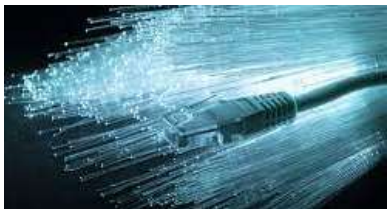


# Alt-net Landscape



## Current state

Alt-nets are playing a key role in the transformation of the UK's broadband infrastructure through the delivery of gigabit broadband capabilities.

## Investors

Billions invested to establish new infrastructure in underserved locations, including urban areas and rural areas. The UK is behind the curve in providing full fibre broadband.

## Consolidation

Investors want operations to scale quickly and agree that the number of alt-nets is unsustainable and therefore mergers with other network providers will prevail.

## Competition

Large-scale deployment of fibre in the UK coincided with the pandemic; a shift to WFH and demand from Consumers. OTS will allow seamless switching between providers. The race between the alt-nets to beat Openreach and Virgin Media O2 is cutting down market size.

## Customer

Investors believe value add is the best way to compete and that alt-nets must differentiate from competition. Challenges in growing subscriber take-up: other players invest in FTTP, selling on speed with no service differentiation. In this context alt-nets need to find areas of service differentiation to grow subscriber take-up whilst maintaining/ improving their ARPUs.