

Vivo Participacoes S.A.
Form 6-K
May 21, 2010

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of the
Securities Exchange Act of 1934

For the month of May, 2010

Commission File Number 1-14493

VIVO PARTICIPAÇÕES S.A.

(Exact name of registrant as specified in its charter)

VIVO Holding Company

(Translation of Registrant's name into English)

**Av. Roque Petroni Jr., no.1464, 6th floor part, "B"building
04707-000 - São Paulo, SP**

Federative Republic of Brazil

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.
Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

Registration with CVM SHOULD not BE CONSTRUED AS AN appreciation on the company. company
management is responsible for the information provided.

01.01 - IDENTIFICATION

1 - CVM CODE 01771-0	2 - COMPANY NAME VIVO PARTICIPAÇÕES S.A.	3 - Brazilian IRS Registry of Legal Entities (CNPJ) 02.558.074/0001-73
4 - Registration Number (NIRE) 35300158792		

01.02 - HEAD OFFICE

1 - ADDRESS Av. Roque Petroni Júnior, 1464			2 - DISTRICT Morumbi	
3 - ZIP CODE 04707-000		4 - MUNICIPALITY São Paulo		5 - STATE SP
6 - AREA CODE 11	7 - TELEPHONE NUMBER 7420-1172	8 - TELEPHONE NUMBER 7420-1182	9 - TELEPHONE NUMBER -	10 - TELEX -
11 - AREA CODE 11	12 - FAX 7420-2247	13 - FAX -	14 - FAX -	
15 - E-MAIL				

01.03 - INVESTOR RELATIONS OFFICER (Company Mail Address)

1 - NAME Cristiane Barretto Sales				
2 - ADDRESS Av. Roque Petroni Junior, 1464			3 - DISTRICT Morumbi	
4 - ZIP CODE 04707-000		5 - MUNICIPALITY São Paulo		6 - STATE SP
7 - AREA CODE 11	8 - TELEPHONE NUMBER 7420-1362	9 - TELEPHONE NUMBER -	10 - TELEPHONE NUMBER -	11 - TELEX -
12 - AREA CODE 11	13 - FAX 7420-2982	14 - FAX 7420-6752	15 - FAX -	
16 - E-MAIL ri@vivo.com.br				

01.04—GENERAL INFORMATION / INDEPENDENT ACCOUNTANT

CURRENT YEAR		CURRENT QUARTER			PRIOR QUARTER		
1 - BEGINNING	2 - END	3 - QUARTER	4 - BEGINNING	5 - END	6 - QUARTER	7 - BEGINNING	8 - END
01/01/2010	12/31/2010	1	01/01/2010	03/31/2010	4	10/01/2009	12/31/2009
9 - AUDITOR Ernst & Young Auditores Independentes S/S					10 - CVM CODE 00471-5		
11 - NAME OF RESPONSIBLE PARTNER Luiz Carlos Passetti					12 - INDIVIDUAL TAXPAYERS' REGISTRATION NUMBER 001.625.898-32		

01.05 – CAPITAL COMPOSITION

NUMBER OF SHARES(IN THOUSANDS)	1 03/31/2010	2 12/31/2009	3 03/31/2009
SUBSCRIBED CAPITAL			
1 - COMMON	137,269	137,269	136,275
2 - PREFERRED	263,445	263,445	238,064

3 - TOTAL	400,714	400,714	374,339
TREASURY STOCK			
4 - COMMON	0	0	0
5 - PREFERRED	1,123	1,123	1,123
6 - TOTAL	1,123	1,123	1,123

01.06 - CHARACTERISTICS OF THE COMPANY

1 - TYPE OF COMPANY Commercial, industrial and others
2 - SITUATION Operating
3 - SHARE CONTROL NATURE Private holding
4 - ACTIVITY CODE 1130 - Telecommunications
5 - MAIN ACTIVITY Cellular Telecommunications Service
6 - TYPE OF CONSOLIDATION Total

1.07 - COMPANIES NOT INCLUDED IN THE CONSOLIDATED FINANCIAL STATEMENTS

1 - ITEM	2 - Brazilian IRS Registry of Legal Entities (CNPJ)	3 - NAME
----------	---	----------

01.08 - DIVIDENDS APPROVED AND/OR PAID DURING AND AFTER THE QUARTER

1 - ITEM	2 - EVENT	3 - APPROVAL	4 - YIELD	5 - DATE OF PAYMENT	6 - TYPE OF SHARE	7 - YIELD PER SHARE
01	AGO	04/16/2010	Interest on Shareholders' equity	04/19/2010	Common	0.1107577459
02	AGO	04/16/2010	Interest on Shareholders' equity	04/19/2010	Preferred	0.1107577459
03	AGO	04/16/2010	Dividends	04/19/2010	Common	0.9138918337
04	AGO	04/16/2010	Dividends	04/19/2010	Preferred	0.9138918337
05	AGO	04/16/2010	Interest on Shareholders' equity	10/25/2010	Common	0.1107577459
06	AGO	04/16/2010	Interest on Shareholders' equity	10/25/2010	Preferred	0.1107577459
07	AGO	04/16/2010	Dividends	10/25/2010	Common	0.9138918337
08	AGO	04/16/2010	Dividends	10/25/2010	Preferred	0.9138918337

01.09—SUBSCRIBED CAPITAL AND CHANGES IN CURRENT YEAR

1 - ITEM	2 - DATE OF CHANGE	3 - CAPITAL (In thousands of reais)	4 - CHANGE AMOUNT (In thousands of reais)	5 - CHANGE NATURE	6 - NUMBER OF SHARES ISSUED (Thousand)	7 - SHARE PRICE ON ISSUE DATE (In reais)
----------	--------------------	--	--	-------------------	---	---

01.10—INVESTOR RELATIONS OFFICER

1 - DATE 04/30/2010	2 - SIGNATURE
------------------------	---------------

A free translation from Portuguese into English of quarterly information prepared in Brazilian currency in accordance with accounting practices adopted in Brazil and specific norms issued by IBRACON, CFC and CVM

FEDERAL PUBLIC SERVICE**BRAZILIAN SECURITIES COMMISSION (CVM)****ITR – QUARTERLY INFORMATION****Corporation Law****COMMERCIAL, INDUSTRIAL & OTHER TYPES OF COMPANY****As of****03/31/2010**

1 – CVM CODE 01771-0	2 - COMPANY NAME VIVO PARTICIPAÇÕES S.A.	3 – Brazilian IRS Registry of Legal Entities (CNPJ) 02.558.074/0001-73
-------------------------	---	---

02.01 - BALANCE SHEET - ASSETS (IN THOUSANDS OF REAIS)

1 – CODE	2 - ACCOUNT DESCRIPTION	3 – 03/31/2010	4 - 12/31/2009
1	TOTAL ASSETS	11,783,015	11,892,840
1.01	CURRENT ASSETS	1,115,782	514,273
1.01.01	CASH AND CASH EQUIVALENTS	24,995	257,111
1.01.01.01	CASH AND CASH EQUIVALENTS	24,995	257,111
1.01.02	CREDITS	-	-
1.01.02.01	TRADE ACCOUNTS RECEIVABLE, NET	-	-
1.01.02.02	OTHER RECEIVABLES	-	-
1.01.03	INVENTORIES	-	-
1.01.04	OTHER	1,090,787	257,162
1.01.04.01	INTEREST ON SHAREHOLDERS AND DIVIDENDS	1,079,077	246,092
1.01.04.02	RECOVERABLE TAXES	9,205	8,666
1.01.04.03	DEPOSITS AND BLOCKAGES ESCROW	1,223	1,072
1.01.04.04	PREPAID EXPENSES	375	998
1.01.04.05	OTHER ASSETS	907	334
1.02	NONCURRENT ASSETS	10,667,233	11,378,567
1.02.01	LONG-TERM RECEIVABLES	1,129,579	1,173,899
1.02.01.01	OTHER RECEIVABLES	-	-
1.02.01.02	RECEIVABLES FROM RELATED PARTIES	-	-
1.02.01.02.01	FROM ASSOCIATED COMPANIES	-	-
1.02.01.02.02	FROM SUBSIDIARY COMPANIES	-	-
1.02.01.02.03	FROM OTHER RELATED PARTIES	-	-
1.02.01.03	OTHER	1,129,579	1,173,899
1.02.01.03.01	DEFERRED AND RECOVERABLE TAXES	1,112,404	1,157,645
1.02.01.03.02	DEPOSITS AND BLOCKAGES ESCROW	5,927	5,927
1.02.01.03.03	PREPAID EXPENSES	1,477	1,570
1.02.01.03.04	OTHER ASSETS	551	549
1.02.01.03.05	DERIVATIVE CONTRACTS	9,220	8,208
1.02.02	PERMANENT ASSETS	9,537,654	10,204,668
1.02.02.01	INVESTMENTS	8,197,823	8,864,837
1.02.02.01.01	ASSOCIATED COMPANIES	-	-
1.02.02.01.02	GOODWILL ON ASSOCIATED COMPANIES	-	-
1.02.02.01.03	SUBSIDIARY COMPANIES	8,197,719	8,864,733
1.02.02.01.04	GOODWILL ON ACQUISITION OF INVESTMENTS	-	-

