

PRESS RELEASE

LIBERTY LATIN AMERICA



LIBERTY LATIN AMERICA HOSTS FIRST AI FOCUSED EVENT – CX SPARK

Denver, Colorado – October 24, 2023: [Liberty Latin America Ltd.](https://www.libertylla.com) (“Liberty Latin America” or “LLA”) (NASDAQ: LILA and LILAK, OTC Link: LILAB) will host its first Artificial Intelligence (AI) focused event, CX Spark, on October 25, 2023 at the Panama Convention Center in Panama. The Company will welcome over 750 attendees under the theme “Transforming Our Customer Experience with AI Technology”.

The event will focus on the potential of AI and how Liberty Latin America is leveraging technology, especially Generative AI, to transform and enhance their customers’ experience. The Company and some of its key partners will showcase their products and services including demonstrations of how to utilize AI to build a robust cloud infrastructure to drive network diagnostics, preventative maintenance, and superior quality; and how AI has enhanced reliability, self-service, and customer assistance.

In addition, the Company will be recognizing the driving force behind the AI solutions – its employees – emphasizing how the real potential of AI is achieved through collaboration with the people driving it.

Rocio Lorenzo, Liberty Latin America’s Chief Customer Officer, said, “Artificial Intelligence stands out as the beginning of a new wave of change, and one that will have the same profound impact to our business and societies as the first smartphones or online commerce did over a decade ago. We chose to invest in this summit so our people, our B2B customers, and our government partners can learn more about how AI can impact their lives. And while we have been investing in AI in specific cases across our business, we are looking to scale with the help of the partners that we are bringing together in one place for this summit.”

Vivek Khemka, SVP, Entrepreneur in Residence at Liberty Latin America, said, “I’m confident that this summit will be a valuable experience for everyone involved. I hope as we get a deeper understanding of AI and its applications, we re-imagine our products, how customers interact with our products, and enable amazing customer experiences. I also expect that the summit will facilitate a conversation with attendees leading to concrete takeaways that we can implement in the short-term.”

ABOUT LIBERTY LATIN AMERICA

Liberty Latin America is a leading communications company operating in over 20 countries across Latin America and the Caribbean under the consumer brands BTC, Flow, Liberty and Más Móvil, and through ClaroVTR, our joint venture in Chile. The communications and entertainment services that we offer to our residential and business customers in the region include digital video, broadband internet, telephony and mobile services. Our business products and services include enterprise-grade connectivity, data center, hosting and managed solutions, as well as information technology solutions with customers ranging from small and medium enterprises to international companies and governmental agencies. In addition, Liberty Latin America operates a subsea and terrestrial fiber optic cable network that connects approximately 40 markets in the region.

Liberty Latin America has three separate classes of common shares, which are traded on the NASDAQ Global Select Market under the symbols “LILA” (Class A) and “LILAK” (Class C), and on the OTC link under the symbol “LILAB” (Class B).

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