

# RURAL COVERAGE



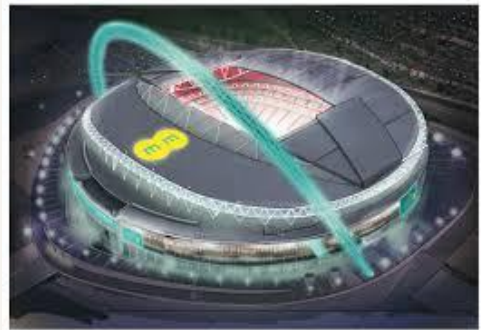
## Small Cell technology

To find out more or to register interest, please email [community.network@ee.co.uk](mailto:community.network@ee.co.uk)

# Who or what is EE?



Broadband & TV



UK based operator



Mobile – 4G / 3G / 2G

THE UK'S BIGGEST AND FASTEST NETWORK...

And now we're the best too. But don't just take our word for it.

WINNER  
mobile news AWARDS 2015

MOBILE INDUSTRY AWARDS 2014  
WINNER - BEST CONSUMER NETWORK

WHAT MOBILE AWARDS 2014  
WINNER - BEST IN WORK

NETWORK OPERATOR  
EE

No.1 Operator in the UK

# SUPPORTING RURAL COVERAGE: EE'S 95% AMBITION

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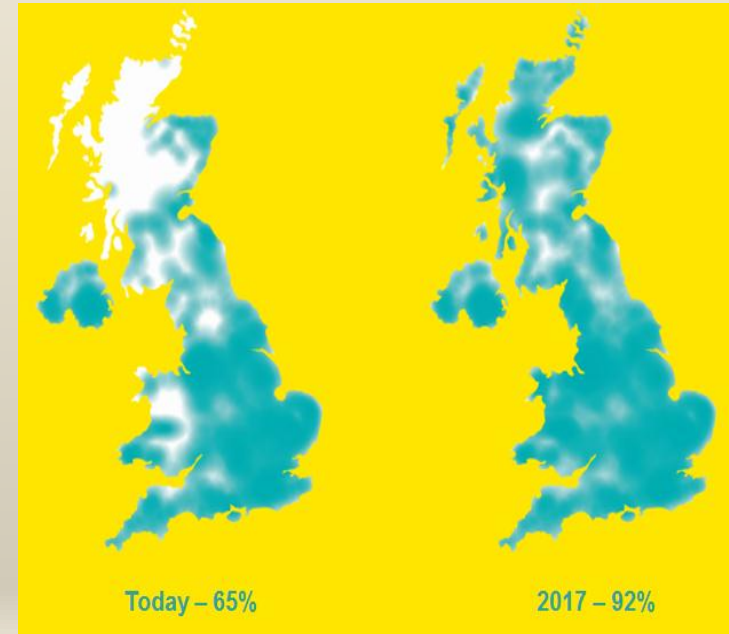
## EE is the UK's first, largest and fastest 4G network

- More than 15 million 4G customers, the largest in Europe
- Upgrading 19,000 sites – an additional 2,000sqm of coverage every month
- WiFi calling and 4G calling give new ways to connect

## EE's ambition

- EE recognise customers want coverage wherever they live, work and travel and know that just 2G coverage is no longer good enough
- EE's 4G will reach 92% geographic coverage by end of 2017
- EE's network will provide 95% of UK geography with 4G (equivalent to 99.8% population coverage) by 2020

EE's 4G geographic coverage



# SUPPORTING RURAL COVERAGE: TRADITIONAL DEPLOYMENTS

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EE wants to expand rural coverage but traditional mobile sites can be:

- Extremely expensive
- Slow to deploy
- Limited by backhaul availability
- Restricted by planning permission
- Limited by landscape affecting the signal



