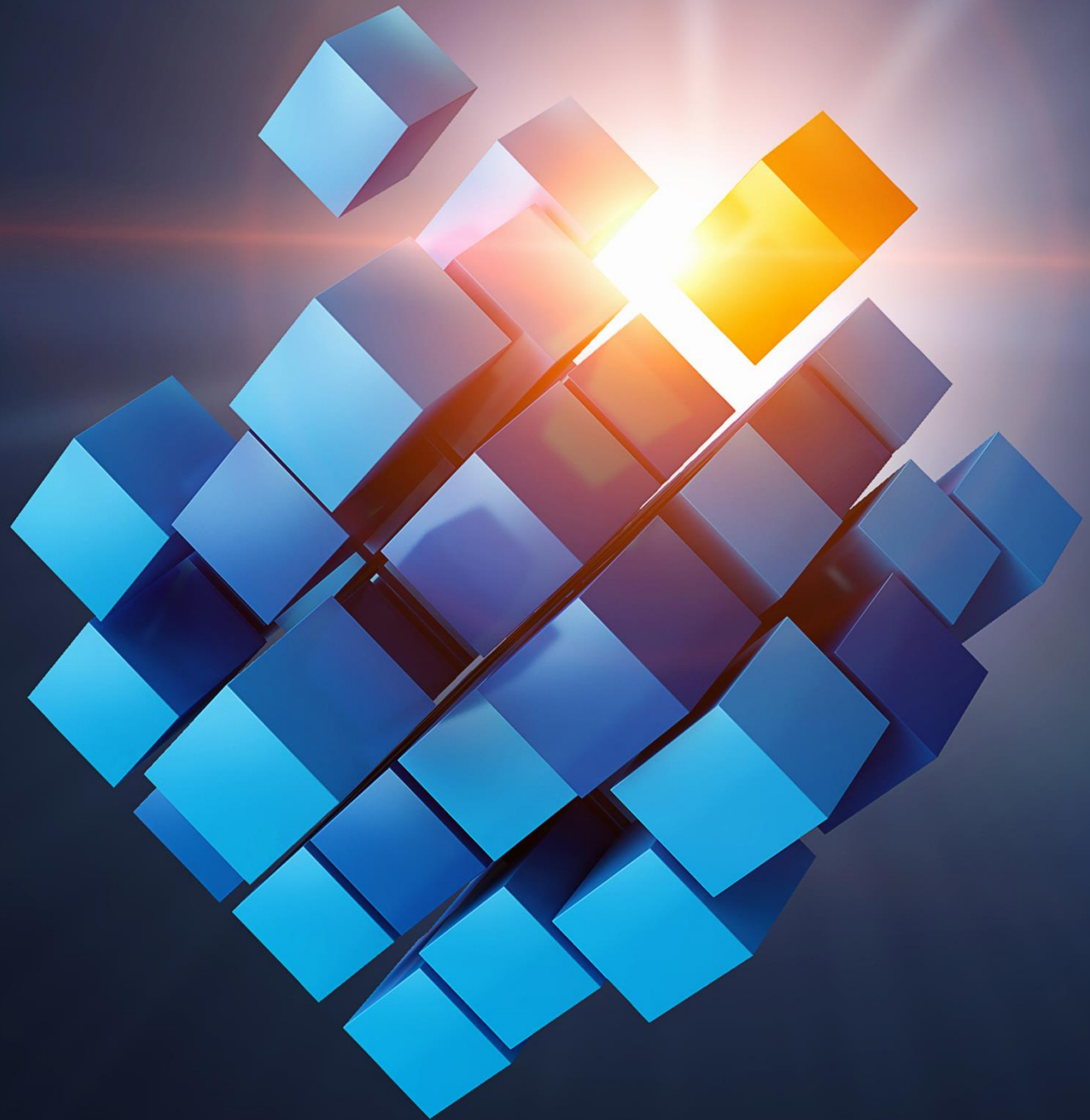




# Most Fiber Broadband Service Providers Forget this Step

**Greg Bathrick**

Area Vice President, Commercial Development



# Over \$80B Future Public Funding for Rural US

ARPA  
Projects  
**\$20B**

NTIA  
Tribal  
**\$2B**

NTIA  
Tribal  
**\$1B**

Re-Connect  
