

LIBERTY LATIN AMERICA SHOWCASES DIGITAL TRANSFORMATION EXCELLENCE POWERED BY AWS AT MOBILE WORLD CONGRESS

Denver, Colorado – February 28, 2025: At this year's Mobile World Congress being held in Barcelona, Spain from March 3-6, [Liberty Latin America Ltd.](#) ("Liberty Latin America" or the "Company") (NASDAQ: LILA and LILAK, OTC Link: LILAB) will present how implementing cloud-native architecture, Artificial Intelligence (AI), and customer-centric innovation enabled by Amazon Web Services (AWS) is driving remarkable results.

Guided by a digital-first vision and supported by AWS tools, including AWS Lambda, Amazon DynamoDB for database management, and Amazon SageMaker, Liberty Latin America is delivering personalized, zero-touch eCommerce options and a comprehensive suite of self-service applications to customers, reshaping how telecom services are discovered, purchased, and supported across the Caribbean and Latin America.

Rocio Lorenzo, Liberty Latin America's SVP with oversight for the Company's digital initiatives across the region said, "We serve a dynamic and diverse region across the Caribbean and Latin America, and I'm incredibly proud of how far we've come in transforming how we connect with millions of customers. Our commitment to empowering customers drives us to deliver personalized, seamless, and secure digital experiences, supported by adaptable and innovative cloud-based solutions. With this foundation, we are poised to embrace emerging technologies, capitalize on future opportunities, and continue delivering transformative experiences across our footprint. Our customer-first approach ensures every innovation enhances lives and creates lasting value."

Commenting on AWS' collaboration with Liberty Latin America, Juan Carlos Gutierrez, LATAM Managing Director of Technology and Solutions Architecture, said, "Liberty Latin America is leveraging cloud-based AI/ML and analytics to transform their telecommunication services across Latin America and the Caribbean and new Generative AI capabilities enable them to deliver personalized experiences while achieving impressive operational efficiencies. This exemplifies how telcos can build on AWS to drive digital innovation, enhance customer satisfaction, and accelerate business growth."

Through Liberty Latin America's comprehensive digital channel transformation, supported by AWS solutions, 25% of consumer sales now come through digital channels. Analytics show that customers acquired through digital channels have higher ARPU and longer retention periods leading to greater lifetime value.

"At Liberty Latin America, we have revolutionized the way we interact with customers and improved operational efficiency. Collaborating with AWS has been a natural alliance because we share the same technical rigor, passion for innovation, and an unwavering commitment to excellence," says Dragana Linfield, Senior Director, Digital Platforms at Liberty Latin America.

Liberty Latin America's successful collaboration with AWS to drive digital transformation has yielded tangible results. The Company has seen an increase in sales through digital channels, higher Average Revenue Per User (ARPU) for digital customers, stronger conversion rates, bigger shopping carts, and lower customer acquisition costs. The digital platforms have achieved 99.999% availability, which underscores the commitment to delivering high-quality digital experiences. Importantly, the foundational automation and modular architectures allow for accelerated deployment cycles and faster time-to-market for new product and service offerings. This helps drive sustainable growth and provides greater agility to service customers leading to measurable improvements in net promoter scores.

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. 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 over 30 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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