

General Data

| Indicator | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|-------------------|--------------|--------------|--------------|-------------|-------------|------|
| Population | 192,379,287 | 193,976,530 | 201,032,714 | 202,799,518 | 204,450,649 | n/a |
| Cities | 5,565 | 5,570 | 5,570 | 5,570 | 5,570 | n/a |
| Residences | 61.3 million | 62.8 million | 65.1 million | 67 million | n/a | n/a |

Source: Brazilian Institute of Geography and Statistics – IBGE.

Economic Data

| Indicator | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|----------------|----------------|----------------|----------------|----------------|------|
| GDP (R\$)¹ | 4.373 trillion | 4.805 trillion | 5.316 trillion | 5.687 trillion | 5.904 trillion | n/a |
| Audiovisual sector GDP (R\$) | 16.3 billion | 19.5 billion | 22.2 billion | 24.5 billion | n/a | n/a |
| Per capita income (R\$)¹ | 22,157.03 | 24,120.65 | 26,444.61 | 28,046.30 | 28,876.30 | n/a |
| National minimum wage (R\$)² | 545 | 622 | 678 | 724 | 788 | n/a |
| Average US dollar rate (R\$)³ | R\$ 1.67 | R\$ 1.95 | R\$ 2.16 | R\$ 2.35 | R\$ 3.33 | n/a |
| Companies registered at ANCINE⁴ | 1,245 | 1,513 | 1,684 | 1,599 | 1,781 | n/a |

Source: ANCINE. 1. Central Bank of Brazil; 2. Ministry of Labour and Social Welfare; 3. Institute for Applied Economic Research - IPEA - Exchange rates were calculated using the annual average exchange rate of the U.S. dollar. 4. Only Legal Entities Registrations were considered.