MHz in the AMBA and up to 10 MHz in the Southern Region, while Claro could acquire up to 5 MHz in the Northern Region, up to 10 MHz in AMBA and up to 5 MHz in the Southern Region.
- And three final lots, comprised, each one, by combinations of segments of 20 or 30 MHz of new spectrum in the 700 and 1,700/2,100 MHz. bands (creating two lots of 50 MHz and the last one of 40 MHz, respectively).

The MHz base price for the bandwidth to be auctioned was fixed in U.S. dollars, as detailed below:

BAND	MHZ BASE PRICE (in millions of US\$)
SCMA (700 MHz)	9.87
SCMA (1.7/2.1 GHz)	9.44
SRMC	6.00
PCS Area I	1.00
PCS Area II	4.40
PCS Area III	0.60

The selection procedure for the best economic offer will consist of an auction of each of the Lots (The Public Auction).

The authorizations for the use of the frequencies subject to the public auction are granted for a fifteen (15) year period starting on the date on which the administrative act of choosing a bidder is notified. Once such period ends, the SC may extend it if expressly requested by the successful bidder (which extension shall be subject to the price and conditions to be determined by the SC).

The Terms and Conditions provide for certain coverage obligations to be reached within a five year period: localities of up to 500 inhabitants in the whole country and almost all the corridors of relevant federal and provincial roads, setting forth various intermediate stages for complying with such unfolding. It also imposes certain obligations of domestic roaming (which are not taken into account in the calculation of the coverage obligations) and for sharing of passive infrastructure with the incoming operators (in up to 50% of the sites that the latter must unfold). In addition, as consideration for the acquisition of even only one of the six lots corresponding to the SCRM or PCS services, the current mobile operators must guarantee that all their sites provide mobile Internet of at least 1Mbps (descending), by the end of the fifth year.

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On July 24, 2014, Personal acquired a copy of the Auction's Terms and Conditions, and on August 28, 2014 and September 4, 2014, made inquiries to the SC and requested clarifications on some of the provisions set forth in the Terms and Conditions. The Terms and Conditions were also acquired by Telefónica Móviles, AMX Argentina S.A. (Claro), Nextel S.A., Cablevisión S.A. and Arlink S.A., who also made several inquiries.

SC Resolution No. 62/14 issued on September 10, 2014 and published in the Official Bulletin on September 11, 2014, approved Amending Circular No.1 of the Terms and Conditions (and its Exhibit), pursuant to which the SC responded to inquiries made by the acquirers of the Terms and Conditions and amended some of the provisions included in it.

In addition, SC Resolution No. 64/14 issued on September 16, 2014 created a Pre-qualification Commission, consisting of CNC and SC representatives, which was in charge of issuing the prequalification reports regarding the offerors and any challenges that may arise.

On September 18, 2014, Personal submitted Pre-qualification and Background Forms in order to participate in the Public Auction, and the Pre-qualification Commission as provisioned in the Terms and Conditions requested and received from the CNDC a report which concludes that the potential awarding of frequencies to the four companies who tender offers in the Public Auction (Telecom

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Personal, Telefónica Móviles, Arlink and Claro) would not represent a situation which might threaten free competition in the current circumstances of the mobile telecommunications market, without any questionings or exceptions on this respect.

Based on said report of the CNDC and on the Opinion of the Pre-qualification Commission, the SC provided for Resolution No. 65/14, pre-qualifying Personal, as well as Telefónica Móviles Argentina S.A., Arlink S.A. and AMX Argentina S.A., to participate in the Auction process.

On October 31, 2014 the Public Auction process corresponding to the tender was held. Personal submitted its bids and won in the following Lots:

- For the SRM service, in Lot No. 2 (Band: 830.25-834 / 875.25-879);

- For the PCS service, in Lot No. 5 (Band: 1,890-1,892.5 / 1,970-1,972.5) and in Lot No. 6 (Band: 1,862.5-1,867.5 / 1,942.5-1,947.5);
and

- For the SCMA service, in Lot No. 8 (Band: 1,730-1,745 / 2,130-2,145 and Band: 713-723 / 768-778).

For the acquisition of these frequency bands, Personal has committed US\$ 658 million (currency of offer) in the Public Auction and its economic offer for the Lot No. 8 resulted the highest one offered in the Public Auction. In accordance to Article 48 of the Terms and Conditions, within the 20 days following the Public Auction, the SC will issue the act of awarding of the frequency bands to the winning companies.

Through SC Resolution No. 79/2014 the SCMA service was awarded to Personal, while SC Resolutions Nos. 80/2014, 81/2014, 82/2014 and 83/2014, that were published in the Official Bulletin of Argentina on November 27, 2014, provided that the following frequency bands are awarded to Personal:

SC Resolution	Lot No.		Frequency Band	Exploitation area/ (Service)	Amount paid millions of US\$	Capitalized cost of acquisition (in millions of P\$)
80/14	5	PCS	1890-1892.5 Mhz and 1970-1972.5 Mhz	Northern (3G)	5.0	43
81/14	2	SRMC	830.25-834 Mhz and 875.25-879 Mhz	AMBA (3G)	45.0	387
82/14	6	PCS	1862.5-1867.5 Mhz and 1942.5-1947.5 Mhz	Southern (3G)	6.0	51
83/14	8	SCMA			354.7	3,049

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1730-1745 Mhz and 2130-2145 Mhz Country (4G) partial awarding

410.7 (*) 3,530

(*) Includes P\$18 million corresponding to the tax on debits to bank accounts/ that were capitalized in the cost of the licenses.

On December 17, 2014, Personal made the payment of the auction amounts corresponding to the awarded frequency bands and provided the corresponding compliance guarantees. In the case of Lot 8, the payment was made on account of the single and total price offered for the referred Lot which amounted US\$ 602 million. Personal requested that the awarding of the frequency bands for the SCMA Services forming Lot 8 partially awarded to Personal by means of SC Resolution No. 83/2014 should be completed, and it made the corresponding reservation of rights, stating that the demanding commitments established by the Auction Terms and Conditions be computed as from the date in which the remaining frequency bands were awarded. If those frequency bands were not awarded to Personal, the Auction commitments should be redefined to establish which corresponds to the frequency bands effectively awarded.

The full awarding of Lot 8 becomes essential for the compliance with the commitments included in the Auction Terms and Conditions. Once such awarding that shall enable to access Frequency Bands SCMA 713-723/768-778 takes place, Personal shall pay the equivalent to US\$247.3 million (the remaining balance of the bid amount), and shall provide compliance guarantees for 15% of said amount.

The Auction Terms and Conditions established strict coverage and network deployment commitments which will require significant investments on the part of Personal.

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Some of the obligations stated in the Terms and Conditions are the following:

- Extend the SRMC, STM and PCS coverage in such a way that it reaches all locations with at least 500 inhabitants in a time period that shall not exceed 60 months.
- Upgrade the network infrastructure in a time period that would not exceed 60 months, in such a manner that in all the network locations where mobile Internet services are offered a minimum of 1 Mbps per user be guaranteed in the downlink for SRMC, STM and PCS.
- For the SCMA (Annex III of Terms and Conditions) progressive coverage obligations in the Argentine Republic territory are established, in five differenced stages, completed in the 60-month-period with coverage in locations with more than 500 inhabitants.

Taking into account that the awarding of SC Resolution No. 83/14 has been partial, Personal requested the SC that said terms be computed as from the awarding date of the 713-723 to 768-778 MHz band, thus completing the awarding of Lot 8.

Revocation of the License

Telecom Argentina's license is revocable in the case of non-compliance with certain obligations, including but not limited to:

- an interruption of all or a substantial portion of service;
- a modification of corporate purpose or change of domicile to a jurisdiction outside Argentina;
- a sale or transfer of the license to third parties without prior approval of the Regulatory Bodies;
- the sale, encumbrance or transfer of assets which has the effect of reducing services supplied without the prior approval of the Regulatory Bodies;

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- a reduction of ownership of Nortel in the capital stock of Telecom Argentina to less than 51%, or the reduction of ownership of Sofora in the capital stock with voting power of Nortel to less than 51%, in either case without prior approval of the Regulatory Bodies (as of December 31, 2014 all Nortel's ordinary shares belong to Sofora);
- any transfer of shares resulting in a direct or indirect loss of control in Telecom Argentina without prior approval of the Regulatory Bodies; and
- the bankruptcy of Telecom Argentina.

If Telecom Argentina's license is revoked, Nortel must transfer its interest in Telecom Argentina's capital stock to the Regulatory Bodies, in trust for subsequent sale through public auction. Once the sale of the shares to a new management group is performed, the Regulatory Bodies may renew the license of the Company under the terms to be determined.

Personal's licenses are revocable in case of non-compliance with certain obligations, including but not limited to:

- repeated interruptions of Personal's services as set forth in the List of Conditions;
- any transfer of the license and/or the related rights and obligations, without the prior approval of the regulatory authority;
- any encumbrance of the license;
- any voluntary insolvency proceedings or bankruptcy of Personal; and
- a liquidation or dissolution of Personal, without the prior approval of the regulatory authority.

According to the Auction Terms and Conditions for the awarding of frequency bands for SCMA (and some bands for SRMC and PCS), approved by SC Resolution No. 38/14, the authorization to use radio electric spectrum (as defined in the Auction) will be revocable under the following circumstances:

- repeated or persistent breaches of obligations related to quality indicators of services provided under the terms of the Regulation for the Quality of Telecommunications Services approved by SC Resolution No. 5/2013;

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- repeated or persistent failure of infrastructure sharing obligations and the conditions set for automatic roaming agreements established in the Terms and Conditions;
- repeated or persistent failure of the coverage obligations set in Annex III of the List;
- assignment, transfer, encumbrance, lease or sale to third parties of the authorization for the use of the awarded bands, without prior authorization from the Regulatory Authority.

Núcleo s licenses are revocable mainly in the case of:

- repeated interruptions of the services;
- any voluntary insolvency proceedings or bankruptcy of Núcleo; and
- non-compliance with certain obligations.

Liberalization of the Argentine Telecommunications Industry

In March 1998, the Argentine government issued Decree No. 264/98, introducing a plan for the liberalization of the Argentine telecommunications industry, (or the Plan). Decree No. 264/98 provided for the extension of the period of exclusivity with respect to the provision of Basic Telephone Services until sometime between October 8, 1999, and November 8, 1999, depending on the particular region. The Plan also provided for: (i) the immediate liberalization of paid telephone services and (ii) during July 1998, the liberalization of telephone service in rural areas. In addition, the Plan contemplated that in January 1999, data transmission services within the countries included in Mercosur would be open to competition, subject to the following conditions: (i) each of the Mercosur countries enters into agreements providing for the liberalization of these services and establishing similar regulatory bodies and (ii) reciprocity exists between countries with respect to the granting of licenses. Beginning in late 1999, two new operators, formed by independent operators, mobile operators and cable television operators were permitted to offer services. These new operators, together with the existing licensees of Basic Telephone Services, allowed customers to choose from four operators until the full liberalization of services occurred. The Plan also granted data transmission operators existing before the privatization of ENTel the right to operate domestic and international long-distance services by the end of 2000. Finally, the full liberalization of local, domestic and international long-distance services took place in November 2000. See Decree No. 764/00 below.

During the Transition Period (1998-1999), new regulatory obligations were also introduced with respect to quality and service targets applicable to both Telecom Argentina and Telefónica.

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As long-distance services were liberalized, competition was introduced by pre-subscription of long-distance service for locations with more than 5,000 clients. Following the introduction of Presubscription of Long-Distance Service, a call-by-call selection service will be installed. These requirements obligated the telephone companies to make significant investments and modifications to their networks.

During 1999, competition in local, national and international long-distance services was established among Telecom Argentina and Telefónica and Compañía Telefónica del Plata (CTP, Movicom Bell South) and Compañía de Telecomunicaciones Integrales S.A. (CTI, now Claro), the two new national operators permitted to offer services by Decree No. 264/98. Some provisions of Decree No. 264/98 and related resolutions were modified by Decree No. 764/00, mainly provisions related to licensing conditions, interconnection and Universal Service. Decree No. 764/00 established the general regulation of licenses and provided that each licensed company was allowed to launch its services in November 2000 when the full liberalization of the telecommunications market began. As of the date of this Annual Report, the main licensees providing local and/or fixed long-distance telephone service are Techtel (Telmex), Impsat (Level 3 Communication formerly Global Crossing), IPlan, Telecentro, Telefónica and Telecom Argentina.

Pursuant to the Plan, the liberalization of public telephone services began. On December 9, 1998, Telecom Argentina was granted (upon the subsequent issuance of SC General Resolution No. 2,627/98) a license to provide public telephone services in the Southern Region.

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Decree No. 764/00

Law No. 27,078 states that Decree No. 764/00 and its amendments shall remain in full force to the extent that the provisions of such Decree do not conflict with the law until the Regulatory Authority has drawn up the regulations concerning the Licensing Framework for ICT Services, the Interconnection Regulation, the Universal Service Regulation and the Administration, Management and Control of the Spectrum Regulation.

On September 5, 2000, the PEN issued Decree No. 764/00 which enacted four new regulations:

- the regulation of licenses for telecommunications services;

- the interconnection regulation;

- the regulation governing the administration, management and control of the radioelectric spectrum; and

- the Universal Service (SU) regulation.

The basic guidelines for these regulations are as follows:

1. General Regulation of Licenses. This regulation establishes a single nationwide license for the provision of all telecommunication services to the public, including fixed-line, mobile, national and international, irrespective of whether these services are provided through telecommunications infrastructure owned by the service provider. Under the regulation, a licensee's corporate purpose does not need to be exclusively the provision of telecommunications services and there are no restrictions on participation by foreign companies. In addition, the regulation does not establish any minimum investment or coverage requirements. Broadcasting service companies may also apply for a license to provide telecommunications services. The regulation further authorizes the resale of telecommunications services subject to obtaining a license. This regulation governs the license through which Telecom Argentina offers services in the Southern Region and supplements Telecom Argentina's obligations pursuant to its preexisting licenses.

2. Interconnection Regulation. Compared to the prior interconnection regulation (Decree 266/98), this regulation provides for a reduction in the reference interconnection prices in effect at the time. The regulation also increases the number of infrastructure elements and services that the dominant operator is required to provide, including interconnection at the local exchange level, billing services and unbundling of Local Loops. This regulation also introduces interconnection for number translation services (NTS) such as Internet, audiotext, collect calling and the implementation of number portability.

3. Regulation Governing the Administration, Management and Control of the Radioelectric Spectrum. This regulation establishes the principles and requirements governing the administration, management and control of the radioelectric spectrum. According to the regulation, authorizations or permissions will be granted subject to SC's right to substitute, modify or cancel them without any grantee right to indemnification. New grants of authorizations will have a minimum duration of five years. The authorizations or permissions for use of frequencies may not be transferred, leased or assigned, in whole or in part, without prior authorization by the SC.

4. Universal Service (SU) Regulation. Decree No. 764/00 required entities that receive revenues from telecommunications services to contribute 1% of these revenues (net of taxes) to the Universal Service Fiduciary Fund (the SU fund). The regulation adopted a pay or play mechanism for compliance with the mandatory contribution to the SU fund. The regulation established a formula for calculating the subsidy for the SU liability which takes into account the cost of providing this service and any foregone revenues. Additionally, the regulation created a committee responsible for the administration of the SU fund and the development of specific SU programs.

On June 8, 2007, the SC issued Resolution No. 80/07 which stipulated that until the SU Fund was effectively implemented, telecommunication service providers, such as Telecom Argentina and Personal, were required to deposit any contributions accrued since the issuance of such Resolution into a special individual account held in their name at Banco de la Nación Argentina. CNC Resolution No. 2,713/07, issued in August 2007, established how these contributions are to be calculated.

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• *SU Regulation established by Decree No. 558/08*

Decree No. 558/08, published on April 4, 2008, introduced certain changes to the SU Fund regime created by Decree No. 764/00. Decree No. 558/08 established that the SC would assess the value of service providers' direct program contributions in compliance with obligations promulgated by Decree No. 764/00. It would also determine the level of funding required in the SU Fund for programs pending implementation. In the same manner, in order to guarantee the continuity of certain projects, the SC was given the choice to consider as SU contributions certain other undertakings made by telecommunication services providers and compensate providers for these undertakings.

In defining Universal Service, the new regulation established two categories: (a) geographical areas with uncovered or unsatisfied needs and (b) customer groups with unsatisfied needs. It also determined that the SC would have exclusive responsibility for the issuance of general and specific resolutions regarding the new regulation, as well as for its interpretation and application.

It also established that the SC will review SU programs which were established under the previous regulation, guaranteeing the continuity of SU programs already being administered and implementing programs that had been under review. The financing of SU ongoing programs which were recognized as such will be determined by the SC, whereas telecommunications providers appointed to participate in future SU Programs will be selected by competitive auction.

The Decree requires Telecom Argentina and Telefónica to extend the coverage of their fixed line networks, within their respective original region of activity, within 60 months from the effective date of the Decree's publication.

The Decree requires telecommunications service providers to contribute 1% of their revenues (from telecommunication services, net of taxes) to the SU Fund and keeps the pay or play mechanism for compliance with the mandatory monthly contribution to the SU Fund or, to claim the corresponding receivable, as the case may be.

Providers of telecommunications services shall rely on the assistance of a technical committee made up of seven members (two members appointed by the SC, one member appointed by the CNC, three members appointed by the telecommunication services providers—two of which shall be appointed by Telecom Argentina and Telefónica and one by the rest of the providers—and another member appointed by independent local operators). This technical committee is informed by the SC of the programs to be financed and is responsible for managing and controlling the SU Fund, carrying out technical-economic evaluations of existing projects and supervising the process of competitive auction and adjudication of new SU programs, with prior approval by the SC.

The technical committee has been created and it is fully operative. Additionally, telecommunications service providers had already sent the proposed Fiduciary agreement to the SC. The SC approved it in January 2009 through Resolution No. 7/09.

On April 4, 2009, by means of SC Resolution No. 88/09, the SC created a program denominated Telephony and Internet for towns without the provision of Basic Telephone Services—that will be subsidized with funds from the SU Fund. The program seeks to provide local telephony, domestic long-distance, international long-distance and Internet services in towns that did not provide Basic Telephone Services. The proposed

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projects approved by the SC would be sent to the technical committee of the SU Fund so that availability of funds can be evaluated and they can be included in an auction process provided for in Decree No. 558/08.

On December 1, 2010, the SC issued Resolutions No. 147/10 and No. 148/10, approving Internet for educational institutions and Internet for public libraries programs, respectively. These programs aim to provide the Broadband Internet service to state-run educational institutions and public libraries, respectively, and would be implemented using SU Fund resources, through public biddings. The first bid for the Internet for educational institutions program for 4,900 schools, was awarded to Telecom Argentina, among others. Telecom Argentina is finishing the installation of the last project facilities, which will reach 1,540 schools and generate revenue to us from the FFSU of approximately P\$5 million per year for a period of 5 years. On the other hand, the auction Internet for public libraries program was cancelled by the Regulatory Authority to be redefined. Also, during 2012, the auction Telephony and Internet for towns without provision of Basic Telephone Service took place according to Resolution No. 88/09, which involved the service provision in 430 locations. Personal presented its offer to the auction. As of the date of this Annual Report, the auction program has yet to be drawn up.

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On November 11, 2010, the SC issued Resolution No. 154/10 adopting the methodology for the deposit of the SU contributions to the trustee's escrow account. The Resolution includes several provisions related to the determination of the contributions that correspond to the periods before and after Decree No. 558/08 was issued. It also states that telecommunication providers may discount the amounts incurred in the implementation of the SU Initial Programs from the contributions to the SU Fund until the SC determines if those Initial Programs qualify as such. However, if as a result of the SC's verification some amounts are not recognized as Initial Programs, those amounts would have to be contributed into the SU Fund or would have to be allocated to develop SU projects previously approved by the SC.

On December 30, 2010, the trustee notified Telecom Argentina and Personal of the trustee's escrow account number in which they shall deposit the SU contributions under the provisions of SC Resolution No. 154/10.

On January 26, 2011, the SC issued Resolution No. 9/11 establishing the Infrastructure and Facilities Program. The Resolution provides that telecommunication service providers can contribute to the projects in this program only the amounts corresponding to their pending SU contributions under Annex III of Decree No. 764/00, before the effective date of Decree No. 558/08.

•*SU Fund in Telecom Argentina*

By the end of 2002, the SC formed a working group responsible for analyzing the method to be applied for measuring the net costs of SU performance—particularly, the application of the Hybrid Cost Proxy Model (the HCPM Model), based on the incremental cost of a theoretical network. The working group was also tasked with defining non-monetary benefits and determining the methodology for its calculation, in order to assess the costs that would be offset due to performance of SU obligations. The working group decided that, given the complexity of this methodology, efforts should be made to continue the initial programs independently from application of the HCPM Model, and that there was a need to carry out a comprehensive review of the present general regulations relating to SU to ensure that these regulations were operative in the near term considering the existing social needs.

Several years after the deregulation of the market and effectiveness of the first SU regulations, incumbent operators have not received any set-offs for the services rendered under the SU regime.

Pursuant to SC Resolutions No. 80/07, SC No. 154/10 and CNC No. 2,713/07, Telecom Argentina has filed its monthly calculations since July 2007 for the review of the Regulatory Authority and estimated a receivable of \$1,742 (unaudited). This receivable has not yet been recorded as of December 31, 2014 since it is subject to the approval of the SU programs, the review of the SC and the availability of funds in the SU Trust.

On April 8, 2011, the SC issued Resolution No. 43/11 notifying Telecom Argentina that investments associated with High-Cost Areas amounting to approximately P\$1,496 million since July 2007 through March 2, 2015 (the date of issuance of the consolidated financial statements as of December 31, 2014), and included in the above-mentioned receivables are not considered an Initial Indicative Program. Such resolution was appealed by Telecom Argentina. As of the date of this Annual Report, the outcome of this appeal is still pending.

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Telecom Argentina was notified of SC Resolutions No. 53, 54, 59, 60, 61, 62, 69 and 70/12, pursuant to which the Special Service of Information 110, the Discounts for Retired People, Pensioners and Low Consumption Households, the services of Social Public Telephony and Loss-Making Public Telephony, the Services and Discounts relating to the Information Society Program argentin@internet.todos, the Services for Deaf-Mute People, the Free Access to Special Emergency Services and Special Community Services, the Value Added Service 0611 and 0612 and the Long Distance Semipublic Service, respectively, did not qualify as an Initial Indicative Program, pursuant to the terms of Article 26 of Annex III of Decree No. 764/00, and that, they did not constitute different services involving a SU provision, and therefore they cannot be financed with SU funds, pursuant to the terms of Article 2 of Decree No. 558/08.

Telecom Argentina's Management, with the advice of its legal counsel, has filed appeals against SC Resolutions Nos. 53, 54, 59, 60, 61, 62, 69 and 70 presenting legal arguments based on which such resolutions should be revoked. The deductions that were objected to by the SC Resolutions amount to approximately P\$633 million and are included in the credit balance mentioned in the third paragraph of this Section.

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On September 13, 2012, the CNC required Telecom Argentina to deposit approximately P\$208 million. Telecom Argentina has filed a recourse refusing the CNC's request on the grounds that appeals against the SC Resolutions are still pending of resolution. However, it cannot be assured that these issues will be favorably resolved at the administrative stage, or, later at a judicial stage.

On March 19, 2014 the CNC notified Telecom Argentina of a claim in connection with an alleged breach of Resolution No. 2,516/13 (as amended Resolution No. 3,998/13) stating that Telecom Argentina had omitted to submit the SU calculations corresponding to the period January 2001 - June 2007 and ordering Telecom Argentina to submit such calculations and, if applicable, to make the corresponding penalty payments.

As of the date of this Annual Report, Telecom Argentina has filed a response to defend its rights and requested that the CNC rescind the claim.

•*SU Fund in Personal*

Since January 2001, Personal has recorded a liability related to its obligation to make contributions to the SU Fund. In addition, since July 2007 and in compliance with SC Resolution No. 80/07 and No. 154/10 and CNC Resolution No. 2,713/07, Personal deposited the correspondent contributions of approximately P\$112 million into an account held under their name at the Banco de la Nación Argentina.

During the first quarter of 2011, the above-mentioned funds were transferred to the trustee's escrow account, in compliance with the provisions of SC Resolution No. 154/10 previously described. Since January 2011, the SU Fund monthly contributions are now being made into such escrow account.

On January 26, 2011, the SC issued Resolution No. 9/11 establishing the Infrastructure and Facilities Program. The Resolution provides that telecommunication service providers can contribute to the projects in this program only the amounts corresponding to their pending SU contributions under Annex III of Decree No. 764/00, before the effective date of Decree No. 558/08.

In March 2011, Personal submitted to the SC a P\$70 million investment project, pursuant to SC Resolution No. 9/11, for the development of network infrastructure in locations in the Northern Region of Argentina with no mobile coverage. Personal submitted its calculations from 2001/2007 related to the mentioned project to be financed through its own SU contribution of such periods as required by the SC.

On April 9, 2014 Personal filed an amended proposal for the project pursuant to the SC's request. This new filing consists of additional detailed information about the project's scope. As of the date of this Annual Report the Project is pending of approval.

On July 5, 2012, the SC issued Resolution No. 50/12 pursuant to which it notified that the services referred to by the Mobile Communications Services Providers, which were filed as High Cost Areas or services provided in non-profitable areas, services provided to clients with physical

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limitations (deaf-mute and blind people), rural schools, and the request relating to the installation of radio-bases and/or investment in the infrastructure development in various localities, do not constitute items that may be discounted from the amount of contributions to the SU pursuant to the last part of Article 3, of Resolution No. 80/07, or Article 2 of Decree No. 558/08. It also provides that certain amounts already deducted may be used for investment projects within the framework of the Program of SC Resolution No. 9/11, or deposited in the SU Fund, as applicable.

Personal has filed an administrative action against SC Resolution No. 50/12 requesting its nullity. As of the date of this Annual Report, this matter is still pending.

On October 1, 2012, responding to an SC's requirement, Personal deposited under protest approximately P\$23 million in the SU Fund, corresponding to the assessment of the SU services provided by Personal since the issuance of Decree No. 558/08, reserving its right to take all actions it may deem appropriate to claim its reimbursement, as informed to the SC and the CNC on October 15, 2012. Since August 2012, Personal has paid its monthly calculations under protest of those concepts.

It cannot be assured that this issue would be favorably resolved in the administrative stage, or, later at a judicial stage.

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• *Amendments of Law No. 27,078 (LAD) to the SU*

The LAD introduced substantial modifications to the SU regulations pursuant to Decree No. 558/08. Among its provisions the LAD establishes the creation of a new FFSU and the fact that the investment contributions corresponding to the SU programs be managed through said fund, whose assets shall belong to the National government.

The licensees of ICT services shall be obliged to make investment contributions to the FFSU equivalent to one per cent (1%) of the total accrued revenues for the provision of the ICT services included in the scope of application of the law, net of imposed taxes and charges. The investment contribution shall not be transferred to the users whatsoever. In turn, the Regulatory Authority may dispose of, once the SU objectives are reached, the total or partial, permanent or temporary exemption, of the obligation to perform said investment contributions.

The Law also establishes that by virtue of that set forth by Sections 11.1 and 11.2 of the Management Trust Agreement of the FFSU of Decree No. 558/08, the resources therein foreseen in Section 8 of Annex III of Decree No. 764/00 and its amendments shall be integrated to the FFSU created by the LAD in the conditions determined by the Regulatory Authority.

The SU funds will be applied by means of specific programs. Its content and the corresponding awarding mechanisms shall be defined by the Regulatory Authority who may entrust the execution of these plans directly to the entities included in Section 8, paragraph b, of Law No. 24,156, or, complying with the selection mechanisms that may correspond, respecting publication and competition principles, to other entities.

As of the date of this Annual Report, the new FFSU has not been established.

Administrative complaint in connection with the service cuts affecting Telecom Argentina and Personal s customers

In the normal course of business, telecommunication service providers face the possibility of incidents in their networks or other assets which could have varying impacts on the services provided to customers. The regulatory framework applicable to Telecom Argentina and Personal provides for the possibility of interruptions in the provision of services and also allows for the suspension of service in case of unforeseen circumstances or force majeure. In particular, the list of conditions of the Mobile Telephony Service (approved by Decree No. 1,461/93) and the General Regulation of Individual Communications Service (approved by SC Resolution No. 60/96) provide for a penalty regime taking into account the period of the service interruption, exempting from any sanction the total service provision interruption of no more than 24 hours and partial service interruptions for periods of less than seven days. The Telecom Group seeks to prevent such incidents, and, in case of any occurrence, ensure their resolution as soon as possible.

However, the CNC has initiated various administrative procedures against Telecom Argentina and Personal related to various network incidents, including some originated by cases of unforeseen circumstances or force majeure, imposing penalties of various amounts for the companies of the Telecom Group.

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The more relevant administrative sanctions are as follow:

Date of the incident	Company	Approximate duration of the incident and impact	Sanctions
06/12/2012	Telecom Argentina	2½ hours (affecting certain services in some cities)	Fine of approximately P\$0.6 million.
06/12/2012	Personal	2½ hours (affecting certain services in some cities)	Fine of approximately P\$0.6 million and P\$10 of reimbursement to each customer affected, with a penalty of P\$4,690 for each day of delay in complying with the reimbursement.
03/08/2013	Personal	2 hours (affecting certain services in some cities)	Fine of P\$6 million and P\$30 of reimbursement to each customer affected, with a penalty of P\$140,700 for each day of delay in complying with the reimbursement.
04/02/2013	Personal	Service provision affected by the flooding of La Plata city.	Fine of approximately P\$2 million and P\$60 of reimbursement to each customer affected, with a penalty of P\$140,700 for each day of delay in complying with the reimbursement.
05/10/2013	Personal	10 hours (affecting certain services in some cities)	Fine of approximately P\$0.6 million and a daily fine of P\$1,407 per day of delay in complying with reporting required by the CNC with respect to the incident.

Telecom Argentina and Personal have filed their defenses against such penalty procedures in the administrative stage, arguing that these penalties should not be imposed. As of the date of this Annual Report, these penalty procedures are not final. However, it cannot be assured that a favorable result will be obtained at the administrative stage.

SC Resolution No. 1/13

On April 8, 2013, SC Resolution No. 1/13 was published in the Official Bulletin, requiring that all mobile operators guarantee the availability of network service, even in emergency situations, in which case the normal provision of mobile services must be restored in a maximum period of one hour. Mobile operators must, in all cases, prioritize the access to emergency services in the affected areas.

In addition, SC Resolution No. 1/13 established that mobile operators provide, within 45 days, a contingency Plan for emergency situations, for purposes of guaranteeing the continuity of services in such circumstances.

As of the date of this Annual Report, Personal has appealed SC Resolution No. 1/13 stating that the resolution should be repealed. However, Personal has met its commitment to present a Contingency Plan for emergency situations under the requirements of the resolution.

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On January 26, 2015, the CNC provided comments on Personal's Contingency Plan and also required the reporting of the measures chosen to implement the Plan and the status thereof. As of the date of this Annual Report, Personal is analyzing the comments received by the CNC and the amendments to be made to the Contingency Plan which had been timely submitted.

SC Resolution No. 5/13

On July 2, 2013, SC Resolution No. 5/13 was published in the Official Bulletin. This resolution approved a telecommunication service quality regulation, establishing, among others, new quality parameters required for telecommunication services provided through mobile and fixed public networks, for all the operators in Argentina, as well as the obligation to provide periodic information to the CNC.

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CNC Resolution No. 3,797/13 was published in the Official Bulletin on November 13, 2013, supplementing SC Resolution No. 5/13 and approving the Audit Procedures and Technical Verification of Service Quality Regulation of Telecommunications Services Manual.

Pursuant to the provisions of CNC Resolution No. 3,797/13, Telecom Argentina and Personal have submitted their respective Technical Reports (detailed technical specifications of the measurement process) and have made their submissions providing the required information pursuant to the provisions of SC Resolution No. 5/13.

On August 14, 2014 the CNC notified Telecom Argentina and Personal that the audits and technical verifications that the Regulatory Authority shall perform on the supply of services regarding licenses of Telecom Argentina and Personal will be performed following the processes and methods of measurement exhibited in the respective presentations of the Technical Reports. The CNC also notified the Company that these shall be carried out using the principles set forth in SC Resolutions No. 5/13 and CNC No. 3,797/13. Notwithstanding, the CNC is developing verification tasks of the mobile services by means of tests of calls and data with measuring mobile devices in different locations of the country using procedures different from those defined in the Quality Regulation and is also making available the results by publishing them at www.quenosecorte.gob.ar.

Within the scope of said verifications, the CNC has initiated penalty processes against Personal for alleged non-compliance with CNC Resolution No. 3,797/13. The Management of Personal has in a timely basis submitted its defense against these claims.

Since the enforceability of this Resolution is subject to the compliance of certain steps for its implementation with the previous approval of the CNC, the Company and Personal have carried out the corresponding reservations of their rights in each of their submissions. In addition, the Company has stated in its different submissions that, due to the special circumstances that affect its tariff structure, the compliance of the burdensome operative and customer service parameters set forth in SC Resolution No. 5/13 should not apply.

New Regulation implementing billing per second.

Resolution No. 26/13 issued on December 17, 2013 changed the billing unit of pricing for calls originating on mobile services and the mechanism for informing the CNC of the conditions of existing commercial plans. The new resolution establishes that calls originated by users of mobile communications will be charged per second and the billing of each call will consist of a fixed value corresponding to the initial communication block (including up to the first 30 seconds), plus additional charges per second after the 30th second of communication has elapsed.

Personal has made the necessary implementations to comply with the new provisions. Also, the CNC has initiated audits designed to verify the compliance of Personal with the implementation of the new billing method. The CNC has initiated compliance-related sanctions to which Personal has already responded. Personal does not anticipate an unfavorable outcome from this sanction process.

Disclosure of Mobile Communication Services Information

On June 11, 2014, Joint Resolution No. 29 of the SC and No. 81 of the Secretary of Commerce was published in the Official Bulletin, establishing new rules concerning the information that mobile communication services providers must disclose to consumers, regularly and free of charge. The Resolution became effective at the end of July, 2014.

Personal has made the necessary developments in its systems, in accordance with the timetable submitted to the CNC on July 22, 2014. However, the CNC has begun audits for purposes of verifying compliance with such Resolution, initiating a sanctioning procedure in which Personal has filed its response in defense of its rights.

Increase in the Regulator's Penalty Activities

Telecom Argentina is subject to various penalty procedures, in most cases promoted by the Regulatory Authority, for delays in the reparation and installation of service to fixed-line customers. Although generally a penalty considered on an individual basis does not have a material effect on Telecom Argentina's equity, there is a significant disproportion between the amounts of the penalty imposed by the Regulatory Authority and the revenue that the affected customer generates to Telecom Argentina.

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Since fiscal year 2013, the CNC significantly increased its penalty activities, increasing the amount of charges and sanctions, as well as the individual amount of each of the latter. In several cases the sanctions imposed on during 2013 had twice the economic value of those imposed to Telecom Argentina in previous periods for the same alleged infringements and this trend continued during 2014. As a result of the above, and notwithstanding the defense arguments submitted by Telecom Argentina at the administrative stage, sanctions and charges received (measured in terms of alleged infringements) increased 74% and 175%, respectively (2014 vs. 2013).

