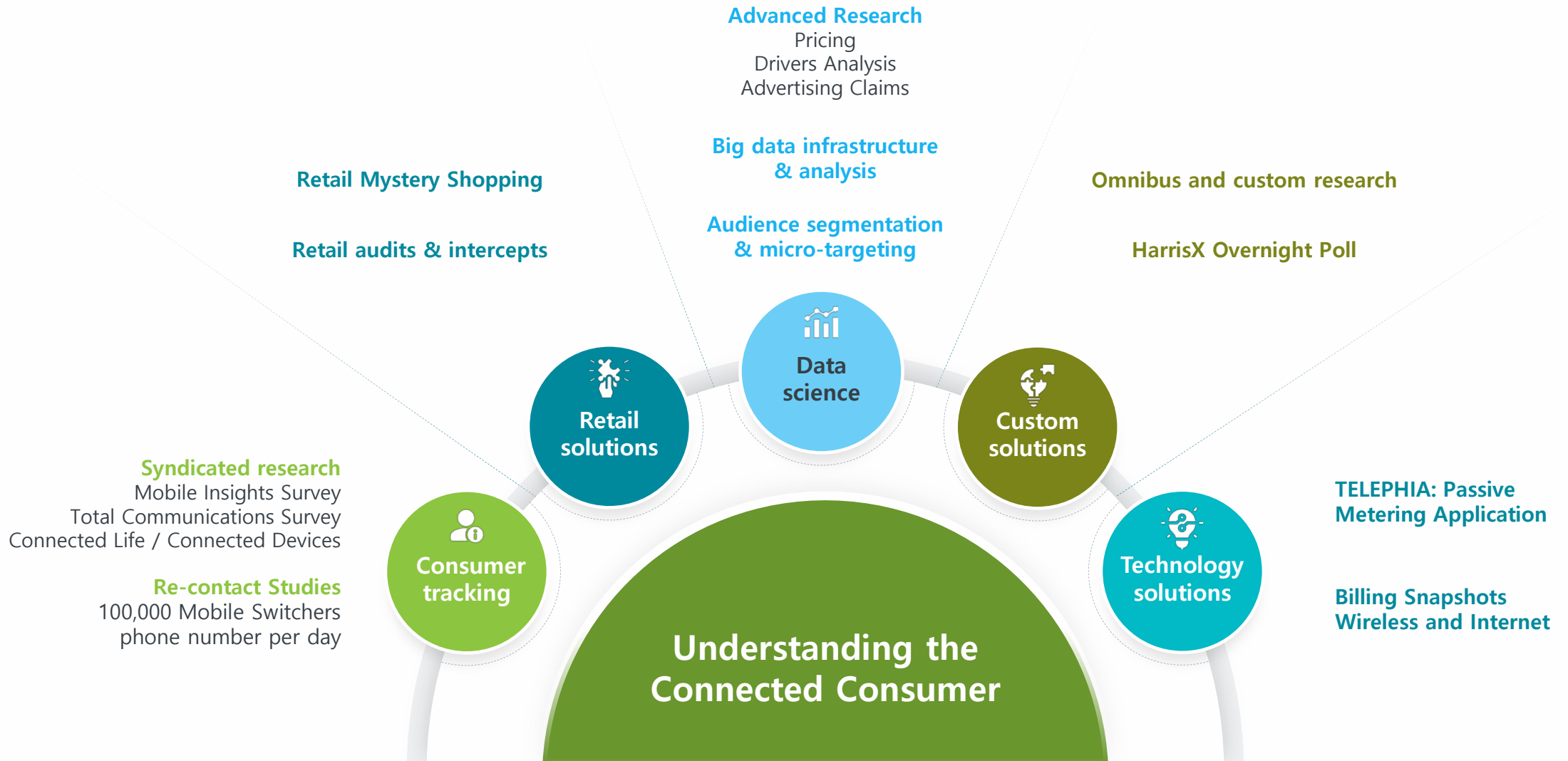


Unlocking the Power of Converged Bundles with HarrisX: Why They Matter, How they Work, and the Risks Involved