3  
**~\$1.2B**

Re-Connect  
4  
**~\$1.2B**

Re-Connect  
5  
**~\$2B**

IIJA  
Broadband, Equity,  
Access &  
Deployment (BEAD)  
**\$42.5B**

FCC USF started in 2016

Future FCC USF: CAF and RDOF \$30B

2022

2023

2024 to 2028

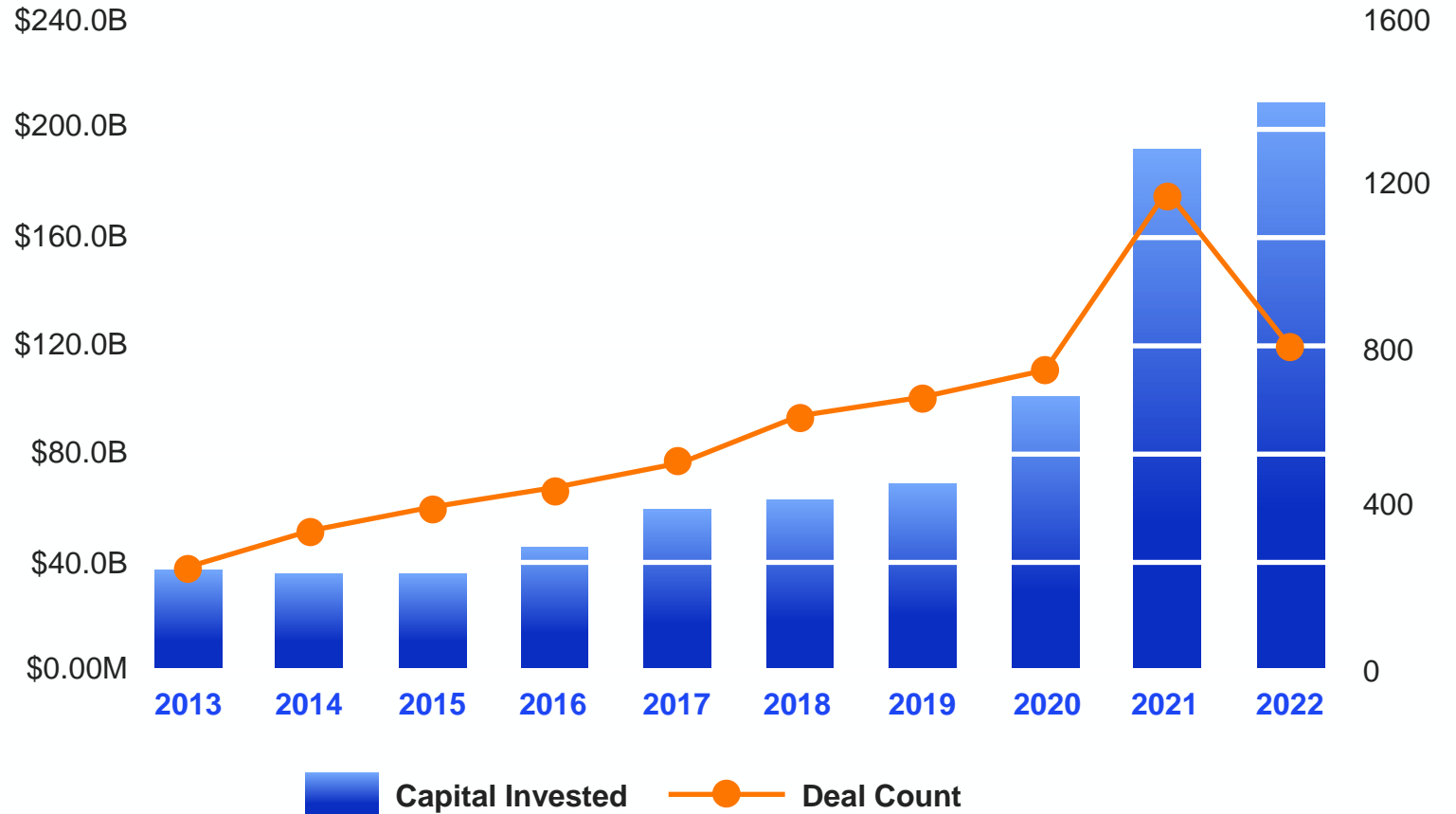


Simplify. Excite. Grow.