In determining the provisions for regulatory charges and sanctions, the Telecom Argentina's Management, with the assistance of its legal counsel, determines the likelihood of such sanctions being imposed, the amount thereof based on historical information and judicial precedents, also contemplating various probable scenarios of statute of limitation for charges and sanctions received, the current levels of execution of sanctions and the eventual results of legal actions that Telecom Argentina has undertaken to demonstrate, among other things, the disproportionate sanctions imposed by the Regulatory Authority since 2013.

Telecom Argentina has recorded certain provisions that it deems sufficient to cover the above mentioned sanctions and charges, for further information see Note 2.k) to the Consolidated Financial Statements as of December 31, 2014.

Rates

Rate Regulations

Rate Rebalancing. At the time of ENTel's privatization, the need for a future amendment of rates to rebalance the pricing of domestic and international charges was foreseen. Subsequent agreements established the right of licensees to a Rate Rebalancing and set forth some methods to implement a new rate structure.

Decree No. 92/97 provided for a significant reduction in domestic and international long-distance rates, an increase in basic telephony charges, the elimination of Free Pulses and an increase in urban rates. The Rate Rebalancing was undertaken as part of the Argentine government's plan to create a competitive environment in the Argentine telecommunications industry. One of the main principles of the Rate Rebalancing was to have a neutral effect on the licensee's revenues.

The new rate schedule was intended to reduce cross-subsidies (particularly those existing between urban and long-distance services) to create a competitive environment beginning in the year 2000. Decree No. 2,585/91 established that the Rate Rebalancing should have a neutral effect on the licensee's revenues. In developing the rate structure implemented by Decree No. 92/97, the Argentine government relied on studies which demonstrated that because of the elasticity of demand for telephone service, an increase in demand for lower-priced services would compensate for the rate reductions. Decree No. 92/97 established corrective methods to facilitate neutral results on revenues.

The variation in revenues resulting from the Rate Rebalancing for the two-year period beginning February 1997 was determined to amount to an increase of P\$9.5 million in accordance with SC Resolution No. 4,269/99. As a result, during fiscal year 2007, Telecom Argentina recorded a liability on the CNC final results, which was shown as a deduction from the Resolution No. 41/07 receivables. In April 2009, the CNC notified

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the offsetting of the P\$9.5 million Rate Rebalancing amount with the Resolution No. 41/07 receivables (See Rates Regulations Tax Stability: Social Security Contribution Variations), thus ratifying the registration made by Telecom Argentina.

Historical Rates. The following table sets forth certain of our maximum monthly rates for various components of local service and domestic long-distance service which have been in effect since 1999:

		Maximum rate (1)
<i>Residential:</i>		
Installation charge per line	P\$	150
Monthly Basic Charge per line	U.S. Dollars (2)	13.23
<i>Commercial:</i>		
Installation charge per line	U.S. Dollars (2)	150
Monthly Basic Charge per line	U.S. Dollars (2)	27.30
<i>Prices:</i>		
Price per pulse (nominal)	U.S. Dollars (2)	0.0469

(1) Figures shown do not include value added tax charged to customers.

(2) In accordance with Public Emergency Law, these rates were pesified at the exchange rate US\$1.00 to P\$1.00.

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Price Cap. The List of Conditions required that rates undergo an annual reduction until the Regulatory Bodies determine that there is effective competition in the markets we serve. The Price Cap was a regulation method applied in order to calculate changes in Telecom Argentina's rates, based on changes in the U.S. C.P.I. and an efficiency factor. A 2% (measured in real U.S. dollar terms) reduction in the prior year's rates was required for each of the third through the seventh year following the Transfer Date (through November 7, 1997). In addition, following the extension of the exclusivity period, rates were required to be 4% lower (measured in real dollar terms) than the prior year's rates. This requirement was maintained pursuant to the Rate Agreement, whereby Telecom Argentina was permitted to effect aggregate rate reductions by lowering rates for some or all categories of service, provided that net reductions meet the applicable targets. The application of annual reductions to the general level of rates established in the List of Conditions (Price Cap) has been implemented mainly by reducing the long-distance rates and (in Price Cap 1998) discounts to certain public entities, including the fire departments and public libraries. The CNC notified Telecom Argentina of the completion of the Price Cap 1998 audit which did not show any balance that needed to be applied. As a result of the 1999 Price Cap audit process and Telecom Argentina's reviews, the Regulatory Authority notified us, in August 2009, of the existence of an outstanding balance of P\$3.1 million plus interest. Telecom Argentina has offset this amount with the credit resulting from SC Resolution No. 41/07. See Rates Regulations Tax Stability: Social Security Contribution Variations.

On April 6, 2000, the Argentine government, Telefónica and Telecom Argentina signed an agreement (Price Cap 2000) that set the Price Cap efficiency factor at 6.75% (6% set by the SC and 0.75% set by Telecom Argentina and Telefónica) for the period of November 2000 to October 2001.

The 2000 Price Cap audit results are still pending. Should the outcome of these audit results yield a payable by Telecom Argentina, this payable can be offset with the receivables generated by Resolution No. 41/07. See Rates Regulations Tax Stability: Social Security Contributions Variations.

In April 2001, the Argentine government, Telefónica and Telecom Argentina signed an agreement (2001 Price Cap) that set an efficiency factor for reduction of rates at 5.6% for the period from November 2001 to October 2002.

However, in October 2001, a preliminary injunction against Telecom Argentina disallowed Telecom Argentina to apply rate increases by reference to the U.S. C.P.I. Telecom Argentina appealed this injunction arguing that if one part of the formula could not be applied, the Price Cap system should be nullified. Finally, Public Emergency Law No. 25,561 explicitly prohibited rate adjustments, resulting in the Pesification and the freezing of the regulated rates.

Installation Charges. Under the Rate Agreement, Telecom Argentina was required to gradually reduce installation charges so as to achieve pricing levels equal to those for internationally mature networks (estimated in the Rate Agreement to be US\$250) and to eliminate distinctions between residential and commercial users. Decree No. 92/97 established that, beginning in November 1997, installation charges could not exceed the amount charged in mature international markets. According to this decree, the current maximum permitted charge is US\$150 (pursuant to the Public Emergency Law, this charge was pesified at the exchange rate of US\$1.00=P\$1.00).

Monthly Basic Charges. Until the effective date of Decree No. 92/97, customers were entitled to a certain number of Free Pulses per line depending on the category of each customer and the number of lines in the area. As a result of the application of Decree No. 92/97 and in order to offset rate reductions for domestic and international long-distance services, Free Pulses were eliminated for all categories of customers and monthly basic charges were equalized throughout the country. Decree No. 92/97, however, provided for a special reduced rate that is available to certain retired people and low-consumption residential customers.

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Long-Distance Rates. Decree No. 92/97 reduced the average weighted domestic long-distance rate by approximately 33%. Under this revised rate schedule, interurban rates were significantly reduced, with maximum long-distance rates reduced by 56%. Calls within Provincial Code 1 (up to 30 km) made within provincial cities are billed at an urban rate.

Letter of Understanding Relating to Basic Services. Pursuant to the Letter of Understanding 2006, described under Letters of Understanding (LOU) with the UNIREN the government has agreed

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that Telecom Argentina can increase the termination charges applied to incoming international calls and reduce the time bands for off-peak local rates.

Tax on Deposits to and Withdrawals from Bank Accounts (IDC). On February 6, 2003, the Ministry of Economy and Public Finance, through Resolution No. 72/03, defined the method to allow, going forward, rate increases on Basic Telephone Services reflecting the impact of the IDC. The amount of tax charged must be shown separately in customers' bills. Telecom Argentina has determined the existence of a remaining unrecovered amount of approximately P\$23 million that arose before the issuance of Resolution No. 72/03. Telecom Argentina planned to claim such amount within the rate renegotiation process. In April 2007, Telecom Argentina provided the CNC with supporting documentation about this amount for its audit. Telecom Argentina had access to the CNC's audit documentation which corroborates the amounts claimed by Telecom Argentina and its application of a similar offsetting method pursuant to Resolution No. 41/07 described below. As a result, the Company recorded as Non-current Other receivable a total of P\$23 million.

Tax Stability: Social Security Contribution Variations. On March 23, 2007, the SC issued Resolution No. 41/07 relating to the impact of variations in social security contributions occurring over the past several years and the proposed use for the resulting savings and increases in contribution rates that have occurred. Pursuant to Resolution No. 41/07, Telecom Argentina may offset the impact of costs caused by increases in social security contribution rates that have been implemented in accordance with the applicable regulations against the savings caused by reductions in the levels of social security contributions initially earmarked for the argentina@internet.todos Program.

Telecom Argentina's implementation of Resolution No. 41/07 was subject to CNC audits, which were carried out during the third quarter of 2007. Telecom Argentina gained access to the documentation related to the CNC's audits and it showed no significant differences as compared to the net amounts that Telecom Argentina had determined.

Consequently, Telecom Argentina recorded a receivable from increases in social security contributions and canceled payables stemming from reductions in social security contribution rates and other fines due by Telecom Argentina. As of December 31, 2014, Telecom Argentina has a net receivable of P\$62 million which, in addition to the receivable of P\$23 million corresponding to the IDC, is included in the line item Other receivables as non-current receivables.

Since Resolution No. 41/07 gives Telecom Argentina the right to offset receivables with existing and/or future regulatory duties and, given its intention to exercise this right, the receivable was recorded net of provisions. As of December 31, 2014, the provisions corresponding to these regulatory duties amounted to P\$85 million.

In 2014, Telecom Argentina continued its practice of billing customers for the increases in its social security contribution rate accrued from October 2008, applying the same method used to bill the IDC.

Renegotiation of agreements with the Argentine government

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Telecom Argentina's tariff scheme and procedures are detailed in the Tariff Agreement entered into by Telecom Argentina and the Argentine government in November 1991, as amended in February 1992 (the "Tariff Agreement"). Pursuant to the Tariff Agreement, all rates were to be calculated in U.S. dollars and converted into Argentine pesos at the time the customer was billed using the exchange rate existing at that time. Under the Convertibility Law that was effective until January 2002, the applicable exchange rate was P\$1 to US\$1. Rates were to be adjusted twice a year in April and October based on a variation of the U.S. Consumer Price Index ("CPI"). These adjustments were not applied since 2000 according to a resolution of the SC.

Additionally, in January 2002, the Argentine government enacted Law No. 25,561, *Ley de Emergencia Pública y Reforma del Régimen Cambiario* (the "Public Emergency Law"), which provided, among other aspects, for the following:

- The pesification of rates;
- The elimination of dollar or other foreign-currency adjustments and indexing provisions for rates;
- The establishment of an exchange rate for dollar-denominated prices and rates of P\$1 =US\$1; and
- The renegotiation of the conditions of the contractual agreements entered into between privatized companies and the Argentine government.

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The Argentine government is entitled to renegotiate these agreements based on the following criteria:

- The overall impact of rates for public services on the economy and income levels;
- Service quality and investment plans, as contractually agreed;
- The customers interests and access to the services;
- The security of the systems; and
- The profitability of the service providers.

Decree No. 293/02, dated February 12, 2002, entrusted the Ministry of Economy with the renegotiation of the agreements. Initially, the contractual renegotiation proposals were to be submitted to the Argentine government within 120 days after the effective date of the Decree, although this term was further extended for an additional 180-day period. Telecom Argentina filed all information as required by the Argentine government, which included information on the impact caused by the economic crisis on Telecom Argentina's financial position and its revenues, the pre-existing mechanisms for tariff adjustments, operating costs, indebtedness, payment commitments with the Argentine government and future and on-going investment commitments.

Furthermore, in July 2003, Decree No. 311/03 created the *Unidad de Renegociación y Análisis de Contratos de Servicios Públicos*, (Division for the Renegotiation and Analysis of Contracts of Public Utilities Services or UNIREN), a special division within the Ministry of Economy and the Ministry of Federal Planning, Public Investments and Services, pursuant to which the contractual relationships between the Argentine government and service providers were to be revised and renegotiated. In October 2003, the Argentine government enacted Law No. 25,790 pursuant to which the original term to renegotiate the contracts was extended through December 31, 2004. As from that date, the Argentine government enacted subsequent laws pursuant to which this term was extended through December 31, 2015.

Letters of Understanding (LOU) with the UNIREN

In May 2004, Telecom Argentina signed a LOU with the Argentine government pursuant to which it committed not to modify the current rate structure through December 31, 2004 and to continue with the tariff renegotiation process, which was expected to be concluded before December 31, 2004. Telecom Argentina also committed to offer phone services to beneficiaries of governmental welfare programs and to extend Internet services in the interior of the country at reduced prices.

Telecom Argentina has fulfilled its commitments under the LOU.

On March 6, 2006, Telecom Argentina signed a new LOU (the Letter) with the UNIREN, within the framework of the renegotiation of its license, which had been initiated in 2004. Upon the fulfillment of the procedures set forth in the rules and regulations in effect, the Letter

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provides the framework for the signing of the *Acta Acuerdo de Renegociación del Contrato de Transferencia de Acciones* or Minutes of Agreement of the Renegotiation of the Transfer Agreement (the Minutes of Agreement of the Renegotiation) approved by Decree No. 2,332/90, as stated in Article 9 of the Public Emergency Law.

The main terms and conditions of the Letter include:

- The CNC and UNIREN have determined that Telecom Argentina satisfactorily complied with most of the requirements contemplated in the Transfer Agreement and by the regulatory framework. Isolated violations were satisfactorily remedied through fines and/or sanctions. Other matters arising in the normal course of business are still pending resolution, which was originally expected by June 30, 2006 (some of these matters are described below). Despite such expectation, the Regulatory Authority continues to analyze such open issues, the outcome of which would be disclosed when the analysis is completed;
- Telecom Argentina's commitment to invest in the technological development and updating of its network;
- Telecom Argentina's commitments to the achievement of its long-term service quality goals;
- The signing parties' commitment to comply with and maintain the terms set forth in the Transfer Agreement, and in the regulatory framework in effect;
- The Argentine government's commitment to create an appropriate and standardized regulatory framework for telecommunications services and to give Telecom Argentina fair and equivalent treatment to that given to other telecommunications providers that shall take part in the process;
- Telecom Argentina's commitment and the commitment of its indirect shareholders Telecom Italia S.p.A. and W de Argentina - Inversiones S.L., to suspend for a period of 210 working days

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any and all claims, appeals and petitions already filed or in the process of being filed, in administrative, arbitral or judicial offices, in Argentina or in any other country, that are founded in or related to any act or measure taken after the issuance of the Public Emergency Law with respect to the Transfer Agreement and the License. The suspension will take effect after the 30th day from the end of the public hearing convened to deal with the Letter. Once the Minutes of Agreement of the Renegotiation is ratified, any and all claims, appeals and/or proceedings will be disregarded;

- An adjustment shall be made to increase the termination charge of international incoming calls to a local area to be equivalent to international values, which are at present strongly depreciated;
- Off-peak telephone hours corresponding to reduced rates shall be unified with regards to local calls, long distance domestic and international calls.

On May 18, 2006, the Letter was subject to a public hearing procedure, with the purpose of encouraging the participation of the users and the community in general, taking into consideration that the Letter's terms and conditions will provide the framework for the signing of the Minutes of Agreement of the Renegotiation. These Minutes of Agreement of Renegotiation shall be in effect once all the requirements stipulated in the regulatory framework are complied with, which among other things, requires that a Telecom Argentina Shareholders' Meeting be held to approve said Minutes. Both Telecom Argentina and its indirect stockholders Telecom Italia S.p.A. and W de Argentina - Inversiones S.L. have timely fulfilled the Agreement's commitments.

Filings of Telecom Argentina during 2014

On June 18, 2014, Telecom Argentina made a filing before the SC requesting the adjustment of the SBT lines connection fee, in order to obtain an urgent restoration of the balance that must reasonably exist in the operative costs incurred for the provision of the public service under its charge, recomposing the connection fee in an equitable manner and pursuant to the legal provisions that govern the licenses granted to Telecom Argentina, taking into account that the revenues currently obtained for the installation of the Basic Telephone Service lines is much lower than the direct costs that Telecom Argentina incurs to connect new customers. In addition, Telecom Argentina requested that, until such adjustment takes place, such installations become excluded from the sanctioning regime provided by Decree No. 1,185/90, Decree No. 62/90, and SC Resolution No. 5/13.

On July 23, 2014, the Company made a second filing before the SC pursuant to which it requested, among others matters: (i) an adjustment of the monthly basic charges of all the SBT categories set forth in the tariffs general structure; (ii) the determination of a social tariff; (iii) the adjustment of the telephonic pulse value; (iv) the adaptation of the international long distance tariff to the current value of the gold franc; and (v) the tariff deregulation of the commercial service category. In addition, and until such adjustments are made, Telecom Argentina also requested that the SBT be excluded from the sanctioning regime provided by Decrees Nos. 1,185/90 and No. 62/90 and SC Resolutions No.10,059/99 and SC No. 5/13. It is worth mentioning that such adjustments would have relevant effects on Telecom Argentina's ability to finance the technological updating of its networks and infrastructure, which would in the end result in the provision of better services to its customers.

Following these presentations, on December 19, 2014 the LAD (under Title (VI) Prices, rates and levies), established a general rule (Article 48) by setting up a new legal framework. As of the date of this Annual Report, Management of the Company is assessing the implementation of alternative courses of action according to the new regulatory and legal framework.

Other Regulations

Buy Argentine Act. In December 2001, the Argentine government passed Public Law No. 25,551, the Buy Argentine Act (*Compre Trabajo Argentino*), and in August 2002, Decree No. 1,600/02 approved and brought such Act into effect.

The Act requires Telecom Argentina to give priority to national goods and services, as defined in Public Laws No. 25,551 and No. 18,875, in any procurement related to the rendering of Basic Telephone Services. Priority must be given to national goods and services as long as the price of such goods is equal to or lesser than the price of a foreign good (including customs duties, taxes and other

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expenses that are linked to the nationality of goods) increased by 7% (when the Argentine offeror is a small-or medium-size company) or 5% (when the Argentine offeror is any other company).

The Buy Argentine Act also mandates that Telecom Argentina publish any bid for services in the Official Bulletin in order to provide any and all prospective offerors with information necessary for them to participate. This mandatory publication requires considerable lead time before the issuance of the purchase order and has had the result of extending the period needed to complete certain purchases. Non-compliance with the Act is subject to criminal sanctions.

Public Law No. 18,875 establishes the obligation to exclusively contract services, as defined by such law, with local companies and professionals. Any exception must receive the prior approval of the relevant Ministry.

In August 2004, CNC Resolution No. 2,350/04 enacted the Procedure for the fulfillment of the Buy Argentine Act, which requires Telecom Argentina to present biannual returns addressing its compliance with these rules. Non-compliance with this obligation is subject to administrative sanctions. Since this regulation requires Telecom Argentina to make bids for goods and services and/or to obtain any necessary approvals by a relevant authority, and given the higher administrative expenses derived from the obligation to present biannual returns, this regulation reduces Telecom Argentina's operating flexibility.

Calling Party Pays (CPP). As from April 15, 1997, pursuant to Decree No. 92/97 and SC General Resolutions No. 263/97 and No. 344/97, mobile telephone services apply the CPP system, whereby the party placing a call from a fixed-line to a mobile phone pays for the air-time charges for the call. As an exception to this rule, traffic originating from public telephones does not pay CPP, and is instead charged according to the Mobile Party Pays or MPP system, whereby the mobile party pays for the call received.

In March 2002, Personal started entering into agreements with the telephone operators to charge CPP for calls made by calling cards. Mobile operators have also agreed to pay for traffic terminated in each other's networks at agreed prices.

In accordance with SC General Resolution No. 124/02, since January 2003, mobile operators can charge the CPP for international calls whereby overseas calls that terminate in mobile telephones in Argentina pay for CPP charges. In order to identify these calls, customers dialing from outside must add a prefix 54 + 9 + area code to the mobile number.

The price per minute for the CPP (for fixed-line to mobile calls) is regulated by the SC based on average traffic volume and costs, as reported by the mobile operators under SC Resolution No. 623/02 which approved the calculation mechanism for the reference value of the TLRD costs for CPP modality. SC Resolution No. 48/03 fixed the values for the TLRD at P\$0.335 per minute for peak-hours and P\$0.22 per minute for off-peak hours, but these values had to be revised by the SC a month after their approval, with a second revision during the subsequent six months that was to be in turn followed by quarterly revisions. However, the SC has yet to complete these revisions.

The CPP price per minute for international calls has been agreed upon by the mobile operators and currently stands at US\$0.18.

Regulation of Virtual Mobile Operators. SC Resolution No. 68/14, published in the Official Bulletin on October 28, 2014, approved the Regulation of Virtual Mobile Operators (VMO) and the Basic Requirements for VMO Agreements. Among its provisions, the Resolution states that the Network Mobile Operators (NMO) that have spectrum and infrastructure, shall annually file a reference offer for those interested in providing services as VMO, in which they will set forth the technical and economic conditions, which shall be reasonable and non-discriminatory. The Resolution also provides the modalities and procedures for the provision of such services.

Regulation applicable to mobile antenna radiation: With respect to the regulation which governs antenna radiation in Argentina, Resolution No. 202/95 of the Ministry of Health and National Social Services establishes the maximum permissible value of non-ionized radiation emissions, which is a regulatory requirement in compliance with SC Resolution No. 530 of December 20, 2000.

Also, to ensure compliance with these standards, CNC Resolution No. 3,690/04 states that, the holders of licenses of radio electric radio-communication stations and the licensees of radio-diffusion stations have to demonstrate that the radiation produced by the antennas of their respective stations do not affect the population in close proximity to these sites, by carrying out an evaluation in line with

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the procedures established in Annex 1 of the regulation (Protocol for the Evaluation of Non-Ionized Radiation) or, to make a declaration by means of an affidavit as prescribed under Annex II of this Resolution (see in the Annex *conditions which must be completed by a radio-electric station enabling an evaluation which permits an owner to disclaim the presence of non-ionized radiation at their station*).

In 2014, the SC issued Resolution 11/2014, which creates the National Monitoring System for Non-Ionized Radiation (SiNaM), which, in conformity with the law, will have as its purpose the measuring of electromagnetic emissions, compliance with the National Security Standard for the Exposure of Radio-Frequencies, the pronouncement of policies among the relevant bodies and their adequate communication. The Resolution states that the operator of SiNaM will be the CNC and creates the Working Group for the Common Control of Non-Ionized Radiation under the supervision of the SC, which will draw up a Regulation for Internal Functions, with the purposes of articulating strategies and forming recommendations, in order to adequately comply with standards set out in the law. All mobile operators have been called to participate in that group.

Law No. 27,078 (LAD). On December 19, 2014, LAD was published and came into force. The new law declares the development of the ICT and its associated resources to be in the public interest, recognizing the essential character of essential public service of ICT under competitive conditions and for the use and access to the telecommunications networks for and between licensees of ICT services.

LAD establishes and guarantees the total neutrality of the networks in order to guarantee each user the right to access, use, send, receive and offer any content, application, service or protocol by Internet without any type of restriction, discrimination, distinction, blockage, interference, hindrance or degradation.

To this end, LAD prohibits lenders from blocking, interfering, discriminating, hindering, degrading or restricting the use, sending, receipt, offer or access of any content, services, protocols or applications, except by judicial order or an express request by a user. It also prohibits price fixing of content-based internet access, and access to services, protocols or applications which are may be used or offered, as well as arbitrary restrictions of the user's right to use whichever hardware or software they may choose to access the Internet, so long as the user's do not harm themselves or the network.

Telecommunications Law No. 19,798 (passed in 1972) and its amendments remains in force only to the extent that it does not conflict with the provisions set out under the new LAD (among those, e.g., Section 39 of Law No. 19,798 regarding the exemption of all levies on land use, subsoil and airspace for telecommunication services). The new LAD also repeals Decree No. 764/00 and its amendments, notwithstanding, however, the mentioned decree shall be in force in all that is not opposed to the LAD for the time required by the Regulatory Authority to draw the regulations of Licenses, Interconnection, Universal Service and Spectrum.

With respect to current licensees, operators, providers and authorized users under the regime instituted by Decree No. 764/00 and amendments thereto, LAD establishes that the Single Digital Argentine License regime will apply to said parties from the moment of its enactment without further action being required by those parties where they currently fall under the Telecommunications Single Service License. The regime will apply without modification to the content, scope and effect of the new regime.

Among the most relevant provisions of LAD, which amends the regulatory framework in force as regards telecommunications are:

- The recognition as an essential and strategic public service of ICT as regards the use and access to the telecommunications networks, for and between licensees of ICT services.
- The rule on prices and rates established in Article 48 of the LAD states that the licensees of ICT services shall set their prices which shall have to be fair and reasonable, cover the exploitation costs and tend to the efficient supply and reasonable operation margin. The tariffs on essential and strategic public services of ICT which remain subject to competition, the tariffs of operators regarding Universal Service, and those tariffs that were qualified as of public interest for the AFTIC could be regulated by such regulatory body.
- The exemptions of encumbrances, establishing that rate exemptions or reductions, prices and encumbrances of ICT in general and telecommunications in particular may be set on a precarious basis when the nature of certain activities so warrant.

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- The amendments as regards Universal Service.

- The asymmetric regulation as universalization tools towards the development of an effective competition.

The new Law sets forth that the licensees of the ICT services may supply audiovisual communication services with the exception of those provided through satellite link, the corresponding license being processed before the proper authority, and exempts the licensees of public services related with their scope of application of the restrictions imposed by Sections 24 paragraph i) and 25 paragraph d) of Law No. 26,522, as said regulations prevented public services companies from being licensees of audiovisual communication services.

In addition, the Law establishes the framework for suppliers entering the audiovisual communication services market setting forth that the Federal Authority of Audiovisual Communication Services shall determine the go-to-market conditions of audiovisual communication services for the suppliers and licensees of ICT. The law also states a gradual implementation plan through the setting up of promotion areas for limited periods of time determined according to public interest, within which the licensees of ICT services with significant market power shall not be able to provide audiovisual communication services.

It also sets forth that the ICT service shall be provided throughout the national territory, considered for that end as a unique area of exploitation and supply, and the modification of the interconnection schedule, imposing higher obligations to the operators and more rights to the State for the regulation in this sense of the wholesale market.

The LAD, in turn, establishes that the Basic Telephone Service holds its status of public service (Section 54), and it defines it as the service for the supply of national and international telephone voice service, through the local networks, notwithstanding the technology used for its transportation, provided that it complies with the objective of allowing its users to communicate with one another (Section 6 paragraph c). In addition, in Section 90 of Title XI, it establishes that said definition, comprises the aspects of the definition established in the Bidding Terms and Conditions for the International Public Bidding process for the Privatization of the Supply of the Telecommunications Service timely approved by Decree No. 62/90.

With regards to the sanction regime, LAD establishes a new regime which will be regulated by the Application Authority, in conformity with principles and provisions that are established by law. Among the most important principles of LAD, it is important to note that the Application Authority may impose precautionary measures in line with (a) the immediate termination of unauthorized radio-electronic emissions, (b) the immediate termination of any other activity presumed to violate the law which could cause irreparable harm to end-users of services and (c) the sealing-off of equipment or facilities used in the provision of ICT services.

Any precautionary measures which have been issued will no longer have any effect once action is taken to remedy the prohibited acts.

The following types of penalties are included in LAD: warnings, fines, suspension of advertising, de-commissioning, disqualification, the confiscation of equipment and materials used for the provision of services, the de-commissioning and forfeiture of licenses, registration or the revocation of authorization or permits.

At the same time, the Law establishes that penalties which are imposed prior to the verification of an offence will be adjusted by taking into account the gravity of the offence, the income of the offender and the degree of harm to public interest, as well as considerations of aggravating or mitigating circumstances.

As of the date of this Annual Report the provisions to be set forth by the Regulatory Authority are still pending. The Company's Management hopes that said provisions shall clarify certain controversial aspects of the new law, so as to be able to complete the evaluation of the operational, economic and financial impact the LAD shall have on the business of the Telecom Group in the following years.

Additionally, we cannot predict the way the Argentine government or the Regulatory Bodies will interpret the new mechanism regarding price and tariff increases. If rate restrictions for regulated services continue in the fixed services or new restrictions are imposed in non-regulated services, our operating margins could be negatively affected.

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LEGAL FRAMEWORK

New Law of Promotion of Registered Labor and Prevention of Labor Fraud

On June 2, 2014, Law No. 26,940 of Promotion of Registered Labor and Prevention of Labor Fraud was published in the Official Bulletin. This new Law, among other issues, creates a Public Registry of Employers with Labor Penalties (the Registry) and defines a range of labor and social security offenses pursuant to which an employer is to be included in such Registry.

The employers included in the Registry shall be subject to various kinds of penalties, such as: not being allowed to participate in public programs, benefits or subsidies, not having access to public banks credit, not being allowed to enter into agreements or receive authorizations to use state owned assets, or not being authorized by the Government to provide public services nor be granted licenses. In addition, those employers who commit the same offence pursuant to which they were included in the Registry within three years of the penalty will not be allowed to deduct their labor costs from their income tax, as long as they remain included in the Registry.

Regulation to implement the law was passed by the PEN on September 30, 2014. As a result, as of the date of this Annual Report, the Law is already effective. Exceptions to the penalty regime provided in its regulations are very limited and have no practical effect to restrict its application. Taking into account that the Law has become effective recently and depending on the way in which the authorities Ministry of Labor choose to enforce it, as of this date we cannot estimate the impact of this new labor rules on the financial condition and results of operations of the companies domiciled in Argentina.

New Federal Civil and Commercial Code

On August 8, 2014, Law No. 26,994 was published in the Official Bulletin, pursuant to which a new Federal Civil and Commercial Code was approved, which will become effective on August 1, 2015.

The Code is a new legal body that codifies Argentine private law and modifies certain specific laws such as the LSC and the Consumers Defense Law.

The Company's Management, with the advice of its legal counsel, is currently analyzing the various topics contained in the Federal Civil and Commercial Code in order to assess the effects that such Code will have on the Group's operations, once it becomes effective.

New Supply Law

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On September 19, 2014, Law No. 26,991 of Regulation of the Production and Consumer Relations was published in the Official Bulletin, which materially modified the provisions of the Supply Law No. 20,680. Law No. 26,991 became effective on October 2, 2014.

The new law provides that if economic agents undertake certain types of conduct (such as artificially increasing prices, accumulating raw material, unjustifiably restricting the sale of goods or services, etc.), the authorities will have wide powers to intervene issuing production and commercialization rules, fixing prices or revenue margins, granting subsidies, among others. The authorities will also have the power to impose penalties.

As regards penalties, the maximum amount for fines was increased up to P\$10 million, authorizing a further increase of such amount up to three times the earnings obtained while violating the law. In addition, other penalties are included, such as closing down facilities, disqualification for the use or renewal of credits, seizure of merchandise, disqualification to perform acts of commerce, suspension in Government suppliers registries and loss of concessions, privileges and tax or credit special regimes. The new law excludes prison, which was contemplated as a penalty in the prior regime.

The law introduces the *solve et repete* (pay now, appeal later) principle as a necessary condition to appeal before the courts any administrative resolutions that impose a fine, condition that may only be exempted if the affected party proves that complying with it causes severe hardship to the appellant.

In the case of a shortage or scarcity of goods or services that satisfy basic or essential needs concerning the general welfare of the population, the Regulatory Authority will have the power by passing a resolution to instruct the sale, production, distribution or provision of those goods or services, regardless of who owns this property. In the event of non-compliance with the Law, penalties could be imposed.

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The law does not apply to small and medium sized companies as long as they do not hold a dominant market position pursuant to the parameters and definitions set forth in Law No. 25,156 (the Antitrust Law).

The Company's Management, with the advice of its legal counsel, is currently analyzing the above referred regulation to assess the effects that it may have on the Group's operations.

New Conflict Resolution Regime for Consumer Relations Matters

On September 19, 2014, Law No. 26,993 was published in the Official Bulletin, establishing a legal regime applicable to conflict resolution for consumer relations matters. The law became effective on October 2, 2014.

This new law creates new procedures and institutes for consumers to file their complaints, which are described below.

First, Law No. 26,993 creates the Prior Mediation Service for Consumer Relation Conflict Resolution (in Spanish, COPREC) to intervene in complaints made by consumers or users which arise in the consumer relations field, and for complaints involving amounts which do not exceed an amount equivalent to 55 (fifty five) the Minimum, Vital and Flexible Salaries (*Salario Mnimo Vital y Movil*), the minimum wage to be paid to an employee as set by the Government). The participation of COPREC is mandatory and prior to any complaint before the Audit in Consumer Relations (new entity created by the above referred law), or, if applicable, to any claim filed before the Federal Justice in Consumer Relations (*Relaciones de Consumo*).

An Audit in Consumer Relations entity (the Audit) was created to exist within the Ministry of Economy and Public Finance. Such entity is defined as an independent authority and considered an administrative court for all claims within its jurisdiction. The Audit will have the competence to decide conflicts on damage liability, claimed by consumers or users, up to an amount of 15 (fifteen) the Minimum, Vital and Flexible Salaries. As in the case of the COPREC, the above referred law regulates the procedure applicable to all disputes submitted before the Audit. Resolutions issued by the Audit may be challenged through a direct appeal to the Federal Court of Appeals in Consumer Relations or before the applicable Courts of Appeals.

Finally, the law also creates the Federal Justice in Consumer Relations that in the Autonomous City of Buenos Aires will be responsible for the Federal Courts of First Instance in Consumer Relations, and the Federal Court of Appeals in Consumer Relations. In the rest of the country, it will be responsible for the applicable Courts of Appeals. The Federal Justice shall be competent in Consumer Relations cases relating to consumer relations in which the claim amount, as of the time of filing such claim, does not exceed an amount of 55 (fifty five) Minimum, Vital and Flexible Salaries.

This law also introduces amendments to the Law of Consumer's Defense No. 24,240, to Antitrust Law No. 25,156 and to Law No. 22,802 of Commercial Loyalty. Thus, it provides that any acts imposing penalties for violations of the provisions of the above referenced laws may be challenged through a direct appeal before the Federal Court of Appeals in Consumer Relations or before the applicable Courts of Appeals of the Argentine provinces, as applicable. In case the penalties include a fine, the filing of recourse before the courts shall be subject to the previous

payment of such fine.

The law also modifies the penalties set forth in Law No. 22,802 and the powers of the regulatory authority provided by Law No. 25,156 to be determined by the PEN and provides that all rules included in the latter that refer to the Antitrust Federal Court must be interpreted as referring to the regulatory authority to be appointed.

The Company's Management, with the advice of its legal counsel, is currently analyzing the above referred regulation to assess its scope and the effects that it may have on the Group's operations.

DISCLOSURE PURSUANT TO SECTION 219 OF THE IRAN THREAT REDUCTION AND SYRIA HUMAN RIGHTS ACT OF 2012 (ITRSHRA)

Section 219 of the Iran Threat Reduction and Syria Human Rights Act of 2012 added Section 13(r) to the Exchange Act. Section 13(r) requires an issuer to disclose in its annual or quarterly reports filed with the SEC whether the issuer or any of its affiliates has knowingly engaged in certain activities, transactions or dealings with the government of Iran, relating to Iran or with designated natural persons or entities involved in terrorism or the proliferation of weapons of mass destruction during the period covered by the annual or quarterly report. Disclosure is required even when the activities were

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conducted outside the United States by non-U.S. entities and even when such activities were conducted in compliance with applicable law.