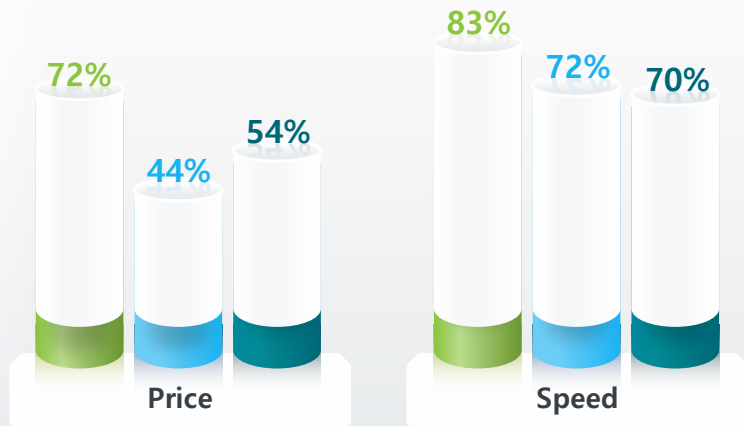


Highly satisfied customers, even with price!

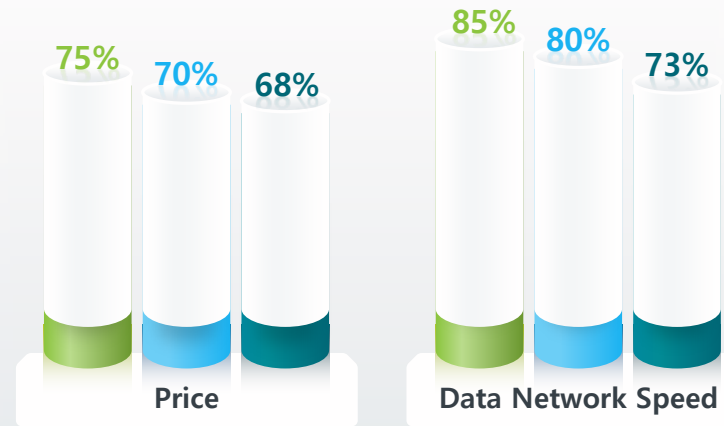
Internet and Wireless Satisfaction Metrics 2023