# A NEW SOLUTION: EE'S MICRO NETWORK

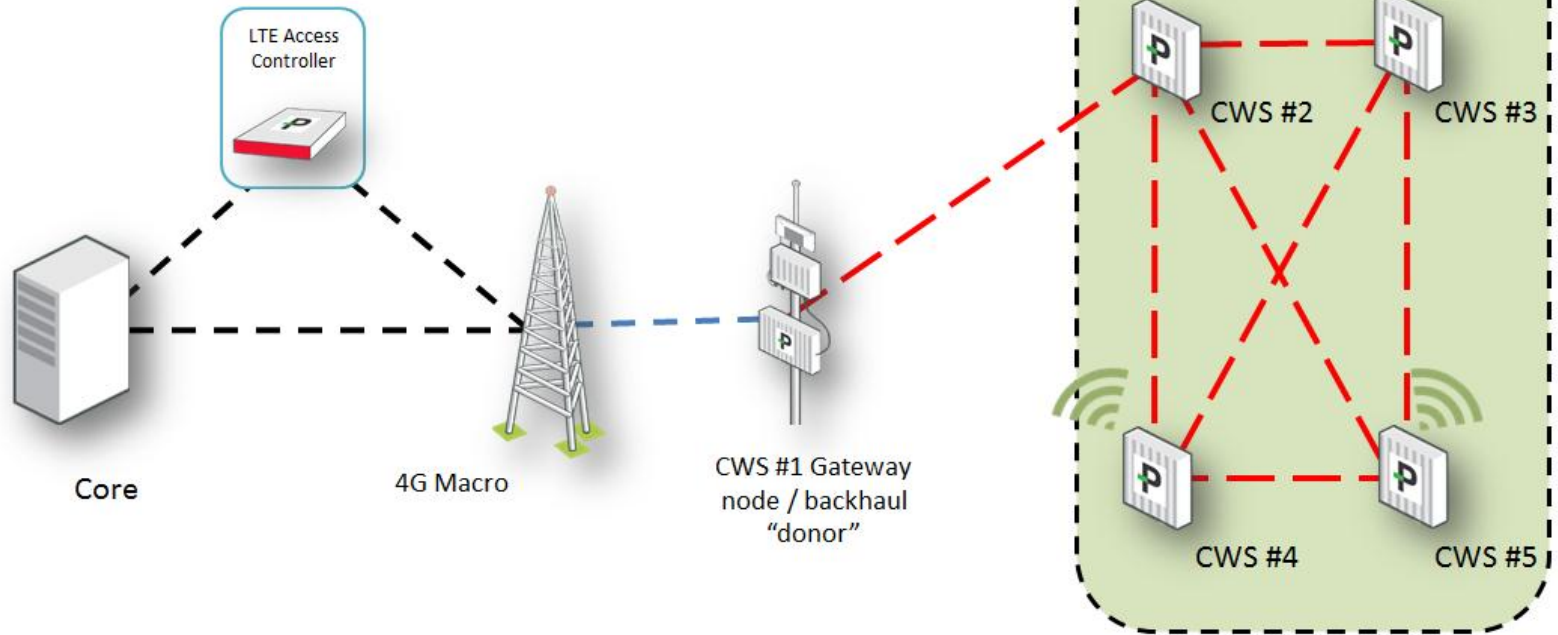
EE has developed a new way to provide 4G coverage to rural communities.

- Uses wireless 4G backhaul – so no fibre needed
- Delivers outdoor voice and data coverage on 3G and 4G
- Delivers indoor coverage to most residences
- Can be deployed more quickly than traditional mobile sites
- EE requires community interest and free site locations

Example site installation



# THE EE MICRO NETWORK



— In Band backhaul 4G  
- - Mesh

# Questions from EE

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- **What is fixed broadband like in the community?**
- **What are mobile voice and data services like from Vodafone, O2, Three and EE in the community?**
- **What services do the community want – voice / data / outdoor / indoor?**
- **Would the community be interested in EE installing the micro network?**

# FAQs

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- Will EE pay site rents for the micro network sites? – We would like the community to provide sites free of charge
- Who pays for the electricity? - EE will fully compensate site landlords for power costs
- What about health and safety? – Enclosed cabinet and low power installations 1w min -> 10w max
- Can any EE customer use the network? – Yes
- Will we need EE handsets and contracts? – Yes you will need to be EE customers to use the services
- Who pays for the installation and running of the network? – EE will cover all these costs



# FAQs continued

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- Are there any planning considerations? – EE's agents will draw up all plans and obtain all planning consents that are required
- What are EE's current tariffs? - Some examples from the EE website PAYM from £14.99 / month with a free EE handset or PAYG £49.00 for an EE handset with min top-up of £10 each 30 days. For the latest details please go to [www.ee.co.uk](http://www.ee.co.uk)
- What makes for a successful rural micro network? – Good community engagement, the community need to work together with EE to deliver the benefits

# Next steps

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- The community agrees to take part in the scheme
- A community champion is appointed – they will act as a single point of contact between EE and the community, promote the micro network within the community, and help EE find suitable sites
- EE complete detailed analysis to confirm its technical viability
- If its technically viable, EE will work with community champion to agree site locations with property owners, contracts signed
- EE install the micro network sites and commission equipment
- EE test the micro network

Email [community.network@ee.co.uk](mailto:community.network@ee.co.uk) to register interest