# Private Funding is Growing in All US Markets

**US-Based TMT Deals**  
**\$200B+**  
**in 2022**

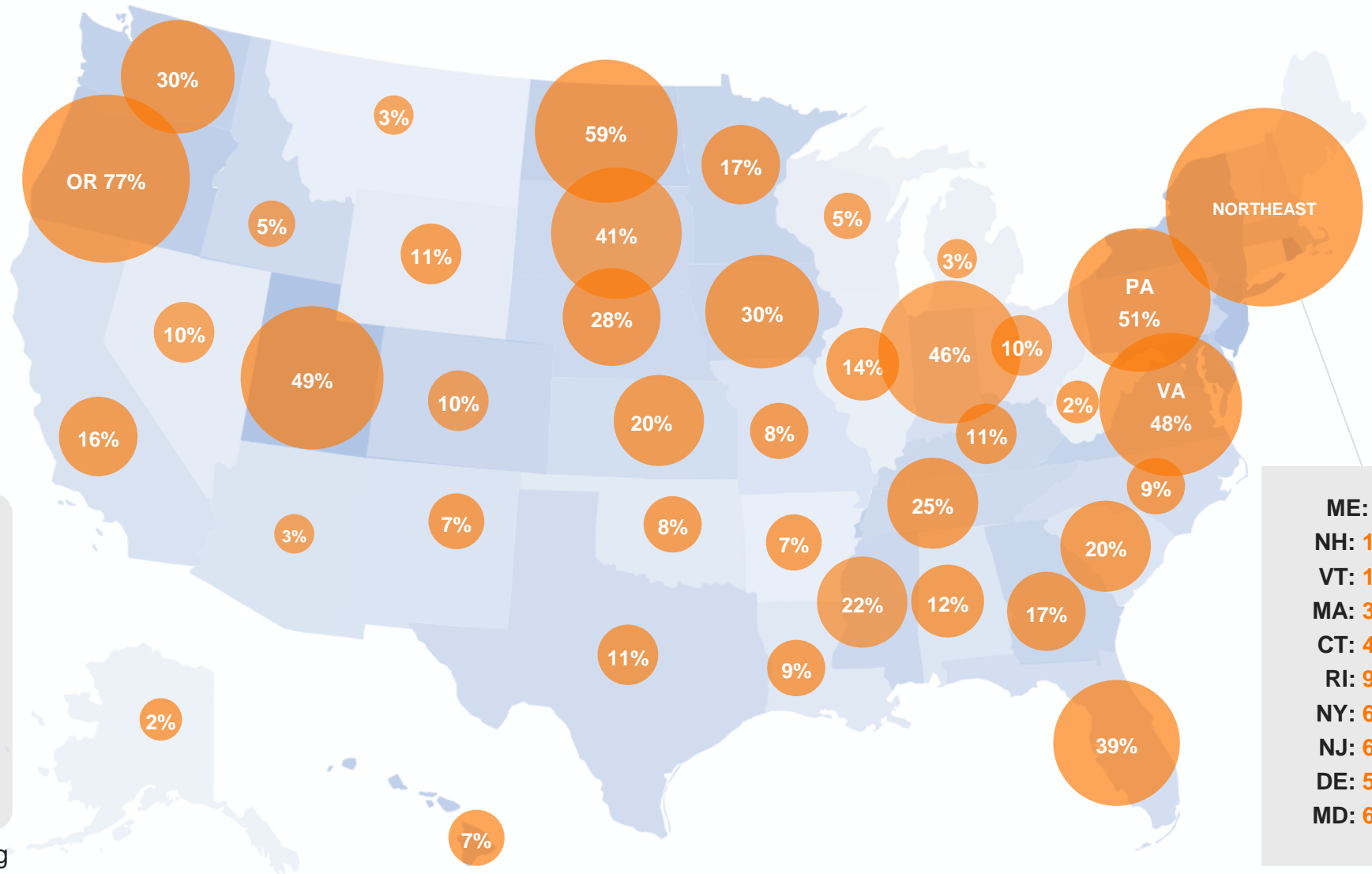
## U.S. Private Equity - TMT





# Fiber is Lighting up the World