■ Converged bundle
 ■ All other bundles
 ■ No bundle

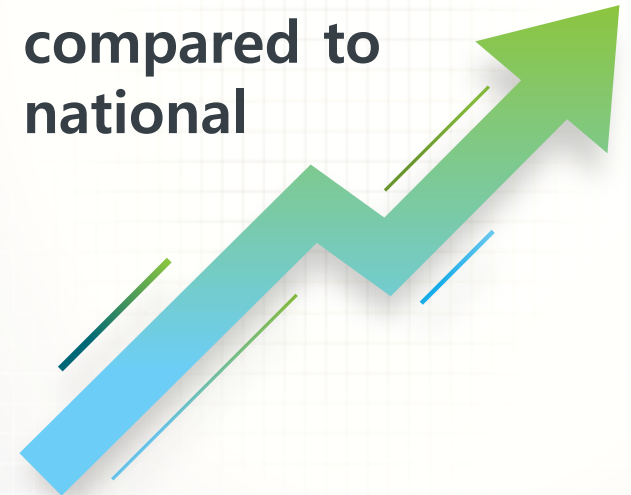
TCS Satisfaction with Internet



MI Satisfaction with Wireless



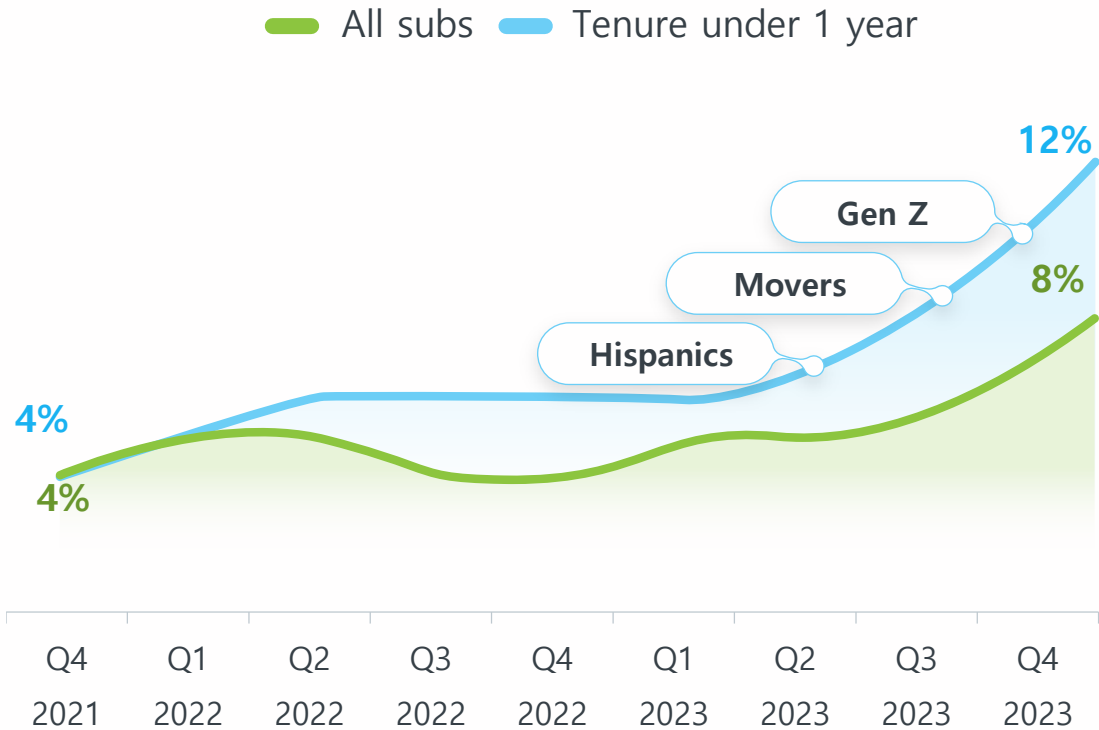
NPS is **x2.5** higher among converged bundlers compared to national



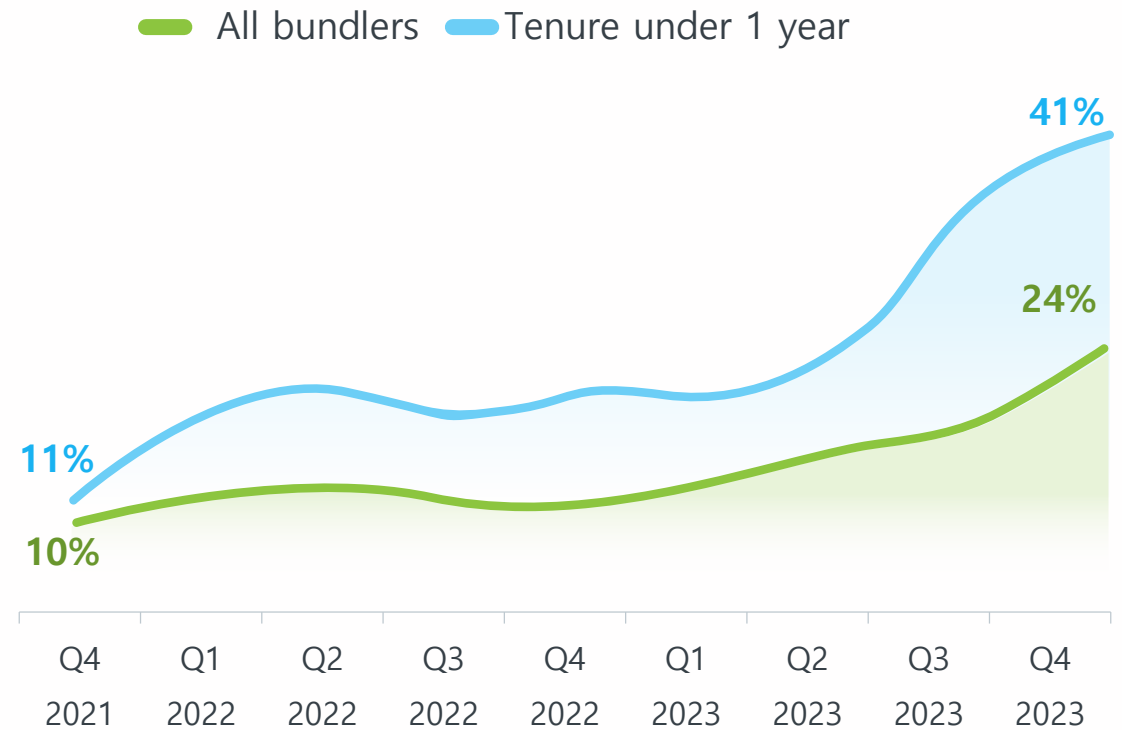
Base: 2023 | Home Internet: bundlers (71,204)
 Q4 2023 TCS Survey | How satisfied are you with the following aspects of your bundled service package?

