

**TIM PARTICIPAÇÕES S.A.**

Publicly-Held Company

Corporate Taxpayer's ID (CNPJ/ME):

02.558.115/0001-21

Corporate Registry (NIRE): 33 300 276 963

**TIM S.A.**

Publicly-Held Company

Corporate Taxpayer's ID (CNPJ/ME):

02.421.421/0001-11

Corporate Registry (NIRE): 33.300.324.631

**NOTICE TO THE MARKET****New dynamic for TIM Pré TOP offer**

TIM PARTICIPAÇÕES SA ("Company" or "TPAR") (B3: TIMP3; NYSE: TSU) and its wholly-owned subsidiary TIM SA ("Subsidiary" or "TSA"), communicates the following to its shareholders, the market in general and other interested parties:

The Company reinforces its pioneering spirit by announcing another novelty aimed at the prepaid segment. The new mechanics for the TIM Pré Top offer brings to the segment the logic of rewarding the relationship, with the main objective of increasing customer recurrence.

Therefore, this new dynamic has as main actions and incentives:

- **TIM+ Vantagens:** the first advantage program for prepaid customers. The exclusive app will allow the accumulation of points and access to the greatest number of benefits according to the level of accumulated recharges, in addition to lucky numbers for active customers to compete for prize draws;
- **TIM Beta:** customers who make recurring recharges only through digital channels will have possibility to "evolve" into TIM Beta. The brand's aspirational, initially focused on meeting a demand from the young public, will be used for the first time in conjunction with offers from the main portfolio and will aim to reinforce our position in being the best option for prepaid. This way, the customer will have access to the club's missions and can accumulate even more benefits;
- **Data Stack:** customers who accumulate at least R\$ 30 in recharges in the month will be rewarded with a bonus of 1GB to use in the valid period of their offer. The accumulated bonus can reach up to the limit of 3GB and will be maintained only with the recurrence of recharges. The use of the allowance is unrestricted, giving much more freedom for the customer to choose.

Understanding the needs of this customers, the paradigm change brings more convenience and places TIM once again ahead of the market, creating a competitive differentiation factor based on innovation. Such evolution will also allow TIM a more rational approach to the segment, due to the removal of discounts on offers and the review of the portfolio of embedded zero-rating applications.

Rio de Janeiro, August 17<sup>th</sup>, 2020.

**TIM Participações S.A./TIM S.A.**

Adrian Calaza  
Chief Financial Officer and  
Investor Relations Officer