Bringing experience to the farthest reaches of North America



National Average  
Estimated

43%

\* RVA LCC Market Research & Consulting



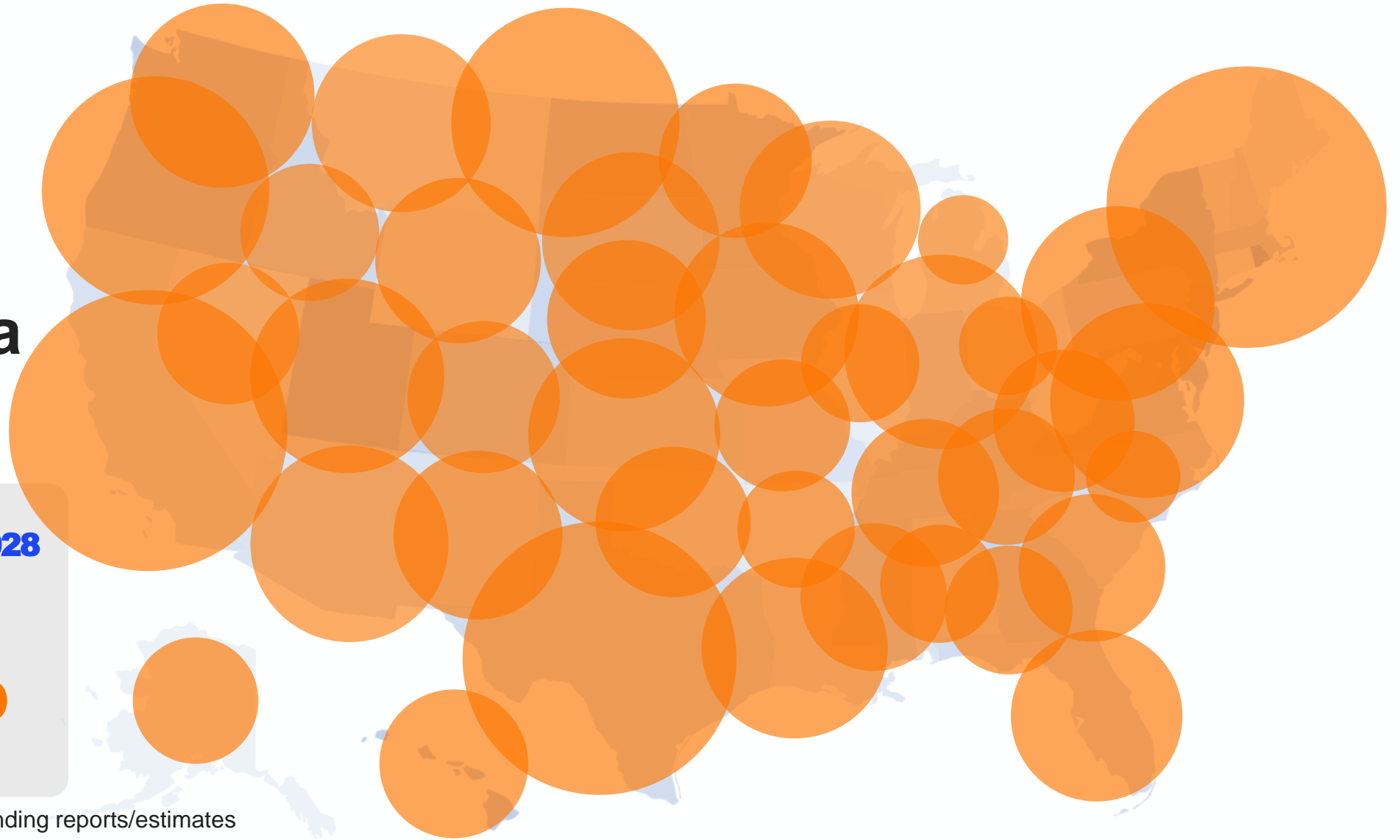
Simplify. Excite. Grow.