Supercharge Your Expansion: Seize Easier-to-Reach Targets with Sustained High Interest

Converged Bundles – Penetration

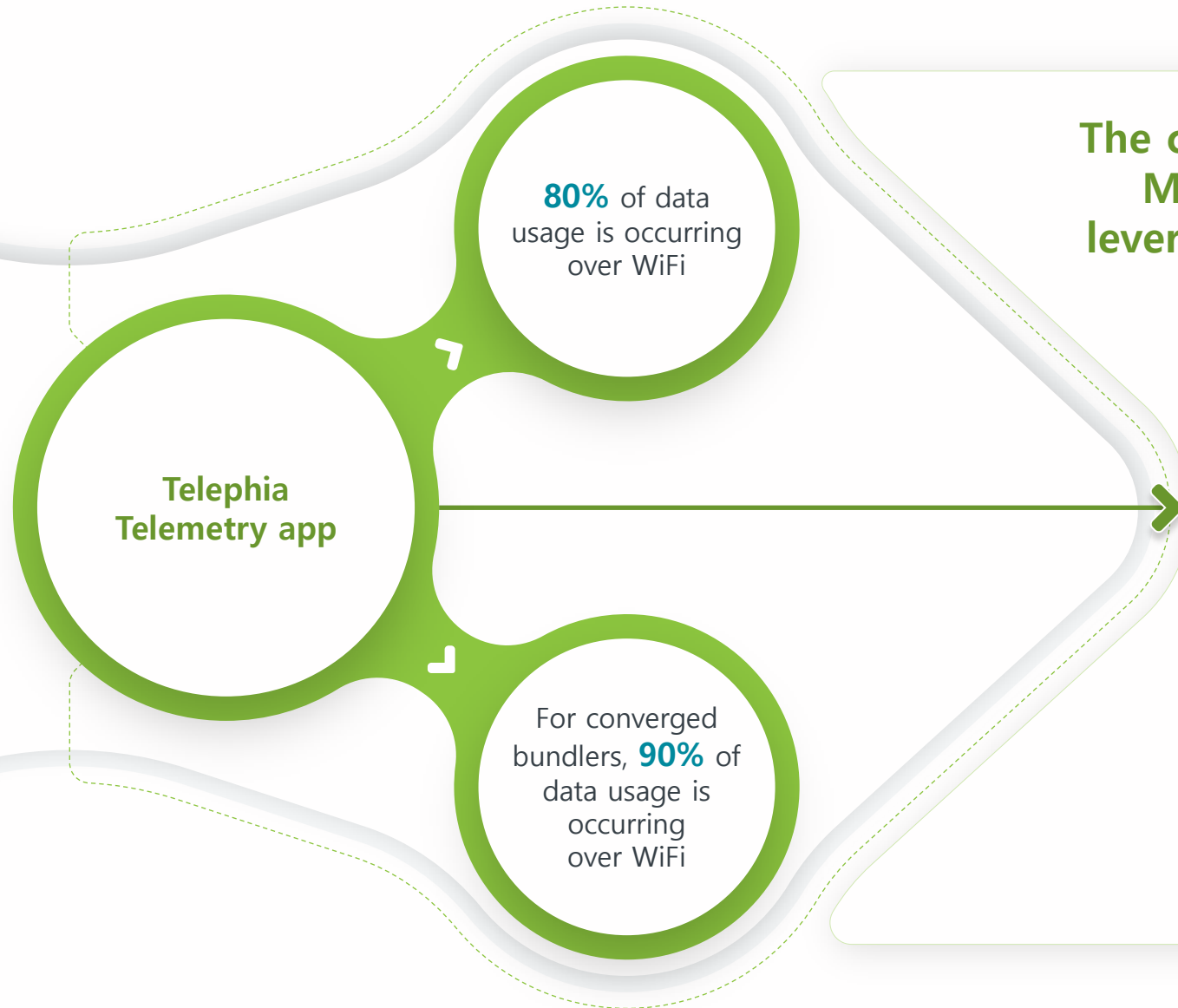


Converged Bundles: Share of all bundlers



Q4 2023: Left side: 18+ wireless sub decision makers (n=22,560); Tenure under 1 year (n=3,349); Right