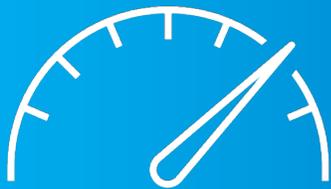


Growing Multi-Operator in Building Wireless

24th May 2022

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VP Sales EMEA/APAC
DAS and Small Cells

The Winning Strategy



Speed Of Deployment



Multi-Operator



Flexible Funding Models



Speed of Deployment

- **Empowered partner network/neutral host**
 - One stop shop for all operators
 - Centralised expertise
 - Single customer interface
- **Small cells enable a simple, IT centric architecture**
 - Removes passive infrastructure
 - Well understood by end customers
 - Buildings are designed for LAN infrastructure
- **Fixed price quotation models enable a much faster response**
 - Per Sqft/Sqm quotations (with exceptions)
 - Improved budget allocation process
 - Proven via significant accelerated deployments in the North America





ONECELL – Rapid Deployment Model

Faster Execution:

- More Projects On-Air Per Year
- Maximizing Use of Allocated Budgets

INITIAL INQUIRY

(fixed price)

TO ON-AIR:

45 DAYS

Torrance Marriott, Torrance, CA



Loews Hotel, Santa Monica, CA

Multi-Operator

- Infrastructure sharing models have moved from Towers to In-building Wireless
- Systems funded by end users demand multi-operator
- 'Neutral' hosts enable a Multi-Operator capability
- Flexible architecture enables simple addition of operators and technology upgrades
- The convergence of DAS and Small Cells technologies via O-RAN enable this further
- Common, approved architectures overcome MNO objections
 - UK JOTS – NHIB
- Industry guidelines propagate the messaging
 - SCF - 245



Multi-Operator Deployments

Sony Brunei Building



- Premium Waterside development in the Paddington Basin (central London)
- 4G only
- Multi-Operator
- End customer delighted with speed of deployment and unobtrusive nature of small cells

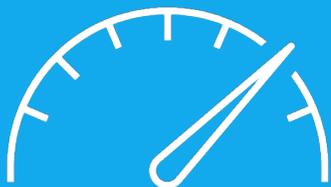


Flexible Funding Models

- 5-7 years (or longer) terms
- OPEX only – Small Cells as a Service
- OPEX/CAPEX splits
- Flexible to enable technology upgrades
- Free to Join for MNO's (some markets/applications)
 - Ensuring delivery against pent up demand for non strategic locations
 - Improving time to market



Summary



SPEED OF DEPLOYMENT

To meet the huge demand



MULTI-OPERATOR

Now a primary requirement for all in-building wireless systems



FLEXIBLE FUNDING MODELS

To widen market penetration