In accordance with our Code of Business Conduct and Ethics, we seek to comply with all applicable laws.

Activities relating to Iran

Telecom Group

We have, to our knowledge, two activities relating to Iran: i) our roaming agreement (mobile services) with Mobile Company of Iran (MCI) (formerly TCI), which allow our mobile customers to use their mobile device on a network outside their subscriber's home network (see Glossary of Terms Roaming) and ii) our international telecommunications services agreements with international carriers (fixed services), which cover delivery of traffic to Iran through non-Iranian carriers.

i. Roaming agreements (mobile services)

Like all major mobile networks, in response to the competition and customers' demands, Personal has entered into roaming agreements with many foreign mobile networks, including MCI, to allow their customers to make and receive calls abroad.

Roaming agreements are entered into using standard terms and conditions including the one relating to Iran. Entering into roaming agreements is an activity carried out in the ordinary course of business by a mobile network operator.

Roaming agreements are generally reciprocal. Pursuant to a roaming agreement, when our mobile customers are in a foreign country covered by the network of an operator with which we have a roaming agreement (the Foreign Operator), our mobile customers may make and receive calls on their mobile phone using the Foreign Operator's network. Likewise, the Foreign Operator's customers may make and receive calls using our networks when these customers are in Argentina.

The Foreign Operator bills us for the calls made and received by our roaming customers at the rate agreed upon in the applicable roaming agreement. We then bill these customers according to the specific roaming fees in their subscription agreement. Likewise, we bill the Foreign Operator at the roaming rate agreed upon in the applicable roaming agreement. The Foreign Operator bills its clients for the calls made and received using our networks according to their customer agreements. Roaming agreements do not, generally, contemplate other fees or disbursements.

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In 2014, the consolidated impact on net profit (loss) arising from our roaming agreements with MCI was as follows:

- our total revenues under roaming agreements with MCI were approximately P\$5 thousand.
- our total charges paid under roaming agreements with MCI were approximately P\$9 thousand.

These revenues and charges are immaterial to our consolidated revenues and operating expenses. Because we do not separately allocate costs directly attributable to the service provision or other overhead costs to these transactions, the amount of our consolidated net profits earned under these agreements is not determinable, but it does not exceed our gross revenues from the agreements.

Also, as of December 31, 2014, the amount for receivables for these concepts pending to collect were approximately P\$3 thousand.

The purpose of our roaming agreements is to provide our customers with coverage in areas where we do not own networks. For that purpose, we intend to continue maintaining our roaming agreements.

ii. *Commercial Agreements with International Carriers (fixed services):*

We maintain commercial agreements with international carriers from countries other than Iran, which permit those carriers to deliver traffic from Iran to our networks and from our networks to Iran. Telecom Argentina's total charges paid under commercial agreements with international carriers regarding delivery of traffic to Iran were approximately P\$3 thousand.

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Telecom Italia Group

We are also required to disclose our affiliates' activities relating to Iran. We have been informed that other members of the Telecom Italia Group also have entered into roaming agreements with Iranian telecommunications operators. The information in this Section is based solely on information provided to us by our Parent Telecom Italia S.p.A. for purposes of complying with our obligations under Section 13(r) of the Exchange Act. Information set forth below is for the consolidated Telecom Italia Group and includes the impact of our revenues and charges described above.

The Telecom Italia Group operates one of the largest mobile networks in Italy. Through its foreign subsidiaries, Telecom Italia also has large mobile operations in Brazil (Tim Participações S.A. by means of its subsidiary TIM Celular S.A.) and Argentina and Paraguay (Telecom Argentina through its subsidiaries Telecom Personal and Núcleo).

Telecom Italia informs us that the only activities that Telecom Italia has that, to its knowledge, relate in any way to Iran are:

- roaming agreements with the following Iran mobile phone operators: Taliya, KFZO, TKC, Irancell (MTN) and Mobile Company of Iran (MCI); and
- a commercial relationship for the delivery of traffic from Iran to its networks and from its networks to Iran (International Carrier Agreements). To this end, its subsidiary Telecom Italia Sparkle S.p.A. (TI Sparkle) entered into agreements with Telecommunication Company of Iran. In addition, Telecom Italia S.p.A. has also entered into certain agreements (of a small amount) for the provision of TLC services (marine radio traffic) with Telecommunication Company of Iran and Islamic Republic of Iran Shipping Lines.

Roaming. Telecom Italia informs us that in 2014, the impact on Telecom Italia Group net profit (loss) arising from such roaming contracts is analyzed as follows:

- its total revenues from roaming agreements with Iranian networks were approximately 360 thousand euros; and
- its total charges from roaming agreements with Iranian networks were approximately 305 thousand euros.

The purpose of these roaming agreements is to provide Telecom Italia's customers with coverage in areas where Telecom Italia does not own networks. For that purpose, it intends to continue maintaining these roaming agreements.

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International Carrier Agreements. As a rule in the modern telecommunication business, when traffic from a specific network is placed to or transported through another carrier's network (the Host Network), the Host Network receives a fee from the incoming network.

Telecom Italia informs us that in 2014, the impact on its net profit (loss) arising from the above International Carrier Agreements is analyzed as follows:

- its total revenues from traffic from networks located in Iran to its networks were approximately 4 thousand euros; and
- its total charges from traffic to networks in Iran from its networks were approximately 56 thousand euros.

The purpose of this agreement is to allow exchange of international traffic. Consequently, Telecom Italia intends to continue maintaining this agreement.

According to Telecom Italia information, all such amounts of revenues and charges are de minimis with respect to Telecom Italia consolidated revenues and operating expenses, respectively.

Activities relating to Syria, Sudan and Cuba

In addition to the mandatory disclosure regarding the activities related to Iran described above, below we describe our activities that directly or indirectly relate to Syria, Sudan and Cuba (designated by the U.S. Department of State as state sponsors of terrorism and are subject to U.S. economic sanctions and export controls) (Designated Countries):

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Table of Contents*i. Roaming agreements (mobile services)*

Operators of mobile telecommunications networks, including Telecom Personal and Núcleo, enter into roaming agreements with other operators of mobile telecommunications networks in the ordinary course of business. See Activities relating to Iran Telecom Group for a description of roaming agreements.

We maintain roaming agreements with Telecomunicaciones Celulares del Caribe S.A. (Cubacel), in Cuba; MTN Sudan Co. Ltd, in Sudan; and Spacetel Syria (now MTN Syria), in Syria. The purpose of all of these roaming agreements is to provide our customers with coverage in areas where we do not own networks. In order to remain competitive and maintain such coverage, we intend to continue maintaining these agreements.

As of December 31, 2014, the approximate revenues, expenses, receivables and payables from roaming agreements with the Designated Countries were as follows:

Roaming agreements (mobile services)	Revenues (*)	December 31, 2014		
		Expenses	Receivables (*)	Payables
		In thousands of P\$		
Syria	(a)	1		2
Sudan	1	(a)	3	
Cuba	88	7,259		1,159
Total (*)	90	7,260	3	1,161
<i>% of respective consolidated total amounts</i>	<i>(b)</i>	<i>0.026%</i>	<i>(b)</i>	<i>0.019%</i>

(a) Less than P\$ 0.5 thousand.

(b) Less than 0.001%.

(*) Revenues and receivables from roaming agreements are received in U.S. Dollars and have been converted into Argentine Pesos using the average exchange rate for each period shown. Argentine Peso amounts are influenced by the devaluation of the Peso against the U.S. Dollar over the years/periods presented.

ii. International Telecommunications Services (fixed services):

Telecom Argentina has entered into an agreement with ETEC S.A. for the delivery of traffic from Cuba to our network and from our network to Cuba. We do not have traffic agreements with operators in the Designated Countries other than Cuba.

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The purpose of these agreements is to allow the uninterrupted exchange of international traffic. Consequently, we intend to continue maintaining these agreements.

As of December 31, 2014, the approximate total revenues, expenses and payables from traffic with and to ETEC S.A. were as follows:

International Telecommunications Services (fixed services)	Service rendered	December 31, 2014 Service received (*) In thousands of P\$	Payables
Cuba - ETEC S.A.	561	13,789	754
<i>% of respective consolidated total amounts</i>	<i>0.002%</i>	<i>0.049%</i>	<i>0.012%</i>

As shown in the table above the revenues and expenses generated by these transactions with ETEC S.A. are wholly immaterial for each of the periods presented. The Company expects to continue incurring such costs and generating such revenues in the ordinary course of the Company's business, although, based on prior experience, the Company believes that its business dealings with telecommunications operators in Cuba are currently and will continue to be financially immaterial, both on a quantitative and qualitative basis. Thus, the Company believes that a reasonable investor would not deem these transactions important in making an investment decision and that these transactions will not materially affect the Company's reputation or share value.

iii. Commercial Agreements with International Carriers (fixed services):

We also maintain commercial agreements with international carriers from countries other than the Designated Countries which permit those carriers to deliver traffic from the Designated Countries to our networks and from our networks to such countries. In addition to the above-mentioned International Telecommunications Service agreement with ETEC S.A., if Telecom exceeds the

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monthly quota of traffic agreed between ETEC S.A. and Telecom it may place traffic to Cuba through other operators rather than subscribe for additional capacity from ETEC S.A.

Regarding outgoing traffic, during 2014, Telecom has sent traffic to the Designated Countries mainly through, Latinatel S.A. (Uruguay), Telecom Italia S.p.A. (Italy), Express Teleservice Corp. (Russia), Atlantel Inc. (United States), Orange Spagne Sau (France) and Business Telecommunications Service (United States).

As of December 31, 2014, the total approximate expense for delivery of traffic terminated in the Designated Countries was:

Commercial Agreements with International Carriers (fixed services)	December 31, 2014 In thousands of P\$
Syria	46
Sudan	(a)
Cuba	15,143
Total outbound costs	15,189
<i>% of consolidated operating expenses</i>	<i>0.054%</i>

(a) Less than P\$ 0.1 thousand.

Regarding incoming traffic, the Company charges the relevant international carrier for their traffic terminated in Telecom's network. Consequently, the Company does not know the country of origin of such traffic.

Accordingly, our total payables and receivables from international carriers include those balances arising from traffic related with the Designated Countries but it is not possible to segregate them.

The outbound costs described in the table above are wholly immaterial with respect to the Company's consolidated operating expenses for each of the periods presented.

CAPITAL EXPENDITURES

Capital expenditures (investment in Property, Plant and Equipment - PP&E - and Intangible Assets) amounted to P\$8,957 million in the year ended December 31, 2014, P\$4,851 million in the year ended December 31, 2013, and P\$3,257 million in the year ended December 31, 2012.

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The following table sets forth our Total Additions (Capital Expenditures plus Materials) for the years ended December 31, 2014, 2013 and 2012, amounting to P\$9,547 million, P\$5,214 million and P\$3,416 million, respectively.

	2014	Year ended December 31, 2013 (P\$ million)(1)	2012
Land and buildings	160	172	88
Switching and transmission	1,234	990	558
Equipment and infrastructure for special projects	13	67	94
Access and outside plant	1,807	1,387	732
Computer equipment and software	706	952	636
Other	384	396	307
Subtotal tangible capital expenditures (2)	4,304	3,964	2,415
Rights of use, exclusivity agreements and licenses	3,541	5	
Service connection or habilitation costs	30	88	21
Subscribers acquisition costs	1,082	794	821
Subtotal intangible capital expenditures	4,653	887	842
Total capital expenditures	8,957	4,851	3,257
Materials (3)	590	363	159
Total additions in PP&E and intangible assets	9,547	5,214	3,416

(1) The allocation of work in progress among items is estimated.

(2) Includes materials transferred amounting to P\$655 million, P\$450 million and P\$209 million as of December 31, 2014, 2013 and 2012, respectively.

(3) Each year increase is calculated as the net amount between additions and transfers to work in progress during the year.

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In addition, the following table shows capital expenditures for the years ended December 31, 2014, 2013 and 2012 broken down by Fixed Services and Mobile Services:

	2014	Year ended December 31, 2013 (P\$ million)	2012
Fixed Services			
Land and buildings	120	124	56
Switching and transmission	516	431	265
Equipment and infrastructure for special projects	13	67	94
Outside plant	981	819	491
Computer equipment and software	276	367	270
Other	206	229	171
Subtotal tangible capital expenditures	2,112	2,037	1,347
Rights of use, exclusivity agreements and licenses	9		
Service connection or habilitation costs	30	88	21
Subscribers acquisition costs	126	30	61
Subtotal intangible capital expenditures	165	118	82
Total Fixed Services capital expenditures	2,277	2,155	1,429
Personal Mobile Services and Núcleo Mobile Services			
Land and buildings	40	48	32
Switching and transmission	718	559	293
Mobile network access	826	568	241
Computer equipment and software	430	585	366
Other	178	167	136
Subtotal tangible capital expenditures	2,192	1,927	1,068
Rights of use, exclusivity agreements and licenses	3,532	5	
Subscribers acquisition costs	956	764	760
Subtotal intangible capital expenditures	4,488	769	760
Total Personal Mobile Services and Núcleo Mobile Services capital expenditures (1)	6,680	2,696	1,828
Total capital expenditures	8,957	4,851	3,257

(1) Includes P\$357 million, P\$327 million and P\$193 million of capital expenditures in Paraguay as of December 31, 2014, 2013 and 2012, respectively.

Following the strategy of previous years, in the Personal Mobile Services segment, the capital expenditures were mainly oriented towards the extension of the coverage and capacity of the mobile network in numerous cities across Argentina, with the objective being reached mainly by means of the implementation of new sites, replacement plans and network upgrades for the activation of new carriers and the deployment of radio bases with six sectors. On the other hand, the capital expenditures continued in the core of the mobile network. On its part, in the last two-month period of 2014 the deployment of the LTE technology was started.

In the Fixed Services segment, as regards Access, investment continued to enable shortening of the loop, replacing posts and meeting the supply demands of companies, neighborhoods and buildings. In the transportation area, Telecom's focus was on increasing the capacity and security measures of the Backbone IP (BBIP), on the extension of the network and on improving the bandwidth available for mobile operators (Mobile Backhaul).

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We estimate that our capital expenditures for the year 2015 will be approximately 19% of consolidated revenues. In case Telecom Personal is awarded the remaining frequency bands of the Spectrum Public Auction, we believe that there will be an additional investment of approximately US\$247 million. See Information on the Company Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 Spectrum and Item 5 Operating and Financial Review and Prospects Liquidity and Capital Resources Capital Expenditures.

The main investment projects of the Telecom Group in the Fixed Service Segment are related to the reconversion of the network architecture, which involves the replacement of copper by fiber optics in different points (FTTC or fiber connection to the cabinet, FTTB or fiber to the building and FTTH or

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fiber to the home), the extension and the securitization of the transportation network, with the aim of improving the commercial offer and the Internet user experience. The evolution towards new technology helps to optimize the quality of service in terms of stability and availability. In the Mobile Service Segment, we continue with the strategy of enhancing the capacity and coverage of our access mobile network.

We expect to finance these expenditures through cash flows generated by our operations and financing provided by third parties.

PROPERTY, PLANT AND EQUIPMENT

As detailed below, our principal physical properties consist of transmission equipment, access facilities, outside plant (external wiring) and switching equipment. These properties are, at present, mainly located throughout the AMBA and Northern Region. We believe that these assets are, and for the foreseeable future will be, adequate and suitable for their respective uses.

	As of December 31, 2014		
	Fixed Services	Personal Mobile Services and Núcleo Mobile Services (P\$ million)(*)	Total
Land and buildings	982	152	1,134
Switching and transmission	1,989	2,248	4,237
Access and outside plant	3,369	1,881	5,250
Equipment & infrastructure for Special Projects	180		180
Computer equipment and software	691	1,154	1,845
Materials	402	346	748
Others	138	277	415
Total PP&E, net carrying value	7,751	(**) 6,058	(***) 13,809

(*) The allocation of work in progress among items is estimated.

(**) Includes P\$1,370 million located in Paraguay.

(***) Net of valuation allowance for materials for P\$24 million and impairment of PP&E for P\$100 million.

All of the above-mentioned assets were used to provide service to our customers as described below.

	2014	2013 (thousands)	2012
Fixed lines in service	4,093	4,124	4,128
Fixed Internet access lines	1,771	1,707	1,629
Mobile subscribers(*)	22,066	22,508	21,276

(*) In 2014, 2013 and 2012, includes 2,481, 2,420 and 2,301 thousand Núcleo mobile subscribers, respectively, of which 5, 5 and 6 thousand were Internet (Wi-Max) customers, respectively.

As of December 31, 2014, we have entered into purchase commitments relating to PP&E totaling P\$1,471 million primarily for switching equipment, external wiring, network infrastructure, inventory and other goods and services. In general, the contracts are financed, directly or indirectly, by domestic and foreign vendors.

Our current major suppliers of fixed assets are Cía. Ericson S.A.C.I., Huawei Tech Investment Co. Ltd. Argentina, Italtel Argentina S.A., Alcatel-Lucent de Argentina S.A., Sofrecom Argentina S.A., Guzman Nacich S.A.I.C. and Trans Industrias Electronicas S.A.

ITEM 4A. UNRESOLVED STAFF COMMENTS

None.

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ITEM 5. OPERATING AND FINANCIAL REVIEW AND PROSPECTS

You should read the following discussion in conjunction with our Consolidated Financial Statements, including the notes to those financial statements, which appear elsewhere in this Annual Report. Our Consolidated Financial Statements have been prepared in accordance with IFRS. See Item 3 Key Information Selected Financial Data. The following discussion and analysis is presented by the Management of our company and provides a view of our financial condition, operating performance and prospects from Management's perspective. The strategies and expectations referred to in this discussion are considered forward-looking statements and may be strongly influenced or changed by shifts in market conditions, new initiatives that we implement and other factors. Since much of this discussion is forward-looking, you are urged to review carefully the factors referenced elsewhere in this Annual Report that may have a significant influence on the outcome of such forward-looking statements. We cannot provide assurance that the strategies and expectations referred to in this discussion will come to fruition. Forward-looking statements are based on current plans, estimates and projections, and therefore, you should not place too much reliance on them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update any forward-looking statements in light of new information or future events. Forward-looking statements involve inherent risks and uncertainties, most of which are difficult to predict and are generally beyond our control. We caution you that a number of important factors could cause actual results or outcomes to differ materially from those expressed in, or implied by, the forward-looking statements. Please refer to Forward-Looking Statements and Item 3 Key Information Risk Factors for descriptions of some of the factors relevant to this discussion and other forward-looking statements in this Annual Report.

Management Overview

The Telecom Group continued to work on its objective to be a leader in innovation, by launching various services and products based on state-of-art technology, with a strong focus on quality improvement. We have consolidated our market positioning, in all the business segments with limited rotation of our customer portfolio. The Telecom Group has continued to expand its Internet accesses base, reaching 1.8 million fixed Internet accesses. In addition, its mobile subscribers base reached 22.1 million mobile subscribers (including Personal and Núcleo) as of December 31, 2014. To promote the expansion of business, total additions in PP&E and intangible assets amounted to P\$9,547 million in 2014, representing 29% of consolidated total revenues in 2014 (our capital expenditures, total additions in PP&E and intangible assets less materials, amounted to P\$8,957 million in 2014, equivalent to 27% of consolidated revenues). Our total additions to PP&E and intangible assets for 2014 (our total capital expenditures plus net additions of materials) and our total capital expenditure for 2014, both include the 3G and 4G Licenses acquisition at the end of 2014, which amounted to P\$3,530 million.

Telecom is considered one of the leading companies in the Argentine telecommunications sector. The Company has attained this position without neglecting its commitment to generate economic value for its shareholders, demonstrating good performance in terms of revenues and profitability. In addition, investments made by the Telecom Group and the future investments that will enable the 4G network deployment, are clear evidence of our commitment to our customers. Telecom had consolidated net financial assets of P\$745 million as of December 31, 2014, compared to consolidated net financial assets of P\$5,354 million and P\$3,648 million as of December 31, 2013 and 2012, respectively. This variation was mainly due to a decrease in the generation of cash from operating activities, higher level of capital expenditures, which includes acquisition of 3G and 4G licenses for P\$ 3,530 million, and cash dividends paid to Telecom shareholders of P\$1,202 million.

The following discussion and analysis summarizes relevant measures of results of operations presenting items by nature. The Company believes that the presentation of the measure operating income before depreciation and amortization provides investors and financial analysts with appropriate information that is relevant to understanding the Company's past, present and future performance. Moreover, operating income before depreciation and amortization is one of the key performance measures used by Telecom's Management for monitoring the Company's profitability and financial position, at each segment and at the consolidated levels.

Continuing the trend of prior years, revenues in 2014 grew by 22% compared to 2013, reaching P\$33,341 million, and grew by 23% in 2013 compared to 2012, reaching P\$27,287 million. Operating income before depreciation and amortization in 2014 increased P\$1,138 million as compared to 2013, reaching P\$8,702 million (equivalent to 26% of total revenues), while in 2013 it increased P\$994

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million as compared to 2012, reaching P\$7,564 million (equivalent to 28% of total revenues). Operating income increased P\$925 million in 2014 as compared to 2013, reaching P\$5,443 million (equivalent to 16% of total revenues) while in 2013 it increased P\$552 million as compared to 2012, reaching P\$4,518 million (equivalent to 17% of total revenues). Net income increased P\$475 million in 2014 as compared to 2013, reaching P\$3,729 million (equivalent to 11% of total revenues), while it increased P\$522 million in 2013 as compared to 2012, reaching P\$3,254 million (equivalent to 12% of total revenues). Net income attributable to Telecom Argentina increased P\$471 million in 2014 as compared to 2013, reaching P\$3,673 million, while it increased P\$517 million in 2013 as compared to 2012, reaching P\$3,202 million.

Our results of operations continue to be affected by the Pesification and freezing of regulated rates in the Fixed Services segment and macroeconomic factors. For a discussion of these and other factors that may affect our results of operations. See Item 3 Key Information Risk Factors and Years ended December 31, 2014, 2013 and 2012 Factors Affecting Results of Operations and Trend Information below.

For a detailed analysis of our results of operations for fiscal year 2014, see Years ended December 31, 2014, 2013 and 2012 below.

Economic and Political Developments in Argentina

In the second half of 2001 and through the first half of 2002, Argentina experienced a deep economic recession together with an overwhelming financial and political crisis. The rapid and radical nature of changes in the Argentine social, political, economic and legal environment created a very unstable macroeconomic environment. In January 2002, the Argentine government abandoned the convertibility regime which had fixed the peso / U.S. dollar exchange rate at 1:1 and adopted emergency economic measures which converted and froze the rates for the voice-regulated services in the Fixed Services segment into pesos at a 1:1 peso / U.S. dollar ratio (referred to herein as Pesification), among other measures. Capital outflows increased sharply, leading to a massive devaluation of the peso and an upsurge in inflation. By the end of 2002, the peso had devalued by 237% (having devalued 280% as of June 30, 2002) while the wholesale price index increased 118% and the consumer price index increased 41%.

After the above-mentioned crisis, the Argentine economy began a new period of rapid growth. Argentina's GDP increased for six consecutive years, from 2003 to 2008. However, the international financial crisis affected the country decreasing its growth rate significantly to 0.1% in 2009. Throughout 2010 and 2011, the economy showed a rapid and strong recovery growing at a 9.5% and 8.4% annual rate respectively, but in 2012 a slowdown affected the economy and growth was reduced to 0.8%. In 2013, better economic conditions helped to increase by 2.9% the economic activity. As of the date of this annual report, the provisional figures of Argentina's estimated GDP for 2014 published by the INDEC is 0.5%. Inflation continued to be the main concern for the economy. According to official statistics reported by the INDEC, the consumer price index rose 9.5% in 2011, 10.8% in 2012 and 10.9% in 2013. Since January 2014, a new consumer price index is published aimed at improving the accuracy of the macroeconomic statistics. In 2014 the new consumer price index (IPCNU) showed an increase of 23.8% while in the two-month period ended February 28, 2015, it rose by 2.1% year to date.

The INDEC estimates that the Argentine wholesale price index increased by 12.7% in 2011, 13.1% in 2012, 14.8% in 2013 and 28.3% in 2014. For further detail regarding Argentine economic conditions see Item 3 Key Information Risk Factors Risks Relating to Argentina Inflation could accelerate, causing adverse effects on the economy and negatively impacting Telecom's margins.

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During the period between 2005 and 2007, the peso remained relatively stable against the U.S. dollar, with US\$1.00 trading within a range of P\$2.86 to P\$3.16. However, the international financial crisis created uncertainty that affected the Argentine exchange rate, as reflected by a peso/dollar exchange rate increase of 9.5% and 10.1% per year in 2008 and 2009, respectively. The peso/dollar exchange rate was relatively stable in 2010 and 2011, ending 2010 at P\$3.98 per US\$1.00 and 2011 at P\$4.30 per US\$1.00, increasing 4.7% and 8.0% respectively. In 2012, 2013 and 2014, the pace of peso devaluation accelerated to 14.4%, 32.5% and 31.1% respectively; and the official exchange rate ended the year at a P\$8.55 per US\$1.00. On April 21, 2015, the exchange rate was P\$8.87= US\$1.00. Increasing restrictions on the foreign exchange (FX) market have been established, and an authorization from the AFIP (National Tax Authority) is required to access the FX market to acquire foreign currencies.

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Agricultural production in 2014 was not enough to offset the less dynamic industry which had started to show some signs of deterioration at the end of 2013. The global economy evidenced mixed results with strengthened U.S. economic activity and depreciated foreign currencies in Latin America and in the Eurozone, thus impacting Argentine external competitiveness. Private consumption showed a lesser evolution in 2014 due to a reduction in real wages and a more restrictive consumer credit environment.

The evolution of the macroeconomics variables was as follows:

	2010	2011	2012	2013	2014
Gross Domestic Product growth	9.5%	8.4%	0.8%	2.9%	0.5%(*)
Exchange Rate (\$/USD) end of period	3.98	4.30	4.92	6.52	8.55
IPCNu (% variation) (**)	n.a.	n.a.	n.a.	n.a.	23.8%
Consumer Price Index (% variation)	10.9%	9.5%	10.8%	10.9%	n.a.
Wholesale Domestic Price Index (% variation)	14.6%	12.7%	13.1%	14.8%	28.3%
Trade Balance (USD billions)	11.4	9.7	12.2	8.0	6.7
Unemployment (% of the economically active population)	7.5%	6.7%	6.9%	6.4%	6.9%

Source: INDEC Last available variables

(*) Estimated data

(**) As of January 2014, the INDEC started to publish a new consumer Price Index with national scope (IPCNu) which is not available for previous periods and no junction factor between the new and the old index. Since the IPCNu method of calculation differs significantly from the preceding IPC (geographical region considered, sampling method, relative weight, etc.) said indexes cannot be compared.

In 2014, Argentina's economic activity slowed down. As a result, certain sectors of the economy, such as Telecommunications industry, were impacted.

As the substantial majority of our property and operations are located in Argentina, macroeconomic and political conditions will continue to affect us. The Argentine government has exercised and continues to exercise significant influence over many aspects of the Argentine economy. Accordingly, Argentine governmental actions concerning the economy could significantly affect private sector entities in general and our operations in particular, as well as affect market conditions, prices and returns on Argentine securities, including ours. While our business continued growing in 2014, our operating results, financial condition and cash flows remain vulnerable to fluctuations in the Argentine economy. See Item 3 Key Information Risk Factors Risks Relating to Argentina.

Critical Accounting Policies

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Our Consolidated Financial Statements, prepared in accordance with IFRS, are dependent upon and sensitive to accounting methods, assumptions and estimates that we use as a basis for its preparation. We have identified critical accounting estimates and related assumptions and uncertainties inherent in our accounting policies (that are fully described in Note 3 to our Consolidated Financial Statements), which we believe are essential to an understanding of the underlying financial reporting risks. Additionally we have identified the effect that these accounting estimates, assumptions and uncertainties have on our Consolidated Financial Statements.

Use of estimates

IFRS involves the use of assumptions and estimates that may significantly affect the reported amounts of assets, liabilities and results of operations and any accompanying financial information.

Management considers financial projections in the preparation of the financial statements as further described below. These financial projections anticipate scenarios deemed both likely and conservative based upon macroeconomic, financial and industry-specific assumptions. However, actual results may differ significantly from such estimates.

Variations in the assumptions regarding exchange rates, rates of inflation, level of economic activity and consumption, creditworthiness of our current and potential customers, aggressiveness of our current or potential competitors and technological, legal or regulatory changes could also result in significant differences from financial projections used by us for valuation and disclosure of items under IFRS.

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The most important accounting estimates, those which require a high degree of subjective assumptions and judgments, are the following:

Revenue recognition

Revenues are recognized to the extent that it is probable that economic benefits will flow to the Telecom Group and their amount can be measured reliably. Revenues are stated net of estimated discounts and returns.

Revenues from upfront connection fees for fixed, data and Internet services that are non-separable from the service are accounted for as a single transaction and deferred over the term of the contract or, in the case of indefinite period contracts, over the average period of the customer relationship (approximately nine years for the fixed telephony customers). Therefore, these revenues are influenced by the estimated expected duration of customer relationships for indefinite period contracts.

Revenues are also subject to estimations of the traffic measures. Unbilled revenues from the billing cycle dating to the end of each month are calculated based on the traffic and are accrued at the end of the month. In addition, revenues from unexpired prepaid calling cards are recognized on the basis of the minutes used, at the contract price per minute.

Changes in these estimations, if any, may require adjustments to recorded revenues.

PP&E and intangible assets

Useful lives and residual value

We record PP&E and intangible assets at acquisition or construction cost. PP&E and intangible assets, except for indefinite useful life intangibles, are depreciated or amortized on a straight-line basis over their estimated useful lives. The determination of the depreciable amount of the assets and their useful lives involves significant judgment. We periodically review, at least at each financial year-end, the estimated useful lives of PP&E and amortizable intangible assets.

Recoverability assessment of PP&E and intangible assets with finite useful life

At least at every annual closing date, we assess whether events or changes in circumstances indicate that PP&E and amortizable intangible assets may be impaired.

Under IFRS, the carrying value of a long-lived asset is considered impaired by the Company when the recoverable amount of such asset is lower than its carrying value. In such event, a loss would be recognized based on the amount by which the carrying value exceeds the recoverable amount of the long-lived asset. The recoverable amount is the higher of the fair value (less costs to sell) and its value in use (present value of the future cash flows expected to be derived from the asset, group of assets or cash generating unit). Once an impairment loss is identified and recognized, future reversal of impairment loss is permitted only if the indicators of the impairment no longer exist or have decreased.

The identification of impairment indicators and the estimation of the value in use for assets (or groups of assets or cash generating units) require Management to make significant judgments concerning the validation of impairment indicators, expected cash flows and applicable discount rates. Estimated cash flows are based on significant Management's assumptions about the key factors that could affect future business performance such as the future market share, competition level, capital expenditures, salary increases, foreign exchange rates evolution, capital structure, capital cost, etc.

For the years presented, we estimated that there are no indicators of impairment of assets that are subject to amortization, except for the impairment net loss mentioned in Note 3.k to our Consolidated Financial Statements of P\$25 million in 2014 (an impairment loss of P\$61 million, relating to certain work in progress recorded in PP&E, net of an impairment reversal of P\$36 million).

However, changes in our current expectations and operating assumptions, including changes in our business strategy, technology, competition, changes in market conditions or regulations, and the outcome of the rates negotiations for regulated fixed services with the Argentine government, could significantly impact these judgments and could require future adjustments to the carrying amount of recorded assets.

Although there are no impairment indicators, Telecom Argentina's Management prudently analyzed the recoverability of its PP&E and intangible assets assuming different probability scenarios some of which contemplate rate adjustments for regulated services. Considering these assumptions, the Management of Telecom Argentina considers that the carrying amount of its fixed assets is recoverable.

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Intangible assets with indefinite useful life PCS license

We determined that Personal's PCS license met the definition of an indefinite-lived intangible asset for the years presented. Therefore, Personal does not amortize the cost of its license. However, Personal tests it annually for impairment. An impairment loss is recognized when the carrying amount exceeds the recoverable amount. The recoverability assessment of an indefinite-lived intangible asset such as the PCS license requires our Management to make assumptions about the future cash flows expected to be derived from such asset.

Such estimated cash flows are based on significant Management's assumptions about the key factors that could affect future business performance such as the future market share, competition level, capital expenditures, salary increases, foreign exchange rates evolution, capital structure, discount rate, etc.

Personal's net cash flows projection is denominated in Argentine Pesos, its functional currency. However, due to the fact that there is no prevailing long-term discount rate in pesos available in the market, Personal: (a) has converted such peso-denominated cash flows into U.S. dollars using future estimated exchange rates applicable to each period; and (b) has discounted these U.S. dollar-denominated cash flows at an annual U.S. dollar rate of approximately 13.8% in order to obtain the recoverable value of intangible assets with indefinite useful life.

Through this evaluation, it was determined that the carrying amount of the PCS license did not exceed the recoverable amount of the asset. As a result, no impairment has been recognized.

Our judgments regarding future cash flows may change due to future market conditions, competition, business strategy, the evolution of technology, changes in regulations and other factors. These changes, if any, may require material adjustments to the carrying amount of the PCS license.

Income Taxes and Recoverability assessment of deferred income tax assets

We are required to estimate our income taxes (current and deferred) in each of the companies of the Telecom Group according to a reasonable interpretation of the tax law in effect in each jurisdiction where the companies operate. This process may involve complex estimates to determine taxable income and deductible and taxable temporary differences between the carrying amounts and the taxable amounts. In particular, deferred tax assets are recognized for all deductible temporary differences to the extent that future taxable income will be available against which they can be utilized. The measurement of the recoverability of deferred tax assets requires estimating future taxable income based on the Company's projections and takes into account conservative tax planning. If actual results differ from these estimates due to changes in tax authority's interpretations and the new fiscal jurisprudence, or we adjust those estimates in future periods, our financial position, results of operation and cash flows may be materially affected.

The measurement of current and deferred tax liabilities and assets is based on provisions of the enacted tax law as of the end of the reporting period and the effects of future changes in tax laws or rates are not anticipated.

Receivables and payables valued at amortized cost

Receivables and payables valued at amortized cost are initially recorded at their fair value, which is generally determined by using a discounted cash flow valuation method. The fair value under this method is estimated as the present value of all future cash flows discounted using an estimated discount rate, especially for long-term receivables and payables. The estimated discount rate used to determine the discounted cash flow of long-term receivables and payables is an annual rate in pesos ranging between 20% and 35% for year 2014. Additionally, the estimated discount rate used to determine the discounted cash flow of long-term receivables and payables is an annual rate in pesos ranging between 20% and 32% for year 2013. The estimated discount rate used to determine the discounted cash flow of long-term receivables in U.S. dollars is an annual rate ranging between 8% and 13% for year 2014 and 8% for year 2013. Discount rates in Guaraníes for loans were 9.3% in 2013 and 2014 and for accounts receivables were 9.8% in 2014. The difference between the initial fair value and the nominal amount of receivables and payables is recognized as finance income or expense using the effective interest method over the relevant period.

Changes in these estimated discount rates could materially affect our financial position, cash flows and results of operations.