side: All bundlers (n=6,932); Tenure under 1 year (n=935)

Improving return on assets



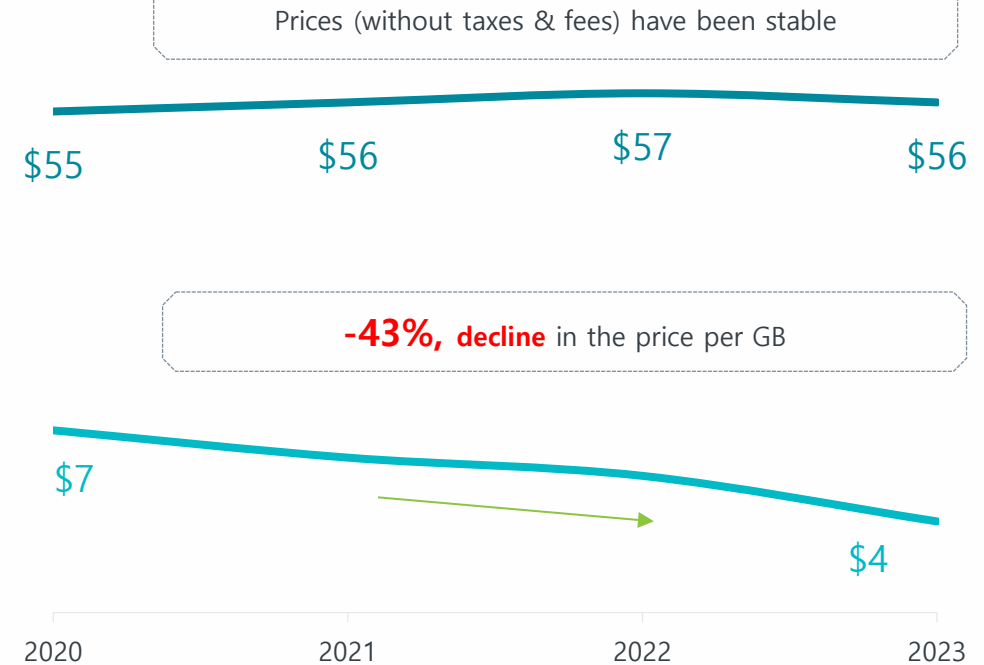
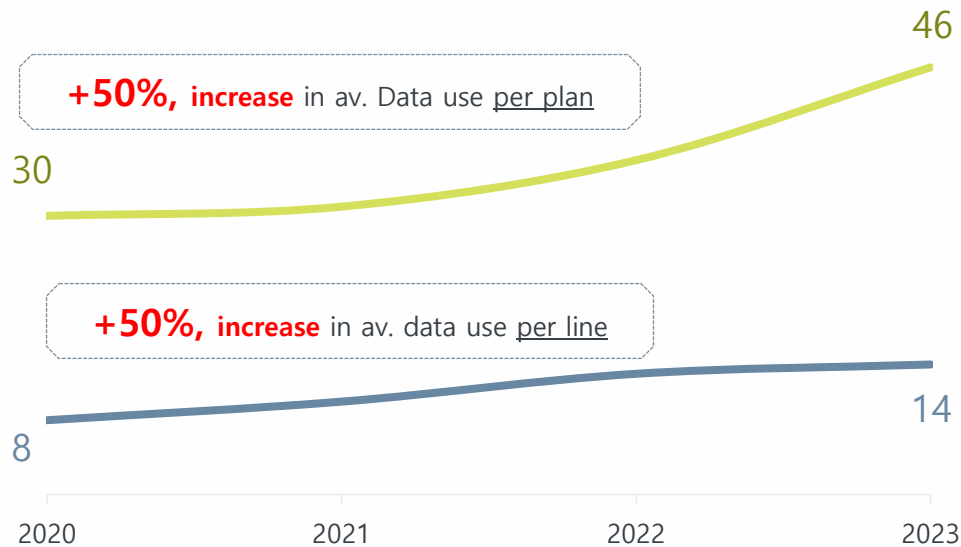
The converged bundle revolutionizes ROI for MSOs and Telcos, minimizing capex or leveraging Fixed Wireless Access for growth