# Fiber is Lighting up the World

Bringing  
experience to  
the farthest  
reaches of  
North America

National Average by 2028

73%



\* US Tier 1 announcements and Funding reports/estimates



Simplify. Excite. Grow.

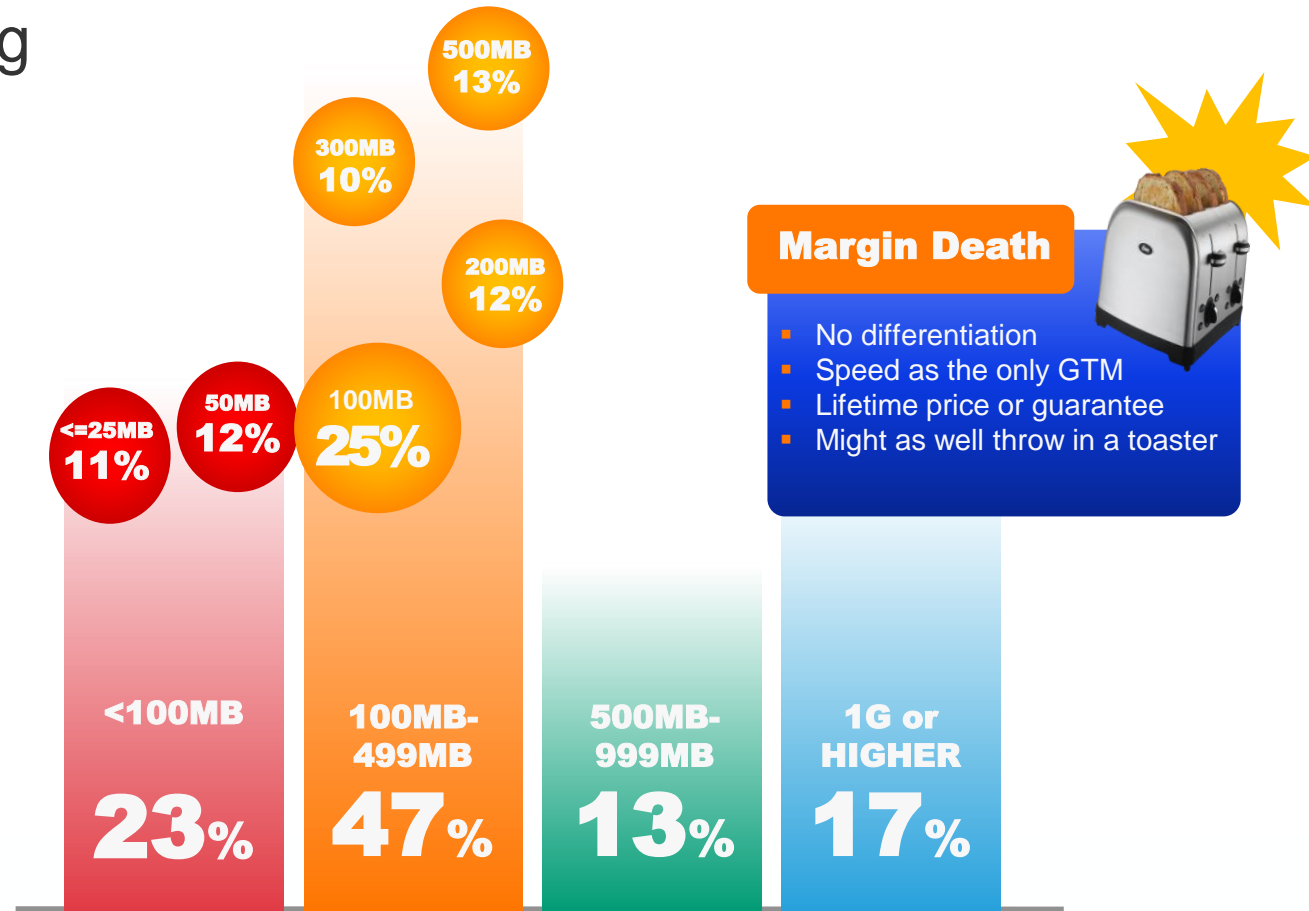
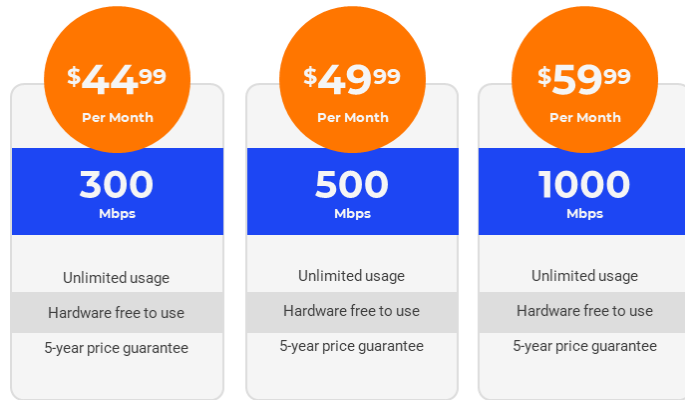
The image features the Iwo Jima Memorial in the foreground, showing soldiers in a dynamic pose raising the American flag. The background includes the Washington Monument and the U.S. Capitol dome under a clear blue sky. Overlaid on the right side of the image is white, bold text.