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

1.02.02.01.05	OTHER INVESTMENTS	104	104
1.02.02.02	PROPERTY AND EQUIPMENT	2	2
1.02.02.03	INTANGIBLE ASSETS	1,339,829	1,339,829

02.02 - BALANCE SHEET – LIABILITIES AND SHAREHOLDERS’ EQUITY (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3 – 03/31/2010	3 – 12/31/2009
2	TOTAL LIABILITIES AND SHAREHOLDERS’ EQUITY	11,783,015	11,892,840
2.01	CURRENT LIABILITIES	974,360	819,311
2.01.01	LOANS AND FINANCING	-	-
2.01.02	DEBENTURES	533,051	266,256
2.01.03	SUPPLIERS	2,455	2,345
2.01.04	TAXES PAYABLE	1,481	36,609
2.01.05	DIVIDENDS PAYABLE	242,919	319,287
2.01.06	PROVISIONS	1,102	1,168
2.01.06.01	PROVISION FOR CONTINGENCIES	1,102	1,168
2.01.07	PAYABLES TO RELATED PARTIES	291	327
2.01.08	OTHER	193,061	193,319
2.01.08.01	PAYROLL AND SOCIAL CHARGES	576	393
2.01.08.02	DERIVATIVE CONTRACTS	2,060	2,302
2.01.08.03	OTHER LIABILITIES	190,425	190,624
2.02	NONCURRENT LIABILITIES	1,358,107	1,814,838
2.02.01	LONG-TERM LIABILITIES	1,358,107	1,814,838
2.02.01.01	LOANS AND FINANCING	-	-
2.02.01.02	DEBENTURES	1,347,868	1,803,609
2.02.01.03	PROVISIONS	485	341
2.02.01.03.01	PROVISION FOR CONTINGENCIES	485	341
2.02.01.04	PAYABLES TO RELATED PARTIES	-	-
2.02.01.05	ADVANCE FOR FUTURE CAPITAL INCREASE	-	-
2.02.01.06	OTHER	9,754	10,888
2.02.01.06.01	DERIVATIVE CONTRACTS	9,418	10,552
2.02.01.06.02	OTHER LIABILITIES	336	336
2.03	DEFERRED INCOME	-	-
2.05	SHAREHOLDERS’ EQUITY	9,450,548	9,258,691
2.05.01	CAPITAL STOCK	8,780,150	8,780,150
2.05.02	CAPITAL RESERVES	518,678	518,678
2.05.03	REVALUATION RESERVE	-	-
2.05.03.01	OWN ASSETS	-	-
2.05.03.02	CONTROLLED AND NON CONTROLLED SUBSIDIARIES	-	-
2.05.04	PROFIT RESERVES	1,503,921	1,503,921
2.05.04.01	LEGAL	164,524	164,524
2.05.04.02	STATUTORY	-	-
2.05.04.03	CONTINGENCIES	11,070	11,070
2.05.04.04	REALIZABLE PROFIT RESERVES	-	-
2.05.04.05	RETENTION OF PROFITS	-	-
2.05.04.06	SPECIAL RESERVE FOR UNDISTRIBUTED DIVIDENDS	611,925	611,925
2.05.04.07	OTHER PROFIT RESERVES	716,402	716,402

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

2.05.04.07.01	TREASURY STOCK	(11,070)	(11,070)
2.05.04.07.02	RESERVE FOR EXPANSION	727,472	727,472
2.05.05	ADJUSTMENTS OF EQUITY EVALUATION	(1,749,650)	(1,749,650)
2.05.05.03	ADJUSTMENTS BUSINESS COMBINATION	(1,749,650)	(1,749,650)
2.05.06	RETAINED EARNINGS/ACCUMULATED DEFICIT	397,449	205,592

03.01 - STATEMENT OF OPERATIONS (IN THOUSANDS OF REAIS)

1 – CODE	2 – ACCOUNT DESCRIPTION	3 - 01/01/2010 to 03/31/2010	4 - 01/01/2010 to 03/31/2010	5 - 01/01/2009 to 03/31/2009	6 - 01/01/2009 to 03/31/2009
3.01	GROSS SALES AND/OR SERVICES	-	-	-	-
3.02	DEDUCTIONS	-	-	-	-
3.03	NET SALES AND/OR SERVICES	-	-	-	-
3.04	COST OF SALES AND/OR SERVICES	-	-	-	-
3.05	GROSS PROFIT	-	-	-	-
3.06	OPERATING EXPENSES/INCOME	211,771	211,771	131,791	131,791
3.06.01	SELLING EXPENSES				
3.06.02	GENERAL AND ADMINISTRATIVE EXPENSES	(5,989)	(5,989)	(5,025)	(5,025)
3.06.03	FINANCIAL	(30,352)	(30,352)	(60,174)	(60,174)
3.06.03.01	FINANCIAL INCOME	11,373	11,373	16,380	16,380
3.06.03.02	FINANCIAL EXPENSES	(41,725)	(41,725)	(76,554)	(76,554)
3.06.03.02.01	APPROPRIATED ON SHAREHOLDERS' EQUITY	-	-	-	-
3.06.03.02.02	FINANCIAL OPERATIONS EXPENSES	-	-	-	-
3.06.04	OTHER OPERATING INCOME	38	38	172	172
3.06.05	OTHER OPERATING EXPENSES	(264)	(264)	(84)	(84)
3.06.06	EQUITY IN EARNINGS OF SUBSIDIARY AND ASSOCIATED COMPANIES	248,338	248,338	196,902	196,902
3.07	OPERATING RESULT	211,771	211,771	131,791	131,791
3.08	NONOPERATING INCOME (LOSS)	-	-	-	-
3.08.01	REVENUES	-	-	-	-
3.08.02	EXPENSES	-	-	-	-
3.09	INCOME (LOSS) BEFORE TAXES AND PROFIT SHARING	211,771	211,771	131,791	131,791
3.10	PROVISION FOR INCOME AND SOCIAL CONTRIBUTION TAXES	-	-	-	-
3.11	DEFERRED INCOME TAX	(19,914)	(19,914)	1,232	1,232
3.12	STATUTORY INTEREST/CONTRIBUTIONS	-	-	-	-
3.12.01	INTEREST	-	-	-	-
3.12.02	CONTRIBUTIONS	-	-	-	-

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

3.13	REVERSAL OF INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-
3.15	PROFIT /LOSS FOR THE PERIOD	191,857	191,857	133,023	133,023
	NUMBER OF SHARES, EX-TREASURY (THOUSAND)	339,591	339,591	373,216	373,216
	EARNINGS PER SHARE	0.48013	0.48013	0.35642	0.35642
	LOSS PER SHARE				

04.01 - STATEMENTS OF CASH FLOWS INDIRECT METHOD (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3 - 01/01/2010 to 03/31/2010	4 - 01/01/2010 to 03/31/2010	5 - 01/01/2009 to 03/31/2009	5 - 01/01/2009 to 03/31/2009
4.01	NET CASH FLOW FROM OPERATING ACTIVITIES	(27,710)	(27,710)	(2,952)	(2,952)
4.01.01	CASH FLOW FROM OPERATING ACTIVITIES	(37,151)	(37,151)	(61,246)	(61,246)
4.01.01.01	NET INCOME (LOSS)	191,857	191,857	133,023	133,023
4.01.01.02	RESULT OF INTEREST CORPORATE	(248,338)	(248,338)	(196,902)	(196,902)
4.01.01.03	LOSSES ON INVESTMENT	-	-	80	80
4.01.01.04	LOSSES (GAINS) IN FORWARD, SWAP AND OPTION CONTRACTS	(2,682)	(2,682)	3,758	3,758
4.01.01.05	LOSSES (GAINS) ON LOANS, FINANCING AND DEBENTURES	1,963	1,963	-	-
4.01.01.06	PROVISION (RESERVE) FOR CONTINGENCIES	95	95	(141)	(141)
4.01.01.07	PROVISION FOR SUPPLIERS	40	40	168	168
4.01.01.08	PROVISION (REVERSE) DEFERRED INCOME TAXES	19,914	19,914	(1,232)	(1,232)
4.01.01.09	RESIDUAL COST OF FIXED ASSETS DISPOSALS	-	-	-	-
4.01.01.10	DEFERRED INCOME TAXES	-	-	-	-
4.01.01.11	LOSSES GENERATED FROM PURCHASE OF INVESTMENTS	-	-	-	-
4.01.02	CHANGES IN ASSETS AND LIABILITIES	9,441	9,441	58,294	58,294
4.01.02.01	DEFERRED AND RECOVERABLE TAXES	25,082	25,082	32,764	32,764
4.01.02.02	OTHER CURRENT AND NONCURRENT ASSETS	(10)	(10)	(971)	(971)
4.01.02.03	PAYROLL AND RELATED ACCRUALS	183	183	(235)	(235)
4.01.02.04	TRADE ACCOUNTS PAYABLE	70	70	(139)	(139)
4.01.02.05	TAXES PAYABLE	(35,128)	(35,128)	(44,547)	(44,547)
4.01.02.06	PROVISION FOR CONTINGENCIES (PAYMENTS)	(17)	(17)	(2)	(2)
4.01.02.07	CHARGES ON LOANS, FINANCING AND DEBENTURES	19,129	19,129	71,503	71,503
4.01.02.08	OTHER CURRENT AND	132	132	(79)	(79)

