



PRESS RELEASE

## TIGO El Salvador joins global initiative to increase number of "Connected Women"

- TIGO El Salvador is the first telecommunications operator in the Central American region to join a GSMA initiative for the empowerment of women through the use of technology.
- TIGO El Salvador is committed to equalize the use of the Internet among its male and female clients by 2020. To achieve this, Tigo will implement initiatives to contribute to the closing of the digital and financial gap in the country.

**San Salvador - January 11, 2017** - TIGO El Salvador begins 2017 by joining the "GSMA's Connected Women Commitment Initiative", a program led by the GSMA, which represents the interests of mobile operators worldwide. TIGO El Salvador is the first telecommunications operator in the Central American region to join this initiative for the empowerment of women through the use of technology.

TIGO El Salvador has committed to matching Internet use among its clients, as currently 52% of TIGO El Salvador customers are male, and 48% female. The goal is that by 2020, 50% of TIGO El Salvador customers using the Internet will be female.

In order to achieve this objective, TIGO El Salvador will execute various initiatives, both commercial and Corporate Social Responsibility (CSR), which is why the company is launching the project "Salvadorans connected for development". The Initiative aims to train approximately 100,000 women in how to use the Internet in their daily lives, including awareness of the risks to children and young people in the use of the Internet and how to use Tigo Money, as a mobile electronic wallet, for their empowerment.

"In TIGO we believe that women are a key factor of social and economic change and to support this we want to put into their hands the necessary tools to access knowledge, modernity, and empowerment. Technology is transforming lives and we, as leaders in the adoption of the digital lifestyle in El Salvador, want to be part of this change in them and in the country," said Marcelo Alemán, CEO of TIGO El Salvador.

"According to GSMA research<sup>1</sup>, we estimate that 149 million females across Latin America and the Caribbean do not own mobile phones, and on average women are 5 per cent less likely to own mobile phones than men. This represents nine million fewer women connected than men in the region, with an even larger gap emerging in rural areas. There is also a great disparity in mobile usage, particularly for more sophisticated functions such as mobile internet and mobile money services," said Sebastián Cabello, Head of GSMA Latin America.

"By addressing the gender gap in mobile phone ownership and use, TIGO El Salvador will be helping to deliver substantial benefits not only for women, particularly those in rural areas, but also for the mobile industry and the broader economy. Mobile phones help women feel safer, more connected, save time and

---

<sup>1</sup> <http://www.gsma.com/mobilefordevelopment/programmes/connected-women/bridging-gender-gap>



money, and can increase education and employment opportunities. Ensuring digital and financial inclusion for women is essential, because when women thrive, societies and economies thrive", Cabello said.

The project, in which TIGO will invest \$ 112,000 from 2017 to 2020, has two main executors: El Salvador del Mundo Foundation (FUSALMO) and World Vision. With the support of FUSALMO, more than 35,000 mothers, heads of households and community leaders will be trained through Corporate Responsibility programs that TIGO is driving at the national level, for example, inhabitants in the areas around 13 Schools sponsored by TIGO in different departments of the country through the "Adopt a School" Program of FEPADE and USAID; Mothers of FUSALMO's beneficiary children in the Don Bosco Polygon; Mothers and aunts SOS of our ally SOS Children's Villages; Women from the Los Amates and Tiguapa Norte communities, both from La Libertad, where we have built homes with our volunteers; among others.

The NGO World Vision will train 56,000 women from all over the country, starting in 2017 with 9 municipalities (San Julián, Guaymango, Jujutla, Acajutla, Caluco, Armenia, Tepetitán, San Francisco Menéndez and Soyapango) where they have presence with their programs.

It is important to mention that while in other countries a significant gender gap in the use of mobile financial services is identified, this is not the case in El Salvador, since TIGO Money has promoted equity in its use, with 50% women users and equal percentage of men.

#### **Gender equity: Tigo's corporate pillar El Salvador**

Gender equity is one of the main pillars of Corporate Responsibility at Millicom, the parent company of TIGO, which is fully implemented in all areas of the operation, both inside and outside the company. TIGO's business practices include those that the company carries out to promote equality by emphasizing fair treatment and equal conditions for women. Some of these actions are equality in their practices of recruitment and selection of personnel, with the result that 30% of the TIGO collaborators occupy a managerial or Direction position.

In December 2016, TIGO El Salvador signed an agreement with UN Women, the UN Entity for Gender Equality and the Empowerment of Women, to join the "He for She" solidarity campaign, which aims to create awareness about Gender equality in the country.

---

#### **About TIGO El Salvador**

TIGO is the trademark of the Swedish company Millicom that has been present in the country since 1992 when it invested in Telemóvil de El Salvador. It currently ranks # 1 in the country in mobile technology services and offers comprehensive digital services such as mobile voice communications, cable television, high-speed internet and mobile financial services to more than 45% of the population.

TIGO has invested more than \$ 300 million in the country in the last three years with an average investment of \$ 1.9 million per week, and has paid \$ 250 million in taxes over the past five years. For the next 4 years, TIGO is planning to invest a billion dollars in El Salvador. Between 2014 and 2016, TIGO has earmarked more than USD \$ 800 thousand for CSR projects related to Information Technology having connected 130 public schools to 2016 with a projection to increase to 340 in 2017. The World Economic Forum (WEF) and Forbes Central America magazine recognized TIGO as one of the 30 companies that stand out in the Central American region for their innovative program of Corporate Social Responsibility. The list only includes four Salvadoran companies and TIGO is the only one in the telecommunications sector.