**First to Market  
with Fiber is  
HUGE**

**But Don't Stop  
There!**

# Its More Than Speed!

- Majority of consumers will never understand cable vs fiber
- Fiber over cable hits 30-40% market share often due to price cutting
- 2<sup>nd</sup> fiber provider is coming





# Subscriber Needs are Changing...

## And the Winners in these Markets are Selling Beyond Speed





## Parental Controls & Social Media Monitoring



# 25%

Annual growth



## Home-Monitored Security



# 92%

Average Revenue per User



## Device Protection



# 16K

Cyber threats per month



Simplify. Excite. Grow.

# High Margin Revenue Service Portfolio

## Smart Home



**Managed  
Wi-Fi**



**Parental  
Control**



**Virus  
Control**



**Home  
Security**



**Anti-  
Bullying**



**Device  
Protection**

## Local Communities



**Civic Events**

**Community  
Safety**

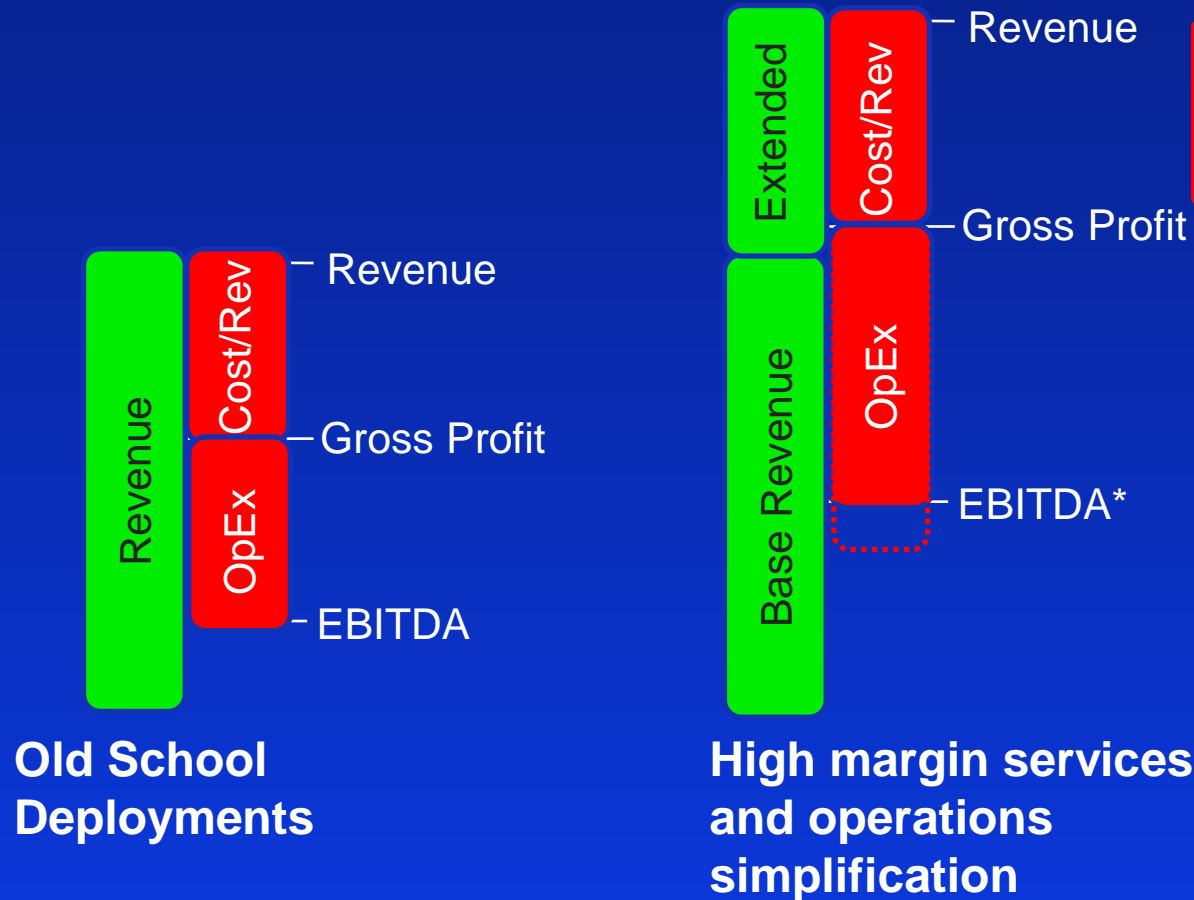
## Small Business



**Point of Sale**

**End Point  
Security**

# Double EBITDA by the End of Year Five



- Increased revenue: managed services
- Increased market share: marketing uplift

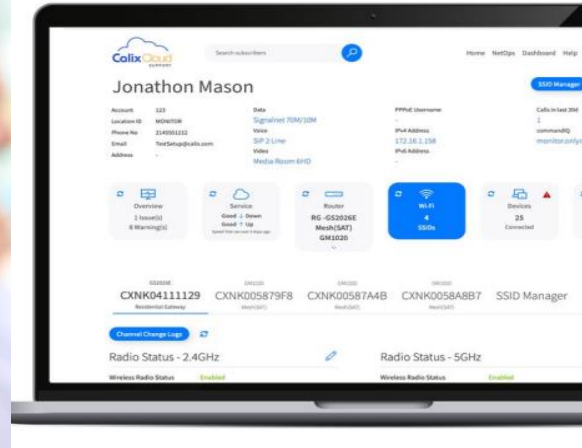
- Reduced support time: Wi-Fi network toolbox
- Reduced energy footprint – lower energy requirements