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

	NONCURRENT LIABILITIES				
4.01.03	OTHER	-	-	-	-
4.02	NET CASH FLOW FROM INVESTING ACTIVITIES	82,367	82,367	178,201	178,201
4.02.01	RECEIVED FOR SUBSCRIPTION TO MINORITY	-	-	8,842	8,842
4.02.02	RECEIVED OF INTEREST OS SHAREHOLDERS' EQUITY	82,367	82,367	169,359	169,359
4.03	NET CASH FLOW FROM FINANCING ACTIVITIES	(286,773)	(286,773)	209,804	209,804
4.03.01	LOANS, FINANCING AND DEBENTURES FUNDING	-	-	210,000	210,000
4.03.02	LOANS, FINANCING AND DEBENTURES PAID	(210,038)	(210,038)	-	-
4.03.03	PAYMENT OF THE REVERSE STOCK SPLIT	(83)	(83)	(180)	(180)
4.03.04	INTEREST ON SHAREHOLDERS' EQUITY AND DIVIDENDS PAID	(76,652)	(76,652)	(16)	(16)
4.05	INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(232,116)	(232,116)	385,053	385,053
4.05.01	OPENING BALANCE OF CASH AND CASH EQUIVALENTS	257,111	257,111	10,706	10,706
4.05.02	CLOSING BALANCE OF CASH AND CASH EQUIVALENTS	24,995	24,995	395,759	395,759

05.01 - STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY FROM 01/01/2010 TO 03/31/2010 (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3- CAPITAL	4-CAPITAL RESERVES	5- REVALUATION RESERVE	6- INCOME RESERVES	7-RETAINED EARNINGS ACCUMULATED EARNINGS	ADJU OF VALU
5.01	OPENING BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.02	PRIOR YEAR ADJUSTMENT	-	-	-	-	-	-
5.03	ADJUSTED BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.04	NET INCOME/LOSS FOR THE YEAR	-	-	-	-	191,857	
5.05	DESTINATIONS	-	-	-	-	-	-
5.05.01	DIVIDENDS	-	-	-	-	-	-
5.05.02	INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	-
5.05.03	OTHER DESTINATIONS	-	-	-	-	-	-
5.05.03.01	LEGAL RESERVE	-	-	-	-	-	-
5.08	INCREASE/DECREASE CAPITAL	-	-	-	-	-	-
5.08.01		-	-	-	-	-	-

	CAPITAL INCREASE - WITH RESERVES						
5.08.02	CAPITAL INCREASE - SHARES MERGER	-	-	-	-	-	-
5.12	OTHER	-	-	-	-	-	-
5.12.01	UNCLAIMED DIVIDENDS AND INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	-
5.13	FINAL BALANCE	8,780,150	518,678	-	1,503,921	397,449	(

**05.02 - STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY FROM 01/01/2010 TO 03/31/2010
(IN THOUSANDS OF REAIS)**

1 - CODE	2 - ACCOUNT DESCRIPTION	3- CAPITAL	4- CAPITAL RESERVES	5- REVALUATION RESERVE	6- INCOME RESERVES	7- RETAINED EARNINGS ACCUMULATED EARNINGS	ADJUSTED OF VALU
5.01	OPENING BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.02	PRIOR YEAR ADJUSTMENT	-	-	-	-	-	-
5.03	ADJUSTED BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.04	NET INCOME/LOSS FOR THE YEAR	-	-	-	-	191,857	-
5.05	DESTINATIONS	-	-	-	-	-	-
5.05.01	DIVIDENDS	-	-	-	-	-	-
5.05.02	INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	-
5.05.03	OTHER DESTINATIONS	-	-	-	-	-	-
5.05.03.01	LEGAL RESERVE	-	-	-	-	-	-
5.08	INCREASE/DECREASE CAPITAL	-	-	-	-	-	-
5.08.01	CAPITAL INCREASE - WITH RESERVES	-	-	-	-	-	-
5.08.02	CAPITAL INCREASE - SHARES MERGER	-	-	-	-	-	-
5.12	OTHER	-	-	-	-	-	-
5.12.01	UNCLAIMED DIVIDENDS AND INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	-
5.13	FINAL BALANCE	8,780,150	518,678	-	1,503,921	397,449	(

08.01 - BALANCE SHEET – CONSOLIDATED ASSETS (IN THOUSANDS OF REAIS)

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

1 – CODE	2 - ACCOUNT DESCRIPTION	3 – 03/31/2010	4 – 12/31/2009
1	TOTAL ASSETS	20,671,950	21,127,793
1.01	CURRENT ASSETS	5,972,269	6,002,969
1.01.01	CASH AND CASH EQUIVALENTS	805,856	1,258,574
1.01.01.01	CASH AND CASH EQUIVALENTS	805,856	1,258,574
1.01.02	CREDITS	2,554,353	2,546,806
1.01.02.01	TRADE ACCOUNTS RECEIVABLE, NET	2,554,353	2,546,806
1.01.02.02	OTHER CREDITS	-	-
1.01.03	INVENTORIES	302,109	423,634
1.01.04	OTHER	2,309,951	1,773,955
1.01.04.01	SHORT-TERM INVESTMENTS PLEDGED AS COLLATERAL	35,452	39,197
1.01.04.02	RECOVERABLE TAXES	1,205,180	1,186,231
1.01.04.03	DEPOSITS AND BLOCKAGES ESCROW	232,380	200,907
1.01.04.04	DERIVATIVE CONTRACTS	3,044	14,700
1.01.04.05	PREPAID EXPENSES	674,890	161,954
1.01.04.06	OTHER ASSETS	159,005	170,966
1.02	NONCURRENT ASSETS	14,699,681	15,124,824
1.02.01	LONG-TERM RECEIVABLES	4,613,108	4,493,939
1.02.01.01	OTHER CREDIT	-	-
1.02.01.02	RECEIVABLES FROM RELATED PARTIES	-	-
1.02.01.02.01	FROM ASSOCIATED COMPANIES	-	-
1.02.01.02.02	FROM SUBSIDIARY COMPANIES	-	-
1.02.01.02.03	FROM OTHER RELATED PARTIES	-	-
1.02.01.03	OTHER	4,613,108	4,493,939
1.02.01.03.01	SHORT-TERM INVESTMENTS PLEDGED AS COLLATERAL	52,225	51,344
1.02.01.03.02	DEFERRED AND RECOVERABLE TAXES	3,570,040	3,670,121
1.02.01.03.03	DEPOSITS AND BLOCKAGES ESCROW	815,083	608,995
1.02.01.03.04	DERIVATIVE CONTRACTS	147,436	137,060
1.02.01.03.05	PREPAID EXPENSES	25,326	23,430
1.02.01.03.06	OTHER ASSETS	2,998	2,989
1.02.02	PERMANENT ASSETS	10,086,573	10,630,885
1.02.02.01	INVESTMENTS	112	112
1.02.02.01.01	ASSOCIATED COMPANIES	-	-
1.02.02.01.02	SUBSIDIARY COMPANIES	-	-
1.02.02.01.03	OTHER INVESTMENTS	112	112
1.02.02.02	PROPERTY AND EQUIPMENT	6,010,205	6,408,504
1.02.02.03	INTANGIBLE ASSETS	4,076,256	4,222,269
1.02.02.04	DEFERRED CHARGES	-	-

08.02 - BALANCE SHEET – CONSOLIDATED LIABILITIES AND SHAREHOLDERS' EQUITY (IN THOUSANDS OF REAIS)

1 – CODE	2 - ACCOUNT DESCRIPTION	3 – 03/31/2010	4 – 12/31/2009
2	TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	20,671,950	21,127,793
2.01	CURRENT LIABILITIES	6,269,408	6,451,455