Give more Get less syndrome – Are unlimited plans really needed?

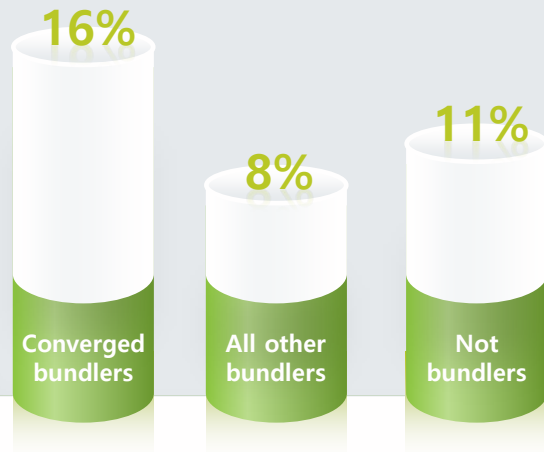
Competition Data Usage Benchmark

In Gigabytes



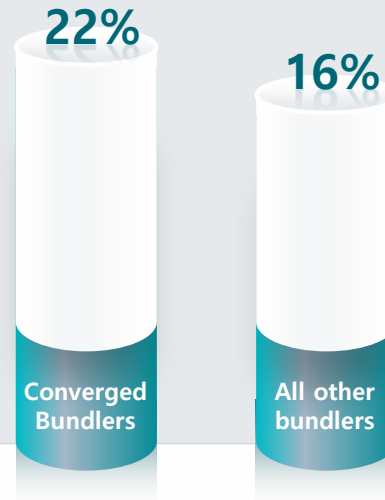
Converged Bundlers: The Paradox of High Satisfaction and High Churn Risk

Likelihood to Switch Wireless Provider



~50% are likely to upgrade their phones vs 30% nationally

Likelihood to change bundle provider



They generally attract a higher value target than other bundle types (affluent, younger, children at home)

Two-Fold Nature

High value customers

MSOs



Telcos

Customer Service
Brand perception
loyalty and trust

Price sensitive

Telcos

MSOs

Price Promos
Gaming
Educational

5G: Unlimited Opportunities and Partnerships

Understanding of how to best monetize 5G by understanding revenues 5G applications present