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We are subject to proceedings, lawsuits and other claims related to labor, civil, tax, regulatory and other matters. In order to determine the proper level of provisions relating to these contingencies, we assess the likelihood of any adverse judgments or outcomes related to these matters as well as the range of probable losses that may result from the potential outcomes. We consult with internal and external legal counsel on these matters. A determination of the amount of provisions required, if any, is made after careful analysis of each individual issue. Our determination of the required provisions may change in the future due to new developments in each matter, changes in jurisprudential precedents and tribunal decisions or changes in our method of resolving such matters, such as changes in settlement strategy, and, therefore, these changes may materially affect our financial position, cash flows and results of operations.

Allowance for Doubtful Accounts

We maintain an allowance for doubtful accounts for estimated losses resulting from the inability of our customers to make the required payments. We base our estimates on the aging of our accounts receivable balances, our historical write-offs, customer creditworthiness and changes in our customer payment terms when evaluating the adequacy of our allowance for doubtful accounts. If the financial condition of our customers were to deteriorate, our actual write-offs could be higher than expected.

Years ended December 31, 2014, 2013 and 2012

For purposes of these sections, the fiscal years ended December 31, 2014, 2013 and 2012 are referred to as 2014, 2013 and 2012, respectively.

Our results of operations are determined in accordance with IFRS. The Telecom Group provides customers with a broad range of telecommunication services. To fulfill its purpose, it conducts different activities that are distributed among the companies in the Group. Each company represents an operating segment. These operating segments have been aggregated into the following segments according to the nature of the products and services provided and economic characteristics:

Segment	Company of the Telecom Group / Operating Segment
Fixed Services	Telecom Argentina Telecom Argentina USA
	Micro Sistemas (i)
Personal Mobile Services	Personal Springville S.A. (ii)
Núcleo Mobile Services	Núcleo Envíos (iii)

(i) Dormant entity as of and for the fiscal years ended December 31, 2014, 2013 and 2012.

(ii) The sale of all the shares of Springville S.A., representing 100% of the capital and voting rights of that company, was approved by the Personal's meeting of the Board of Directors on February 10, 2014. The sale was completed on February 19, 2014.

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- (iii) Envíos was officially registered in the Commercial Public Register of Paraguay in October 2014 and commenced its operations in January 2015.

The main products and services in each segment for the years presented are:

- Fixed Services: local area, national long-distance and international communications, supplementary services (including call waiting, itemized invoicing, voicemail, etc.), interconnection with other operators, data transmission (including private networks, point-to-point traffic, radio and TV signal transmission), Internet services, IT solution outsourcing and sales of equipment.
- Personal Mobile Services and Núcleo Mobile Services: voice communications, GSM, 3G and 4G mobile communications over UMTS / HSPA / HSPA+ and LTE technology networks (including high-speed mobile Internet content and applications download, multimedia messaging, online streaming, corporate e-mail, social network access and contacts save services) and sale of mobile communication devices (handsets and tablets).

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The following table shows a breakdown of our revenues by business segment for the years ended December 31, 2014, 2013 and 2012:

Segment	2014		2013		2012	
	Revenues (1) (P\$ million)	% of Consolidated Revenues	Revenues (1) (P\$ million)	% of Consolidated Revenues	Revenues (1) (P\$ million)	% of Consolidated Revenues
Fixed Services	8,559	25.7	7,006	25.7	6,023	27.2
Personal Mobile Services	23,204	69.6	19,129	70.1	15,227	68.9
Núcleo Mobile Services	1,578	4.7	1,152	4.2	867	3.9
TOTAL	33,341	100.0	27,287	100.0	22,117	100.0

(1) Includes service revenues and equipment sales and the effect of elimination of intersegment transactions.

Management's explanations under (B) Results of Operations by Segment below regarding changes in financial condition and results of operations for years 2014, 2013 and 2012 related to segments of the Company have been provided based on financial information under IFRS as disclosed in Note 28 to our Consolidated Financial Statements.

Factors Affecting Results of Operations

Described below are certain factors that may be helpful in understanding our operating results. These factors are based on the information currently available to our Management and may not represent all of the factors that are relevant to an understanding of our current or future results of operations. Additional information regarding trends expected to influence our results of operations are analyzed below under Trend Information.

Impact of Political and Economic Environment in Argentina. Levels of economic activity affect our customers' consumption of local and long-distance traffic, the demand for new fixed lines, Broadband and mobile services and the levels of uncollectible accounts and disconnections. Demand for our services and the amount of revenues we collect is also affected by inflation, exchange rate variations and the rate of unemployment, among others. The same factors, but to a lesser degree, affect the activity of Núcleo, that operates in Paraguay.

Rate Regulation. Revenue from our Fixed Services segment depends principally on the number of lines in service, the minutes of use or traffic for local and long-distance services and the rates charged for services. The rates that Telecom Argentina charges in its fixed telephony service (including both monthly basic charges and measured service charges), installation charges, public telephone charges and charges for Internet Dial-Up traffic (Regulated Services) are subject to regulation. In the years presented, revenues have continued to be affected by the Pesification and freezing of regulated rates. The impact of the rate Pesification on Telecom Argentina's results of operations has been particularly relevant in recent years as a result of inflationary pressures on Telecom Argentina's costs structure. See Item 3 Key Information Risk Factors and Economic and Political Developments in Argentina.

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The mobile business is not a rate-regulated industry. However, certain social or political factors occasionally delay the application of rate adjustments. See Item 3 Key Information Risk Factors Risks associated with Telecom and its Operations.

Competition. The Argentine telecommunications market has become increasingly competitive. Competition is mainly focused on Internet and mobile services. To remain competitive, we must devote significant resources to capital expenditures, and trade expenses (including selling commissions).

Personal and Núcleo subscriber bases continued to expand in 2014 although at lower rates than those of previous years due to the level of maturity and the high penetration of mobile services in the market. Value Added Services continued to be one of the main drivers of revenue growth in the mobile services business.

Technology Developments and Capital Expenditures. Improvements in technology influence demand for services and equipment by our customers. For example, demand for fixed-line telecommunications services has been affected by continued significant growth in mobile business. Growth in the fixed-services business at present is being driven by the expansion of Broadband for

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individuals and corporations and Telecom Argentina continuous updating of commercial and support systems. The increase in Broadband adoption has also proven to be a critical factor in facilitating the offering of Value Added Services to customers and the bundling of services. In the fixed-services business, we must invest in our fixed-line network and information technology. Specifically, in Internet services, we must constantly upgrade our Access technology and software, embrace emerging transmission technologies and improve the responsiveness, functionality, coverage and features of our services.

In the mobile business, to provide its subscribers with new and better services, Personal has to enhance its mobile networks extending 3G and 4G technology and bandwidth for mobile data transmission. Moreover, taking into account the frequencies awarded resulting from the spectrum auction held in the last quarter of 2014, Personal must develop a LTE infrastructure expeditiously, according to regulatory requirements and the mobile market development.

In addition, as new technologies develop, equipment may need to be replaced or upgraded and network facilities (in particular, mobile and Internet network facilities) may need to be rebuilt in whole or in part, at substantial cost, to remain competitive. These enhancements and the implementation of new technologies will continue requiring increased capital expenditures.

Devaluation of the peso. The peso has been subject to significant devaluations in the past and may be subject to fluctuation in the future. In recent years, there was a significant devaluation which amounted to approximately 31.1% in 2014 (of which 23% corresponds to the three months ended March 31, 2014) and 32.5% in 2013. The majority of our revenues are received in pesos whereas a portion of the materials and supplies related to the construction and maintenance of our networks and services are incurred in foreign currencies. Consequently, the Pesification of our regulated rates in the fixed services and the high level of competition limit our ability to transfer to our customers the fluctuations in the exchange rates between the peso and the U.S. dollar and other currencies. In addition, any devaluation of the peso against foreign currencies may increase operating costs and capital expenditures, which will adversely affect our results of operations, considering the net effect on revenues and costs.

Increase in inflation. In the past, Argentina has experienced periods of high inflation. In recent years, inflation levels have been increasing and have remained relatively high. The economic recovery, a higher increase in public spending or a fast devaluation of the Argentine peso could lead to higher inflation. Any increase in inflation levels not accompanied by an increase in the rates we charge our customers could adversely affect our results of operations in nominal and real terms.

In compliance with the provisions of IAS 29, the Company's Management periodically verifies the evolution of official statistics as well as the general factors of the economic environment in the countries in which the Telecom Group operates. It should be mentioned that if the qualitative and / or quantitative characteristics to consider an economy as a hyperinflationary economy set out in IAS 29 occur, the restatement of financial statements must be made retroactively from the date of the revaluation used as deemed cost (in the case of Group companies located in Argentina, since February 2003) or from the acquisition date for assets acquired after that date.

Inflation in Argentina has experienced an increase in 2014, according to official statistics published by the National Institute of Statistics and Census (INDEC). On the basis of the analysis made by Management and other evidence available at the date of this Annual Report, Management concluded that Argentina does not qualify as a hyperinflationary country in terms of IAS 29. We believe that the periodic assessment of the macroeconomic environment in Argentina and the possible restatement of financial statements in accordance to IAS 29, represent an element of care and concern for investors, analysts and regulators of capital markets where Argentine companies list their equity and debt securities, because of the significant impact that such restatement might have on their financial position and results of operations,

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including the Telecom Group. See Note 1.e) to the Consolidated Financial Statements as of December 31, 2014, for a description of the IAS 29 analysis.

Tax pressures and litigation. Local municipalities in the regions where we operate have introduced regulations and proposed various taxes and fees for the installation of infrastructure, equipment and expansion of fixed-line and mobile networks. Local and federal tax authorities have brought an increasing number of claims against us. We disagree with these proceedings and we are contesting them. Also, jurisprudential changes in labor and pension matters have generated higher claims from employees and former employees and also increased claims from employees of a contractor or subcontractor alleging joint liability. We cannot assure you that the laws and regulations currently

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governing the economy or the telecommunications industry will not change, that the claims will be resolved in our favor, or that any changes to the existing laws and regulations will not adversely affect our business, financial condition, results of operations and cash flows as well.

(A) Consolidated Results of Operations

In the year ended December 31, 2014, we reported net income of P\$3,729 million, compared to net income of P\$3,254 million for the year ended December 31, 2013, and net income of P\$2,732 million for the year ended December 31, 2012. Net income attributable to Telecom Argentina increased P\$471 million in 2014 as compared to 2013, reaching P\$3,673 million, while it increased P\$517 million in 2013 as compared to 2012, reaching P\$3,202 million, from P\$2,685 million reported in 2012.

Consolidated revenues in 2014 were P\$33,341 million compared to P\$27,287 million in 2013 and P\$22,117 million in 2012. The increase of P\$6,054 million in 2014 (a 22% increase) can be largely attributed to the growth in the Personal Mobile Services segment including handset revenues and in Internet and Data services included in the Fixed Services segment.

In 2014, operating expenses (including depreciation and amortization and gain on disposal of PP&E and impairment of PP&E) totaled P\$27,945 million, representing an increase of P\$5,113 million, or 22%. The increase in costs is mainly a consequence of higher revenues, higher expenses related to competition in the mobile and Internet businesses, higher direct and indirect labor costs on the cost structure of the Telecom Group in Argentina, the increase in fees for services due to higher supplier prices, the increase in the cost of equipment and handsets, the increase in taxes and fees with the Regulatory Matters, the increase of VAS costs, the effect of the appreciation of the Guaraní (+41% year over year) with respect to the Argentine peso, affecting the operations in Paraguay, a decrease in provisions charges and an increase in agent commissions capitalized as SAC, which partially mitigated the increase in operating costs.

In 2013, operating expenses (including depreciation and amortization and gain on disposal of PP&E and impairment of PP&E) totaled P\$22,832 million, representing an increase of P\$4,602 million, or 25%. The most significant changes in operating expenses included increases in employee benefit expenses and severance payments, taxes and fees with the Regulatory Authority (mainly caused by the increase in revenues and higher average rates of the turnover tax in the City of Buenos Aires, Córdoba, Chaco, Jujuy and Mendoza), cost of equipment and handsets (due to customer upgrades of mobile handsets), in fees for services, maintenance, materials and supplies, the increase in cost of VAS, provisions (due to higher regulatory and municipal claims and higher civil and commercial claims) and an impairment loss of P\$187 million recognized in 2013.

Our regulated fixed telephony service (7% of the consolidated revenue in 2014 vs. 8% in 2013) is still affected by the Pesification and freezing of regulated rates in early 2002; the increase in the 2014 structure of operating expenses (including depreciation and amortization and gain on disposal of PP&E and impairment of PP&E) for the Fixed Services segment (24%) is similar to the increase in revenues including intersegment revenues (25%).

Table of Contents**(A.1) 2014 Compared to 2013**

	Years Ended December 31,		Total Change %		Change by segment (1)		
	2014 (P\$ million)	2013			Fixed Services	Personal Mobile Services	Núcleo Mobile Services
Revenues	33,341	27,287	22	6,054	1,553	4,075	426
Other Income	47	63	(25)	(16)	(7)	(3)	(6)
Operating expenses (without depreciation and amortization)	(24,686)	(19,786)	25	(4,900)	(1,703)	(2,932)	(265)
Operating income before depreciation and amortization (2)	8,702	7,564	15	1,138	(157)	1,140	155
Depreciation and amortization	(3,243)	(2,873)	13	(370)	(211)	(22)	(137)
Gain on disposal of PP&E and impairment of PP&E	(16)	(173)	(91)	157	115	43	(1)
Operating income	5,443	4,518	20	925	(253)	1,161	17
Financial results, net	253	528	(52)	(275)	4	(276)	(3)
Income tax expense	(1,967)	(1,792)	10	(175)	(106)	(70)	1
Net income	3,729	3,254	15	475	(355)	815	15
Net income attributable to:							
<i>Telecom Argentina (Controlling Company)</i>	3,673	3,202	15	471			
<i>Non-controlling interest</i>	56	52	8	4			

(1) Includes the effect of eliminations of Intersegment transactions.

(2) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

Revenues

	Years Ended December 31,		Total Change %		Change by segment (1)		
	2014 (P\$ million)	2013			Fixed Services	Personal Mobile Services	Núcleo Mobile Services
Voice	11,766	10,645	11	1,121	340	580	201
Data	9,467	8,488	12	979	507	454	18
Internet	7,045	4,879	44	2,166	733	1,247	186
Service Revenues	28,278	24,012	18	4,266	1,580	2,281	405
Equipment (2)	5,063	3,275	55	1,788	(27)	1,794	21

Revenues	33,341	27,287	22	6,054	1,553	4,075	426
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- (1) Net of the Intersegment revenues effect.
- (2) This item is composed of voice, data and Internet equipment in each year.

During 2014, total consolidated revenues increased by 22% to P\$33,341 million from P\$27,287 million in 2013, mainly driven by our mobile, Broadband and data transmission businesses.

Consolidated revenues for 2014 and 2013 are comprised as follows:

Voice

Revenues from voice services increased 11% to P\$11,766 million in 2014 from P\$10,645 million in 2013. Revenues from voice services represented 35% of our total consolidated revenues for 2014 compared to 39% of our total consolidated revenues for 2013.

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Fixed services

Revenues from voice services represented 44% of our total Fixed Services segment revenues attributable to third parties for 2014 compared to 49% for 2013.

Voice services mainly include revenues from monthly basic charges, charges for supplementary services, measured service (national and international calls) and public telephone service. Charges for supplementary services include call waiting, call forwarding, three-way calling, caller ID, direct inwards dialing, toll-free service and voicemail, among others. Measured service charges are based on the number and duration of calls. Measured service revenues depend on the number of lines in service, the volume of usage, the number of new lines installed and applicable rates. They also include interconnection services (which primarily include Access, termination and long-distance transport of calls), international long-distance service (which reflect payments made under bilateral agreements between Telecom Argentina and foreign telecommunications carriers covering inbound international long-distance calls) and revenues related to billing and collection services charged to other operators.

Revenues from voice-retail increased 7% to P\$2,853 million and are still affected by the Pesification and freezing of regulated rates in early 2002. Revenues from regulated rate services represented 28% of our total segment revenues in 2014 compared with 33% in 2013. See

(B) Results of Operations by Segment (B.1) Fixed Services Segment Revenues Voice-retail for a description of the services included as voice-retail.

Monthly basic charges and supplementary services increased P\$82 million or 7% to P\$1,203 million in 2014 from P\$1,121 million in 2013. Such growth was mainly due to the increase of prices of non-regulated services during the year.

Measured service charges increased 10% to P\$1,541 million in 2014 from P\$1,395 million in 2013. Such increase was due to the increase in customers and domestic plans prices and the increase in customers and domestic long-distance national plans prices.

Voice-wholesale revenues (including fixed and mobile interconnection revenues, together with the revenues generated by the subsidiary Telecom Argentina USA amounting to P\$107 million) amounted to P\$929 million in 2014 (+18% vs. 2013).

Interconnection services reached P\$621 million in 2014. Other wholesale revenues reached P\$308 million in 2014, an increase of P\$69 million or 29% compared to 2013. The increase was mainly due to higher prices related to cell sites rentals due to the variation of the P\$/US\$ exchange rate.

Personal Mobile services

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Revenues from voice services represented 31% of our total Personal Mobile Services segment revenues attributable to third parties for 2014 compared to 35% for 2013.

Voice services mainly include revenues from monthly basic charges, airtime usage charges and roaming charges to our customers for their use of our and other carriers' networks, CPP, TLRD and roaming charges to other mobile service providers whose customers use our network.

Voice-retail revenues reached P\$5,330 million in 2014 (+12% vs. 2013). The increase was mainly due to the increase in monthly charge prices and to the increase in the Cuentas claras subscriber base.

Voice-wholesale revenues to third parties reached P\$1,953 million in 2014 (+1% vs. 2013). The increase was mainly due to the increase of mobile leases related to new agreements and to the renegotiation of the existing ones and to the increase in international roaming revenues with other operators.

In *Núcleo Mobile Services segment*, voice revenues increased 40% to P\$701 million in 2014 compared to P\$500 million in 2013 mainly due to an increase in the subscriber base (+3%) and to the appreciation of the Guaraní with respect to the Argentine peso (+41% year over year).

Data and Internet

Revenues from data and Internet services increased 24% to P\$16,512 million in 2014 from P\$13,367 million in 2013. Revenues from data and Internet represented 50% of our total consolidated revenues for 2014 compared to 49% of our total consolidated revenues for 2013.

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In the Mobile Services segments, data and Internet services mainly include SMS, contents via SMS, MMS, Browsing and Internet. Revenues from data and Internet in the Personal Mobile segment increased 18% to P\$11,001 million in 2014 from P\$9,300 million in 2013.

As a consequence of the increase in the usage of VAS (Internet and data), the ARPU increased to P\$74.2 per month in 2014 (vs. P\$66.8 per month in 2013) in the Personal Mobile Segment.

Data

Revenues from data services in the Fixed segment increased 53% to P\$1,470 million in 2014 from P\$963 million in 2013. These revenues were generated focusing on the Company's position as an integrated ICT provider (Datacenter, VPN, among others) for wholesale and government segments. The increase was primarily due to higher prices related to the variation of the P\$/US\$ exchange rate, the increase of IP transit services customers, VPN IP services customers (private data networks services that replace the point to point services) and IP direct lines customers in the retail segment, to the increase in customers and higher prices related to the variation of the P\$/US\$ exchange rate of Integra services, mainly in the Large Customer segment, to higher prices related to the variation of the P\$/US\$ exchange rate of the VPN-IP services in the Wholesale segment and to an increase in the number of subscribers and in prices of monthly charges related to the variation of the P\$/US\$ exchange rate of Datacenter services (especially in hosting and housing services).

Mobile data revenues reached P\$7,997 million (+6% vs. 2013). This increase is mainly due to constant Content via SMS sales increase as a result of several campaigns launched by Personal, which represented an year over year increase of P\$725 million vs. 2013. This increase was reflected both in monthly charges customers and prepaid subscribers and is mainly due to average prices increases and, to a lesser extent, to the increase of the subscribers' base. However, the main component of VAS revenues are SMS consumption, which decreased P\$257 million or 5.4% vs. 2013, and experiencing a decrease in TOU (-40.3% vs. 2013).

Internet

Internet revenues in the Fixed segment increased 29% to P\$3,254 million in 2014 from P\$2,521 million in 2013. The increase was mainly due to the substantial expansion of the Broadband service (+4% of access lines vs. 2013), and an increase in average prices resulting in an improvement in the ARPU amounted to P\$153 per month in 2014 vs. P\$124.7 per month in 2013. As of December 31, 2014 the number of Internet accesses reached approximately 1.8 million equivalent to 43% of fixed lines in service of Telecom Argentina (vs. 41% in 2013), compared to approximately 1.7 million as of December 31, 2013.

Mobile Internet revenues in the Personal Mobile segment increased 60% to P\$3,335 million in 2014 from P\$2,088 million in 2013. This increase is mainly explained by the increase in browsing services consumption of Personal's subscribers, which was mainly fueled by the increase in the offer of services, plans and packs (including VAS) launched by Personal. This growth was fueled by new subscribers, the migration of existing ones to higher-value plans and the increase in subscribers that acquired 3G handsets, which facilitate Internet browsing.

Equipment

Revenues from equipment increased by 55% to P\$5,063 million in 2014 from P\$3,275 million in 2013. This increase is mainly related to the Personal Mobile services segment with an increase of P\$ 1,794 million vs. 2013 and was mainly due to an increase in handset s average sale prices (+86% vs. 2013), partially offset by lower handsets sold (-16% vs. 2013). This situation was mainly generated by a subsidy reduction policy, the increase in average prices related to higher-value handsets demand (those with 3G browsing capability), the business strategy to attract high-value subscribers, a decrease in discounts as a result of the finalization of commercial promotions and lower retail revenues. In the Núcleo Mobile Services segment the increase was mainly due to an increase in handsets sold, and by the effect of the appreciation of the Guaraní as compared to the Argentine peso.

Other Income

Other income mainly includes penalties and indemnities collected from suppliers, as a result of delays in deliveries of goods or matters related to the quality of the services provided. During 2014, other income decreased 25% to P\$47 million from P\$63 million in 2013.

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Total operating expenses (without depreciation and amortization and gain on disposal and impairment of PP&E) increased by P\$4,900 million totaling P\$24,686 million in 2014, representing a 25% increase as compared to 2013. The increase in costs is mainly a consequence of higher revenues, higher expenses related to competition in the mobile and Internet businesses, higher direct and indirect labor costs on the cost structure of the Telecom Group in Argentina, the increase in fees for services related to higher supplier prices, the increase in the cost of equipment and handsets, the increase in taxes and fees with Regulatory Matters, the increase of VAS costs, the effect of the appreciation of the Guaraní (+41% year over year) respect to the Argentine peso, affecting the operations in Paraguay, a decrease in provisions charges and an increase in agent commissions capitalized as SAC, which partially mitigated the increase in operating costs.

	Years Ended December 31,		Total Change %		Change by segment (1)		
	2014 (P\$ million)	2013			Fixed Services (P\$ million)	Personal Mobile Services	Núcleo Mobile Services
Employee benefit expenses and severance payments	5,591	4,152	35	1,439	1,030	375	34
Interconnection costs and other telecommunications charges	2,074	1,829	13	245	138	92	15
Fees for services, maintenance, materials and supplies	3,333	2,641	26	692	266	390	36
Taxes and fees with the Regulatory Authority	3,297	2,689	23	608	145	451	12
Commissions	2,494	2,203	13	291	33	214	44
Cost of equipment and handsets	4,143	3,111	33	1,032	(2)	1,003	31
Advertising	792	656	21	136	(8)	121	23
Cost of VAS	936	708	32	228	5	193	30
Provisions	84	270	(69)	(186)	(54)	(132)	
Bad-debt expense	424	283	50	141	31	101	9
Restructuring Costs (recovery)		(8)	(100)	8	8		
Other operating expenses	1,518	1,252	21	266	111	124	31
Total operating expenses (without depreciation and amortization)	24,686	19,786	25	4,900	1,703	2,932	265

(1) Net of the Intersegment transactions effect.

Employee benefit expenses and severance payments

During 2014, employee benefit expenses and severance payments were P\$5,591 million, representing a 35% increase from 2013. This was primarily due to salary increases that Telecom implemented across all segments with several trade unions with respect to the unionized employees and also to non-unionized employees, together with related social security charges and to an extraordinary annual bonus of P\$115 million paid in January 2015.

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With a total headcount of 16,416 at the end of 2014 (-1% vs. 2013), lines in service per employee reached 370 in the Fixed Services segment (slightly lower than 2013), 3,950 in the Personal mobile services segment (+1% vs. 2013) and 6,158 in the Núcleo mobile services segment (+8% vs. 2013).

Interconnection costs and other telecommunications charges

Interconnection costs and other telecommunication charges (including charges for TLRD, Roaming, Interconnection costs, cost of international outbound calls and lease of circuits) amounted to P\$2,074 million in 2014 compared with P\$1,829 million in 2013. The increase was mainly due to

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higher costs of international outbound calls of P\$58 million and lease of circuits and use of public network of P\$96 million.

Fees for services, maintenance, materials and supplies

Expenses related to fees for services, maintenance, materials and supplies increased 26% to P\$3,333 million in 2014 from P\$2,641 million in 2013. The increase was mainly due to higher maintenance costs of radio bases, systems and buildings in the mobile services segments, as a result of the variation in the P\$/US\$ exchange rate, an increase in technical assistance cost of radio bases, higher system licenses maintenance costs and higher costs of building maintenance. There were also increases in other maintenance costs and fees for services, mainly due to higher costs recognized by suppliers in all segments.

Taxes and fees with the Regulatory Authority

Taxes and fees with the Regulatory Authority (including turnover tax, tax on deposits and withdrawals from bank accounts, municipal and other taxes) increased 23% to P\$3,297 million in 2014 from P\$2,689 million in 2013, mainly due to the increase in revenues from fixed and mobile services, the increase in equipment sales in Argentina. Also the increase in tax is due to higher tax on deposits to and withdrawals from bank accounts related to dividend payments and higher collections and payments to suppliers in 2014 vs. 2013.

Commissions

Commissions (including Agent, distribution of prepaid cards and other commissions) increased by P\$291 million, or 13%, to P\$2,494 million in 2014 from P\$2,203 million in 2013. The increase was mainly due to the increase of P\$58 million in agents' commissions (associated higher revenues) as a result of higher customer's acquisition and retention costs recognized to them and collection commissions of P\$239 million, especially of handsets sold, partially offset by lower prepaid cards sales and lower prepaid recharges of P\$11 million.

Commissions are net of agent commissions capitalized as SAC, which totaled P\$913 million (+P\$362 million or 66% vs. 2013), and it's directly related to the increase in the "Cuentas claras" subscribers' base mainly in the Personal Mobile Services segment and the increase in the commissions prices.

Cost of equipment and handsets

During 2014, the cost of equipment and handsets increased to P\$4,143 million from P\$3,111 million in 2013, representing a 33% increase. This increase was mainly due to higher average unit cost of sales related to higher value handsets (+51% vs. 2013) partially offset by a decrease in the number of handsets sold (-16% vs. 2013) in the Personal Mobile Service Segment.

Cost of equipment and handsets are net of handsets costs capitalized as SAC (P\$103 million in 2014, P\$152 million or 60% lower than 2013).

Advertising

Costs related to advertising increased by P\$136 million, or 21%, to P\$792 million in 2014, mainly due to an increase in advertising campaigns by Personal as compared to 2013.

Cost of VAS

Cost of VAS amounted to P\$936 million (+P\$228 million vs. 2013), mainly due to the increase of VAS sales in the Personal Mobile Services segment (mainly the Contents via SMS service) as a consequence of several campaigns launched by Personal.

Provisions

During 2014, we recorded P\$84 million in provisions compared to P\$270 million recorded in 2013, representing a 69% decrease. The decrease was mainly due to lower civil and commercial claims (P\$39 million vs. 2013), lower regulatory and municipal claims (-P\$169 million vs. 2013) partially offset by higher labor claims (P\$22 million vs. 2013).

Bad Debt Expense

In 2014, bad debt expense amounted to P\$424 million, an increase of 50% as compared to 2013, representing 1.3% and 1.0% of consolidated revenues in 2014 and 2013, respectively. The major increase is observed in the Personal Mobile Services segment as a consequence of higher aging of

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the accounts receivables and higher incidence of handsets sales directly financed by Personal to its postpaid and Cuentas claras subscribers. These charges have also increased in Telecom Argentina in the Government and Corporate segment.

Other Operating Expenses

Other operating expenses, which include transportation costs, energy and rentals, among others, increased 21% to P\$1,518 million in 2014 from P\$1,252 million in 2013 primarily as a result of higher prices on related services, especially in transportation, freight and travel expenses (+P\$108 million or 23.9% vs. 2013), among others, in the operations in Argentina; and the increase of rent prices (+P\$107 million or 36.3% vs. 2013), as a result of new agreements and the renegotiation of some of the existing ones.

For a further breakdown of our consolidated operating expenses, see Results of Operations by Segment below.

Operating income before depreciation and amortization

Our consolidated operating income before depreciation and amortization was P\$8,702 million in 2014, representing an increase of P\$1,138 million or 15% from P\$7,564 million in 2013. It represented 26% and 28% of total consolidated revenues, respectively. This growth was mainly fueled by the Fixed Services segment (+P\$344 million or +19.7% vs. 2013) and Personal Mobile Services segment (+P\$643 million or 11.9% vs. 2013).

Depreciation and Amortization

Depreciation of PP&E and amortization of intangible assets increased by P\$370 million, or 13% vs. 2013, to P\$3,243 million during 2014. The increase in PP&E depreciation reached P\$406 million, partially offset by a decrease in the amortization of SAC and Service connection costs totaled P\$56 million due to lower levels of capitalization of subsidies from the sale of mobile handsets and the extension of the contractual terms for mobile customers from 18 to 24 months.

Gain on disposal of PP&E and impairment of PP&E

Gain on disposal of PP&E amounted to P\$9 million in 2014 and the impairment loss of PP&E amounted to P\$25 million (an impairment loss of PP&E for a total amount of P\$61 million relating to certain work in progress recorded in PP&E, and a partial reversal amounting to P\$36 million of the impairment loss recorded in 2013 relating to certain projects entered into by Telecom Argentina and the private sector).

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An impairment loss of PP&E that amounted to P\$187 million was recorded in 2013 and was mainly related to the discontinuation of a commercial system of Personal (amounting to P\$65 million) and to the write-down of some projects of Telecom Argentina that presented uncertainty regarding their development and future associated cash flows (amounting to P\$122 million).

Operating income

During 2014, consolidated operating income was P\$5,443 million, representing an increase of P\$925 million or 20% from 2013. Operating income represented 16% of consolidated revenues in 2014 versus 17% in 2013.

	Years Ended December 31,		% of Change 2014-2013 Increase/(Decrease)
	2014	2013	
	(P\$ million / %)		
Operating income before depreciation and amortization (1)	8,702	7,564	15
<i>As % of revenues</i>	26	28	
Depreciation and amortization	(3,243)	(2,873)	13
<i>As % of revenues</i>	(10)	(11)	
Gain on disposal of PP&E and impairment of PP&E	(16)	(173)	(91)
Operating income	5,443	4,518	20
<i>As % of revenues</i>	16	17	

(1) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview for a discussion of the use of this measure.

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Financial results, net

During 2014, Telecom recorded a net financial gain of P\$253 million compared to a net financial gain of P\$528 million in 2013. The decrease was mainly due to higher interests on provisions (-P\$43 million vs. 2013), higher losses on NDF agreements (-P\$152 million vs. 2013) and lower financial interest on time deposits and other investments including interest on related parties (-P\$214 million vs. 2013), partially offset by lower exchanges differences (+P\$101 million vs. 2013), higher gains on mutual funds (+P\$39 million vs. 2013) and higher interests on receivables (+P\$37 million vs. 2013).

Income tax expense

Income tax expense amounted to P\$1,967 million, P\$1,792 million in 2014 and 2013, respectively.

The Company's income tax charge includes three effects: (i) the current tax payable for the year pursuant to tax legislation applicable to each company in the Telecom Group; (ii) the effect of applying the deferred tax method on temporary differences arising out of the asset and liability valuation according to tax versus financial accounting criteria; and (iii) the analysis of recoverability of deferred tax assets.

(i) Regarding current tax expenses, Telecom Argentina, Telecom Argentina USA, Personal and Núcleo generated tax profit in fiscal year 2014, resulting in an income tax payable of P\$1,749 million versus P\$1,956 million in 2013. Fixed Segment income tax expense in 2014 amounted to P\$422 million as compared to P\$344 million in 2013; Personal's tax expense, in 2014, amounted to P\$1,302 million compared to P\$1,588 million in 2013; and Núcleo's tax expense, in 2014, amounted to P\$25 million compared to P\$24 million in 2013.

(ii) Regarding the deferred tax, in 2014 and 2013, the Fixed Segment recorded a deferred tax benefit of P\$19 million and P\$47 million, respectively; Personal recorded a deferred tax expense of P\$267 million (mainly due to an increase in deferred tax liabilities of Fixed Assets and the deduction of deferred tax assets related to investments in bonds) and a benefit that amounts to P\$120 million in 2014 and 2013, respectively; and Núcleo generated a P\$3 million and P\$1 million gain in 2014 and 2013, totaling P\$245 million expense and P\$168 million benefit of deferred tax in 2014 and 2013, respectively.

(iii) Regarding the analysis of recoverability of deferred tax assets, Personal recorded a recovery of the valuation allowance for deferred tax assets of P\$27 million and a P\$4 million allowance in 2014 and 2013, respectively, while no charges were recorded for Telecom Argentina, Telecom Argentina USA and Núcleo in those years.

Net Income

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For 2014, we recorded net income of P\$3,729 million (11% of total consolidated revenues), of which P\$3,673 million is attributable to Telecom Argentina. The Fixed Services segment accounted for a gain of P\$742 million, the Personal Mobile Services segment accounted for a P\$2,816 million gain and the Núcleo Mobile Services segment accounted for a gain of P\$171 million, representing 7%, 12% and 11% of the total segment revenues, respectively including intercompany transactions.

For 2013, we recorded net income of P\$3,254 million (12% of total consolidated revenues), of which P\$3,202 million is attributable to Telecom Argentina. The Fixed Services segment accounted for a gain of P\$538 million, the Personal Mobile Services segment accounted for a P\$2,556 million gain and the Núcleo Mobile Services segment accounted for a gain of P\$160 million, representing 7%, 13% and 14% of the total segment revenues, respectively including intercompany transactions.

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	Years Ended December 31,		Total Change %		Change by segment (1)		
	2013 (P\$ million)	2012			Fixed Services	Personal Mobile Services	Núcleo Mobile Services
Revenues	27,287	22,117	23	5,170	983	3,902	285
Other Income	63	79	(20)	(16)	(42)	20	6
Operating expenses (without depreciation and amortization)	(19,786)	(15,626)	27	(4,160)	(1,058)	(2,911)	(191)
Operating income before depreciation and amortization (2)	7,564	6,570	15	994	(117)	1,011	100
Depreciation and amortization	(2,873)	(2,612)	10	(261)	(90)	(102)	(69)
Gain on disposal of PP&E and impairment of PP&E	(173)	8	n/a	(181)	(113)	(69)	1
Operating income	4,518	3,966	14	552	(320)	840	32
Financial results, net	528	229	131	299	142	167	(10)
Income tax expense	(1,792)	(1,463)	22	(329)	(24)	(302)	(3)
Net income	3,254	2,732	19	522	(202)	705	19
Net income attributable to:							
<i>Telecom Argentina (Controlling Company)</i>	3,202	2,685	19	517			
<i>Non-controlling interest</i>	52	47	11	5			

(1) Includes the effect of eliminations of Intersegment transactions.