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

2.01.01	LOANS AND FINANCING	669,313	688,397
2.01.02	DEBENTURES	533,051	266,256
2.01.03	SUPPLIERS	2,728,014	3,053,587
2.01.04	TAXES PAYABLE	987,394	953,355
2.01.05	DIVIDENDS PAYABLE	246,065	322,433
2.01.06	PROVISIONS	129,075	134,181
2.01.06.01	PROVISION FOR CONTINGENCIES	129,075	134,181
2.01.07	PAYABLES TO RELATED PARTIES	1,407	1,180
2.01.08	OTHER	975,089	1,032,066
2.01.08.01	DERIVATIVE CONTRACTS	34,955	30,970
2.01.08.02	PAYROLL AND SOCIAL CHARGES	156,099	161,366
2.01.08.03	OTHER LIABILITIES	784,035	839,730
2.02	NONCURRENT LIABILITIES	4,951,994	5,417,647
2.02.01	LONG-TERM LIABILITIES	4,951,994	5,417,647
2.02.01.01	LOANS AND FINANCING	2,192,130	2,306,632
2.02.01.02	DEBENTURES	1,408,754	1,863,209
2.02.01.03	PROVISIONS	150,563	143,962
2.02.01.03.01	PROVISION FOR CONTINGENCIES	150,563	143,962
2.02.01.04	PAYABLES TO RELATED PARTIES	-	-
2.02.01.05	ADVANCE FOR FUTURE CAPITAL INCREASE	-	-
2.02.01.06	OTHER	1,200,547	1,103,844
2.02.01.06.01	TAXES PAYABLE	875,433	764,971
2.02.01.06.02	DERIVATIVE CONTRACTS	108,059	131,418
2.02.01.06.03	OTHER LIABILITIES	217,055	207,455
2.03	DEFERRED INCOME	-	-
2.04	MINORITY INTEREST	-	-
2.05	SHAREHOLDERS' EQUITY	9,450,548	9,258,691
2.05.01	CAPITAL STOCK	8,780,150	8,780,150
2.05.02	CAPITAL RESERVES	518,678	518,678
2.05.03	REVALUATION RESERVE	-	-
2.05.03.01	OWN ASSETS	-	-
2.05.03.02	SUBSIDIARY/ASSOCIATED COMPANIES	-	-
2.05.04	INCOME RESERVES	1,503,921	1,503,921
2.05.04.01	LEGAL	164,524	164,524
2.05.04.02	STATUTORY	-	-
2.05.04.03	CONTINGENCIES	11,070	11,070
2.05.04.04	REALIZABLE PROFIT RESERVES	-	-
2.05.04.05	RETENTION OF PROFITS	-	-
2.05.04.06	SPECIAL RESERVE FOR UNDISTRIBUTED DIVIDENDS	611,925	611,925
2.05.04.07	OTHER PROFIT RESERVES	716,402	716,402
2.05.04.07.01	TREASURY STOCK	(11,070)	(11,070)
2.05.04.07.02	RESERVE FOR EXPANSION	727,472	727,472
2.05.05	ADJUSTMENTS OF EQUITY EVALUATION	(1,749,650)	(1,749,650)
2.05.05.03	ADJUSTMENTS BUSINESS COMBINATION	(1,749,650)	(1,749,650)
2.05.06	RETAINED EARNINGS/ACCUMULATED DEFICIT	397,449	205,592

2.05.07	ADVANCE FOR FUTURE CAPITAL INCREASE	-	-
---------	-------------------------------------	---	---

09.01 – CONSOLIDATED STATEMENT OF OPERATIONS (IN THOUSANDS OF REAIS)

1 – CODE	2 – ACCOUNT DESCRIPTION	3 -01/01/2010 to 03/31/2010	4 -01/01/2010 to 03/31/2010	5 - 01/01/2009 to 03/31/2009	6 - 01/01/2009 to 03/31/2009
3.01	GROSS SALES AND/OR SERVICES	6,003,496	6,003,496	5,614,979	5,614,979
3.02	DEDUCTIONS	(1,770,271)	(1,770,271)	(1,574,628)	(1,574,628)
3.03	NET SALES AND/OR SERVICES	4,233,225	4,233,225	4,040,351	4,040,351
3.04	COST OF SALES AND/OR SERVICES	(2,402,030)	(2,402,030)	(2,258,450)	(2,258,450)
3.05	GROSS PROFIT	1,831,195	1,831,195	1,781,901	1,781,901
3.06	OPERATING EXPENSES/INCOME	(1,487,103)	(1,487,103)	(1,515,016)	(1,515,016)
3.06.01	SELLING EXPENSES	(1,112,025)	(1,112,025)	(989,003)	(989,003)
3.06.02	GENERAL AND ADMINISTRATIVE EXPENSES	(315,341)	(315,341)	(348,155)	(348,155)
3.06.03	FINANCIAL	(58,273)	(58,273)	(164,885)	(164,885)
3.06.03.01	FINANCIAL INCOME	110,027	110,027	85,520	85,520
3.06.03.02	FINANCIAL EXPENSES	(168,300)	(168,300)	(250,405)	(250,405)
3.06.03.02.01	APPROPRIATED ON SHAREHOLDERS' EQUITY	-	-	-	-
3.06.03.02.02	FINANCIAL OPERATIONS EXPENSES	-	-	-	-
3.06.04	OTHER OPERATING INCOME	92,037	92,037	84,784	84,784
3.06.05	OTHER OPERATING EXPENSES	(93,501)	(93,501)	(97,757)	(97,757)
3.06.06	EQUITY IN EARNINGS OF SUBSIDIARY AND ASSOCIATED COMPANIES	-	-	-	-
3.07	OPERATING RESULT	344,092	344,092	266,885	266,885
3.08	NONOPERATING INCOME	-	-	-	-
3.08.01	REVENUES	-	-	-	-
3.08.02	EXPENSES	-	-	-	-
3.09	RESULT BEFORE TAXES AND PROFIT SHARING	344,092	344,092	266,885	266,885
3.10	PROVISION FOR INCOME AND SOCIAL CONTRIBUTION TAXES	(108,304)	(108,304)	(69,360)	(69,360)
3.11	DEFERRED INCOME TAX	(43,931)	(43,931)	(50,880)	(50,880)
3.12	STATUTORY INTEREST/CONTRIBUTIONS	-	-	-	-
3.12.01	INTEREST	-	-	-	-
3.12.02	CONTRIBUTIONS	-	-	-	-
3.13	REVERSAL OF INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-
3.14	MINORITY INTEREST	-	-	(13,622)	(13,622)
3.15	PROFIT/LOSS FOR THE PERIOD	191,857	191,857	133,023	133,023
	NUMBER OF SHARES, EX-TREASURY (THOUSAND)	399,591	399,591	373,216	373,216

	EARNINGS PER SHARE	0.48013	0.48013	0.35642	0.35642
	LOSS PER SHARE	-	-	-	-

10.01 – CONSOLIDATED STATEMENTS OF CASH FLOWS INDIRECT METHOD (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3 – 01/01/2010 to 03/31/2010	4 – 01/01/2010 to 03/31/2010	5 -01/01/2009 to 03/31/2009	6-01/01/2009 to 03/31/2009
4.01	NET CASH FLOW FROM OPERATING ACTIVITIES	392,871	392,871	739,425	739,425
4.01.01	CASH FLOW FROM OPERATING ACTIVITIES	1,293,094	1,293,094	1,181,987	1,181,987
4.01.01.01	NET INCOME(LOSS)	191,857	191,857	133,023	133,023
4.01.01.02	RESULT OF INTEREST CORPORATE	-	-	13,622	13,622
4.01.01.03	DEPRECIATION AND AMORTIZATION	871,333	871,333	795,169	795,169
4.01.01.04	LOSS ON INVESTMENT	-	-	2,015	2,015
4.01.01.05	RESIDUAL COST OF FIXED ASSETS DISPOSALS	260	260	334	334
4.01.01.06	WRITE-OFF AND REVERSALS OF PROVISIONS FOR LOSSES ON INVENTORIES	(3,811)	(3,811)	7,818	7,818
4.01.01.07	LOSS(GAIN) IN FORWARD, SWAP AND OPTION CONTRACTS	(20,994)	(20,994)	105,399	105,399
4.01.01.08	LOSS ON LOANS, FINANCING AND DEBENTURES	28,013	28,013	(57,915)	(57,915)
4.01.01.09	MONETARY AND VARIATION ALLOWANCE FOR DOUBTFUL ACCOUNTS RECEIVABLE	(23,255)	(23,255)	1,819	1,819
4.01.01.10	PLANS FOR POST-EMPLOYMENT BENEFITS	42,389	42,389	77,572	77,572
4.01.01.11	PROVISION FOR CONTINGENCIES	(79)	(79)	611	611
4.01.01.12	PROVISION (REVERSAL) FOR SUPPLIERS	32,363	32,363	35,682	35,682
4.01.01.13	PROVISION (REVERSAL) FOR DISPOSAL OF ASSETS	31,319	31,319	(49,214)	(49,214)
4.01.01.14	PROVISION FOR TAXES	(2,356)	(2,356)	(795)	(795)
4.01.01.15	PROVISION (RESERVAL) FIDELITY PROGRAM	97,415	97,415	61,389	61,389
4.01.01.16	PROVISION DEFERRED INCOME TAXES	4,710	4,710	(3,116)	(3,116)
4.01.01.17	CHANGES IN ASSETS AND LIABILITIES	43,930	43,930	58,574	58,574
4.01.02	TRADE ACCOUNTS RECEIVABLE	(900,223)	(900,223)	(442,562)	(442,562)
4.01.02.01	INVENTORIES	(49,936)	(49,936)	119,303	119,303
4.01.02.02	DEFERRED AND RECOVERABLE TAXES	125,336	125,336	288,151	288,151
4.01.02.03		33,799	33,799	213,806	213,806

