

Production Forecast & Headcount Targets

Prepared for Kevin Burgess, Vice President, Consumer Sales

August Production Forecast

BEAR

550 Connects
(500 Fiber / 50 Legacy)
22 Agents

This scenario assumes our current operation continues to perform at a high level with stagnant headcount growth. Production is driven by our existing team, with limited gains from recruiting, partner integration, and additional operational assets throughout the month.

BASE

650 Connects
(525 Fiber / 125 Legacy)
26 Agents

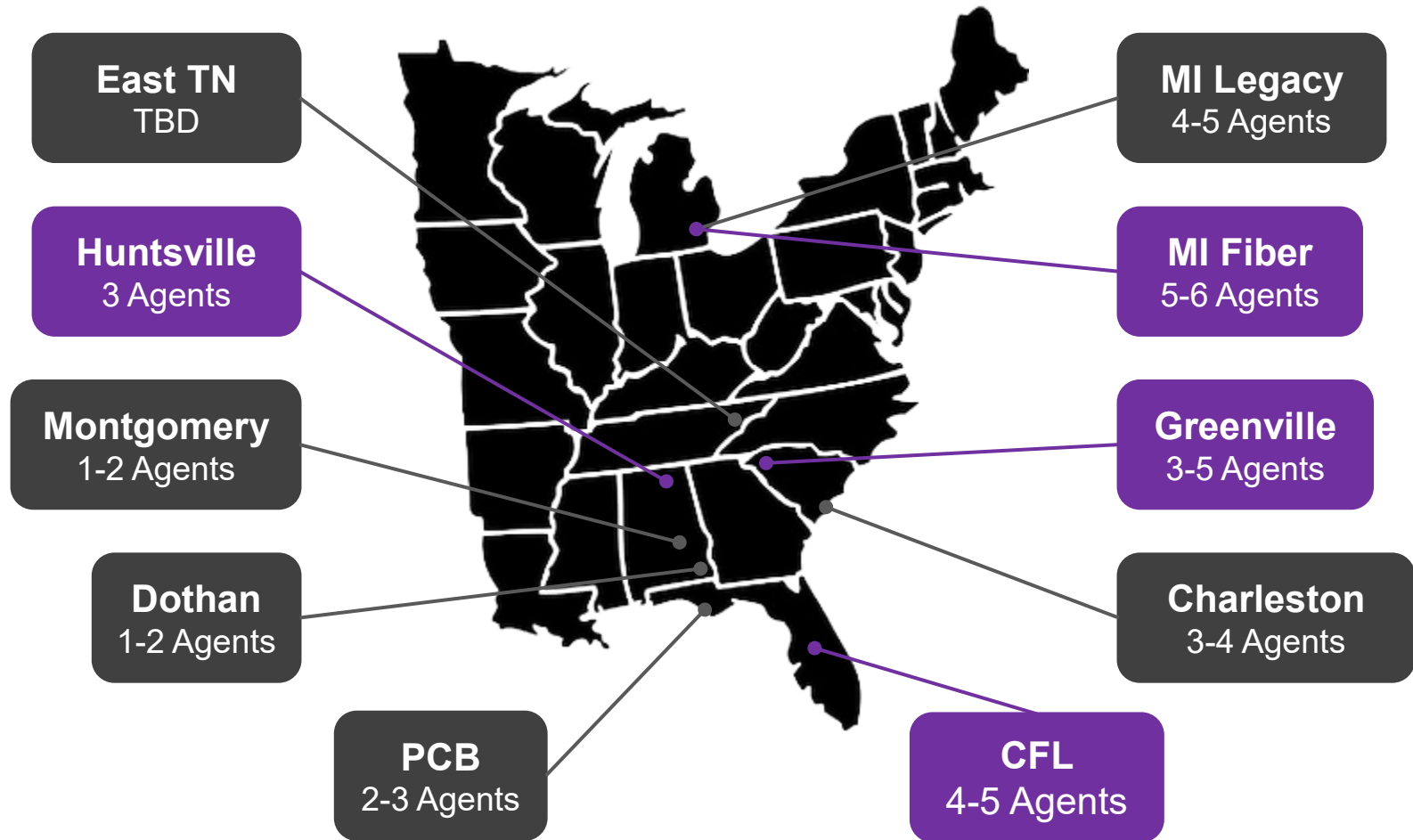
This scenario assumes a modest increase in productive headcount throughout the month, coupled with the successful integration of new partners into the operation. As field capacity expands, the majority of incremental production is expected to come from WOW!'s existing Legacy footprint.

BULL

750 Connects
(575 Fiber / 175 Legacy)
30 Agents

This scenario is contingent upon accelerated headcount growth and successful partner integration, driving continued expansion of our Legacy operation. Achieving this outcome requires a two-pronged ramp: newly added Legacy agents must become productive quickly while the existing organization simultaneously scales Fiber production across our greenfield markets.

Market-by-Market Headcount Targets



* "Purple" represents active markets. Gray represents markets DEVCOM looks to expand into.

** East Tennessee headcount goal is to be determined based on release schedule.