(2) Although it is not specifically defined, this is a permitted measure under IFRS. See [Management Overview](#) above for a discussion of the use of this measure.

Revenues

During 2013, total consolidated revenues increased by 23% to P\$27,287 million from P\$22,117 million in 2012, mainly driven by our mobile, Broadband and data transmission businesses.

	Years Ended December 31,		Total Change %		Change by segment (1)		
	2013 (P\$ million)	2012			Fixed Services	Personal Mobile Services	Núcleo Mobile Services
Voice	10,645	9,927	7	718	228	404	86
Data	8,488	6,767	25	1,721	228	1,447	46
Internet	4,879	3,395	44	1,484	528	840	116
Service Revenues	24,012	20,089	20	3,923	984	2,691	248

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Equipment (2)	3,275	2,028	61	1,247	(1)	1,211	37
Revenues	27,287	22,117	23	5,170	983	3,902	285

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- (1) Net of the Intersegment revenues effect.
- (2) This item is composed of voice, data and Internet equipment in each year.

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Consolidated revenues for 2013 and 2012 are comprised as follows:

Voice

Revenues from voice services increased 7% to P\$10,645 million in 2013 from P\$9,927 million in 2012. Such increase is largely due to a growth in the mobile subscriber base, as well as an increase in monthly charges for our services in the Personal Mobile Services segment. Revenues from voice services represented 39% of our total consolidated revenues for 2013 compared to 45% of our total consolidated revenues for 2012.

Fixed services

Revenues from voice services represented 49% of our total Fixed Services segment revenues attributable to third parties for 2013 compared to 53% for 2012.

Voice services mainly include revenues from monthly basic charges, charges for supplementary services, measured service (national and international calls) and public telephone service. Charges for supplementary services include call waiting, call forwarding, three-way calling, caller ID, direct inwards dialing, toll-free service and voicemail, among others. Measured service charges are based on the number and duration of calls. Measured service revenues depend on the number of lines in service, the volume of usage, the number of new lines installed and applicable rates. They also include interconnection services (which primarily include Access, termination and long-distance transport of calls), international long-distance service (which reflect payments made under bilateral agreements between Telecom Argentina and foreign telecommunications carriers covering inbound international long-distance calls) and revenues related to billing and collection services charged to other operators.

Revenues from voice-retail increased 7% to P\$2,656 million and are still affected by the Pesification and freezing of regulated rates in early 2002. Revenues from regulated rate services represented 33% of our total segment revenues in 2013 compared with a 36% in 2012. See

(B) Results of Operations by Segment (B.1) Fixed Services Segment Revenues Voice-retail for a description of the services included as voice-retail.

Monthly basic charges and supplementary services increased P\$89 million or 9% to P\$1,121 million in 2013 from P\$1,032 million in 2012. Such growth was due to the increase of prices of non-regulated services and the increase in the subscriber base during the year.

Measured service charges increased 7% to P\$1,395 million in 2013 from P\$1,306 million in 2012. Such increase was due to the effect of the flat rate packs. This increase is mainly explained by the increase in revenues from local and domestic long distance plans.

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Voice-wholesale revenues (including fixed and mobile interconnection revenues, together with the revenues generated by the subsidiary Telecom Argentina USA amounting to P\$70 million) amounted to P\$786 million (+6% vs. 2012).

Interconnection services increased 6% to P\$547 million in 2013 from P\$516 million in 2012. Other wholesale revenues reached P\$239 million in 2013 and P\$223 million in 2012.

Personal Mobile services

Revenues from voice services represented 35% of our total Personal Mobile Services segment revenues attributable to third parties for 2013 compared to 41% for 2012.

Voice services mainly include revenues from monthly basic charges, airtime usage charges and roaming charges to our customers for their use of our and other carriers' networks, CPP, TLRD and roaming charges to other mobile service providers whose customers use our network.

Voice-retail revenues reached P\$4,773 million in 2013 (+7% vs. 2012). The increase was mainly due to increase in monthly charges prices and an increase in the subscriber base especially in prepaid and Cuentas Claras subscribers.

Voice-wholesale revenues reached P\$1,930 million in 2013 (+5% vs. 2012). The increase was mainly due to higher traffic with mobile operators (TLRD) and an increase in roaming revenues and to the increase of mobile leases, mainly due to new agreements and to the renegotiation of the existing ones.

In *Núcleo Mobile Services segment*, voice revenues increased 21% to P\$500 million in 2013 compared to P\$414 million in 2012 mainly due to an increase in the subscriber base (+5.2%) and to the appreciation of the Guaraní with respect to the Argentine peso (+33% year over year).

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Data and Internet

Revenues from data and Internet services increased 32% to P\$13,367 million in 2013 from P\$10,162 million in 2012. Revenues from data and Internet represented 49% of our total consolidated revenues for 2013 compared to 46% of our total consolidated revenues for 2012.

In the Mobile Services segments, data and Internet services mainly include SMS, contents via SMS, MMS, Browsing and Internet. Revenues from data and Internet in the Personal Mobile segment increased 33% to P\$9,300 million in 2013 from P\$7,013 million in 2012.

As a consequence of the increase in the usage of VAS (Internet and data), the ARPU increased to P\$66.8 per month in 2013 (vs. P\$57.7 per month in 2012) in the Personal Mobile Segment.

Data

Revenues from data services in the Fixed segment increased 31% to P\$963 million in 2013 from P\$735 million in 2012, where the focus was to strengthen Telecom Argentina's position as an integrated ICT provider (Datacenter, VPN, among others) for wholesale and government segments. The increase was mainly due to an increase in Integra and VPN IP services, to the increase in the IP traffic in the wholesale segment; and to the increase in the monthly charges and transmission Datacenter services (especially in hosting and housing monthly charges, and Value Added Services transmission). The majority of our revenues from data transmission services is denominated in U.S. dollars and, consequently, in 2013 and 2012, was affected by the fluctuations in the exchange rate between the peso and the U.S. dollar resulting in an increase in data transmission revenues.

Mobile data revenues reached P\$7,212 million (+25% vs. 2012). This increase is mainly due to constant SMS sales increase as a result of several campaigns launched by Personal and especially due to the increase in revenues from the sale of contents via SMS, both in prepaid or postpaid customers.

Internet

Internet revenues in the Fixed segment increased 26% to P\$2,521 million in 2013 from P\$1,993 million in 2012. The increase was mainly due to the substantial expansion of the Broadband service (+5% of Access lines vs. 2012), an increase in average prices resulting in an improvement in the ARPU amounted to P\$124.7 per month in 2013 vs. P\$102.3 per month in 2012. As of December 31, 2013 the number of Internet accesses reached approximately 1.7 million equivalent to 41% of fixed lines in service of Telecom Argentina (vs. 39% in 2012), compared to approximately 1.6 million as of December 31, 2012, an increase of 5%.

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Mobile Internet revenues in the Personal Mobile segment increased 67% to P\$2,088 million in 2013 from P\$1,248 million in 2012. Such increases were mainly due to new subscribers, and the migration of existing ones to higher-value plans, partially offset by the revenues decrease generated by the decrease of Mobile Internet subscribers.

Equipment

Revenues from equipment increased by 61% to P\$3,275 million in 2013 from P\$2,028 million in 2012. This increase was due to a mix between the increase in the average price of the handsets of 72% and the decrease of 5% in the handsets sold by Personal. This situation was mainly generated by a subsidy reduction policy, the increase in average prices related to demand for higher-value handsets, the business strategy to attract high-value subscribers, a decrease in discounts as a result of the finalization of commercial promotions and lower retail revenues.

Other Income

Other income mainly includes penalties and indemnities collected from suppliers, as a result of delays in deliveries of goods or matters related to the quality of the services provided. During 2013, other income decreased 20% to P\$63 million from P\$79 million in 2012, mainly due to a decrease in indemnities collected from suppliers.

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Total operating expenses (without depreciation and amortization and gain on disposal and impairment of PP&E) increased by P\$4,160 million totaling P\$19,786 million in 2013, representing a 27% increase as compared to 2012. The increase was mainly due to increases in employee benefit expenses and severance payments, cost of VAS, fees for services, maintenance, materials and supplies, taxes and fees with the Regulatory Authority, commissions, and cost of equipment and handsets.

	Years Ended December 31,		Change by segment (1)				
	2013 (P\$ million)	2012	Total Change %		Fixed Services	Personal Mobile Services	Núcleo Mobile Services
Employee benefit expenses and severance payments	4,152	3,269	27	883	611	252	20
Interconnection costs and other telecommunications charges	1,829	1,707	7	122	21	60	41
Fees for services, maintenance, materials and supplies	2,641	2,109	25	532	176	334	22
Taxes and fees with the Regulatory Authority	2,689	2,018	33	671	129	534	8
Commissions	2,203	1,949	13	254	8	226	20
Cost of equipment and handsets	3,111	2,043	52	1,068	30	992	46
Advertising	656	660	(1)	(4)	(12)	6	2
Cost of VAS	708	326	117	382	2	371	9
Provisions	270	153	76	117	80	36	1
Bad-debt expense	283	275	3	8	2	3	3
Restructuring Costs (recovery)	(8)	90	n/a	(98)	(91)	(7)	
Other operating expenses	1,252	1,027	22	225	102	104	19
Total operating expenses (without depreciation and amortization)	19,786	15,626	27	4,160	1,058	2,911	191

(1) Net of the Intersegment transactions effect.

Employee benefit expenses and severance payments

During 2013, employee benefit expenses and severance payments were P\$4,152 million, representing a 27% increase from 2012. This was primarily due to salary increases that Telecom implemented across all segments.

With a total headcount of 16,581 at the end of 2013 (-1% vs. 2012), lines in service per employee reached 375 in the Fixed Services segment (slightly higher than 2012), 3,897 in the Personal mobile services segment (+8% vs. 2012) and 5,696 in the Núcleo mobile services segment (+9% vs. 2012).

Interconnection costs and other telecommunications charges

Interconnection costs and other telecommunications charges includes interconnection costs, lease of circuits and costs of international outbound calls, which reflect payments made under bilateral agreements between Telecom Argentina and international carriers in connection with outgoing calls made by our customers. Additionally, the cost of roaming and TLRD is included in the Mobile Services segments. In 2013, interconnection costs and other telecommunications charges amounted to P\$1,829 million compared with P\$1,707 million in 2012. The increase was mainly due to higher traffic volume in the domestic market.

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Fees for services, maintenance, materials and supplies

Expenses related to fees for services, maintenance, materials and supplies increased 25% to P\$2,641 million in 2013 from P\$2,109 million in 2012. This increase was mainly due to higher maintenance costs of radio bases, systems and buildings in the mobile services segments, as a result of an increase in technical assistance cost of radio bases, higher maintenance costs of licenses and higher costs of building maintenance, and to higher fees for services related to call centers (a P\$98 million increase from 2012 to 2013).

Taxes and fees with the Regulatory Authority

Taxes and fees with the Regulatory Authority (including turnover tax, IDC, municipal and other taxes) increased 33% to P\$2,689 million in 2013 from P\$2,018 million in 2012, mainly due to charges of turnover tax (P\$413 million increase from 2012 to 2013 due to an increase in revenues during 2013 and higher average rates of the turnover tax in Autonomía City of Buenos Aires, Córdoba, Chaco, Jujuy and Mendoza) and from taxes with the Regulatory Authority (an increase of P\$120 million from 2012) as a result of the increase in revenues during 2013 .

Commissions

Commissions increased by P\$254 million, or 13%, to P\$2,203 million in 2013 from P\$1,949 million in 2012. The increase was mainly due to higher commissions related to commercial agents of P\$39 million associated with increased revenues because of major acquisition and retention costs, higher prepaid card distribution commissions of P\$84 million, and collection commissions of P\$117 million.

Commissions are net of agent commissions capitalized as SAC, which totaled P\$551 million (+P\$237 million or 75% vs. 2012), and are directly related to the increase in the postpaid subscribers base in the Personal Mobile Services segment and the increase in the commissions prices.

Cost of equipment and handsets

During 2013, the cost of equipment and handsets increased to P\$3,111 million from P\$2,043 million in 2012, representing a 52% increase. This increase was mainly due to the increase in costs of mobile handsets in both Mobile Services segments of P\$1,038 million, mainly as a consequence of higher average unit cost of sales (+72% vs. 2012) offset by a decrease in the number of handsets sold (-5% vs. 2012) in the Personal Mobile Segment.

Cost of equipment and handsets are net of handsets costs capitalized as SAC (P\$255 million in 2013, P\$208 million or 45% lower than 2012).

Advertising

Costs related to advertising decreased by P\$4 million, or 1%, to P\$656 million in 2013, due to a reduction in advertising Personal and Arnet s campaigns.

Cost of VAS

Cost of VAS amounted to P\$708 million (+P\$382 million vs. 2012), mainly due to the increase of VAS sales in the Personal Mobile Services segment (mainly the SMS service) as a consequence of several campaigns launched by Personal and especially due to the increase in revenues from the sale of contents via SMS.

Provisions

During 2013, we recorded P\$270 million in provisions compared to P\$153 million recorded in 2012, representing a 76% increase. The increase in 2013 was mainly due to an increase in regulatory tax proceedings amounting to P\$84 million and an increase in civil and commercial proceedings amounting to P\$62 million, partially offset by a decrease in labor claims amounting to P\$29 million.

Bad Debt Expense

In 2013, bad debt expense amounted to P\$283 million, an increase of 3% as compared to 2012, representing 1.0% and 1.2% of consolidated revenues in 2013 and 2012, respectively. The increase was mainly due to higher aging of the accounts receivables, mainly in voice-retail customers in the Núcleo Mobile Services segment.

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Restructuring Costs/ Recovery

In the last quarter of 2012 the Company's Management decided to implement a restructuring plan aimed at improving the efficiency of the Telecom Group's organizational structure. This plan contemplates the removal and / or merger of Management structures in various areas of Telecom Argentina and Personal. The plan involves the dismissal of about 90 employees with a total estimated cost of P\$90 million. The recovery of these costs in 2013 amounts to P\$8 million as a consequence of the end of the restructuring Plan in June, 2013.

Other Operating Expenses

Other operating expenses, which include transportation costs, energy and rentals, among others, increased 22% to P\$1,252 million in 2013 from P\$1,027 million in 2012 primarily as a result of an increase in prices on related services and an increase in rent prices because of new and renegotiated rental contracts.

For a further breakdown of our consolidated operating expenses, see (B) Results of Operations by Segment below.

Operating income before depreciation and amortization

Our consolidated operating income before depreciation and amortization was P\$7,564 million in 2013, representing an increase of P\$994 million or 15% from P\$6,570 million in 2012. It represented 28% and 30% of total consolidated revenues, respectively. This growth was mainly fueled by the Personal Mobile Services segment.

Depreciation and Amortization

Depreciation of PP&E and amortization of intangible assets increased by P\$261 million, or 10%, to P\$2,873 million during 2013. The increase in PP&E depreciation reached P\$191 million, in amortization of SAC and Service connection or habilitation costs totaled P\$70 million and in amortization of other intangible assets remains the same as in 2012.

Gain on disposal of PP&E and impairment of PP&E

The gain on disposal of PP&E amounted to P\$14 million, an increase of P\$6 million vs. 2012 and mainly corresponds to the Fixed Services segment. Impairment of PP&E amounted to P\$187 million in 2013 and is mainly related to the discontinuation of commercial systems of

Personal, amounting to P\$65 million and to the impairment of certain PP&E items related to some projects undertaken by Telecom Argentina with the public sector and the private sector that present uncertainty regarding their development and future associated cash flows, amounting to P\$122 million.

Operating income

During 2013, consolidated operating income was P\$4,518 million, representing an increase of P\$552 million or 14% from 2012. Operating income represented 17% of consolidated revenues in 2013 versus 18% in 2012. The decrease in the margin was mainly due to the increase of operating expenses (including depreciation and amortization and gain on disposal of PP&E and impairment of PP&E) of 25% partially offset by the increase in revenues of 23%.

	Years Ended December 31,		% of Change
	2013	2012	2013-2012
	(P\$ million / %)		Increase/(Decrease)
Operating income before depreciation and amortization (1)	7,564	6,570	15
<i>As % of revenues</i>	28	30	
Depreciation and amortization	(2,873)	(2,612)	10
<i>As % of revenues</i>	(11)	(12)	
Gain on disposal of PP&E and impairment of PP&E	(173)	8	n/a
Operating income	4,518	3,966	14
<i>As % of revenues</i>	17	18	

(1) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

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Financial results, net

During 2013, Telecom recorded a net financial gain of P\$528 million compared to a net financial gain of P\$229 million in 2012. This was mainly due to higher gains from financial interest on time deposits (including interest on loans given to related parties) and other investments (+P\$364 million vs. 2012), higher gains on mutual funds (+P\$69 million vs. 2012), higher gains on Financial derivatives (+P\$55 million vs. 2012), and higher interests on receivables (+P\$35 million vs. 2012), partially offset by a higher foreign currency exchange loss of P\$233 million.

Income tax expense

Income tax expense amounted to P\$1,792 million and P\$1,463 million in 2013 and 2012, respectively.

The Company's income tax charge includes three effects: (i) the current tax payable for the year pursuant to tax legislation applicable to each company in the Telecom Group; (ii) the effect of applying the deferred tax method on temporary differences arising out of the asset and liability valuation according to tax versus financial accounting criteria; and (iii) the analysis of recoverability of deferred tax assets.

(i) Regarding current tax expenses, Telecom Argentina, Telecom Argentina USA, Personal and Núcleo generated tax profit in fiscal year 2013, resulting in an income tax payable of P\$1,956 million (including fiscal year 2012 return adjustment of P\$3 million) versus P\$1,522 million in 2012. Fixed Segment income tax expense in 2013 amounted to P\$344 million as compared to P\$312 million in 2012; Personal's, in 2013, amounted to P\$1,588 million compared to P\$1,187 million in 2012; and Núcleo's, in 2013, amounted to P\$24 million compared to P\$23 million in 2012.

(ii) Regarding the deferred tax, in 2013 and 2012, the Fixed Segment recorded a deferred tax benefit of P\$47 million and P\$39 million, respectively; Personal recorded a deferred tax benefit of P\$120 million and P\$20 million in 2013 and 2012, respectively; and Núcleo generated a P\$1 million and P\$3 million gain in 2013 and 2012, totaling P\$168 million and P\$62 million of deferred tax benefit in 2013 and 2012, respectively. The gain in 2013 was mainly generated by the tax effects of temporary differences related to PP&E and intangible assets, inventories and provisions.

(iii) Regarding the analysis of recoverability of deferred tax assets, Personal recorded a valuation allowance for deferred tax assets of P\$4 million and P\$3 million in 2013 and 2012, respectively, while no charges were recorded for Telecom Argentina, Telecom Argentina USA and Núcleo in those years.

Net income

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For 2013, we recorded net income of P\$3,254 million (12% of total consolidated revenues), of which P\$3,202 million is attributable to Telecom Argentina. The Fixed Services segment accounted for a gain of P\$538 million, the Personal Mobile Services segment accounted for a P\$2,556 million gain and the Núcleo Mobile Services segment accounted for a gain of P\$160 million, representing 7%, 13% and 14% of the total segment revenues, respectively including intercompany transactions.

For 2012, we recorded net income of P\$2,732 million (12% of total consolidated revenues), of which P\$2,685 million is attributable to Telecom Argentina. The Fixed Services segment accounted for a gain of P\$502 million, the Personal Mobile Services segment accounted for a P\$2,085 million gain and the Núcleo Mobile Services segment accounted for a gain of P\$145 million, representing 7%, 14% and 17% of the total segment revenues, respectively including intercompany transactions.

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Table of Contents**(B) Results of Operations by Segment****(B.1) Fixed Services Segment**

Results of operations for our Fixed Services segment for 2014, 2013 and 2012 are comprised as follows:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013 Increase/(Decrease)	2013-2012
Revenues (1)	10,320	8,254	7,061	25	17
Other Income (2)	37	43	84	(14)	(49)
Operating expenses (without depreciation and amortization)	(8,266)	(6,550)	(5,500)	26	19
Operating income before depreciation and amortization (3)	2,091	1,747	1,645	20	6
Depreciation and amortization	(1,230)	(1,019)	(929)	21	10
Gain on disposal of PP&E and impairment of PP&E	9	(106)	7	n/a	n/a
Operating income	870	622	723	40	(14)
Financial results, net	275	213	52	29	310
Income tax expense	(403)	(297)	(273)	36	9
Net income	742	538	502	38	7

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- (1) Includes intersegment revenues of P\$1,761 million, P\$1,248 million and P\$1,038 million in 2014, 2013 and 2012, respectively.
- (2) Includes intersegment other income of P\$11 million, P\$10 million and P\$9 million in 2014, 2013 and 2012, respectively.
- (3) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

Revenues

During 2014, revenues from our Fixed Services segment increased by 25% to P\$10,320 million from P\$8,254 million in 2013. During 2013, revenues from our Fixed Services segment increased by 17% to P\$8,254 million from P\$7,061 million in 2012. The increase in each year was mainly due to data transmission and Broadband with a 4% and 5% growth in Internet accesses in 2014 and 2013, respectively.

Revenues from our Fixed Services segment for 2014, 2013 and 2012 are comprised as follows:

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	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013 Increase/(Decrease)	2013-2012
Voice-retail	2,853	2,656	2,475	7	7
Voice-wholesale	929	786	739	18	6
Data	1,470	963	735	53	31
Internet	3,254	2,521	1,993	29	26
Service Revenues	8,506	6,926	5,942	23	17
Equipment (1)	53	80	81	(34)	(1)
Subtotal third party revenues	8,559	7,006	6,023	22	16
Intersegment	1,761	1,248	1,038	41	20
Total Fixed Services revenues	10,320	8,254	7,061	25	17

(1) This item is composed of voice, data and Internet equipment in each year.

Voice-retail

Revenues from voice-retail represented 28% of our total segment revenues for 2014 compared to 32% of our total segment revenues for 2013 and 35% of our total segment revenues for 2012. Revenues from voice-retail increased 7% to P\$2,853 million in 2014 from P\$2,656 million in 2013 and increased 7% in 2013 from P\$2,475 million in 2012.

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Voice-retail mainly includes revenues from monthly basic charges (which differ for residential, professional and commercial customers), charges for supplementary services, measured service (national and international calls) and public telephone service. Charges for supplementary services include call-waiting, call-forwarding, three-way calling, caller ID, direct inwards dialing, toll-free service and voicemail, among others. Measured service charges are based on the number and duration of calls. Measured service revenues depend on the number of lines in service, the volume of usage, the number of new lines installed and applicable rates. Most of our customers are billed monthly.

Monthly basic charges increased 7% to P\$1,203 million in 2014 from P\$1,121 million in 2013 and increased 9% from P\$1,032 million in 2012. Monthly Charges and Supplementary Services increased in 2014 as a consequence of an increase in supplementary services (not regulated), mainly due to an increase of their prices.

Measured service charges increased 10% to P\$1,541 million in 2014 from P\$1,395 million in 2013 and increased 7% in 2013 from P\$1,306 million in 2012. The increase in both 2014 and 2013 was mainly due to the increase in customers and domestic plans prices and the increase in long national distance plans prices.

Voice-wholesale

Revenues from voice-wholesale represented 9% of our total segment revenues for 2014 compared to 10% in 2013 and 2012. Revenues from voice-wholesale increased 18% to P\$929 million in 2014 from P\$786 million in 2013 and increased 6% from P\$739 million in 2012.

Voice-wholesale mainly includes interconnection services (which primarily include Access, termination and long-distance transport of calls), international long-distance services (which reflect payments made under bilateral agreements between the Company and foreign telecommunications carriers covering inbound international long-distance calls) and revenues related to billing and collection services charged to other operators.

Interconnection services increased 14% to P\$621 million in 2014 from P\$547 million in 2013 and increased 6% in 2013 from P\$516 million in 2012. The increase was mainly due to higher prices related to cell sites rentals due to the variation of the P\$/US\$ exchange rate.

Data and Internet

Revenues from data and Internet represented 46% of our total segment revenues in 2014 compared to 42% and 39% in 2013 and 2012, respectively. Revenues from data and Internet services increased 36% to P\$4,724 million in 2014 from P\$3,484 million in 2013 and increased 28% in 2013 from P\$2,728 million in 2012.

Internet

Revenues from Internet increased 29% to P\$3,254 million in 2014 from P\$2,521 million in 2013 and increased 26% in 2013 from P\$1,993 million in 2012. The increases were mainly due to the growth in the number of Internet accesses and to the increase in the average price of fixed charge services. As of December 31, 2014, the number of Internet accesses increased by approximately 4% to 1.77 million from 1.71 million as of December 31, 2013 and increased approximately 5% from 1.63 million as of December 31, 2012.

Data

Revenues from data services increased 53% to P\$1,470 million in 2014 from P\$963 million in 2013 and increased 31% in 2013 from P\$735 million in 2012. The increase was primarily due to higher prices related to the variation of the P\$/US\$ exchange rate and the increase of IP transit services customers, VPN IP services customers (private data networks services that replaces the point to point services) and IP direct lines customers in the retail segment, to the increase in customers and higher prices related to the variation of the P\$/US\$ exchange rate of Integra services, mainly in the large customer segment, to higher prices related to the variation of the P\$/US\$ exchange rate of the VPN-IP services in the wholesale segment and to an increase in the number of subscribers and in prices of monthly charges related to the variation of the P\$/US\$ exchange rate of datacenter services (especially in hosting and housing services). The increase in 2013 were mainly due to the growth of Integra and VPN IP services (private data networks services that replace the point to point services); and due to the increase in monthly charges and datacenter services (especially in hosting and housing monthly charges and Value Added Services).

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Equipment

Revenues from equipment amount to P\$53 million in 2014 compared to P\$80 million in 2013 and P\$81 million in 2012. Equipment revenues include revenues on construction contracts recognized in 2014 and 2013 that amounted to P\$7 million and P\$19 million, respectively.

Intersegment

Intersegment revenues mainly includes interconnection services, which primarily include Access, termination and transport of calls, leases of circuits, revenues related to billing and collection services charged.

During 2014, our intersegment revenues increased 41% to P\$1,761 million from P\$1,248 million in 2013 and increased 20% from P\$1,038 million in 2012. The intersegment revenues are eliminated at the consolidated level.

Other Income

Other income mainly includes penalties and indemnities collected from suppliers, as a result of delays in deliveries of goods or matters related to the quality of the services provided. During 2014, other income decreased 14% to P\$37 million from P\$43 million in 2013. During 2013, other income decreased 49% to P\$43 million from P\$84 million in 2012. The decrease in 2013 was mainly due to a decrease in indemnities and penalties collected from suppliers.

Operating Expenses (without depreciation and amortization)

During 2014, total operating expenses (without depreciation and amortization) for the Fixed Services segment increased 26% to P\$8,266 million from P\$6,550 million in 2013 and increased 19% from P\$5,500 million in 2012. The increases were mainly due to increases in employee benefit expenses and severance payments, fees for services, maintenance, materials and supplies and taxes and fees with the Regulatory Authority.

Detailed below are the major components of our operating expenses for the years ended December 31, 2014, 2013 and 2012 related to our Fixed Services segment:

2014	Years Ended December 31, 2013 (P\$ million)	2012	% of Change	
			2014-2013	2013-2012
			Increase/(Decrease)	

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Employee benefit expenses and severance payments	4,021	2,991	2,380	34	26
Interconnection costs and other telecommunications charges	676	525	507	29	4
Fees for services, maintenance, materials and supplies	1,402	1,126	950	25	19
Taxes and fees with the Regulatory Authority	723	578	449	25	29
Commissions	210	177	169	19	5
Cost of equipment	72	74	44	(3)	68
Advertising	151	159	171	(5)	(7)
Cost of VAS	16	11	9	45	22
Provisions	115	169	89	(32)	90
Bad debt expenses	89	58	56	53	4
Restructuring Costs (recovery)		(8)	83	(100)	n/a
Other operating expenses	791	690	593	15	16
Total Fixed Services (1)	8,266	6,550	5,500	26	19

(1) Includes intersegment cost of P\$117 million, P\$104 million and P\$112 million in 2014, 2013 and 2012, respectively. These costs are eliminated at the consolidated level.

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Employee benefit expenses and severance payments

During 2014, employee benefit expenses and charges for severance payments were approximately P\$4,021 million, representing a 34% increase from P\$2,991 million in 2013. In 2013, employee benefit expenses and charges for severance payments increase 26% from P\$2,380 million in 2012. The increases were mainly due to salary increases, and in 2014, also to an extraordinary annual bonus amounting to P\$80 million paid in January 2015. The Fixed Services segment had 11,056, 11,002 and 11,115 employees as of December 31, 2014, 2013 and 2012, respectively.

Interconnection costs and other telecommunications charges

Interconnection costs and other telecommunications charges includes interconnection costs, lease of circuits and costs of international outbound calls, which reflect payments made under bilateral agreements between Telecom Argentina and international carriers in connection with outgoing calls made by our customers. Interconnection costs and other telecommunications charges included intersegment costs of P\$95 million, P\$82 million and P\$85 million in 2014, 2013 and 2012, respectively, that are eliminated at the consolidated level.

In 2014 interconnection costs and other telecommunications charges amounted to P\$676 million, representing an increase of 29% from P\$525 million in 2013. In 2013 such costs amounted to P\$525 million, representing an increase of 4% from P\$507 million in 2012. The increases were mainly due to higher traffic volume.

Fees for Services, Maintenance, Materials and Supplies

During 2014, fees for services, maintenance, materials and supplies increased 25% to P\$1,402 million from P\$1,126 million in 2013 and increased 19% from P\$950 million in 2012.

The increase in 2014 mainly corresponds to higher costs recognized to suppliers, an increase in technical assistance cost of radio bases, higher system licenses maintenance costs and higher costs of building maintenance due to the effects of inflation and P\$/US\$ variation.

The increases in 2013 were mainly due to higher maintenance costs, the increase in the prices of certain supplies due to the effects of inflation and higher costs of services, especially those related to call centers, as well as technical maintenance fees.

Fees for services, maintenance, materials and supplies are net of service connection fees capitalized (P\$37 million in 2014, P\$36 million and P\$32 million in 2014, 2013 and 2012, respectively).

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Fees for services, maintenance, materials and supplies expenses included intersegment costs of P\$10 million in 2014 that are eliminated at the consolidated level.

Taxes and fees with the Regulatory Authority

Expenses related to taxes and fees with the Regulatory Authority increased 25% to P\$723 million in 2014 from P\$578 million in 2013 and increased 29% in 2013 from P\$449 million in 2012. The increase in 2014 was mainly due to the increase in revenues and the increase of the tax on deposits to and withdrawals from bank accounts related to dividend payments. The increase in 2013 was mainly due to charges of turnover tax as a result of the increase in revenues and an increase in rates. Also, in 2013 the increase was a result of higher average rates of the turnover tax in the City of Buenos Aires, Córdoba, Chaco, Jujuy and Mendoza.

Commissions

During 2014, costs relating to commissions amounted to approximately P\$210 million, representing an increase of 19% as compared to P\$177 million in 2013. In 2013, these charges increased 5% from P\$169 million in 2012. The increase during both years was mainly due to the increase in agents' commissions (associated with higher revenues) and the increase of outsourced sales commissions and collection commissions.

Cost of Equipment

During 2014, 2013 and 2012 we recorded P\$72 million, P\$74 million and P\$44 million in cost of equipment, respectively. Cost of equipment includes P\$6 million and P\$16 million related to equipment construction contract costs in 2014 and 2013, respectively.

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Advertising

During 2014, we recorded P\$151 million in costs of advertising representing a decrease of 5% as compared to P\$159 million recorded in 2013. In 2013, these charges decreased 7% from P\$171 million in 2012. Telecom Argentina continued its advertising campaigns as a result of competition in the Internet services market.

Cost of VAS

Cost of VAS increased to P\$16 million in 2014 from P\$11 million in 2013 and P\$9 million in 2012.

Provisions

During 2014, we recorded P\$115 million in provisions compared to P\$169 million recorded in 2013 and P\$89 million recorded in 2012. The decrease in 2014 was mainly due to the decrease in regulatory and tax claims for approximately P\$98 million, partially offset by an increase in civil and commercial claims of P\$34 million. The increase in 2013 was mainly due to the increase in regulatory and municipal claims for approximately P\$85 million.

Bad Debt Expenses

In 2014, bad debt expenses amounted to P\$89 million, P\$58 million in 2013 and P\$56 million in 2012. In 2014 these charges increased by 53%, mainly due to an increase reported in the Government and Corporate segments.

Other Operating Expenses

Other operating expenses include accrued expenses such as transportation costs, insurance, international and satellite connectivity, energy and rentals.

During 2014, our other operating expenses amounted to P\$791 million compared to P\$690 million in 2013 and P\$593 million in 2012. The increases were primarily due to the increase in prices of transportation, freight, energy, water and others to provide Telecom Argentina's services and rental expenses.

Operating Income before depreciation and amortization

Our operating income before depreciation and amortization from the Fixed Services segment was P\$2,091 million in 2014, P\$1,747 million in 2013 and P\$1,645 million in 2012, representing 20%, 21% and 23% of total segment revenues, respectively.

Depreciation and Amortization

Depreciation and amortization expenses were P\$1,230 million in 2014, P\$1,019 million in 2013 and P\$929 million in 2012. The increase was mainly due to assets acquired during 2014 and 2013, partially offset by a reduction in the level of depreciation due to the end of the amortization period for certain assets.

Gain on disposal of PP&E and impairment of PP&E

The gain on disposal of PP&E amounted to P\$8 million, P\$16 million and P\$7 million in 2014, 2013 and 2012, respectively. Impairment loss of PP&E amounted to P\$122 million in 2013 and is mainly related to the impairment of certain PP&E items related to some projects undertaken by Telecom Argentina with the public sector and the private sector that present uncertainty regarding their development and future associated cash flows.

Operating Income

Operating income represented 8%, 8% and 10% of total segment revenues in 2014, 2013 and 2012, respectively. In 2014, the operating income from our Fixed Services segment increased 40% to P\$870 million from P\$622 million in 2013. In 2013, the operating income from our Fixed Services segment decreased 14% from P\$723 million in 2012.

Our operating income in the Fixed Services Segment continues to be affected by the Pesification and freezing of regulated rates. See Factors affecting results of operations Rate Regulation.

The following table shows our operating income from the Fixed Services segment in 2014, 2013 and 2012 and its percentage of revenues in each year.