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

4.01.02.04	OTHER CURRENT AND NONCURRENT ASSETS	(692,577)	(692,577)	(392,970)	(392,970)
4.01.02.05	PAYROLL AND RELATED ACCRUALS	(5,267)	(5,267)	(53,576)	(53,576)
4.01.02.06	TRADE ACCOUNTS PAYABLE	(233,128)	(233,128)	(548,805)	(548,805)
4.01.02.07	TAXES PAYABLE	28,789	28,789	(101,635)	(101,635)
4.01.02.08	PROVISIONS FOR CONTINGENCIES (PAYMENTS)	(31,198)	(31,198)	(24,098)	(24,098)
4.01.02.09	CHARGES ON LOANS, FINANCING AND DEBENTURES	(24,991)	(24,991)	108,404	108,404
4.01.02.10	OTHER CURRENT AND NONCURRENT LIABILITIES	(51,051)	(51,051)	(51,142)	(51,142)
4.01.03	OTHER	-	-	-	-
4.02	NET CASH FLOW FROM INVESTING ACTIVITIES	(451,046)	(451,046)	(728,683)	(728,683)
4.02.01	ADDITIONS TO PROPERTY, PLANT AND EQUIPMENT AND INTANGIBLE	(452,612)	(452,612)	(738,080)	(738,080)
4.02.02	RECEIVED FOR SUBSCRIPTION TO MINORITY	-	-	8,842	8,842
4.02.03	RESOURCES FROM THE DISPOSAL OF FIXED ASSETS	1,566	1,566	555	555
4.03	NET CASH FLOW FROM FINANCING ACTIVITIES	(394,543)	(394,543)	(456,339)	(456,339)
4.03.01	LOANS, FINANCING AND DEBENTURES FUNDING	110,000	110,000	210,000	210,000
4.03.02	LOANS, FINANCING AND DEBENTURES PAID	(434,268)	(434,268)	(550,592)	(550,592)
4.03.03	CASH RECEIVED OF FORWARD, SWAP AND OPTION CONTRACTS	6,493	6,493	7,311	7,311
4.03.04	PAYMENT OF THE REVERSE STOCK SPLIT	(116)	(116)	(360)	(360)
4.03.05	INTEREST ON SHAREHOLDERS' EQUITY AND DIVIDENDS PAID	(76,652)	(76,652)	(122,698)	(122,698)
4.05	INCREASE(DECREASE) IN CASH AND CASH EQUIVALENTS	(452,718)	(452,718)	(455,597)	(455,597)
4.05.01	OPENING BALANCE OF CASH AND EQUIVALENTS	1,258,574	1,258,574	2,182,913	2,182,913
4.05.02	CLOSING BALANCE OF CASH AND EQUIVALENTS	805,856	805,856	1,737,316	1,737,316

11.01 – CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY FROM 01/01/2010 TO 03/31/2010 (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3- CAPITAL	4- CAPITAL RESERVES	5- REVALUATION RESERVE	6- INCOME RESERVES	7- RETAINED EARNINGS ACCUMULATED	ADJU OF VALU
-------------	-------------------------------	---------------	---------------------------	------------------------------	--------------------------	---	--------------------

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

						EARNINGS	
5.01	OPENING BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.02	PRIOR YEAR ADJUSTMENT	-	-	-	-	-	
5.03	ADJUSTED BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.04	NET INCOME/LOSS FOR THE YEAR	-	-	-	-	191,857	
5.05	DESTINATIONS	-	-	-	-	-	
5.05.01	DIVIDENDS	-	-	-	-	-	
5.05.02	INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	
5.05.03	OTHER DESTINATIONS	-	-	-	-	-	
5.05.03.01	LEGAL RESERVE	-	-	-	-	-	
5.08	INCREASE/DECREASE CAPITAL	-	-	-	-	-	
5.08.01	CAPITAL INCREASE - WITH RESERVES	-	-	-	-	-	
5.08.02	CAPITAL INCREASE - SHARES MERGER	-	-	-	-	-	
5.12	OTHER	-	-	-	-	-	
5.12.01	UNCLAIMED DIVIDENDS AND INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	
5.13	FINAL BALANCE	8,780,150	518,678	-	1,503,921	397,449	(

11.02 – CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY FROM 01/01/2010 TO 03/31/2010 (IN THOUSANDS OF REAIS)

1 - CODE	2 - ACCOUNT DESCRIPTION	3 - CAPITAL	4 - CAPITAL RESERVES	5 - REVALUATION RESERVE	6 - INCOME RESERVES	7 - RETAINED EARNINGS ACCUMULATED EARNINGS	ADJUSTED OF VALU
5.01	OPENING BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.02	PRIOR YEAR ADJUSTMENT	-	-	-	-	-	
5.03	ADJUSTED BALANCE	8,780,150	518,678	-	1,503,921	205,592	(
5.04	NET INCOME/LOSS FOR THE YEAR	-	-	-	-	191,857	
5.05	DESTINATIONS	-	-	-	-	-	
5.05.01	DIVIDENDS	-	-	-	-	-	
5.05.02	INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	
5.05.03		-	-	-	-	-	

	OTHER DESTINATIONS						
5.05.03.01	LEGAL RESERVE	-	-	-	-	-	-
5.08	INCREASE/DECREASE CAPITAL	-	-	-	-	-	-
5.08.01	CAPITAL INCREASE - WITH RESERVES	-	-	-	-	-	-
5.08.02	CAPITAL INCREASE - SHARES MERGER	-	-	-	-	-	-
5.12	OTHER	-	-	-	-	-	-
5.12.01	UNCLAIMED DIVIDENDS AND INTEREST ON SHAREHOLDERS' EQUITY	-	-	-	-	-	-
5.13	FINAL BALANCE	8,780,150	518,678	-	1,503,921	397,449	(

A free translation from Portuguese into English of Report of Independent Auditors on Special Review of Quarterly Financial Information prepared in accordance with the accounting practices adopted in Brazil and with specific standards established by the Brazilian Institute of Independent Auditors (IBRACON), in conjunction with the National Association of State Boards of Accountancy (CFC).

Report of Independent Auditors on Special Review

The Board of Directors and Shareholders
Vivo Participações S.A.
São Paulo - SP

1. We reviewed the Quarterly Financial Information - ITR, individual and consolidated, of Vivo Participações S.A. (the "Company") and its subsidiaries, for the quarter ended March 31, 2010, comprising the balance sheet, the statements of income, of comprehensive income, of changes in shareholders' equity and of cash flows, the notes to financial information and the performance report, prepared under the responsibility of management.

2. Our review was conducted in accordance with the specific standards established by the Brazilian Institute of Independent Auditors (IBRACON), in conjunction with the National Association of State Boards of Accountancy (CFC), comprising mainly: (a) inquiries of, and discussions with, the officials responsible for the accounting, financial and operational areas of the Company and its subsidiaries, relating to the main criteria adopted in the preparation of the quarterly financial information; and (b) review of information and subsequent events which have, or may have, significant effects on the financial position and results of operations of the Company and its subsidiaries.

3. Based on our review, we are not aware of any significant changes that should be made to the Quarterly Financial Information referred to in paragraph 1 for it to be in accordance with accounting practices adopted in Brazil and rules set forth by the Brazilian Securities and Exchange Commission (CVM), applicable to the preparation of Quarterly

Financial Information.

4. As mentioned in Note 2, in 2009, CVM approved several Accounting Pronouncements, Interpretations and Guidelines issued by Brazilian FASB (CPC), effective in 2010, which changed accounting practices adopted in Brazil. These changes were adopted by the Company and its subsidiaries in the preparation of the Quarterly Financial Information for the quarter ended March 31, 2010 and disclosed in Note 2b. Prior period quarterly financial information, presented for comparison purposes, was adjusted in order to include the changes in accounting practices adopted in Brazil in force in 2010.

São Paulo, April 30, 2010.

ERNST & YOUNG
Auditores Independentes S.S.
CRC-2-SP 015199/O-6

Luiz Carlos Passetti
Accountant CRC-1-SP-144.343/O-3

Drayton Teixeira de Melo
Accountant CRC-1-SP-236947/O-3

VIVO PARTICIPAÇÕES S.A.
EXPLANATORY NOTES TO THE QUARTERLY STATEMENTS
FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2010
(in thousand Brazilian Reais, except as otherwise mentioned)

1. OPERATIONS

a. Equity Control

Vivo Participações S.A. (“Vivo Participações” or “Company”) is a publicly-held company that, at March 31, 2010 and at December 31, 2009, has as controlling shareholders Brasilcel N.V. and its subsidiaries Portelcom Participações S.A. and TBS Celular Participações Ltda., which jointly hold, treasury shares excluded, 59.6% of the Company’s total capital stock.