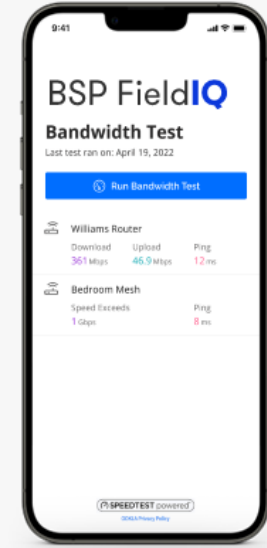
## Subscriber Self-Service



## Customer Service Agent Help Deck



## Field Technician Self-Service



**80%**

**Reduction in call duration**



**74%**

**First Call Resolution**



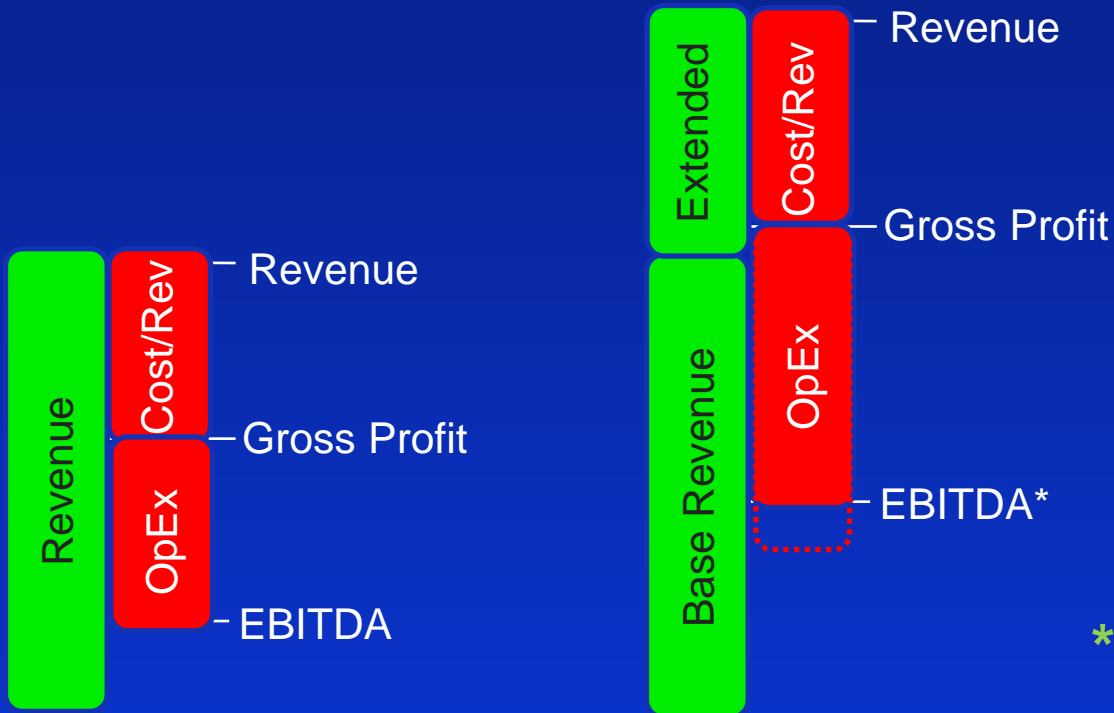
**-30%**

**Decrease in Truck Rolls**



Simplify. Excite. Grow.

# Double EBITDA by the End of Year Five



Old School Deployments

High margin services and operations simplification

- Increased revenue: managed services
- Increased market share: marketing uplift
- Reduced support time: Wi-Fi network toolbox
- Reduced energy footprint – lower energy requirements

**\*EBITDA Increase up to 100%+**



# Summary

- **Fiber is the first step to market share**
- **But don't stop there!**
- **Take cash flow to next level**
  - **High-margin services**
  - **Operations simplification**





**Thank you**