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	2014	Years Ended December 31,		% of Change	
		2013	2012	2014-2013	2013-2012
	(P\$ million / %)			Increase/(Decrease)	
Operating income before depreciation and amortization (1)	2,091	1,747	1,645	20	6
<i>As % of revenues</i>	20	21	23		
Depreciation and amortization	(1,230)	(1,019)	(929)	21	10
<i>As % of revenues</i>	(12)	(12)	(13)		
Gain on disposal of PP&E and impairment of PP&E	9	(106)	7	n/a	n/a
Operating income	870	622	723	40	(14)
<i>As % of revenues</i>	8	8	10		

(1) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

Financial results, net

During 2014, Financial results, net resulted in a net gain of P\$275 million, representing an increase of P\$62 million vs. 2013. The increase was mainly due to higher foreign currency exchange net gains, higher gains on mutual funds and higher interest with related parties, partially offset by higher interest on provisions.

During 2013, we recorded a net financial gain of P\$213 million compared to a net financial gain of P\$52 million in 2012. The increase in our financial results was mainly attributed to higher gains from cash equivalents and investments of approximately P\$15 million and a net foreign currency exchange gain of P\$103 million.

Income tax expense

As previously mentioned, the income tax charge includes three effects (See Years ended December 31, 2014, 2013 and 2012 (A.1) Income tax expense).

During 2014, our Fixed Services segment recorded an income tax expense of P\$403 million compared to P\$297 million in 2013 and P\$273 million in 2012. The increase in 2014 and 2013 was mainly due to the increase in our pre-tax income compared to previous years.

The income tax expense in 2014 was mainly attributable to the recognition of current income tax expense (amounting to P\$422 million), partially offset by income generated by deferred tax on temporary differences arising out of the asset and liability valuations due to tax versus financial accounting criteria (amounting to P\$19 million).

The income tax expense in 2013 was mainly attributable to the recognition of current income tax expense (amounting to P\$344 million), partially offset by income generated by deferred tax on temporary differences arising out of the asset and liability valuations due to tax versus financial accounting criteria (amounting to P\$47 million).

The income tax expense in 2012 was mainly attributable to the recognition of current income tax expense (amounting to P\$312 million), partially offset by income generated by a deferred tax on temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria (amounting to P\$39 million).

Net Income

For 2014, 2013 and 2012, the Fixed Services segment recorded net income of P\$742 million, P\$538 million and P\$502 million, respectively. The increase in 2014 was mainly due to an increase in our operating income, partially offset by an increase in income tax, as detailed above. The increase in 2013 was mainly due to an increase in financial results, partially offset by a reduction in our operating income compared to the gain recorded in 2012, and an increase in the income tax expense as detailed above.

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Table of Contents**(B.2) Personal Mobile Services Segment**

Results of operations from our Personal Mobile Services segment for 2014, 2013 and 2012 are comprised as follows:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013 Increase/(Decrease)	2013-2012
Revenues (1)	23,332	19,245	15,350	21	25
Other Income	21	24	4	(13)	500
Operating expenses (without depreciation and amortization)	(17,320)	(13,879)	(10,760)	25	29
Operating income before depreciation and amortization (2)	6,033	5,390	4,594	12	17
Depreciation and amortization	(1,650)	(1,628)	(1,526)	1	7
Gain on disposal of PP&E and impairment of PP&E	(25)	(68)	1	(63)	n/a
Operating income	4,358	3,694	3,069	18	20
Financial results, net		334	186	(100)	80
Income tax expense	(1,542)	(1,472)	(1,170)	5	26
Net income	2,816	2,556	2,085	10	23

(1) Includes intersegment revenues of P\$128 million, P\$116 million and P\$123 million in 2014, 2013 and 2012, respectively.

(2) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

Revenues

During 2014, revenues from our Personal Mobile Services segment increased by 21% to P\$23,332 million from P\$19,245 million in 2013 and increased by 25% from P\$15,350 million in 2012. The increase in each year was mainly due to the increase in prices of our services and the increase in the monthly consumption of the offered services, primarily data and Internet services.

An important monthly operational measure used in the Personal Mobile Services segment is ARPU, which we calculate by dividing adjusted total service revenues excluding outcollect wholesale roaming, cell site rental and reconnection fee revenues and others (divided by 12 months) by the average number of subscribers during the period. ARPU is not a measure calculated in accordance with IFRS and our measure of ARPU may not be calculated in the same manner as similarly titled measures used by other companies. In particular, certain components of service revenues are excluded from Personal's ARPU calculations presented in this Annual Report. Our Management believes that this measure is helpful in assessing the development of the subscriber base in the Personal Mobile Services segment. The following table shows the reconciliation of total service revenues to such revenues included in the ARPU calculations:

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	2014	Years Ended December 31, 2013 (P\$ million)	2012
Total service revenues	18,412	16,119	13,435
Components of service revenues not included in the ARPU calculation:			
Outcollect wholesale roaming	(304)	(270)	(250)
Cell sites rental	(43)	(32)	(25)
Reconnection fees and others	(407)	(239)	(220)
Adjusted total service revenues included in the ARPU calculation			
(1)	17,658	15,578	12,940
Average number of subscribers during the year (thousands)	19,821	19,448	18,687

(1) Certain components of service revenues are not included in the ARPU calculation. Includes Intersegment revenues for P\$128 million in 2014, P\$116 million in 2013 and P\$123 million in 2012.

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During 2014, ARPU increased 11% to approximately P\$74.2 per customer per month compared to approximately P\$66.8 per customer per month in 2013. ARPU reached P\$57.7 per customer per month in 2012.

The total number of Personal s subscribers decreased approximately 3% to 19.6 million as of December 31, 2014 from 20.1 million as of December 31, 2013 and increased 6% from 19.0 million as of December 31, 2012. As of December 31, 2014, the subscriber base in Argentina amounted to approximately 13.3 million prepaid subscribers, or 68% of the total subscriber base, approximately 2.2 million post-paid subscribers, or 11% of the total subscriber base and approximately 4.1 million Cuentas Claras plan subscribers, or 21% of the total subscriber base.

Revenues from our Personal Mobile Services segment for 2014, 2013 and 2012 are comprised as follows:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013 Increase/(Decrease)	2013-2012
Voice-retail	5,330	4,773	4,461	12	7
Voice-wholesale	1,953	1,930	1,838	1	5
Data	7,666	7,212	5,765	6	25
Internet	3,335	2,088	1,248	60	67
Services Revenues	18,284	16,003	13,312	14	20
Equipment	4,920	3,126	1,915	57	63
Subtotal third party revenues	23,204	19,129	15,227	21	26
Intersegment	128	116	123	10	(6)
Total Personal Mobile Services Revenues	23,332	19,245	15,350	21	25

Voice-retail

Revenues from voice-retail represented 23% of our total segment revenues in 2014 compared to 25% and 29% of our total segment revenues in 2013 and 2012, respectively. Revenues from voice-retail increased 12% to P\$5,330 million in 2014 from P\$4,773 million in 2013 and increased 7% from P\$4,461 million in 2012.

Voice-retail mainly includes revenues from monthly basic charges, airtime usage charges and roaming charges billed to our customers for their use of our and other carriers' networks.

Monthly basic charges increased 30% to P\$3,074 million in 2014 from P\$2,369 million in 2013 and increased 11% in 2013 from P\$2,137 million in 2012. Airtime usage charges decreased 18% to P\$1,654 million in 2014 from P\$2,005 million in 2013 and increased 2% in 2013 from P\$1,961 million in 2012. Roaming charges and other services increased 51% to P\$602 million in 2014 from P\$399 million in 2013 and increased 10% in 2013 from P\$363 million in 2012.

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The increase in 2014 was mainly due to the increase in monthly charges prices and to the increase in the prepaid and Cuentas claras subscriber base.

The increase in 2013 was mainly due to an increase in the subscriber base (especially in prepaid and Cuentas Claras), an increase in the volume of total traffic and an increase in the prices of our services.

Voice-wholesale

Revenues from voice-wholesale represented 8% of our total segment revenues in 2014 compared to 10% and 12% of our total segment revenues in 2013 and 2012, respectively. Revenues from voice-wholesale increased 1% to P\$1,953 million in 2014 from P\$1,930 million in 2013 and increased 5% in 2013 from P\$1,838 million in 2012. The increase was mainly due to the increase of mobile leases related to new agreements and to the renegotiation of the existing ones and to the increase in roaming revenues with other operators.

Voice-wholesale mainly includes revenues from CPP, TLRD and roaming charges to other mobile service providers whose customers use our network.

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CPP and TLRD decreased 1% to P\$1,611 million in 2014 from P\$1,634 million in 2013 and increased 4% in 2013 from P\$1,568 million in 2012.

Roaming charges and other services increased 16% to P\$342 million in 2014 from P\$296 million in 2013, and increased 10% from P\$270 million in 2012.

Data and Internet

Data and Internet services mainly include SMS, MMS, Browsing and Internet. Data and Internet represented 47%, 48% and 46% of our total segment revenues for 2014, 2013, and 2012, respectively.

Data

Revenues from data mainly include contents via SMS, MMS and other Value Added Services. Revenues from data increased 6% to P\$7,666 million in 2014 from P\$7,212 million in 2013. Revenues from data increased 25% in 2013 from P\$5,765 million in 2012. This increase was mainly due to the constant Content via SMS sales increase as a result of several campaigns launched by Personal.

In particular, revenues of SMS decreased 5% to P\$4,535 million in 2014 from P\$4,792 million in 2013 while SMS increased 3% in 2013 from P\$4,668 million in 2012.

Internet

Revenues from Internet increased 60% to P\$3,335 million in 2014 from P\$2,088 million in 2013 and increased 67% in 2013 from P\$1,248 million in 2012. This growth was fueled by new subscribers, the migration of the existing ones to higher-value plans and the increase of subscribers that acquired 3G handsets which facilitate Internet browsing. Internet flat rate services revenues have decreased mainly due to the decrease of Mobile Internet dongle subscribers.

Equipment

Equipment revenues consist primarily of revenues from the mobile handsets sold to new and existing subscribers and to agents and other third-party distributors. The revenues associated with the sale of mobile handsets and related expenses are recognized when the products are delivered and accepted by the subscribers, agents and other third-party distributors.

During 2014, handset revenues increased 57% to P\$4,920 million from P\$3,126 million in 2013 and increased 63% from P\$1,915 million in 2012. This increase was due to a mix between the increase in the average price of the handsets of 86% and the decrease of 16% in the handsets sold by Personal. This situation was mainly generated by a subsidy reduction policy, the increase in average prices related to higher-value handsets demand, the business strategy to attract high-value subscribers, a decrease in discounts as a result of the finalization of commercial promotions and lower retail revenues.

Intersegment

Intersegment revenues mainly include services rendered to Telecom Argentina and primarily consist in monthly basic charges, airtime usage charges and Value Added Services. During 2014, our intersegment revenues increased 10% to P\$128 million from P\$116 million in 2013 and decreased 6% in 2013 from P\$123 million in 2012. The intersegment revenues are eliminated at the consolidated level.

Other Income

Other income mainly includes penalties collected from suppliers, as a result of delays in deliveries of goods or matters related to the quality of the services provided. During 2014, other income was P\$21 million, compared to P\$24 million in 2013 and P\$4 million in 2012.

Operating Expenses (without depreciation and amortization)

Total operating expenses (without depreciation and amortization) in our Personal Mobile Services segment increased 25% to P\$17,320 million in 2014 from P\$13,879 million in 2013 and increased 29% from P\$10,760 million in 2012. In line with our increases in revenues, during 2014 and 2013, almost all items in the cost structure of the Personal Mobile Services segment experienced increases. This trend reflects increases in certain costs related to acquiring and retaining customers, taxes, commissions.

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Detailed below are the major components of the operating expenses for the years ended December 31, 2014, 2013 and 2012 in the Personal Mobile Services segment:

	2014	Years Ended December 31, 2013 (P\$ million)	2012	% of Change 2014-2013 2013-2012 Increase/(Decrease)	
Employee benefit expenses and severance payments	1,452	1,077	825	35	31
Interconnection costs and other telecommunications charges	2,592	2,148	1,947	21	10
Fees for services, maintenance, materials and supplies	2,145	1,634	1,242	31	32
Taxes and fees with the Regulatory Authority	2,527	2,076	1,542	22	35
Commissions	2,181	1,970	1,745	11	13
Cost of equipment	3,959	2,956	1,964	34	51
Advertising	563	442	436	27	1
Cost of VAS	856	663	292	29	127
Provisions	(31)	101	65	n/a	55
Bad debt expenses	315	214	211	47	1
Restructuring Costs			7	n/a	n/a
Other operating expenses	761	598	484	27	24
Total Personal Mobile Services(1)	17,320	13,879	10,760	25	29

(1) Includes intersegment cost of P\$1,766 million, P\$1,257 million and P\$1,049 million in 2014, 2013 and 2012, respectively. These costs are eliminated at the consolidated level.

Employee benefit expenses and severance payments

During 2014, employee benefit expenses and severance payments charges increased 35% to P\$1,452 million from P\$1,077 million in 2013 and increased 31% from P\$825 million in 2012. The increase was mainly due to increases in salaries agreed by Telecom Personal with several trade unions for the unionized employees and also non-unionized employees, together with related social security charges as well as an extraordinary annual bonus of P\$35 million granted to all employees (paid in January 2015).

The Personal Mobile Services segment had 4,958, 5,155 and 5,254 employees as of December 31, 2014, 2013 and 2012, respectively.

Interconnection Costs and other telecommunications charges

During 2014, interconnection costs and other telecommunications charges increased 21% to P\$2,592 million from P\$2,148 million in 2013 and increased 10% in 2013 from P\$1,947 million in 2012. The increase in 2014 was mainly due to higher costs of lease of circuits of P\$386 million. The increases in 2013 were mainly due to higher traffic volume resulting from Personal's network and higher costs of roaming and TLRD due to

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an increase in mobile traffic among mobile operators as a consequence of a growth in the total subscriber base. Interconnection costs and other telecommunications charges includes intersegment costs of P\$1,273 million, P\$921 million and P\$780 million in 2014, 2013 and 2012, respectively, that are eliminated at the consolidated level.

Fees for services, Maintenance, Materials and Supplies

In 2014, fees for services, maintenance, materials and supplies expenses increased 31% to P\$2,145 million from P\$1,634 million in 2013 and increased 32% from P\$1,242 million in 2012.

The increase was mainly due to higher maintenance costs of radio bases, systems and buildings, as a result of the variation in the P\$/US\$ exchange rate. There were also increases in other maintenance costs and fees for services, mainly due to higher costs recognized to suppliers.

Fees for services, maintenance, materials and supplies expenses includes intersegment costs of P\$332 million, P\$211 million and P\$153 million in 2014, 2013 and 2012, respectively, that are eliminated at the consolidated level.

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Taxes and fees with the Regulatory Authority

During 2014, taxes and fees with the Regulatory Authority increased 22% to P\$2,527 million from P\$2,076 million in 2013 and increased 35% in 2013 from P\$1,542 million. The increase in 2014 was mainly due to the increase in revenues, the increase in equipment sales in Argentina, the increase of the Tax on deposits to and withdrawals from bank accounts related to dividend payments and by higher collections and payments to suppliers in 2014 vs 2013. The increase in 2013 was mainly attributable to the increase in total segment revenues and higher average rates of the turnover tax.

Commissions

In 2014, commissions increased 11% to P\$2,181 million from P\$1,970 million in 2013 and increased 13% in 2013 from P\$1,745 million in 2012. The increase was mainly due to the increase in Agents' commissions of P\$29 million (associated with higher revenues) and the increase of outsourced sales commissions and collection commissions of P\$206 million, (especially of handsets sold), partially offset by lower prepaid cards distribution commissions of P\$28 million. Commissions include intersegment cost of P\$53 million, P\$56 million and P\$57 million in 2014, 2013, and 2012, respectively, that are eliminated at the consolidated level.

Cost of Equipment

During 2014, the cost of equipment and handsets sold increased 34% to P\$3,959 million from P\$2,956 million in 2013 and increased 51% from P\$1,964 million in 2012. The increase in cost of mobile handsets in 2014 is related to the increase in the average unit cost of sales (+51.4% vs. 2013), partially offset by a decrease in the units of handsets sold (-16.1% vs. 2013). The increase in costs of mobile handsets in 2013 was mainly due to higher average unit cost of sales (+72% vs. 2012) offset by a decrease in the number of handsets sold (-5% vs. 2012).

Cost of equipment and handsets are net of costs capitalized as SAC (P\$61 million in 2014, P\$164 million or -73% lower than 2013).

The lower capitalized amount was mainly due to the significant reduction of subsidies provided to customers, especially in the Cuentas claras segment.

Advertising

During 2014, advertising expenses including media, promotional and institutional campaigns, amounted to P\$563 million, representing an increase of 27% from P\$442 million in 2013. During 2013, advertising expenses, amounted to P\$442 million, representing an increase of 1% from P\$436 million in 2012.

Cost of VAS

Cost of VAS amounted to P\$856 million (+P\$193 million vs. 2013), mainly due to the increase of VAS (mainly the Contents via SMS service) as a consequence of several campaigns launched by Personal. Such costs were P\$663 million and P\$292 million in 2013 and 2012, respectively.

Provisions

During 2014, we recorded a gain of P\$31 million in provisions compared with a loss of P\$101 million and P\$65 million recorded in 2013 and 2012, respectively. The decrease was mainly due to lower regulatory and municipal claims (-P\$71 million vs. 2013) and lower civil and commercial claims (-P\$73 million vs. 2013), partially offset by higher labor claims (P\$12 million vs. 2013). The increase in 2013 was mainly due to higher claims recorded, in particular an increase in civil and commercial claims for P\$62 million, partially offset by lower labor claims for P\$24 million.

Bad Debt Expenses

In 2014 bad debt expenses amounted to P\$315 million (+47% vs. 2013). In 2013, bad debt expenses amounted to P\$214 million representing an increase of 1% from P\$211 million in 2012. The major increase in 2014 as compared with 2013 was a consequence of higher aging of the accounts receivables and higher incidence of handsets sales directly financed by Personal to its postpaid and "Cuentas claras" subscribers.

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Other Operating Expenses

Other operating expenses include accrued expenses such as costs associated with the provision of transportation costs, insurance, energy and costs of site leases.

Other operating expenses increased 27% to P\$761 million in 2014 from P\$598 million in 2013 and increased 24% from P\$484 million in 2012. The increase was mainly due to higher costs associated with an increase in rental cost and freight and transportation costs. Other operating expenses include intersegment costs of P\$108 million, P\$69 million and P\$59 million in 2014, 2013, and 2012, respectively, that are eliminated at the consolidated level.

Operating Income before depreciation and amortization

Our operating income before depreciation and amortization from the Personal Mobile Services segment reached P\$6,033 million in 2014, P\$5,390 million in 2013 and P\$4,594 million in 2012, representing 26%, 28% and 30% of total segment revenues in 2014, 2013 and 2012, respectively. The increase in each year was mainly due to higher growth in revenues, partially offset by increases in operating costs (before depreciation and amortization).

Depreciation of PP&E and Amortization of Intangible Assets

During 2014 depreciation of PP&E and amortization of intangible assets increased 1% to P\$1,650 million from P\$1,628 million in 2013 and increased 7% from P\$1,526 million in 2012. During 2014, the increase in PP&E depreciation amounted to P\$114 million partially offset by a decrease in amortization of SAC of P\$111 million due to lower levels of capitalization of subsidies from the sale of mobile handsets and the extension of the contractual terms from 18 to 24 months.

Gain on disposal of PP&E and impairment of PP&E

The gain on disposal of PP&E amounted to P\$1 million in 2014 and the loss on disposal of PP&E amounted to P\$3 million in 2013. Impairment of PP&E amounted to P\$26 million in 2014 related to certain work in progress. Impairment of PP&E amounted to P\$65 million in 2013 and is mainly related to the discontinuation of a commercial system.

Operating Income

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In 2014, our operating income from the Personal Mobile Services segment was P\$4,358 million, representing an increase of 18% from P\$3,694 million in 2013, and increased of 20% from P\$3,069 million in 2012. Operating income represented 19% of revenues in 2014 for this segment, 19% of revenues in 2013 and 20% in 2012. The increase in operating income was mainly due to the growth in service and equipment revenues, partially offset by increases in operating expenses and depreciation and amortization as explained above.

The following table shows our operating income from the Personal Mobile Services segment in 2014, 2013 and 2012 and its percentage of revenues in each year:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million / %)	2012	2014-2013 Increase / (Decrease)	2013-2012
Operating income before depreciation and amortization (1)	6,033	5,390	4,594	12	17
<i>As % of revenues</i>	26	28	30		
Depreciation and amortization	(1,650)	(1,628)	(1,526)	1	7
<i>As % of revenues</i>	(7)	(8)	(10)		
Gain on disposal of PP&E and impairment of PP&E	(25)	(68)	1	(63)	n/a
Operating income	4,358	3,694	3,069	18	20
<i>As % of revenues</i>	19	19	20		

(1) Although it is not specifically defined, this is a permitted measure under IFRS. See [Management Overview](#) above for a discussion of the use of this measure.

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Financial results, net

During 2014, the Personal Mobile Services segment net financial results decreased P\$334 million compared to a net financial gain of P\$334 million in 2013 and a net financial gain of P\$186 million in 2012. The decrease in 2014 was mainly due to higher foreign currency exchange losses net of NDF agreement results (-P\$81 million vs. 2013) and lower financial interest on time deposits and other investments (-P\$194 million vs. 2013).

The gain recorded in 2013 was mainly attributed to gains from cash equivalents and investments of approximately P\$650 million. In addition, the devaluation of the peso against the U.S. dollar generated a net foreign currency exchange loss of P\$328 million in 2013.

Income Tax Expense

During 2014, our Personal Mobile Services segment recorded an income tax expense of P\$1,542 million compared to P\$1,472 million in 2013 and P\$1,170 million in 2012. The increase was mainly due to higher pre-tax income in each year. The income tax expense in 2014 was mainly attributable to the recognition of current income tax expense amounting to P\$1,302 million, and by the loss generated by the deferred tax on the temporary differences amounting to P\$267 million (mainly due to an increase in deferred tax liabilities of Fixed Assets and the deduction of deferred tax assets related to investments in bonds), and P\$27 million of an allowance recovery.

The income tax expense in 2013 was mainly attributable to the recognition of current income tax expense amounting to P\$1,588 million, partially offset by the gain generated by the deferred tax on the temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria amounting to P\$120 million and P\$4 million loss in the allowance for net deferred tax assets.

The income tax expense in 2012 was mainly attributable to the recognition of current income tax expense amounting to P\$1,187 million, partially offset by the gain generated by the deferred tax on the temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria amounting to P\$20 million and P\$3 million loss in the allowance for net deferred tax assets.

Net Income

During 2014, our Personal Mobile Services segment reported net income of P\$2,816 million as compared to P\$2,556 million during 2013 and P\$2,085 million in 2012. The increase in net income in 2014 and 2013 was mainly due to higher operating income, partially offset by higher income tax expense, as explained above.

(B.3) Núcleo Mobile Services Segment

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Results of operations from our Núcleo Mobile Services segment for 2014, 2013 and 2012 are comprised as follows:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013 Increase / (Decrease)	2013-2012
Revenues (1)	1,588	1,160	873	37	33
Other Income		6		(100)	n/a
Operating expenses (without depreciation and amortization)	(1,010)	(739)	(542)	37	36
Operating income before depreciation and amortization (2)	578	427	331	35	29
Depreciation and amortization	(363)	(226)	(157)	61	44
Gain on disposal of PP&E		1		(100)	n/a
Operating income	215	202	174	6	16
Financial results, net	(22)	(19)	(9)	16	111
Income tax expense	(22)	(23)	(20)	(4)	15
Net income	171	160	145	7	10

(1) Includes intersegment revenues of P\$10 million, P\$8 million and P\$6 million in 2014, 2013 and 2012, respectively.

(2) Although it is not specifically defined, this is a permitted measure under IFRS. See [Management Overview](#) above for a discussion of the use of this measure.

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During 2014, total revenues from Núcleo increased by 37% to P\$1,588 million from P\$1,160 million in 2013. This increase was mainly due to an increase of 3% in Núcleo's subscriber base that reached approximately 2.5 million mobile subscribers as of December 31, 2014 and the appreciation of the Guaraní of 41%. As of December 31, 2014, Núcleo had approximately 2 million prepaid subscribers, representing 81% of Núcleo's total mobile subscriber base.

Value Added Services sales (included in Data and Internet services) grew by 35% in 2014 as compared to 2013.

During 2013, total revenues from Núcleo increased by 33% to P\$1,160 million from P\$873 million in 2012. This increase was mainly due to an increase of 5% in Núcleo's subscriber base that reached approximately 2.4 million mobile subscribers as of December 31, 2013 and the appreciation of the Guaraní of 33%. As of December 31, 2013, Núcleo had approximately 1.9 million prepaid subscribers, representing 80% of Núcleo's total mobile subscriber base.

Value Added Services sales (included in Data and Internet services) grew by 38% in 2013 as compared to 2012.

Revenues from our Núcleo Mobile Services segment for 2014, 2013 and 2012 are comprised as follows:

	Years Ended December 31,			% of Change	
	2014	2013 (P\$ million)	2012	2014-2013	2013-2012
				Increase	
Voice	701	500	414	40	21
Data	331	313	267	6	17
Internet	456	270	154	69	75
Service revenues	1,488	1,083	835	37	30
Equipment	90	69	32	30	116
Subtotal third party revenues	1,578	1,152	867	37	33
Intersegment	10	8	6	25	33
Total revenues	1,588	1,160	873	37	33

Other Income

During 2013, other income was P\$6 million, and mainly includes indemnities collected from suppliers.

Operating Expenses (without depreciation and amortization)

Total operating expenses in our Núcleo Mobile Services segment increased 37% to P\$1,010 million in 2014 from P\$739 million in 2013 and increased 36% in 2013 from P\$542 million in 2012. In line with our increases in revenues, during 2014 and 2013, all items in the cost structure of the Núcleo Mobile Services segment experienced increases. This trend reflected increases in certain costs of acquiring and retaining subscribers, and commissions directly associated with sales and expansions of the customer service staff, also, the increase is mainly due to the appreciation of the Guaraní with respect to the Argentine peso (+41% and 33% year over year in 2014 and 2013, respectively).

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Detailed below are the major components of the operating expenses for the years ended December 31, 2014, 2013 and 2012 related to Núcleo Mobile Services segment:

	2014	Years Ended December 31, 2013 (P\$ million)	2012	% of Change 2014-2013 2013-2012 Increase/(Decrease)	
Employee benefit expenses and severance payments	118	84	64	40	31
Interconnection costs and other telecommunications charges	192	171	128	12	34
Fees for services, maintenance, materials and supplies	137	101	76	36	33
Taxes and fees with the Regulatory Authority	47	35	27	34	30
Commissions	156	112	92	39	22
Cost of equipment	112	81	35	38	131
Advertising	78	55	53	42	4
Cost of VAS	64	34	25	88	36
Provisions			(1)	n/a	n/a
Bad debt expense	20	11	8	82	38
Other operating expenses	86	55	35	56	57
Total Núcleo Mobile Services(1)	1,010	739	542	37	36

(1) Includes intersegment cost of P\$27 million, P\$21 million and P\$15 million in 2014, 2013 and 2012, respectively. These costs are eliminated at the consolidated level.

Employee benefit expenses and severance payments

During 2014, employee benefit expenses and severance payments increased 40% to P\$118 million from P\$84 million in 2013. During 2013, these costs increased 31% from P\$64 million in 2012. The increase was mainly due to the appreciation of the Guaraní with respect to the Argentine Peso, partially offset by a decrease in the number of employees in each year. Núcleo had 402 employees as of December 31, 2014. As of December 31, 2013 and 2012 it had 424 and 439, respectively.

Interconnection Costs and Other Telecommunication Charges

During 2014, interconnection costs and other telecommunication charges increased 12% to P\$192 million from P\$171 million in 2013 and increased 34% in 2013 from P\$128 million in 2012. The increase was mainly due to higher traffic volume resulting from Núcleo's network.

Fees for Services, Maintenance, Materials and Supplies

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During 2014, fees for services and maintenance, materials and supplies totaled P\$137 million, representing an increase of 36% from P\$101 million in 2013. During 2013, they increased 33% from P\$76 million in 2012.

Taxes and fees with the Regulatory Authority

During 2014, taxes and fees with the Regulatory Authority increased 34% to P\$47 million from P\$35 million in 2013 and increased 30% from P\$27 million in 2012. The increase in each year was mainly attributable to the increase in total segment revenues.

Commissions

During 2014, commissions increased to P\$156 million from P\$112 million in 2013, representing an increase of 39%. During 2013, commissions increased from P\$92 million in 2012, representing an increase of 22%. The increases were mainly due to the growth in the subscriber base.

Cost of Equipment

During 2014, the cost of handsets sold increased to P\$112 million from P\$81 million, representing an increase of 38%. During 2012, the cost of handsets was P\$35 million. The increase in 2014 and 2013 was mainly due to an expansion of the subscriber base and increased customer upgrade of mobile handsets as a result of technological advances and new service offerings.

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Advertising

During 2014, advertising expenses including media, promotional and institutional campaigns, amounted to P\$78 million, representing an increase of 42% from 2013. During 2013, these expenses amounted to P\$55 million, representing an increase of 4% from P\$53 million in 2012.

Cost of VAS

Cost of VAS increased P\$30 million to P\$64 million in 2014 from P\$34 million in 2013. Such costs were P\$25 million in 2012. The increases in each year were in line with the increases in VAS Revenues.

Bad Debt Expenses

In 2014 bad debt expenses amounted to P\$20 million, representing an increase of 82% from P\$11 million in 2013 and an increase of 38% in 2013 from P\$8 million in 2012.

Other Operating Expenses

Other operating expenses include accrued expenses such as costs associated with the provision of transportation costs, insurance, energy and costs of site leases.

Other operating expenses increased 56% to P\$86 million in 2014 and increased 57% in 2013 from P\$35 million in 2012.

Operating Income before depreciation and amortization

Operating income before depreciation and amortization was P\$578 million in 2014, P\$427 million in 2013 and P\$331 million in 2012, representing 36%, 37% and 38% of total revenues, respectively. Operating income before depreciation and amortization was P\$331 million in 2012, representing 38% of total revenues in that year. The increase was mainly due to growth in service revenues, partially offset by increases in costs, such as employee benefit expenses, fees for services and maintenance, materials and supplies, cost of handsets and commissions.

Depreciation of PP&E and Amortization of Intangible Assets

During 2014, depreciation of PP&E and amortization of intangible assets increased 61% to P\$363 million from P\$226 million in 2013. During 2013, depreciation of PP&E and amortization of intangible assets increased 44% from P\$157 million in 2012. The increase was the result of higher investment in PP&E and intangible assets, partially offset by a reduction in the level of depreciation due to the end of the amortization period for certain assets.

Operating Income

In 2014, our operating income from the Núcleo Mobile Services segment was P\$215 million, representing an increase of 6% from P\$202 million in 2013, which represent 14% and 17% of total revenues for this segment in 2014 and 2013, respectively. In 2012, our operating income was P\$174 million, representing 20% of total revenues for this segment.

The following table shows our operating income from the Núcleo Mobile Services segment in 2014, 2013 and 2012 and its percentage of total revenues in each year:

	2014	Years Ended December 31,		% of Change	
		2013	2012	2014-2013	2013-2012
	(P\$ million / %)			Increase / (Decrease)	
Operating income before depreciation and amortization (1)	578	427	331	35	29
<i>As % of total revenues</i>	36	37	38		
Depreciation and amortization	(363)	(226)	(157)	61	44
<i>As % of total revenues</i>	(23)	(19)	(18)		
Gain on disposal of PP&E		1		(100)	n/a
Operating income	215	202	174	6	16
<i>As % of total revenues</i>	14	17	20		

(1) Although it is not specifically defined, this is a permitted measure under IFRS. See Management Overview above for a discussion of the use of this measure.

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Financial results, net

During 2014, the Núcleo Mobile Services segment recorded a net financial loss of P\$22 million, compared to a net financial loss of P\$19 million in 2013 and P\$9 million in 2012. The increase in the loss in 2014 was mainly due to higher interest on financial debt partially offset by higher interest on Accounts Receivables. The increase in the loss in 2013 was mainly due to higher interest on financial debt and higher exchange differences.

Income Tax Expense

During 2014, our Núcleo Mobile Services segment recorded an income tax expense of P\$22 million compared to P\$23 million in 2013. The income tax expense in 2014 was mainly attributable to the recognition of current income tax expense amounting to P\$25 million partially offset by the gain generated by the deferred tax on the temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria amounting to P\$3 million.

During 2013, our Núcleo Mobile Services segment recorded an income tax expense of P\$23 million compared to P\$20 million in 2012. The income tax expense in 2013 was mainly attributable to the recognition of current income tax expense amounting to P\$24 million partially offset by the gain generated by the deferred tax on the temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria amounting to P\$1 million.

During 2012, our Núcleo Mobile Services segment recorded an income tax expense of P\$20 million. The income tax expense in 2012 was mainly attributable to the recognition of current income tax expense amounting to P\$23 million partially offset by the gain generated by the deferred tax on the temporary differences arising out of the asset and liability valuations according to tax versus financial accounting criteria amounting to P\$3 million.

Net Income

During 2014, our Núcleo Mobile Services segment reported net income of P\$171 million as compared to P\$160 million during 2013, representing 11% and 14% of total revenues in 2014 and 2013, respectively. In 2012, our net income was P\$145 million, representing 17% of total revenues. The increase in net income was mainly due to higher operating income partially offset by the higher financial losses.

Liquidity and Capital Resources

Sources and Uses of Funds

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We expect that the principal source of Telecom Argentina's liquidity in the near term will be cash flows from Telecom Argentina's operations and the dividends that Personal may pay to it. Telecom Argentina's principal uses of cash flows are expected to be for capital expenditures and operating expenses and retributions to its shareholders. Telecom Argentina expects working capital, funds generated from operations and dividends payments from its subsidiaries to be sufficient for its present requirements.

We expect that the principal source of Personal's liquidity in the near term will be cash flows from operations, dividends that Núcleo may pay to it and cash flow from financing from third parties. During 2014, Personal's working capital was impacted by 3G/4G licenses' acquisitions. Personal may need to raise additional funds to support the extra capex program including the acquisitions of the remaining licenses. Consequently, Personal's principal uses of cash flows are expected to be for capital expenditures, operating expenses and dividend payments to its shareholders. In case Personal may need additional funds, it expects to use the banks credit lines as well as the Medium-Term Notes Global Program mentioned below.

The Ordinary and Extraordinary Shareholders' Meeting of Telecom Argentina held on December 15, 2011, approved the creation of a Medium-Term Notes Global Program for a maximum outstanding amount of US\$500 million or its equivalent in other currencies for a term of five years.

The Ordinary and Extraordinary Shareholders' Meeting of Personal held on December 2, 2010, approved the creation of a Medium-Term Notes Global Program for a maximum outstanding amount of US\$500 million or its equivalent in other currencies for a term of five years. On October 13, 2011, the CNV approved this program.

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The table below summarizes, for the years ended December 31, 2014, 2013 and 2012, Telecom's consolidated cash flows:

	2014	Years Ended December 31, 2013 (P\$ million)	2012
Cash flows from operating activities	5,721	6,981	5,029
Cash flows used in investing activities	(9,426)	(3,821)	(3,945)
Cash flows used in financing activities	(1,340)	(1,407)	(859)
Net foreign exchange differences on cash and cash equivalents	505	311	117
(Decrease)/Increase in cash and cash equivalents	(4,540)	2,064	342
Cash and cash equivalents at the beginning of the year	5,224	3,160	2,818
Cash and cash equivalents at the end of the year	684	5,224	3,160

As of December 31, 2014, 2013 and 2012, we had P\$684 million (net of bank overdrafts of P\$141 million), P\$5,224 million and P\$3,160 million in cash and cash equivalents, respectively.