Brasilcel N.V. is jointly controlled by Telefónica S.A. (50% of the total capital stock), PT Móveis, Serviços de Telecomunicações, SGPS, S.A. (49.99% of the total capital stock) and Portugal Telecom, SGPS, S.A. (0.01% of the total capital).

b. Subsidiaries

At March 31, 2010 and at December 31, 2009, the Company is the 100% controlling shareholder of Vivo S.A. (“Vivo” or “subsidiary”) and of Telemig Celular S.A. (“Telemig ” or “subsidiary”), which engage in personal mobile telephone services, including activities that are necessary or useful for the performance of said services, in conformity with the authorizations granted to them.

c. Authorization and Frequencies

The subsidiaries' business and the services they may provide are regulated by the National Telecommunications Agency ("ANATEL"), the Regulatory Authority (Federal Independent Agency) for telecommunication services in accordance with Law No. 9472, dated July 16, 1997 – General Telecommunications Law (LGT). Its actions are carried out, as a rule, by enactment of regulations and supplementary plans.

The authorizations granted by ANATEL may be renewed just once, for a 15-year period, against payment every two years, after the first renewal, of rates equivalent to 2% (two percent) of the company's revenue for the year prior to that of the payment, net of taxes and mandatory social contributions related to the application of the Basic and Alternative Plans of Service.

d. Agreement between Telefónica S.A. and Telecom Itália

In October 2007, TELCO S.p.A. (in which Telefónica S.A. holds an interest of 42.3%), completed the acquisition of 23.6% of Telecom Itália. Telefónica S.A. has the shared control of Vivo Participações S.A., through its joint venture with Portugal Telecom. Telecom Italia holds an interest in TIM Participações S.A. ("TIM"), which is a mobile telephone operator in Brazil. As a result of the acquisition of its interest in Telecom Itália, Telefónica S.A. does not have any direct involvement in the operations of TIM. Additionally, any transactions between the Company and its subsidiaries and TIM are transactions in the regular course of mobile telephone business, which are regulated by the ANATEL.

2. BASIS OF PREPARATION AND PRESENTATION OF THE FINANCIAL STATEMENTS

2.a) Basis of Preparation and Presentation

The individual and consolidated quarterly financial statements (ITRs) are presented in thousands of Brazilian reais (except as otherwise mentioned) and have been prepared based on the accounting practices adopted in Brazil, as well as on the rules issued by the Brazilian Securities and Exchange Commission (CVM), with due regard to the accounting standards set forth in the corporation law (Law no. 6404/76), which include the new provisions introduced, amended and revoked by Laws no. 11.638, dated December 28, 2007 and no. 11.941, dated May 27, 2009 (former Provisional Measure no. 449, dated December 03, 2008), with further regard, also, to the rules applicable to telecommunication service concessionaires.

The changes in the accounting practices arising from application of Laws No. 11,638 and No. 11,941 have been measured and registered by the Company based on the following accounting pronouncements issued by the Accounting Pronouncements Committee ("CPC") and approved by the Brazilian Securities and Exchange Committee (CVM) and by the Federal Accounting Council ("CFC"):

- Conceptual Structure for the Preparation and Presentation of Financial Statements, approved by CVM Resolution No. 539, dated March 14, 2008;
- CPC 01 – Reduction to the Recoverable Assets Value, approved by CVM Resolution No. 527, dated November 1, 2007;
- CPC 02 – Effects on the Changes in the Exchange Rates and Conversion of Financial Statements, approved by CVM Resolution No. 534, dated January 29, 2008;
- CPC 03 – Cash Flow Statement, approved by CVM Resolution No. 547, dated August 13, 2008;
- CPC 04 – Intangible Asset, approved by CVM Resolution No. 553, dated November 12, 2008;
- CPC 05 – Disclosure on Related Parties, approved by CVM Resolution No. 560, dated December 11, 2008;
- CPC 06 – Commercial Leasing Transactions, approved by CVM Resolution No. 554, dated November 12, 2008;
- CPC 07 – Governmental Subsidy and Assistance, approved by CVM Resolution No. 555, dated November 12, 2008;
- CPC 08 – Transaction Costs and Premiums in the Issuance of Securities, approved by CVM Resolution No. 556, dated November 11, 2008;

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

- CPC 09 – Added Value Statement, approved by CVM Resolution No. 557, dated November 12, 2008;
- CPC 12 – Adjustment to Present Value, approved by CVM Resolution No. 564, dated December 17, 2008; and
- CPC 13 – Initial Adoption of Law No. 11,638/07 and Provisional Measure No. 449/08, approved by CVM Resolution No. 565, dated December 17, 2008.

In continuance with the process towards the compliance with international rules, on November 10, 2009 the CVM published CVM Resolution no. 603, which allowed publicly-held companies to present their Quarterly Financial Statements – ITRs during fiscal year 2010 according to the accounting rules in effect until December 31, 2009. The Company has elected not to adopt the procedure provided for in CVM Resolution no. 603/09 and stated that January 01, 2009 would be the “transition date” for the adoption of the new accounting practices, issued in 2009 and the mandatory adoption of which is planned to be completed by December 31, 2010. The transition date is defined as the point of departure for adopting the changes in the accounting practices adopted in Brazil, and represents the base date as of which the Company and its subsidiaries prepare their balance sheets adjusted to these new accounting practices.

The following pronouncements and interpretations were considered by the Company and its subsidiaries in preparing their financial statements as from the first quarter of 2010, with retroactive application to the extent applicable. The pronouncements which impacted the financial statements are commented in 2b below:

Pronouncements

- CPC 15 – Business Combination, approved by CVM Resolution No. 580, dated July 31, 2009;
- CPC 16 – Inventory, approved by CVM Resolution No. 575, dated June 5, 2009;
- CPC 18 – Investment in Affiliated Companies, approved by CVM Resolution No. 605, dated November 26, 2009;
- CPC 20 – Loan Costs, approved by CVM Resolution No. 577, dated June 5, 2009;
- CPC 21 – Interim Statement, approved by CVM Resolution No. 581, dated July 31, 2009;
- CPC 22 – Segment Information, approved by CVM Resolution No. 582, dated July 31, 2009;
- CPC 23 – Accounting Policies, Change of Estimate, and Rectification of Error, approved by CVM Resolution No. 592, dated September 15, 2009;
- CPC 24 – Subsequent Events, approved by CVM Resolution No. 593, dated September 15, 2009;
- CPC 25 – Provisions, Contingent Liabilities, and Contingent Assets, approved by CVM Resolution No. 594, dated September 15, 2009;
- CPC 26 – Submission of Accounting Statements, approved by CVM Resolution No. 595, dated September 15, 2009;
- CPC 27 – Property, Plant & Equipment, approved by CVM Resolution No. 583, dated July 31, 2009;
- CPC 30 – Revenue, approved by CVM Resolution No. 597, dated September 15, 2009;
- CPC 32 – Profit Taxes, approved by CVM Resolution No. 599, dated September 15, 2009;
- CPC 33 – Benefits to Employees, approved by CVM Resolution No. 600, dated October 7, 2009;
- CPC 35 – Separate Statements, approved by CVM Resolution No. 607, dated November 26, 2009;
- CPC 36 – Consolidated Statements, approved by CVM Resolution No. 608, dated November 26, 2009;
- CPC 37 – Initial Adoption of International Accounting Rules, approved by CVM Resolution No. 609, dated December 22, 2009;
- CPC 38 – Financial Instruments: Acknowledgment and Measurement, approved by CVM Resolution No. 604, dated November 19, 2009;
- CPC 39 – Financial Instruments: Submission, approved by CVM Resolution No. 604, dated November 19, 2009;
- CPC 40 – Financial Instruments: Evidencing, approved by CVM Resolution No. 604, dated November 19, 2009; and
- CPC 43 – Initial Adoption of Technical Procedures CPC 15 to 40, approved by CVM Resolution No. 610, dated December 22, 2009;

Interpretations

- ICPC 01 – Concession Contracts, approved by CVM Resolution No. 611, dated December 22, 2009;
- ICPC 03 – Supplementary Aspects of Commercial Leasing Transactions, approved by CVM Resolution No. 613, dated December 22, 2009;
- ICPC 08 – Posting of the Dividend Payment Proposal, approved by Resolution No. 601/09, dated October 7, 2009;
- ICPC 09 – Individual Accounting Statements, Separate Statements, Consolidated Statements, and Application of the Equity Accounting Method, approved by CVM Resolution No. 618, dated December 22, 2009;
- ICPC 10 – Interpretation of the Initial Application to the Fixed Assets and the Property for Investment of Technical Pronouncements CPC 27, 28, 37 and 43, approved by CVM Resolution No. 619, dated December 22, 2009;
- ICPC 11 – Revenue from the Transfer of Customers’ Assets, approved by CVM Resolution No. 620, dated December 22, 2009; and
- ICPC 12 – Changes in Liabilities due to Discontinuance, Restructuring and Other Similar Liabilities, approved by CVM Resolution No. 621, dated December 22, 2009.

