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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes

No

X

TELEFÔNICA BRASIL S.A.

Publicly-Held Company

CNPJ MF 02.558.157/0001-62 - NIRE 35.3.001.5881-4

### **NOTICE TO THE MARKET**

Telefónica Brasil S.A. ("Company") in attendance with article 28 of CVM Instruction 308/1999, as amended, hereby informs the market that its Board of Directors, at a Meeting held on December 9, 2016, approved the hiring of PricewaterhouseCoopers Independent Auditors ("PWC") to provide independent auditing services in the fiscal years 2017 to 2019, replacing Ernst & Young Auditores Independentes S.S. It is noted that the audit work carried out by PWC will only begin on January 1, 2017.

The independent auditor replacement will be done strictly because of a strategic decision of the Company and due to commercial circumstances.

The Company also informs that it has obtained due consent from Ernst & Young Auditores Independentes S.S. regarding the aforementioned replacement.

São Paulo, December 9, 2016.

**David Melcon Sanchez-Friera**

Investor Relations Officer

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Telefônica Brasil S.A. – Investor Relations

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**TELEFÔNICA BRASIL S.A.**  
Date: December 9, 2016 By: /s/ Luis Carlos da Costa Plaster  
Name: Luis Carlos da Costa Plaster  
Title: Investor Relations Director

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