Cash flows from operating activities were P\$5,721 million, P\$6,981 million and P\$5,029 million in 2014, 2013 and 2012, respectively. The decrease of P\$1,260 million in 2014 vs. 2013 was mainly due to an increase in the payments for the acquisition of goods and services and for the acquisition of inventories, salaries and social security and taxes and fees with the regulatory authority partially offset by an increase in the collection of trade receivables, resulting from an increase in revenues. The increase of P\$1,952 million in 2013 vs. 2012 was mainly due to an increase in the collection of trade receivables, resulting from an increase in revenues.

Additional information on the breakdown of the net cash flow provided by operating activities is given below:

	2014	Years ended December 31, 2013 (P\$ million)	2012
Collections			
Collections from customers	34,367	28,375	22,902
Interests from customers	160	124	90
Interests from time deposits	400	584	310
CPP collections	668	690	623
NDF	84	13	4
Subtotal	35,679	29,786	23,929
Payments			
For the acquisition of goods and services and others	(8,827)	(6,788)	(5,812)
For the acquisition of inventories	(4,167)	(3,166)	(2,326)
Salaries and social security payables and severance payments	(5,136)	(3,972)	(3,187)
NDF	(53)		(1)
CPP payments	(1,616)	(1,315)	(1,130)
Income taxes	(2,277)	(1,609)	(1,647)
Other taxes and taxes and fees with the Regulatory Authority	(7,074)	(5,617)	(4,671)
	(808)	(338)	(126)

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Foreign currency exchange differences related to the payments to suppliers

<i>Inventory suppliers</i>	(343)	(169)	(79)
<i>PP&E suppliers</i>	(311)	(106)	(28)
<i>Other suppliers</i>	(154)	(63)	(19)
Subtotal	(29,958)	(22,805)	(18,900)
Net cash flow provided by operating activities	5,721	6,981	5,029

Cash flows used in investing activities were P\$9,426 million, P\$3,821 million and P\$3,945 million in 2014, 2013 and 2012, respectively. The increase of P\$5,605 million in 2014 was mainly due to an increase in capital expenditures, which included acquisition of 3G and 4G licenses for P\$3,091 million.

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The decrease of P\$124 million in 2013 was mainly due to a proceed from investments not considered as cash and cash equivalents, partially offset by higher payments for the acquisition of PP&E.

Cash flows used in financing activities were P\$1,340 million, P\$1,407 million and P\$859 million in 2014, 2013 and 2012, respectively. The decrease in 2014 of P\$67 million was mainly due to the acquisition of treasury shares in 2013 of P\$461 million partially offset by a higher payment of dividends and related withholding tax of P\$318 million. The increase in 2013 of P\$548 million was mainly due to the acquisition of treasury shares of P\$461 million in 2013 and a higher payment of dividends and related withholding tax of P\$151 million.

Debt Obligations and Debt Service Requirements

Non-Deliverable Forward (NDF) Agreements to Purchase U.S. Dollars at Fixed Rates

During 2014 Personal entered into several NDF agreements to purchase a total amount of US\$ 282 million (of which US\$133 million matured between March and December 2014 and the remaining US\$149 million will mature between January 2015 and March 2015). The purpose of these NDF agreements was to eliminate the risks associated to the fluctuation of the future exchange rate and to align the payment currency of Personal s commercial commitments (hedged item) to its functional currency.

Personal s Management has considered the documentation requirements, the effectiveness assessment and the possibility to designate partial hedges, as permitted by IFRS 9 concluding that certain documentation requirements and the effectiveness assessment have not been met. As the effect of the fluctuation of the exchange rate over the hedged items is recognized in the Income Statement, changes in the fair value of NDF agreements (net loss of approximately P\$97 million) have also been recognized in the Income Statements, within Finance income and expenses NDF agreements. Personal recognizes the NDF agreements results, distinguishing between gains and losses of such agreements that generate assets and liabilities, as appropriate, without offsetting balances with different counterparties. As of December 31, 2014, Personal has a current liability of P\$90 million related to the US\$149 million NDF agreement remaining to such date.

In addition, during 2014, Personal entered into an NDF agreement for US\$ 8 million maturing in October and November 2014 to hedge commercial debts for PP&E acquisition, which were qualified as effective cash flow hedges for accounting purposes.

Also, in order to mitigate the currency risk Personal acquired in 2014 Government bonds denominated in U.S. dollars. Foreign exchange differences generated by the purchase of these government bonds were recognized in Foreign currency exchange losses.

During 2013 Personal entered into several NDF agreements to purchase a total amount of US\$182 million maturing December 2013 and in the first quarter of 2014. The purpose of these NDF agreements was to eliminate the risks associated to the fluctuation of the exchange rate and to align the payment currency of Personal s commercial commitments (hedged item) to its functional currency. These NDF agreements were regarded as cash flow hedge, for which the effectiveness requirements were not complied. As of December 31, 2013, changes in fair value of these instruments represented a gain of approximately P\$55 million, which were recognized in Financial results. As of December 31, 2013, about P\$13 million were collected and P\$42 million were uncollected.

Also, in order to mitigate the currency risk Personal acquired in 2013 Government bonds denominated in U.S. dollars. Foreign exchange differences generated by the purchase of these Government bonds were recognized in Foreign currency exchange losses.

Indebtedness of Subsidiaries

Telecom Personal. As of December 31, 2014, Telecom Personal's outstanding debt is denominated in Argentine Pesos and amounted to approximately P\$141 million. Additional information is set forth in Note 12 to our Consolidated Financial Statements.

Núcleo. As of December 31, 2014, Núcleo's outstanding debt is denominated in Guaraníes and amounted to approximately P\$292 million. Additional information is set forth in Note 12 to our Consolidated Financial Statements.

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Liquidity

The liquidity position for each of Telecom Argentina, Personal and Núcleo is and will be significantly dependent on each individual company's operating performance, its indebtedness, capital expenditure programs and receipt of dividends, from its subsidiaries, if any.

We expect that our cash flow from operations will be sufficient to permit Telecom Argentina and its subsidiaries to satisfy their respective indebtedness and other cash requirements in the near to medium term.

Our ability to generate sufficient cash from our operations in order to satisfy our indebtedness and capital expenditure needs may be affected by macroeconomic factors influencing our business, including, without limitation: the exchange rate of Argentine Pesos to U.S. dollars; rates of inflation; and the achievement of ultimate rates adjustments for regulated services in the Fixed Services segment, among others. These factors are not within our control. The statements expressed in the preceding paragraphs constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and involve risks and uncertainties, including those described in this Annual Report in Item 3 Key Information Risk Factors. Actual results may differ materially from our expectations described above as a result of various factors.

Under the LSC, the by-laws of the Company and rules and regulations of the CNV, a minimum of 5% of net income for the year in accordance with the statutory books, plus/less previous years adjustments and accumulated losses, if any, must be appropriated by resolution of the shareholders to a legal reserve until such reserve reaches 20% of the outstanding capital (common stock plus inflation adjustment of common stock). According to LSC and regulations of the CNV, on May 21, 2014, Telecom Argentina reached the maximum level of legal reserve.

In addition, the Company's Ordinary Shareholders Meeting held on April 29, 2014, approved, in its second tranche of deliberations held on May 21, 2014, the payment of cash dividends in two equal installments of P\$601 million between the outstanding shares. The first installment was made available to shareholders on June 10, 2014. The Company's Board of Directors, at its meeting held on September 9, 2014, approved the payment of the second installment of cash dividends amounting to P\$601 million as from September 22, 2014. The amount paid includes: (i) income tax withholdings on dividends paid to shareholders in the amount of P\$11 million (in each installment) and (ii) tax on personal property on behalf of shareholders withholdings in the amount of P\$10 million (in the first installment).

Telecom Argentina's Board of Directors, at their meeting held on March 17, 2015, called a shareholders meeting to be held on April 29, 2015, to consider among other issues the allocation of Telecom Argentina's retained earnings as of December 31, 2014 (P\$3,673 million) suggested by the Board of Directors as follows: (i) P\$804 million (P\$0.83 per outstanding share) for distribution as cash dividends to be paid on May 11, 2015; (ii) P\$2,869 million to the Reserve for Future Cash Dividends; and (iii) the delegation of authority to the Board of Directors of Telecom Argentina to determine the allocation, depending on the performance of the business, in one or more installments, of an amount up to P\$649 million of the Reserve for Future Cash Dividends and its distribution to the shareholders as cash dividends, during fiscal year 2015.

As of December 31, 2014, Telecom Argentina and its consolidated subsidiaries had approximately P\$684 million in cash and cash equivalents, net of P\$141 million of bank overdrafts. Of this amount, approximately P\$201 million of cash and cash equivalents was held by Telecom Argentina on a stand-alone basis. Telecom Group has approximately P\$49 million of restricted cash in connection with legal proceedings. Such restricted cash has been classified as Other Receivables, net on our balance sheet.

Capital Expenditures

We estimate that our capital expenditures for the year 2015 will be approximately 19% of consolidated revenues. In case Telecom Personal is awarded the remaining frequency bands of the Spectrum Public Auction, we believe that there will be an additional investment of approximately US\$247 million. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*.

Following the strategy of previous years, in the Mobile Services Segment, capital expenditures were mainly focused towards the extension of the coverage and capacity of the mobile network in numerous cities of Argentina, an objective that was reached mainly by means of the implementation of

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new sites, replacement plans and network upgrade for the activation of new carriers and the deployment of radio bases with 6 sectors. On the other hand, capital expenditures continued in the core of the mobile network. On its part, and as it was mentioned in Item 4 Information on the Company The Business Personal Services and Núcleo Mobile Services Mobile Telecommunication Services in Argentina Personal , in the last two-month period of 2014 the deployment of the LTE technology was started and we expect to continue its gradual deployments for next few years. In addition, we expect the awarding of the frequency bands for the SCMA Services forming Lot 8 partially awarded to Personal by means of SC Resolution No. 83/2014 to be completed. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Licenses granted as of December 31, 2014 *Spectrum*.

In the Fixed Services segment, as regards Access, the investment continued for shortening the loop, replacing posts and supplying the demand in companies, neighborhoods and buildings. As to transport, the focus was set on increasing the capacity and on the securitization of the Backbone IP (BBIP), on the extension of the network and on improving the bandwidth available for the mobile operators (Mobile *Backhaul*).

See Item 3 Key Information Risk Factors Risks associated with Telecom and its Operations We operate in a competitive environment that may result in a reduction in our market share in the future. We expect to finance our capital expenditures through cash generated through our operations, cash on hand and financing from third parties; therefore, our ability to fund these expenditures is dependent on, among other factors, our ability to generate sufficient funds internally. Telecom Argentina's ability to generate sufficient funds for capital expenditures is also dependent on its ability to increase its regulated rates, since the cost of imported materials may increase in peso terms (as a result of the decline in the peso/U.S. dollar exchange rate and higher inflation).

Related Party Transactions

During 2014, we entered into certain transactions with our indirect shareholders Telecom Italia and W de Argentina Inversiones or their affiliates in the ordinary course of business. For a description of these transactions see Item 7 Major Shareholders and Related Party Transactions Related Party Transactions.

Taxes

Turnover Tax

Under Argentine tax law, Telecom is subject to a tax levied on gross revenues. Rates differ depending on the jurisdiction where revenues are earned for tax purposes. Rates in effect ranged from 2.5% to 8.0% for the years ended December 31, 2014, 2013 and 2012, depending on the jurisdiction or goods and services subject to the tax.

Income Tax

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Our income tax rate is currently 35% of net taxable income for the companies located in Argentina, 10% for Núcleo and Envíos and 39.5% (34% Federal Tax and 5.5% State Florida Tax) for Telecom Argentina USA. The amount of income subject to tax is calculated according to tax regulations which contain a different methodology for calculating net taxable income than the methodology used for the preparation of our Consolidated Financial Statements under IFRS. The differences between the methodology of computing income under the tax regulations and under IFRS make it difficult to determine the taxable net income from our income statements. For instance, some deductions from income normally accepted for accounting purposes are not deductible and, accordingly, must be added back to income for tax purposes.

Prior to September 23, 2013, cash dividends, property or capital stock of Telecom Argentina were, in general, exempt from Argentine withholding tax and other taxes. As of September 23, 2013 dividend distributions and gains derived from transfers of stocks of Argentine companies are subject to income tax. See Item 10 Additional Information Taxation Argentine Taxes.

Additionally, under Argentine Income Tax Law, a corporation that makes a distribution of dividends to its shareholders in excess of the amount of its accumulated net taxable income at the close of the previous taxable year, as determined by application of the Argentine Income Tax Law, shall have to withhold a 35% tax from such excess. This withholding income tax is known as the equalization tax. See Item 10 Additional Information Taxation Argentine Taxes Taxation of Dividends.

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Tax on cash dividends received from a foreign subsidiary is calculated according to the statutory income tax rate. As per Paraguayan tax law, an additional income tax rate of 5% is imposed on dividends that are paid by a Paraguayan company. Additionally, under such law, when dividends are being paid to foreign shareholders, there is an additional income tax rate of 15%, which is deducted from the amounts which are paid to such shareholders. As per Argentine tax law, income tax paid abroad is recognized as tax credit.

Net losses can generally be carried forward and applied against future taxable income for five years.

Thin Capitalization Rules

Argentine Law No. 25,784, modified the limitation on the deduction of interest expense by stating that the limit will only be applied to interest expense on debt owed to non-resident entities that control the borrowing entity (except for interest expense subject to the 35% withholding tax) in proportion to the amount of debt that exceeds by two times the company's equity, and the excess of interest over this ratio will be treated as dividend payments. During fiscal years 2014, 2013 and 2012, Telecom's deduction of interest expenses was not limited because Telecom was able to meet the conditions required for such deduction.

Tax on Minimum Presumed Income

Our companies located in Argentina are required to pay an amount equal to the greater of the income tax or the tax on minimum presumed income. The tax on minimum presumed income is computed based on 1% of the value of our assets. The value of our assets is determined in accordance with the criteria established under the tax laws. The amount of any income tax paid during the year may be applied against the tax on minimum presumed income that would be payable in such year. The amount of any tax on minimum presumed income paid in excess of the income tax for such year may be carried forward for a period of up to ten years. This excess may be treated as a credit to be applied against the income tax payable in a future year to the extent the tax on minimum presumed income for the year does not exceed income tax payable for such future year. During fiscal years 2014, 2013 and 2012, income tax was higher than tax on minimum presumed income. Shares and other equity participations in companies subject to the tax on minimum presumed income are exempt from the tax on minimum presumed income.

Value Added Tax (VAT)

VAT does not have a direct impact on our results of operations. VAT paid by us to our suppliers is applied as a credit toward the amount of VAT charged by Telecom to its customers and the net amount is passed through to the Argentine government. VAT rates are 21%, 27% and 10.5%, depending on the type of the transaction and tax status of the customer.

The import of services (including financial services) by Argentine VAT taxpayers registered for VAT purposes, or *responsables inscriptos*, such as the Company, is subject to VAT. In the case of loans, if the lender is a bank or a financial entity located in a country whose central bank has adopted the Banking Supervision Standards of the Basel Committee, the rate is 10.5%. If the foreign lender is one other than those mentioned above, the rate is 21%.

The burden of paying VAT is borne by the Argentine taxpayer.

Tax on Deposits to and Withdrawals from Bank Accounts

The tax on deposits to and withdrawals from bank accounts under Law No. 21,526 applies to certain deposits to and withdrawals from bank accounts with Argentine financial institutions and to other transactions that, due to their special nature and characteristics, are similar or could be used in lieu of a deposit to or withdrawal from a bank account. Therefore, any deposit to or withdrawal from a bank account opened in an institution regulated by Law No. 21,526, or any transaction deemed to be used in lieu of a deposit to or withdrawal from a bank account, is subject to the tax on deposits and withdrawals unless a particular exemption is applicable. The tax rate in effect since August 1, 2001 has been 0.6% of the transaction volume.

During 2014, 2013 and 2012, we charged to our income statement P\$343 million, P\$258 million and P\$216 million, respectively, of this tax.

On February 6, 2003, the Ministry of Economy and Public Finance, through General Resolution No. 72/03, authorized us to increase the Basic Telephone Services rates by the amount of the tax on

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deposits to and withdrawals from bank accounts as provided for in General Resolution No. 72/03. The amount of the tax charged must be shown in detail on the customers' bills. The amounts charged before General Resolution No. 72/03 were approximately P\$23 million. This amount was subsequently corroborated by CNC audits, resulting in a receivable for the Company for P\$23 million which was recorded under "Other receivables" during 2007. That receivable can be offset with existing and/or future regulatory duties. See "Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Rates Rate Regulations Tax on Deposit to and Withdrawals from Bank Accounts (IDC)".

Decree No. 534/2004 provides that owners of bank accounts subject to the general tax rate of 0.6% may take into account as a tax credit 34% of the tax originated in credits on such bank accounts. This amount may be computed as a credit for the Income Tax and Tax on Minimum Presumed Income. The amount computed as a credit is not deductible for income tax purposes.

Tax on Personal Property

Argentine Law No. 25,585, as amended by Law No. 26,317, imposes a tax on shares of stock corporations, such as Telecom Argentina's ADSs and the Class A, B and C Shares. See "Item 10 Additional Information Taxation Argentine Taxes Tax on Personal Property".

The tax rate applied is 0.50%. This tax is computed based on the value of the shareholders' equity as stated on the most recent annual balance sheet of Telecom Argentina. Although Telecom Argentina is required to pay this tax on behalf of the holders of its ADSs, Class A, B and C Shares, it has the right to obtain reimbursement of the amounts paid from its shareholders, even if this requires holding and/or foreclosing the property on which the tax is due. As a result, until shareholders reimburse Telecom Argentina for the amounts paid on their behalf, the payment of this tax constitutes a receivable for Telecom Argentina.

Telecom Argentina has, from time to time, requested that its shareholders reimburse the amounts of tax on personal property paid on their behalf and has received partial reimbursement of such taxes. The amount paid by Telecom Argentina and pending collection from its shareholders as of December 31, 2014, was approximately P\$30 million, of which P\$18 million are included in the allowance for doubtful accounts, based on the recoverability assessment made by Telecom Argentina. Whenever applicable, tax on personal property paid on behalf of Telecom Argentina's shareholders is deducted from the cash dividend payment.

Other Taxes and Levies

We are subject to a levy of 0.5% of our monthly revenues from telecommunications services. The proceeds of this levy are used to finance the activities of the Regulatory Bodies. The amount of this levy is included in our consolidated income statement within "Taxes and fees with the Regulatory Authority".

Law No. 25,239 imposes a tax on Personal of 4% (tax on mobile and satellite services) of amounts invoiced excluding VAT but including the excise tax, which results in an effective tax rate of up to 4.167%.

Law No. 26,539 amends the excise tax and establishes that the importation and sale of technological and computer goods, including mobile phones, is subject to the excise tax at a rate of 17%, resulting in an effective tax rate of up to 20.48%, effective from December 1, 2009.

Since the beginning of 2001, telecommunication services companies have been required to pay a Universal Service tax to fund Universal Service requirements. The Universal Service tax is calculated as a percentage of the total revenues received from the rendering of telecommunication services, net of taxes and levies applied on such revenues, excluding the Universal Service tax. The rate is 1% of total billed revenues. See Item 4 Information on the Company Regulatory and Legal Framework Regulatory Framework Liberalization of the Argentine Telecommunications Industry Decree No. 764/00.

Law No. 26,573, which was regulated in 2010, imposes a levy of 1% of the monthly revenues from telecommunication services, excluding prepaid services, which must be collected from the customers. The proceeds of this levy are used to finance the activities of the Ente Nacional de Alto Rendimiento Deportivo ENARD (National Board of High Performance Sport).

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Research and Development, Patents and Licenses, etc.

None.

Trend Information

In 2014 we consolidated our position in each of our business segments. In particular, we highlight the following:

- An expansion of Internet accesses reaching approximately 1.8 million (equivalent to 43% of fixed line in services) and a slight decrease in the number of mobile subscribers reaching 19.6 million. Otherwise, the number of fixed lines in service reached 4.1 million at the end of the year. As a result, our consolidated revenues increased by 22% reaching P\$33,341 million. Our consolidated service revenues represented 85% of consolidated revenues and grew by 18% as compared to 2013.
- Our capital expenditures amounted to P\$8,957 million in 2014, equivalent to 27% of consolidated revenues. These investments consisted of 25% for Fixed Services segment, 71% for Personal Mobile Services and 4% for Núcleo Mobile Services.
- An improvement in economic results as compared to 2013: +20% in operating income and +15% in net income. The return on Shareholders' Equity at the beginning of the year was 31% annually.

In 2014, the capacity to generate operating cash flow has made it possible to increase the level of capital expenditures, holding an active financial position at consolidated level, even after distributing dividends for P\$1,202 million to the Telecom Argentina shareholders and acquiring new Licenses to offer mobile services in 3G and 4G technologies for P\$3,530 million.

In 2015, we expect evolution of the fixed services segment to continue in line with the trend experienced over the past years and shall be influenced by the level of maturity of the market with focus on increasing the value of the customers' base. In the Broadband business, Arnet continued capturing the growth opportunities the market offers, extending the offer of services with higher speeds and with proposals of overall integrated offers for customers (Internet, the fixed services segment and cellular mobile calls).

As regards pricing in the Fixed Services segment, we will continue the proceedings before the national authorities in the light of the new rules proposed by the LAD to reach the readjustment of the prices of the regulated services, and with them, of the economic-financial equation of Telecom Argentina. The growing pressures over the cost structure of the Company and our investment plans emphasize this need.

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During the 2015 fiscal year, we expect that the leadership strengths of Personal will consolidate by means of new added value added services especially in mobile broadband, based on the deployment of the new 4G networks which multiply tenfold the speed of mobile Internet. In this way, as the LTE technology infrastructure deploys on a national level, we expect our customers to increase their access to content, among others, of the Personal Play platform (music, games and videos), the latter being one of the highest factors for revenue growth.

At the same time, and following our commitment with quality, we expect to continue working to optimize the experience of our customers who use the 3G/HSPA+ network, by means of improvements in the network infrastructure made possible as from December 2014 with the acquisition of additional spectrum. In this way, the third generation services will also expand, continuing with the technological reconversion and extension of the capacity of our network.

The infrastructure improvements and the availability of a wide portfolio of advanced devices within the offer will continue to be drivers of higher revenues based on innovative and convenient commercial proposals for those who choose us as mobile operator. This assumes favorable conditions for the importation and financing of 4G handsets and other devices by the Company and its suppliers.

At the same time, we shall continue leveraging the commercial strategy and the brand position with the concept Each Person is a World (*Cada persona es un mundo*), offering our customers a wide diversity of options they can choose from according to their communication and connection

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needs, with special focus on the young segment, the social networks strategy and the association of the brand with music, by means of the development of large festivals.

Customer service quality will continue to be significantly emphasized by means of improvements and by strengthening effectiveness in the contacts strategy both in person and by telephone and through the digital platform. We will strive to continue to improve self-management channels, since customer service management is becoming simpler and simpler for our customers.

It is foreseen that the expansion in volume of the subscribers base will develop at lower rates due to the level of maturity and the high penetration of mobile services in the market. Nevertheless, the development of new business niches such as the Machine to Machine (M2M) services is expected.

The strategy implemented by the Company's Management described in this Annual Report lays out the basic necessary fundamentals for the Telecom Group to pursue its objectives of continuous improvement of the quality of service, to strengthen its market position and to improve its operating efficiency in order to satisfy the growing needs of the dynamic telecommunications market. Our important plans of investment are based on this forward-looking vision and on the commitment of the Telecom Group with our country and its people.

Contractual Obligations

Our consolidated contractual obligations and purchase commitments as of December 31, 2014 were as follows:

	Less than 1 year	1-3 years	3-5 years	More than 5 years	Total
	(in millions of Argentine Pesos)				
Debt obligations (1)	198	200	95		493
Operating lease obligations	501	503	222	46	1,272
Purchase obligations (2)	2,296	128	96	190	2,710
Other long-term liabilities (3)	122	106	51	80	359
Total	3,117	937	464	316	4,834

(1) Includes P\$60 million of future interest.

(2) Other than operating lease obligations.

(3) Includes voluntary retirement program, pension benefits and other long-term payables

Off-Balance Sheet Arrangements

None.

Safe Harbor

See the discussion at the beginning of this Item 5 and **Forward-Looking Statements** in the introduction of this Annual Report, for forward-looking statement safe harbor provisions.

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Management of the business of the Telecom Group is vested in the Board of Directors. Telecom Argentina's bylaws provide for a Board of Directors consisting of no fewer than three and no more than eleven directors and up to the same or a lower number of alternate directors. As of the date of this Annual Report, Telecom Argentina has eleven directors and ten alternate directors. Six of the directors and six of the alternate directors qualify as independent directors under SEC regulations. Five of the directors and five of the alternate directors also qualify as independent directors under CNV rules. According to Telecom Argentina's bylaws, the Board of Directors has all of the required authority to administer the corporation, including those for which the law requires special powers. The Board operates with a quorum of the absolute majority of its members and resolves issues by simple majority of votes present. According to Telecom Argentina's bylaws, the Chairman has a double vote in the case of a tie. Under CNV regulation, in order to be independent, a director must neither be employed by, nor affiliated with, Telecom Argentina, Nortel, Sofora, the Telecom Italia Group or W de Argentina Inversiones. Directors and alternate directors are normally elected at annual ordinary general meetings of the shareholders and serve a renewable three year term.

Because a majority of shares are owned by Nortel, Nortel as a practical matter may have the ability to elect the majority of directors and alternate directors. In the absence of a director, the corresponding alternate director may attend and vote at meetings of the Board of Directors.

See Item 7 Major Shareholders and Related Party Transactions Major Shareholders Shareholders Agreement for a description of certain agreements relating to the appointment of members of the Board of Directors.

The following table lists the directors and alternate directors of Telecom Argentina as of December 31, 2014 and, otherwise mentioned, as of the date of this Annual Report:

Name	Position	Date Director became a Member of the Board
Enrique Garrido (1)	Chairman of the Board of Directors	April 27, 2007
Gerardo Werthein	Vice Chairman of the Board of Directors	December 19, 2003
Andrea Mangoni	Director	November 30, 2010
Gianfranco Ciccarella (2)	Director	April 23, 2013
Francesca Petralia	Director	April 23, 2013
Piergiorgio Peluso	Director	April 23, 2013
Enrique Llerena	Director	April 23, 2013
Esteban Gabriel Macek	Director	April 27, 2007
Federico Horacio Gosman	Director	April 23, 2013
Esteban Santa Cruz	Director	November 30, 2010
Mariana Laura Gonzalez	Director	April 23, 2013
Aldo Raúl Bruzoni	Alternate Director	April 23, 2013
Jorge Alberto Firpo	Alternate Director	April 23, 2013
Lorenzo Canu	Alternate Director	April 23, 2013
Jorge Luis Pérez Alati	Alternate Director	November 30, 2010
María Virginia Genovés	Alternate Director	April 23, 2013

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Eduardo Federico Bauer	Alternate Director	April 27, 2007
Pablo Alberto Gutierrez	Alternate Director	November 30, 2010
Eduardo Pablo Guillermo Setti	Alternate Director	April 23, 2013
Juan Massolo	Alternate Director	April 23, 2013
Verónica Daniela Alvarez	Alternate Director	April 23, 2013

(1) On April 16, 2015, the Board of Directors accepted Mr. Enrique Garrido's resignation as Chairman and member of the Board of Directors of Telecom Argentina, and appointed Mr. Oscar Carlos Cristianci to replace him.

(2) On December 9, 2013 Gianfranco Ciccarella, former alternate director, was appointed director by the Board of Directors, replacing Patricio Graziani who had resigned.

Oscar Carlos Cristianci is a public accountant. He worked at Grupo Pirelli since 1968, and in 1985 he was appointed as a General Director of Pirelli Neumáticos en Argentina. In 1993, he was appointed as Superintendent Director of Pirelli Pneus de Brasil and later assuming regional responsibility in Pirelli Neumáticos Latin America. In 1998, he was designated Vice General Director of Pirelli Neumáticos, responsible for the American continent and later, he served as Delegated Administrator of Pirelli Cavi Energia S.p.A. He later joined the Telecom Italia Group as Director for Latin America, and was in charge of Telecom Italia S.p.A. Argentine branch. In 2003, he joined the

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Telecom Group, and until fiscal year 2007, he served as Chairman of the Board of Directors of Sofora, Nortel and Telecom Personal. He was appointed Chairman and member of the Board of Directors of Telecom Argentina on April 16, 2015. He was born on September 27, 1942.

Enrique Garrido is a lawyer. He served as a director of Telecom Argentina during fiscal year 2007 and was appointed as Chairman of the Board of Directors on April 29, 2008. He was reelected Chairman of the Board of Directors of Telecom Argentina on November 30, 2010 and April 23, 2013. He was Director of Sofora until April 16, 2015. He is also a member of the Supervisory Committee of La Estrella S.A. Compañía de Seguros de Retiro. He was born on June 7, 1937.

Gerardo Werthein is a veterinarian. He was director of Personal since December 2003 until April 10, 2013. Since that date he is alternate director of Personal. He is Chairman of Haras El Capricho S.A. and of Comité Olímpico Argentino. He is a member of the International Olympic Committee. He is Vice Chairman of Ente Nacional de Alto Rendimiento Deportivo and La Estrella S.A. Compañía de Seguros de Retiro. Also, until March 31, 2015, he was Chairman of Caja de Seguros S.A. and of La Caja de Seguros de Retiro S.A. He is a director of Gregorio, Numo y Noel Werthein S.A. and Los W S.A. Also, until March 31, 2015, he was a director in Caja de Ahorro y Seguro S.A. He was born on December 3, 1955.

Andrea Mangoni has been graduated from the University of Rome in 1988 with a thesis on valuation and private financing of investments in public infrastructures. Since March 2015 he is General Manager of Fincantieri; he is also member of the Board of Directors of Prelios S.p.A. and Fincantieri S.p.A. From July 2013 to March 2015, he worked in Sorgenia as Chairman and Chief Executive Officer. Previously, he has been Managing Director for South America of Telecom Italia from August 2012 to March 2013. Until August, 2012 he was responsible for Administration, Finance and Control and International Development in Telecom Italia. Mr. Mangoni joined the Telecom Italia Group on July 1, 2009, as Chairman of Telecom Italia Sparkle (from July 2009 to July 2010) and as Director of International Business at Telecom Italia S.p.A. From 1996 to March 2009 he worked in Acea, where he was appointed Chief Executive Officer in November 2003; from March 2003 to November 2003 he was General Manager of Acea; from June 2001 to February 2003, he was Chief Financial Officer, responsible for strategies, finance, budget, economic planning and control, investor relations of Acea; in 2002 he was appointed common representative of the Joint Venture among Acea, Electrabel and Energia Italiana which brought to the acquisition of Interpower, the third generation company sold by Enel; from January 2000 to May 2001 he was Strategic Planning Director of Acea; from January 1998 to December 1999 he worked as manager of the Finance Department of Acea, where he was responsible of strategic planning; from 1996 to 1997 he was President Assistant, responsible for the transformation process of Acea from municipal company into share capital company. Mr. Mangoni worked for InterAmerican Development Bank (IDB). Mr. Mangoni was born in Terni, Italy on June 5, 1963.

Gianfranco Ciccarella holds a University Degree in Electrical Engineering and, at present, is responsible for Special Projects in the Operations Department in Telecom Italia S.p.A. Previously he held various positions in Telecom Italia S.p.A. as Vice President of several departments: Technical Support for the South America Region, Next Generation Access Networks and Partnerships in the Strategy Department (from April 2011 to February 2013), Technical Support in the Technology and Operations Department (from December 2009 to March 2011); Network and IT, Telecom Italia Sparkle. From 1998 to 2009 he was appointed to drive the design, deployment and operations of the Telecom Italia international network. Mr. Ciccarella is a member of the board of directors of a number of companies within the Telecom Italia Group. He was Director of the Post Graduate Training & Technical Department at the Scuola Superiore Guglielmo Reiss Romoli in L'Aquila. He also carried out research and teaching activities in the Electrical Engineering Department at the University of L'Aquila, as well as at New York Polytechnic University where he was Adjunct Associate Professor. Mr. Ciccarella was born in L'Aquila, Italy, on January 30, 1952.

Francesca Petralia serves as at Telecom Italia S.p.A. as head of International Legal Affairs. Previously she was head of Corporate and Legal Affairs in South America (February 2013 to February 2014). After graduating in Law, she began her career in 1978 as in-house counsel in Fiat Auto S.p.A., Grandi Lavori S.p.A. and Selenia Industrie Elettroniche Associate S.p.A. She joined Telecom Italia S.p.A. in 1990, focusing on international legal affairs. From 2002 to 2011, she was head of Corporate Finance Legal Affairs within the Legal Department. Subsequently,

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she acted as Group Compliance Officer until February 2013. Ms. Petralia is a member of the Board of Directors of the South American companies TIM Brasil Serviços e Participações S.A. and Sofora

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Telecomunicaciones S.A., as well as of the holding Telecom Italia International N.V. in The Netherlands. Mrs. Petralia was born in Bologna, Italy, on August 30, 1953.

Piergiorgio Peluso. Since September 26, 2012, Mr. Peluso has been Head of Administration, Finance and Control at Telecom Italia and on April 18, 2014 has been Manager Responsible for Preparing the Company's Financial Reports. After graduating with a degree in Economic and Social Sciences from the Università Commerciale Luigi Bocconi in 1992, with a specialization in Finance, from 1992 to 1994 he held the position of experienced accountant at Arthur Andersen & Co. Following a period at Mediobanca as Senior Financial Analyst (1994-1998) and with Credit Suisse First Boston as Vice President of Financial Institutions Group (1998-2000) and Mergers & Acquisitions Group (2000-2001), in 2002 he joined Medio Credito Centrale S.p.A. (Capitalia Group) as Central Director Advisory Area. He retained this position until 2005, when he was appointed Central Director at Capitalia S.p.A. From 2007 to 2009, following the merger of Capitalia S.p.A. and UniCredit Group S.p.A., he was Head of Investment Banking Italy at UniCredit Group S.p.A. In 2009 he was appointed CEO of UniCredit Corporate Banking S.p.A. Following the merger of UniCredit Corporate Banking S.p.A. with UniCredit S.p.A., in 2010 he was appointed Head of Corporate & Investment Banking Italy, UniCredit Group. From 2011 to September 2012 he was Managing Director of Fondiaria SAI S.p.A. He is a non-executive member of the Board of Directors of TIM Participaciones S.A. Telecom Italia Media S.p.A., Telecom Argentina S.A. and Fondazione Telecom Italia. Mr. Peluso was born in Rome on March 25, 1968.

Enrique Llerena is a lawyer with a degree from Pontificia Universidad Católica Argentina Santa María de los Buenos Aires and holds a PhD at Paris University on D.E.S.S. Diplomatie et Administration des Organisations Internationales. He is a Director and a member of the Supervisory Committees of Tradelog S.A. and an Alternate Director of SZ Consultores en Arte S.A. He was born on April 9, 1955.