The authorization to complete the preparation of these Quarterly Financial Statements was given at the Executive Committee’s Meeting held on April 20, 2010.

The periods of disclosure of the subsidiaries’ information in the consolidated statements coincide with those of the controlling shareholder.

All assets and liabilities balances, revenues and expenses arising out of transactions among the consolidated companies were eliminated in the consolidated statements.

No information by segment was stated, once the Company in one sole operating segment of provision of mobile telecommunication services.

The CVM determined that the IFRS must be adopted for consolidated financial statements of publicly-held companies from 2010 on. Consequently, for the fiscal year to be ended on December 31, 2010, the Company shall present its consolidated financial statements in accordance with the IFRS, as issued by the International Accounting Standard Board – IASB.

2.b) Effect of the adjustments of the application of CPCs 15 to 40 and change to the accounting practices

The accounting practices and the calculation methods were uniformly applied in the consolidated companies and are consistent with those used in the previous year, except for the application of the CPCs and interpretations issued during fiscal year 2009 (note 2a), whose impacts on the financial statements are detailed as follows:

2.b1) Deferred income and social contribution taxes: The amounts of deferred income and social contribution taxes were posted to current assets, to the extent of their expected realization. As determined in CPC 32, the total deferred taxes are to be posted to non-current assets (note 6). Accordingly, the Company reclassified the deferred taxes of the comparative periods to non-current assets and recognized the deferred taxes ascertained in the application of the adjustments provided for in the CPCs in this same item of the ITRs (note 6).

2.b2) Inspection and Installation Rate (TFI): This rate corresponds to the amounts that are monthly paid on net additions of new customers. They were amortized during the estimated period of customer retention, equivalent to 24 months. Upon the adoption of all the CPCs already issued and with the purpose of making its accounting practices compliant with the best international practices, the Company started recognizing such amounts directly in the income statement in the “Cost of Services Rendered”, in item “Taxes, charges and contributions” (note 20). Due adjustments were

made on a retrospective basis, as required in CPC 23.

2.b3) Court deposits: The amounts of court deposits granted as guarantee of civil, labor and tax proceedings were stated in the balance sheet as a reduction of the respective liabilities, complying with the provisions set forth in CVM Resolution no. 489/05. Upon the adoption of CPC 25 (and revocation of CVM Resolution no. 489/05), the Company reclassified the referred court deposits to current assets and non-current assets, according to the expected realization term (note 7).

2.b4) Post-employment benefit plans: The subsidiaries started recognizing the Net Actuarial Assets of the post-employment benefit plans, to the extent of the surplus recoverability restrictions applicable to sponsors of Brazilian pension plans. Such Net Actuarial Assts were not recognized prior to the adoption of CPC33. Actuarial gains and losses referring to the post-employment benefit plans and the amounts referring to surplus recoverability limitations due to refunds or reductions in future contributions are being immediately recognized as other comprehensive income, and do not impact any more the operating income (note 27).

2.b5) Capitalized financial charges: The financial charges provided for in certain loan and financing agreements relating to investment activities were capitalized based on the average amount of works in progress, pursuant to CVM resolution no. 193 (revoked by CVM Resolution no. 577) and Official Release CVM/SNC/SEP 01/2007. The capitalized financial charges were depreciated pursuant to the same criteria of useful life as determined for the item of property, plant & equipment to which they were attributed (note 11).

2.b6) Acquisition of non-controlling shareholders' shares and premium: In accordance with the Brazilian accounting practices prior to CPC 15, a premium was recorded upon the acquisition of shares for prices in excess of the book value thereof. Upon the adoption of CPC 15, the transition date of which is January 01, 2009, the effects of all the transactions of acquisition of non-controlling shareholders' shares started being recorded in the shareholders' equity to the extent there is no change in the shareholding control. Consequently, such transactions do not generate premium or results any more and the premium previously generated in the acquisitions from non-controlling shareholders, including expenses being capitalized in the process, was eliminated towards the shareholders' equity of the Company (note 18).

2.b7) Deferred Assets: Upon the adoption of CPC 13 on January 01, 2008, the Company and its subsidiaries elected to keep the recognized balances in the deferred asset group until the complete amortization thereof. The pre-operating expenses balance recorded as deferred assets prior to January 01, 2009 refers to pre-operating expenses of Global Telecom (Vivo's predecessor company) and to the network formation costs in the Northeast region, which were amortized pursuant to the straight line method, within 10 years. After review by the Company, and with the purpose of making their accounting practices compliant with the best international practice, the Company and its subsidiaries elected to write-off such amounts as a counter-entry to the shareholders' equity. The due adjustments were made on a retrospective basis, as required in CPC 23.

2.b8) Recognition of multi-element transaction revenues: In order to meet the requirements in CPC 30, the amounts of minutes included in the multi-element transactions started being segregated and shown in the income statement as a service revenue to the extent such services were used by customers. The due adjustments were made on a prospective basis (note 17).

2.b9) Donations and Subventions Reserve: The amounts of network equipment donated by suppliers were posted to a specific reserve account, in the shareholders' equity. After review by the Company and with the purpose of making its accounting practices compliant with the best international practice and as set forth in Law no. 11.638/07, such amounts were transferred to "Deferred Revenue" (in current liabilities) and are amortized for the term the equipment is in service. The due adjustments were made on a retrospective basis, as required in CPC 23.

2.b10) Supplementary Dividends: According to previous Brazilian law, Companies could recognize dividends supplementary to the minimum mandatory dividend as of the closing date of the fiscal year based on the proposal for allocation of the net profit of the year. Upon the adoption of CPC 24, supplementary dividends must be recognized at the time they are approved by the competent managing bodies. Accordingly, the Company reversed the amounts of supplementary dividends which had been recorded at December 31, 2009 and were not yet approved at a General Shareholders Meeting. The amounts receivable from its subsidiaries have been already confirmed in the General Shareholders Meeting held on March 31, 2010. The amounts of supplementary dividends payable to the shareholders shall be confirmed at the General Shareholders Meeting to be held in April 2010 (notes 18 and 33).

2.b11) Minority interest: This refers to the effects of the minority interest in the adjustments made by the Company, arising out of the adoption of the new accounting pronouncements.

2.b12) Shareholders' equity: This refers to the effects of the controlling shareholders' interest in the adjustments made by the Company, arising out of the adoption of the new accounting pronouncements (note 18).

2.b13) Equity Method: This refers to the amounts calculated pursuant to the equity method, arising out of the application of the adjustments made in the subsidiaries, as provided for in the CPCs (note 10).

2.b14) Disclosure of infrastructure swap costs and revenues: the amounts of revenues and costs referring to agreements contemplating mutual provision, among different operators, of network infrastructure assets with the same technical features, prices, contractual conditions and similar nature of use, started being disclosed on a net basis in the revenues and costs. The due adjustments were made on a prospective basis, as required in CPC 30 (notes 20 and 23).

2.b15) Roaming: The amounts referring to invoicing and transfer of domestic and international roaming, which were previously posted to the current liabilities (under "Suppliers and accounts payable" – Amounts to be transferred to other operators), are now considered by the subsidiaries as revenue, at the time of the invoicing, and as costs, at the time of the transfer, pursuant to the definition of agent and principal described in CPC 30. The due adjustments were made on a prospective basis, as required in CPC 30 (notes 19 and 20).

2.b16) Reclassifications in the income statement: As a result of the application of the CPCs and with the purpose of making the Quarterly Information/Quarterly Statements compliant with the accounting practices adopted by their controlling shareholders, the Company and its subsidiaries made some reclassifications in their income statements, as described below:

- Rewarding program expenses and reversals: they were reclassified from "Other operating revenues, net" to "Gross telecommunication service revenues".
- Recovery of network maintenance costs and other expenses: they were reclassified from "Other operating revenues, net" to "Cost of services rendered", "Selling expenses" and "General and administrative expenses"; and
- Tax credits on purchase of goods: they were reclassified from "Other operating revenues, net" to "Cost of goods sold".

In the tables below, and for comparison purposes, the Company presents a brief description and the amounts corresponding to the impacts generated in the consolidated balance sheet as of December 31, 2009, in the shareholders' equity for fiscal years 2009 and 2008, and in the controlling company's and consolidated income statement for the three-month period ended on March 31, 2009. The referred adjustments and reclassifications were already applied to the accounting information presented for 2010.