Esteban Gabriel Macek is a public accountant. He is Chairman of Fiduciaria Internacional Argentina S.A. He is a director of Inmobiliaria Madero S.A. He is also an alternate member of the Supervisory Committees of Visa Argentina S.A. and Prisma S.A. He was born on November 8, 1960.

Federico Horacio Gosman is a director of Metrovías S.A. and Consultatio S.A. Presently, he is in charge of the Dirección Nacional de Empresas con participación del Estado (National Direction of Corporations with government participation), in the Ministry of Economy and Public Finance. He served as assistant professor of *Historia del Pensamiento Económico* at the Universidad de Buenos Aires and he held research activities in the CEPLAD (Economic research institute of the Universidad de Buenos Aires). He worked as consultant in Rational Technologies and IBM. He was a member of the EDENOR Board of Directors. He graduated from the Universidad de Buenos Aires as an economist. He was born on May 19, 1983.

Esteban Santa Cruz holds a degree in Economics from the Universidad de Buenos Aires and a Masters Degree in Finance from the Universidad Di Tella. He is currently the Financial Director of the ANSES. He was Manager of Financial Asset Strategy at Fondo de Garantía de Sustentabilidad (FGS-ANSES). He previously worked at Banco Hipotecario and Asociart ART. He was born on August 20, 1979.

Mariana Laura González holds a degree in Economics and a Magister in Economics, both from the Universidad de Buenos Aires. Also, she has a Doctorate in Social Sciences from the Facultad Latinoamericana de Ciencias Sociales (FLACSO). She is currently the Under-secretary of Economic Coordination and Improvement of Competitiveness of the Ministry of Economy and Public Finance. She was born on February 13, 1976.

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Aldo Raúl Bruzoni holds a degree in Business Administration. He is a director of Sofora Telecomunicaciones S.A. since 2010 and an alternate director of Telecom Argentina and TGLT S.A. He also is the Director of the Corporate Governance Program at the Pontificia Universidad Católica Argentina. He served as a director of Personal from 2008 up to 2010. He has held various executive roles in the Manufacturing, Finance, Marketing, and Sales sectors in different automotive companies such as General Motors, Ford, Volkswagen, and Renault. He was born on March 30, 1950.

Jorge Alberto Firpo is an electrical engineer and a graduate of the Universidad Tecnológica Nacional. Since 2005, he has served as a director in Telecom Group companies. Presently, he is an alternate director in Telecom Argentina and Personal and a director in Telecom Argentina USA. Also, he serves as an alternate director in Tierra Argentea S.A. Since 2001, he has worked as a South

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America Supplier Director in Telecom Italia Latam, Brasil. From 1977 until 2001, he had assumed different positions in Pirelli Cables in Brasil and Italia. He was professor in high school and in universities. He was born on April 17, 1954.

Lorenzo Canu holds a University Degree in Law. Since 1997 he has been in charge of management of corporate affairs of the international subsidiaries of the Telecom Italia Group, within the Legal Affairs Department of Telecom Italia S.p.A. Mr. Canu is a member of the Board of Directors of Sofora Telecomunicaciones S.A., Nortel Inversora S.A. and Telecom Personal S.A. Mr. Canu was born in Rome, Italy, on January 30, 1963.

Jorge Luis Pérez Alati is a lawyer. He is Chairman of the Board of Directors of In Store Media Argentina S.A., Inversiones Alumine S.A., Inversiones Aluquina S.A., Inversiones Los Alpes S.A., Inversiones Meliquina S.A., ISDIN Argentina S.A., La Papelera del Plata S.A., Nogal Central S.A., Pilar del Este S.A., Alpe S.A.C.I.F.I.A. and Solcan S.A. He is Vice Chairman of TMLUC Argentina S.A., Puig Argentina S.A., Lan Argentina S.A. Naschel S.A., Forestal Timabuva S.A., Forestal Bosques del Plata S.A. and Inversora Cordillera S.A. He is a director of Aluflex S.A., Herbalife International Argentina S.A., Young & Rubicam S.A., Chipirón S.A., CMPC Inversiones de Argentina S.A., Cork Supply Argentina S.A., Fabi Bolsas Industriales S.A., Honda Motor de Argentina S.A., Inesa Argentina S.A., Inversiones Los Andes S.A., Ivax Argentina S.A., Media Planning S.A., Havas Sports Argentina S.A. Agora Asuntos Públicos S.A. and LDC Argentina S.A. and an alternate director of Avex S. A., Arbumasa S.A., Burson Marsteller S.A., Wunderman Cato Johnson S.A., Arena Argentina S.A., Co. Fru. Va S.A., Harvest S.A., Bodegas Caro S.A., Cerámica San Lorenzo I.C.S.A., Media Contacts Argentina S.A., Proximia Havas Argentina S.A., Salfa Construcciones Trasandinas S.A, Marina Holding S.A., Navieras Americanas, S.A. and Telecom Argentina. He is a member of the Supervisory Committees of Banco Santander Río S.A., BRS Investment S.A., Distriec Inversora S.A., Edesur S.A., ISBAN Argentina S.A., Calyx Siembre S.A., Calyx Tierra S.A., Quickfood S.A., Santander Río Servicios S.A., Portal Universia Argentina S.A., Perevent Empresa de Servicios Eventuales S.A., Santander Río Seguros S.A., Santander Río Trust S.A., Santander Merchant S.A. and Santander Río Sociedad de Bolsa S.A. He was born on September 14, 1954

María Virginia Corina Genoves is an accountant with a degree from the Universidad de Buenos Aires. She works as an external tax and accounting consultant for companies or individuals. Previously, she worked as an external auditor and as a consultant specializing in costs, taxes and process redesigning for optimization of resources. She developed budgets for a variety of market companies. She was born on June 11, 1964.

Eduardo Federico Bauer is a lawyer. He is Vice Chairman of the Board of Directors of Nortel and Micro Sistemas. He is a director of Sofora and an alternate director of Personal, La Caja Aseguradora de Riesgos del Trabajo ART S.A., La Caja de Seguros de Retiro S.A. and La Estrella S.A. Cía. de Seguros de Retiro. Until March 31, 2015 he was an alternate director of Caja de Seguros S.A., Ritenere S.A. and Pluria Productores de Seguros S.A. He was born on January 14, 1950.

Pablo Alberto Gutiérrez is a public accountant. He is an advisor for many companies. He is director of Fiduciaria Internacional Argentina S.A. He is Vice Chairman of CAFIDAP Cámara Argentina de Fideicomisos y Fondos de Inversión Directa en Actividades Productivas. He was born on January 4, 1968.

Eduardo Pablo Guillermo Setti holds a degree in Economics from the Universidad de la Empresa (UADE). Since February 2012, he is General Investment Director in ANSES Fondo de Garantía de Sustentabilidad- and had previously served as Strategy Financial Assets Director and Financial Consultant. He worked as Planning Director in the Ministry of Infrastructure of the Province of Buenos Aires and as Secretary of Production in the *Secretaría de Desarrollo Económico y Producción* of the Municipality of Zárate, Province of Buenos Aires. He is a director

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of Pampa Energía S.A., Empresa Distribuidora y Comercializadora Norte S.A., Metrovías S.A. and Compañía de Transporte de Energía Eléctrica en Alta Tensión Transener S.A. He is an alternate director in Telecom Argentina and in Gas Natural Ban S.A. He was born on February 16, 1971.

Juan Massolo holds a degree in Economics from the Universidad de Buenos Aires and a Master's degree in Microfinance and Social Development from the Centro Internacional de Formación Financiera (CIFF)-Universidad de Alcalá. Presently, he is coordinator of Dirección Nacional de Empresas con participación del Estado (National Direction of Corporations with government participation) of the Ministry of Economy and Public Finance. He is also a director of Metrovías S.A. and an alternate

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director of Grupo Concesionario del Oeste S.A. Previously, he worked at Accenture, United Nations Development Programme (UNDP) and Instituto Nacional de Servicios Sociales para Jubilados y Pensionados (PAMI). He was also an assistant professor of economics at the Facultad de Ciencias Económicas Universidad de Buenos Aires. He was born on December 3, 1982.

Verónica Daniela Alvarez holds a degree in Economics from the Universidad de Buenos Aires, she conducted activities of specialization in legislative budgets forming part of the working group responsible for managing the budget of the *Convención Constituyente Nacional* and the *Convención Constituyente* of the City of Buenos Aires. She was Chief of Budget Department before being Chief of Purchasing Department in the *Cámara de Diputados*. In the *Secretaría de Política Económica y Planificación del Desarrollo* of the Ministry of Economy and Public Finance, she worked as a consultant in management issues. Presently, she is the General Legal and Administrative Coordinator of the *Secretaría Legal y Administrativa* of the Ministry of Economy and Public Finance. She is also a director in Ferrosur Roca and an alternate director in Telecom Argentina and in the Banco Hipotecario. She was born in September 21, 1964.

Senior Management

As of December 31, 2014, the Telecom Group's senior Management team includes the individuals listed below. Unless otherwise noted, these individuals are members of the Telecom Group's senior Management as of the date of this Annual Report.

Name	Position (1)	Date of Designation
Oscar Cicchetti (2)	Chief Executive Officer	September 2014
Anibal Gómez	Chief Operating Officer	February 2014
Adrián Calaza	Chief Financial Officer and Director of Procurement	February 2014
Marcelo E. Villegas	Director of Human Capital	August 2008
Alejandro D. Quiroga López	Director of Legal and Regulatory Affairs	June 2011
Ricardo Luttini	Chief Audit Executive	April 2007
Máximo D. Lema	Director of Wholesale	June 2010
Paolo Perfetti	Director of Technology	November 2012
Mariano Cornejo	Director of Communications and Media	June 2007
Gerardo H. Maurer	Director of Corporate Security	November 2014

(1) The designation of Director does not imply that the officers mentioned above are members of the Board of Directors of Telecom Argentina, which is composed of the persons stated in the Directors, Senior Management and Employees The Board of Directors above. The terms of office of Telecom's Senior Management are contractual in nature. Such contracts do not include a specified expiration date.

(2) Stefano De Angelis served as CEO until September 9, 2014. Since that date and until March 4, 2015, Oscar Cicchetti acted as CEO. On March 4, 2015, Mr. Cicchetti was replaced by Elisabetta Ripa as CEO of the Telecom Argentina Group.

Oscar Cicchetti is Chairman and CEO of INWIT S.p.A.-Infrastrutture Wireless Italiane S.p.A. He joined Telecom Italia in 1979, and from 1979 to 1984 was responsible for Network Operations and then Head of Sales and Field Services in several regional organisations. In 1987 he moved to company headquarters in Rome, and from 1987 to 1993, was Head of Organisation and Processes in the Personnel Department. In 1993, he

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was involved in a task force that managed the privatization process of the Telecom State-owned company and its subsequent integration into the Telecom Italia Group. From 1994 to 1997 he was Chief of Staff of the COO, and then of the CEO of the Telecom Italia Group. From 1997 to 2000 he held several key management positions in the Telecom Italia Group, such as Head of the International Business Unit, Head of Strategy, Head of the Network Division. In 2001 he left the Telecom Group and, as investor and CEO, managed the successful turnaround of Netscalibur. In 2007 he became Managing Director of the merged Company, Infracom Network Application S.p.A. He rejoined the Telecom Italia Group in January 2008, where he has covered a series of top management positions: Head of Business Strategies & International Development, Head of Domestic Market Operations, Head of Technology & Operations. From September 2014 to March 2015 he was CEO of the Telecom Argentina Group and Chairman of Telecom Personal. He is also member of the Board of Directors of TIM Participações S.A., and

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member of the Executive Committee of Confindustria Digitale. Mr. Cicchetti was born in Pizzoli, L'Aquila, Italy, in 1951.

Elisabetta Ripa holds a degree in Administration from the University of Roma La Sapienza, Italy and holds an Executive Master from the INSEAD, in Fontainebleau, France. She is a director and Chairman of Telecom Personal acting also as chairman of its Operating Committee, since March 4, 2015. She is CEO of the Telecom Group since March 4, 2015, and during 2013 she was CEO of Telecom Italia Sparkle S.p.A. From 2011 to 2013, she was a director in the Telecom Italia Business Unit of Mobile Services Consumption (TIM). From 2009 to 2011, she was Investor Relations Manager in different companies of the Telecom Italia Group (National Operations, TIM Brasil, TI Media). From 2007 to 2008, she was Executive Director of Marketing, Market and Partnership Development in Telecom Italia. From 2005 to 2006 she was Executive Director in Strategy Marketing and International Support in Telecom Italia Operations, Market Development. From 2003 to 2005, she was Executive Director of Mobile Business Development and CEO Staff in Telecom Italia Mobile. From 2000 to 2002 she was Director of Planification and Control in Telecom Italia Mobile, in International Operations. From 1998 to 1990 she was Account Executive in Promedia Italia (an advertising agency). Ms. Ripa was born in Torino, Italy, on November 20, 1965.

Anibal R. Gomez holds a degree in Systems at CAECE University. In February 2014 he was appointed as C.O.O. at Telecom Argentina. Mr. Gomez joined Telecom Argentina in March 1994. During these years he held different positions, such as Commercial Manager, General Manager and Chairman of Núcleo in Paraguay, Marketing Director, Sales Director and Fixed Telephony Director at Telecom Argentina. He was born on December 26, 1964.

Adrián Calaza holds a degree in Business Administration from the Universidad de Belgrano and an MBA from the Universidad del CEMA. He was appointed Telecom Argentina's Chief Financial Officer in August 2009. Mr. Calaza joined the Telecom Italia Group in January 1999, where he held various positions such as Chief Financial Officer of Entel Bolivia, a subsidiary of the TI Group and as Corporate Chief Financial Officer of Telecom Italia Latam in Brazil. Mr. Calaza returned to Argentina in 2007 as Manager of the Corporate Administrative Services Department of the Telecom Group. He was born on March 8, 1967.

Marcelo E. Villegas is a lawyer. He joined Telecom Argentina in May 2008 as the Human Capital Director. He graduated from Universidad de Buenos Aires. Previously, he worked in the human resources department of the following companies: Wal-Mart Stores (International Division) for Wal-Mart Argentina, the Cencosud Group (Jumbo Retail Division) for the brands Jumbo, Disco and Vea, Hewitt & Aso (as head of talent Management and organizational change), the Perez Companac Group, Sade S.A., the Division of Exploration and Production of Gas and Oil in Latin America, the Suez Group, Aguas Provinciales de Santa Fe, Aguas Argentinas, Latin America Region and Onco de Puerto Rico Inc. In February 2015, he certified as Ontological Coach at ECORE (Escuela de Coaching Ontológico de Rafael Echeverría). He was born on March 13, 1963.

Alejandro D. Quiroga Lopez is a lawyer graduated from the Universidad de Buenos Aires. He joined Telecom Argentina in June 2011 as General Counsel. From 2010 to 2011, he was an associate at Curutchet-Odrozola Law Firm. From 2001 and until February 2010 he was general counsel and Secretary of the Board of Directors of YPF S.A. He was a partner at the law firm Nicholson & Cano from 1986 to 1997, a foreign associate at Davis Polk & Wardwell in 2000, and Undersecretary of Banking and Insurance at the Ministry of Economy and Public Finance of Argentina from 1997 to 1999. He was professor of banking and commercial law at the University of CEMA. He was a member of the Executive Board of the Universidad de Buenos Aires - School of Law. He is also a graduate of the Wharton Advanced Management Program. He was born on June 9, 1962.

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Ricardo Luttini is an accountant. He joined Telecom in June 2005. He had previously served as Manager of Business Controls and Auditing for La Caja de Ahorro y Seguro S.A., General Manager of Banco Caja de Ahorro S.A., and General Accountant and Audit Manager at Banco Mercantil Argentino. He was born on September 27, 1961.

Máximo D. Lema is an engineer. Currently, he is the Director of the Wholesale Unit and Chairman of Telecom Argentina USA. He graduated from the Universidad de Mar del Plata (Argentina) and from Purdue University (Indiana USA) with a Master of Science and Ph.D., both in electrical engineering. He also holds an MBA from UCEMA (Universidad Centro Estudios Macroeconómicos Argentina). He joined Telecom Argentina in 1998 as Wholesale Marketing Director. He previously worked at Telintar

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S.A. (International Business Director), Entel S.A. (International Director) and Purdue University (Image Processing Research). He was born on October 6, 1956.

Paolo Perfetti holds a degree in Electronic Engineering at the University of Roma, La Sapienza. He was appointed Telecom Argentina Network Director in November 2012. Mr. Perfetti joined the Telecom Italia group in August 2000 after an experience in BT Italia Group. Since then he held various positions as director of Engineering and Operation Director contributing to the development of fixed and mobile broadband services. He was born on April 14, 1966.

Mariano Cornejo holds a degree in advertising. He joined Telecom in June 2007. Previously, he served for twelve years as General Manager in Marketing at La Caja de Ahorro y Seguro S.A. He was also Director of Brands for the Werthein Group for the same period. He was born on December 20, 1963.

Gerardo Maurer is an engineer graduated from the Universidad de Buenos Aires. He joined Telecom Argentina in August 2006 and since then he held various positions within Internal Audit and Corporate Security. In November 2014, he was appointed as Corporate Security Director. Previously, he worked at United Nations Conference on Trade and Development (UNCTAD) in Geneva, Venezuela and Central America. He returned to Argentina in 1996 and joined the Audit Unit at La Caja de Ahorro y Seguro S.A. He was born on May 11, 1959.

Supervisory Committee

Argentine law requires that any corporation with share capital in excess of P\$10,000,000 or which provides a public service or which is listed on any stock exchange or is controlled by a corporation that fulfills any of the aforementioned requirements, to have a Supervisory Committee. The Supervisory Committee is responsible for overseeing Telecom Argentina's compliance with its bylaws and Argentine law and, without prejudice to the role of external auditors, is required to present a report on the accuracy of the financial information presented to the shareholders by the Board of Directors at the Annual Ordinary Shareholders Meeting. The members of the Supervisory Committee are also authorized:

- to call ordinary or extraordinary Shareholders Meetings;
- to place items on the agenda for meetings of shareholders;
- to attend meetings of shareholders; and
- generally to monitor the affairs of Telecom Argentina.

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Telecom Argentina's bylaws provide that the Supervisory Committee is to be formed by three or five members and three or five alternate members, elected by the majority vote of all shareholders. Members of the Supervisory Committee are elected to serve one year terms and may be reelected.

The following table lists the members and alternate members of the Supervisory Committee as of December 31, 2014:

Name	Position	Profession
Evelina Leoní Sarrailh	Member of the Supervisory Committee	Lawyer
Gustavo Adrián E. Gené	Member of the Supervisory Committee	Accountant
Gerardo Prieto	Member of the Supervisory Committee	Accountant
Susana Margarita Chiaramoni	Member of the Supervisory Committee	Lawyer
Raúl Alberto Garré	Member of the Supervisory Committee	Accountant and Lawyer
Gonzalo F. Oliva Beltrán	Alternate Member of the Supervisory Committee	Lawyer
Alberto Gustavo Gonzalez	Alternate Member of the Supervisory Committee	Accountant
Jacqueline Berzón	Alternate Member of the Supervisory Committee	Lawyer
Guillermo Feldberg	Alternate Member of the Supervisory Committee	Accountant
Silvia A. Rodríguez	Alternate Member of the Supervisory Committee	Lawyer

Evelina Leoní Sarrailh is a lawyer with an extensive experience in the financial industry. She served as the Legal Director of the Group BBVA Banco Francés S.A. (1999-2010) and she had been the former Legal Director of the Group Deutsche Bank in Argentina. Evelina was the first woman President of the Bank's Lawyers Committee of the República Argentina. She has been serving as chairman of the Supervisory Committee of Telecom Argentina S.A since the fiscal year 2013 and she is a member of the Board of the Latin American Section of the AIDV, Asociación del Derecho de la Vid y el Vino. She was born on September 1, 1952.

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Gustavo Adrián Enrique Gene is a licensed public accountant and holds a degree in Administration and a Masters in Administration and Strategic Planning from the Universidad de Buenos Aires. He served as the Principal Accounting Officer of Edenor from 2006 to 2008. He previously served as Vice President of Strategic Planning from 1998 to 2002, and again from 2005 through May 2006. From 2002 to 2005, Mr. Gené was the Vice President of Planning and Control in the Regional Americas division of Electricité de France. He is a member of the Supervisory Committee of Telecom Argentina since April 2013. He was a member of the Supervisory Committee of Telecom Personal from April 2013 until April 15, 2015. Currently serves as Chief Financial Officer of Autopistas Urbanas S.A. He was born on December 23, 1955.

Gerardo Prieto is an accountant. He has been a member of the Supervisory Committee since 2004. He is also a member of the Supervisory Committees of Sofora, Nortel, Personal and Micro Sistemas. He is Chairman of Campofin S.A., Polifin S.A., La Caja Aseguradora de Riesgos del Trabajo ART S.A. and Cabaña Doble G del Litoral S.A. He is a director of Industrial and Commercial Bank of China (Argentina) S.A. He is also an alternate director of La Estrella S.A. Compañía de Seguros de Retiro. Also, until March 31, 2015 he was chairman of Pluria Productores de Seguros S.A., director of Caja de Seguros S.A. and Ritenere S.A. and was an alternate director of Caja de Ahorro y Seguros S.A. Since March 31, 2015 he is director of La Caja de Seguros de Retiro S.A. He was born on March 3, 1951.

Susana Margarita Chiaramoni is a lawyer with extensive experience in corporate and financial law and degree in Management and History of Arts. She was appointed to the Supervisory Committee of Telecom Argentina and Nortel Inversora S.A. during the fiscal year 2013. She was a professor in the Department of Cultural Policies of the University of Salvador. She was born on June 24, 1953.

Raúl Alberto Garré is a public accountant and a lawyer with a degree from the Universidad de Buenos Aires and holds a degree in Marketing, Organizational Management and Finances from the University of California, Berkeley Business School. He also holds a degree as a Certified Mediator from the Universidad Maimónides. He is currently the trustee of Telecom S.A., Gas Natural Ban S.A. and the Dirección General de Fabricaciones Militares. He was the Director General of the Dirección General de Rentas de la Municipalidad de la Ciudad de Buenos Aires, the President of the Confederación Organismos Tributarios de Estados Americanos (COTEA) and the Vicepresident of C.E.A.M.S.E. (Coordinación Ecológica Área Metropolitana Sociedad del Estado). He was also Internal Auditor of the Department of Internal Affairs, Delegate to the *Convención Constituyente* of Buenos Aires City and member of the Consejo Directivo del Colegio Público de Abogados de la Ciudad de Buenos Aires. He was Cabinet Chief of the Department of Defense and the Department of Security and the Executive Secretary of the Consejo de Seguridad Interior. He was born on May 9, 1951.

Gonzalo F. Oliva Beltrán is a partner at Llerena Amadeo, Dondo & Oliva Beltran Abogados. He has concentrated his practice in the areas of corporate and finance law, foreign trade and exchange regulations, mergers and acquisitions, real estate and non-profit organizations. He graduated as a lawyer from the Pontificia Universidad Católica Argentina Santa María de los Buenos Aires in 2001. In 2006 he obtained an LLM from the University of Westminster, England (graduated with honors). He was born on May 12, 1978.

Alberto Gustavo González is currently President of Integral Management of Medical Center, Partner at G & P Management Consultants, Director of Sudamerican Services - Uruguay and Director Sudamerican Services - Argentina. He has also served as Controller of Electricité de France, Deputy Manager of Strategic Planning in Edenor and Planning Manager at Laboratorios Bago S.A. He was born on May 12, 1962.

Jacqueline Berzón is a lawyer. From 2005 to 2010, she served as an alternate member and as a member of the Supervisory Committee of Telecom Argentina. She is a member of the Supervisory Committee again since 2013. She is currently a member of the Supervisory Committee of Monsanto Argentina S.A.I.C. and Chairwoman of Hungry Man Argentina S.R.L. She was a member of the Supervisory Committee of Telecom Personal until April 15, 2015. She was born on October 9, 1975.

Guillermo Feldberg is a public accountant. He has been an alternate member of the Supervisory Committee since 2004. He is also an alternate member of the Supervisory Committees of Personal, Micro Sistemas, Nortel and Sofora. He is Chairman of Agropecuaria La Victoria S.A., Caroline Establecimientos Agropecuarios S.A., Ineba S.A., Izzalini Trade S.A., GWF. S.A., Majuida S.A., Viosan S.A., Asociacion ORT Argentina and Pintarko S.A. He is Vice Chairman of Doble G del Litoral S.A., Fundación Ineba (Instituto de Neurociencias Buenos Aires). He was born on February 20, 1951.

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Silvia Alejandra Rodríguez is a lawyer. She is a member of the Supervisory Committee of Agua y Saneamientos Argentinos S.A. (AySA), Nucleoeléctrica Argentina S.A. and Parque Eólico Arauco S.A. She is alternate member of the Supervisory Committee of Ferrosur Roca S.A., Ferroexpreso Pampeano S.A., Empresa Argentina de Soluciones Satelitales S.A. (AR-SAT), Pampa Energía S.A. Intercargo S.A. and Centros de Estudios de Alta Tecnología S.A. (CEATSA). She was born on December 15, 1972.

There is no family relationship between any director, alternate director, member of the Supervisory Committee or executive officer and any other director, alternate director, member of the Supervisory Committee or executive officer.

Compensation

The compensation of the members for the Board of Directors and the Supervisory Committee is established for each fiscal year at the annual meeting of shareholders.

The aggregate compensation paid by Telecom Argentina and its subsidiaries to the members of Telecom Argentina's Board of Directors and the members of Telecom Argentina's Supervisory Committee, acting since April 29, 2014, and the executive officers described under "Senior Management" above, was approximately P\$56.3 million for the year ended December 31, 2014.

Accrued compensation as of December 31, 2014 for the members of the Board of Directors and the members of the Supervisory Committee acting since April 29, 2014 was approximately P\$19.1 million and approximately P\$6.4 million, respectively. Those amounts are derived from the proposal made by Telecom Argentina's Board of Directors, with the prior opinion of the Audit Committee, regarding the aggregate compensation for the members of the Board of Directors and the Supervisory Committee in connection with their duties performed since April 29, 2014. Such compensation is subject to approval by the Annual Ordinary Shareholders' meeting which will be held on April 29, 2015.

As of December 31, 2014 compensation paid as advance payments to the members of the Board of Directors and members of the Supervisory Committee acting as from April 29, 2014 was P\$5.6 million and P\$2.5 million, respectively.

Compensation for the executive officers described under "Senior Management" above, amounted to approximately P\$56.3 million during the year ended December 31, 2014 (including fixed and variable compensation, retention plan benefits and, in some cases, severance payments and non-compete agreements), of which P\$8.1 million remained unpaid as of December 31, 2014.

The Company's managers (including Senior Management) receive fixed and variable compensation. A manager's fixed compensation reflects the level of responsibility required for his or her position and the market rate for similar positions. Variable compensation is tied to annual performance goals. Certain managers are beneficiaries of retention plan benefits.

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Also, Telecom Argentina implemented a *Long-Term Incentive Program* (LTI), with the purpose of providing Senior Management members with incentives to create value in the medium/long term, involve such members in the Group s success and as an element for retaining key personnel at the organization. For the fiscal year 2013 results, bonuses were paid to the LTI program participants in May 2014. LTI program bonuses for fiscal year 2014 results are expected to be paid in April 2015.

During the year ended December 31, 2014, Telecom Argentina was not required to set aside or accrue any amounts to provide pension, retirement or similar benefits.

Telecom Argentina has no stock option plans for its personnel, or for its members of the Board of Directors or the Supervisory Committee.

Board Practices

Under Argentine law, directors have the obligation to perform their duties with loyalty and the diligence of a prudent business person. Directors are jointly and severally liable to Telecom Argentina, our shareholders and third parties for the improper performance of their duties, for violations of law, our bylaws or regulations and for any damage caused by fraud, abuse of authority or gross negligence. Under Argentine law, specific duties may be assigned to a director by the bylaws or regulations or by resolution of the Shareholders Meeting. In these cases, a director s liability will be determined with reference to the performance of these duties, provided that certain recording requirements are met. Under Argentine law, directors are prohibited from engaging in activities in

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competition with Telecom Argentina without express authorization of a Shareholders Meeting. Certain transactions between directors and Telecom Argentina are subject to ratification procedures established by Argentine law.

The Supervisory Committee is responsible for overseeing our compliance with our bylaws and Argentine law and, without prejudice to the role of external auditors, is required to present to the shareholders at the annual ordinary general meeting a report on the accuracy of the financial information presented to the shareholders by the Board of Directors. See Supervisory Committee for further information regarding the Supervisory Committee.

On May 22, 2001 the Argentine government issued Decree No. 677/01, entitled Regulation of Transparency of the Public Offering, or the Transparency Decree (replaced since January 28, 2013 by equivalent articles included in Law No. 26,831. See Item 9 The Offer and Listing The Argentine Securities Market Capital Markets Law Law No. 26,831 below). The intention of this decree, which is also stated within Law No. 26,831, was to move towards the creation of an adequate legal framework that may strengthen the level of protection of investors in the market. The main objectives of the Transparency Decree were to promote the development, liquidity, stability, solvency and transparency of the market, generating procedures to guarantee the efficient reallocation from savings to investments and good practices in the administration of corporations.

The Transparency Decree (and now Law No. 26,831) vests in members of the Board of Directors:

- the duty to disclose certain events, such as any fact or situation capable of affecting the value of the securities or the course of negotiation;
- the duty of loyalty and diligence;
- the duty of confidentiality; and
- the duty to consider the general interests of all shareholders over the interest of the controlling shareholder.

A director will not be liable if, notwithstanding his presence at a meeting at which a resolution was adopted or his knowledge of the resolution, a written record exists of his opposition thereto and he reports his opposition to the Supervisory Committee before any complaint against him is brought before the Board of Directors, the Supervisory Committee, the Shareholders Meeting, the competent governmental agency or the courts. Any liability of a director vis-à-vis Telecom Argentina terminates upon approval of the directors performance by the Shareholders Meeting, provided that shareholders representing at least 5% of our capital stock do not object and provided further that this liability does not result from a violation of the Company s bylaws, the law or the regulations.

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Additionally, Law No. 26,831 provides that those who infringe the provisions set forth therein shall be subject, in addition to civil and criminal liability (as applicable), to certain sanctions including warnings, fines, disqualification, suspension or prohibition from acting under the public offering regime.

In July 2012, Decree No. 1,278/12 approved a Regulation of officers and directors appointed by the shares or equity interests of the Argentine government through the Secretary of Economic Policy and Development Planning of the Ministry of Economy and Public Finance.

Telecom Argentina maintains an officers and directors insurance policy covering claims brought against the officers and/or directors relating to the performance of their duties. At present, the total amount covered by this insurance is US\$50,000,000.

In May 2004, the Board of Telecom Argentina resolved to create the Consejo de Dirección, or Steering Committee, which served as an internal body of the Board of Directors and was comprised of four members of the Board of Directors.

In March 2009, the Board of Directors of Telecom Argentina resolved to dissolve the Steering Committee. However, on April 7, 2010, the Board of Directors of Telecom Argentina resolved to reestablish this Committee, maintaining the same pre-dissolution structure. The Steering Committee, consisting of four members or alternate members of the Board of Directors of Telecom Argentina and Personal, resumed its duties on October 26, 2010. On such date, the Board of Directors issued a new *Regulation of Authority and Operation of the Steering Committee*. The Steering Committee's duties, among others, are: (i) to approve the Business Plan of Telecom Argentina and its subsidiaries, (ii) to approve the general compensation policy of Telecom Argentina and Personal's employees, (iii) to review the bids to be submitted under public bidding processes for any amount over P\$5 million and

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the marketing plans to determine that they do not violate the Argentine Antitrust Law and (iv) to prepare the Advertising Budget to be submitted to the Board of Directors.

Pursuant to the *Regulation of Authority and Operation of the Steering Committee*, a quorum shall consist of the majority of members of the Steering Committee including those who attend by teleconference or videoteleconference. All members shall adopt decisions unanimously. In the event no resolution is adopted on any of the issues submitted for consideration of the Steering Committee, the matter shall be referred to the Board of Directors.

As of the date of this Annual Report, the members of the Steering Committee are: Gerardo Werthein, Adrián Werthein, Francesca Petralia and Andrea Mangoni.

The Company's bylaws grant the Board of Directors the power to appoint an Executive Committee formed by some of its members, to be in charge of the Company's day to day affairs, under the supervision of the Board of Directors. The Board of Directors decided not to appoint an Executive Committee.

Regulatory Compliance Committee

According to the New Shareholders' Agreement and to the TI-W Commitment (See Item 7 Major Shareholders and Related Party Transactions Major Shareholders' Telco and TI-W Commitments and Shareholders' Agreement), in October 2010, a Regulatory Compliance Committee was created consisting of three members or alternate members of the Board of Directors of Telecom Argentina and Personal not taking into account those members appointed at the request of Telecom Italia and those members appointed jointly by Telecom Italia and W de Argentina, if any. It should be noted that the directors of Telecom Argentina appointed at the request of Telecom Italia or those appointed jointly by W de Argentina and Telecom Italia are not allowed to vote in the appointment of the Regulatory Compliance Committee members.

The main duty of the Regulatory Compliance Committee is to verify that Telecom Argentina and Personal are in compliance with the requirements (hereinafter, the Requirements) assumed or derived for both companies from the Telco and the TI-W Commitment.

The Regulatory Compliance Committee has the following rights and duties:

- To prepare quarterly reports to be submitted to the Board of Directors of Telecom Argentina and Personal regarding Requirements compliance.
- To audit Telecom Argentina and Personal's Requirements compliance.

- To verify all the information required by Telecom Italia according to the Telecom Italia S.p.A. audit rights under the New Shareholders Agreement of Sofora.
- To approve any agreement to be executed or amended between Telefónica, S.A. and/or any of its affiliates, and Telecom Argentina and/or any of its subsidiaries.
- To prepare annual reports on Requirements compliance, for submittal to the Board of Directors of Telecom Argentina and Personal ten days before their filing with the CNDC.

As of the date of this Annual Report, the members of the Regulatory Compliance Committee are Adrián Werthein (Chairman); Eduardo Federico Bauer and Esteban Gabriel Macek.

Audit Committee

Law No. 26,831 provides that companies with publicly-listed shares shall appoint an audit committee, or the Audit Committee, to be formed by three or more members of the Board of Directors. Under CNV rules, the majority of the members of the Audit Committee must be independent. In order to qualify as independent, the director must be independent with respect to the company, any controlling shareholders or any shareholders that are significant participants in the company and cannot carry out executive duties for the company. A member of the Board of Directors cannot qualify as an independent director if he or she is a relative of a person who would not qualify as an independent director if such relative were appointed as a member of the Board of Directors.

Pursuant to General Resolution No. 400/02 of the CNV, published in the Official Bulletin on April 5, 2002, the provisions of the Transparency Decree, which are now part of Law No. 26,831, relating to the Audit Committee were applicable for the financial years beginning on or after January 1, 2004.

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At the Board of Directors meeting held on April 29, 2004, the Board of Directors resolved the final composition of the Audit Committee, and the Audit Committee came into effect.