Balance Sheets

Reconciliation of the Company's balance sheet as of January 01, 2009 – Transition Date

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

ASSETS	Note	Balance Sheet at 01.01.09 - before adjustments	Company Adjustments CPCs on transition date	Balance Sheet at 01.01.09 - after adjustments
Current				
Cash and cash equivalents		10,706	-	10,706
Interest on shareholders and dividends		397,412	-	397,412
Deferred and recoverable taxes	2.b1)	22,732	(741)	21,991
Escrow deposits	2.b3)	-	565	565
Prepaid expenses		1,202	-	1,202
Other assets	2.b3)	840	(546)	294
Total current assets		432,892	(722)	432,170
Noncurrent				
Long-term receivables:				
Deferred and recoverable taxes	2.b1)	576,372	741	577,113
Escrow deposits	2.b3)	-	5,342	5,342
Prepaid expenses		1,630	-	1,630
Other assets	2.b3)	7,442	(5,050)	2,392
Investments	2.b13)	8,502,885	(187,725)	8,315,160
Property and equipment, net		4	-	4
Intangible assets, net	2.b6)	1,424,278	(84,449)	1,339,829
Total noncurrent assets		10,512,611	(271,141)	10,241,470
Total assets		10,945,503	(271,863)	10,673,640
LIABILITIES				
	Note	Balance Sheet at 01.01.09 - before adjustments	Company Adjustments CPCs on transition date	Balance Sheet at 01.01.09 - after adjustments
Current liabilities				
Payroll and social charges		555	-	555
Trade accounts payable		4,463	-	4,463
Taxes payable		46,028	-	46,028
Debentures and promissory notes		1,112,876	-	1,112,876
Interest on shareholders and dividends	2.b10)	407,473	(265,685)	141,788
Provision for contingencies	2.b3)	1,237	19	1,256
Derivative contracts		1,213	-	1,213
Other liabilities		103,644	-	103,644
Total current liabilities		1,677,489	(265,666)	1,411,823
Noncurrent				
Debentures and promissory notes		1,000,000	-	1,000,000
Provision for contingencies	2.b3)	167	292	459
Other liabilities		320	-	320
Total noncurrent liabilities		1,000,487	292	1,000,779
			-	

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

Shareholders' equity	2.b12)	8,267,527	(6,489)	8,261,038
Total liabilities and shareholder's equity		10,945,503	(271,863)	10,673,640

Reconciliation of the Company's consolidated balance sheet as of January 01, 2009 – Transition Date

ASSETS	Note	Balance Sheet at 01.01.09 - before adjustments	Consolidated Adjustments CPCs on transition date	Balance Sheet at 01.01.09 - after adjustments
Current				
Cash and cash equivalents		2,182,913	-	2,182,913
Short-term investments pledged as collateral		41,487	-	41,487
Trade accounts receivable, net		2,578,498	-	2,578,498
Inventories		778,704	-	778,704
Deferred and recoverable taxes	2.b1)	2,358,647	(1,120,523)	1,238,124
Deposits and blockages escrow	2.b3)	-	164,050	164,050
Derivative contracts		347,448	-	347,448
Prepaid expenses	2.b2)	316,622	(145,391)	171,231
Other assets	2.b3)	322,934	(65,892)	257,042
Total current assets		8,927,253	(1,167,756)	7,759,497
Noncurrent				
Long-term receivables:				
Short-term investments pledged as collateral		47,335	-	47,335
Deferred and recoverable taxes	2.b1)	2,732,022	1,220,014	3,952,036
Deposits and blockages escrow	2.b3)	-	445,283	445,283
Derivative contracts		285,303	-	285,303
Prepaid expenses	2.b2) and 2.b4)	80,206	(54,143)	26,063
Other assets	2.b3)	46,291	(34,600)	11,691
Investments		111	-	111
Property and equipment, net		7,183,908	-	7,183,908
Intangible assets, net	2.b6)	4,438,982	(84,449)	4,354,533
Deferred charges, net	2.b7)	55,393	(55,393)	-
Total noncurrent assets		14,869,551	1,436,712	16,306,263
Total assets		23,796,804	268,956	24,065,760

LIABILITIES	Note	Balance Sheet at 01.01.09 - before adjustments	Consolidated Adjustments CPCs on transition date	Balance Sheet at 01.01.09 - after adjustments
Current				
Payroll and social charges		185,471	-	185,471

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

Trade accounts payable		3,726,324	-	3,726,324
Taxes payable	2.b3) and 2.b8)	785,603	54,934	840,537
Loans and financing		2,006,972	-	2,006,972
Debentures and promissory notes		1,112,876	-	1,112,876
Interest on shareholders and dividends	2.b10)	545,864	(265,685)	280,179
Provision for contingencies	2.b3)	91,136	41,719	132,855
Derivative contracts		105,352	-	105,352
Other liabilities	2.b8)	820,233	5,734	825,967
Total current liabilities		9,379,831	(163,298)	9,216,533
Noncurrent				
Taxes payable	2.b3)	275,272	372,324	647,596
Loans and financing		3,826,385	-	3,826,385
Debentures and promissory notes		1,056,923	-	1,056,923
Provision for contingencies	2.b3)	102,947	38,359	141,306
Derivative contracts		97,971	-	97,971
Other liabilities	2.b4) and 2.b9)	202,144	33,466	235,610
Total noncurrent liabilities		5,561,642	444,149	6,005,791
Result of interest corporate	2.b11)	587,804	(587,804)	-
Shareholders' equity	2.b11) and 2.b12)	8,267,527	575,909	8,843,436
Total liabilities and shareholder's equity		23,796,804	268,956	24,065,760

Reconciliation of the Company's balance sheet as of December 31, 2009 – Comparison Period

ASSETS	Note	Balance sheet disclosed on 12.31.2009	Company Adjustments CPCs	Balance sheet at 12.31.09 - resubmitted
Current				
Cash and cash equivalents		257,111	-	257,111
Interest on shareholders and dividends	2.b10)	1,161,444	(915,352)	246,092
Deferred and recoverable taxes	2.b1)	89,551	(80,885)	8,666
Escrow deposits	2.b3)	-	1,072	1,072
Prepaid expenses		998	-	998
Other assets	2.b3)	1,387	(1,053)	334
Total current assets		1,510,491	(996,218)	514,273
Noncurrent				
Long-term receivables:				
Deferred and recoverable taxes	2.b1)	1,076,760	80,885	1,157,645
Escrow deposits	2.b3)	-	5,927	5,927
Derivative contracts		8,208	-	8,208
Prepaid expenses		1,570	-	1,570
Other assets	2.b3)	6,135	(5,586)	549
Investments	2.b13)	8,148,945	715,892	8,864,837
Property and equipment, net		2	-	2

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

Intangible assets, net	2.b6)	2,684,427	(1,344,598)	1,339,829
Total noncurrent assets		11,926,047	(547,480)	11,378,567
Total assets		13,436,538	(1,543,698)	11,892,840

LIABILITIES	Note	Balance sheet disclosed on 12.31.2009	Company Adjustments CPCs	Balance sheet at 12.31.09 - resubmitted
Current				
Payroll and social charges		393	-	393
Trade accounts payable		2,345	-	2,345
Taxes payable		36,609	-	36,609
Debentures and promissory notes		266,256	-	266,256
Interest on shareholders and dividends	2.b10)	931,212	(611,925)	319,287
Provision for contingencies	2.b3)	1,149	19	1,168
Derivative contracts		2,302	-	2,302
Other liabilities		190,951	-	190,951
Total current liabilities		1,431,217	(611,906)	819,311
Noncurrent				
Debentures and promissory notes		1,803,609	-	1,803,609
Derivative contracts		10,552	-	10,552
Provision for contingencies	2.b3)	-	341	341
Other liabilities		336	-	336
Total noncurrent liabilities		1,814,497	341	1,814,838
Shareholders' equity	2.b12)	10,190,824	(932,133)	9,258,691
Total liabilities and shareholder's equity		13,436,538	(1,543,698)	11,892,840

Reconciliation of the Company's consolidated balance sheet as of December 31, 2009 – Comparison Period

ASSETS	Note	Balance sheet disclosed on 12.31.2009	Consolidated Adjustments CPCs	Balance sheet at 12.31.09 - resubmitted
Current				
Cash and cash equivalents		1,258,574	-	1,258,574
Short-term investments pledged as collateral		39,197	-	39,197
Trade accounts receivable, net		2,546,806	-	2,546,806
Inventories		423,634	-	423,634
Deferred and recoverable taxes	2.b1)	1,982,691	(796,460)	1,186,231
Deposits and blockages escrow	2.b3)	-	200,907	200,907
Derivative contracts		14,700	-	14,700
Prepaid expenses	2.b2)	311,328	(149,374)	161,954
Other assets	2.b3)	246,028	(75,062)	170,966

Edgar Filing: Vivo Participacoes S.A. - Form 6-K

Total current assets		6,822,958	(819,989)	6,002,969
Noncurrent				
Long-term receivables:				
Short-term investments pledged as collateral		51,344	-	51,344
Deferred and recoverable taxes	2.b1)	2,770,909	899,212	3,670,121
Deposits and blockages escrow	2.b3)	-	608,995	608,995
Derivative contracts		137,060	-	137,060
Prepaid expenses	2.b2) e 2.b4)	74,383	(50,953)	23,430
Other assets	2.b3)	118,523	(115,534)	2,989
Investments		112	-	112
Property and equipment, net	2.b5)	6,445,109	(36,605)	6,408,504
Intangible assets, net	2.b6)	5,566,867	(1,344,598)	4,222,269
Deferred charges, net	2.b7)	29,864	(29,864)	-
Total noncurrent assets		15,194,171	(69,347)	15,124,824