

DEVCOM GREENFIELD CAPITALIZATION STRATEGY

Below is an Executive Brief detailing DEVCOM's industry-leading FTTH new build or "greenfield" model deployed in partnership with our flagship client WOW! in both Greenville, SC (GVL) and Hernando County, FL (HC). Supported by a 66.5% Community Branding penetration, the below acquisition snapshot reflects a raw 29% penetration rate (242 *total address* vs. 71 *sales*) and a 95%+ installation completion ratio across just 11 days. Notably, WOW!'s targeted penetration after 12 months is 20%. This means DEVCOM's Greenfield Capitalization Strategy is significantly overdriving revenue/EBITDA versus our Client's modeled expectation.

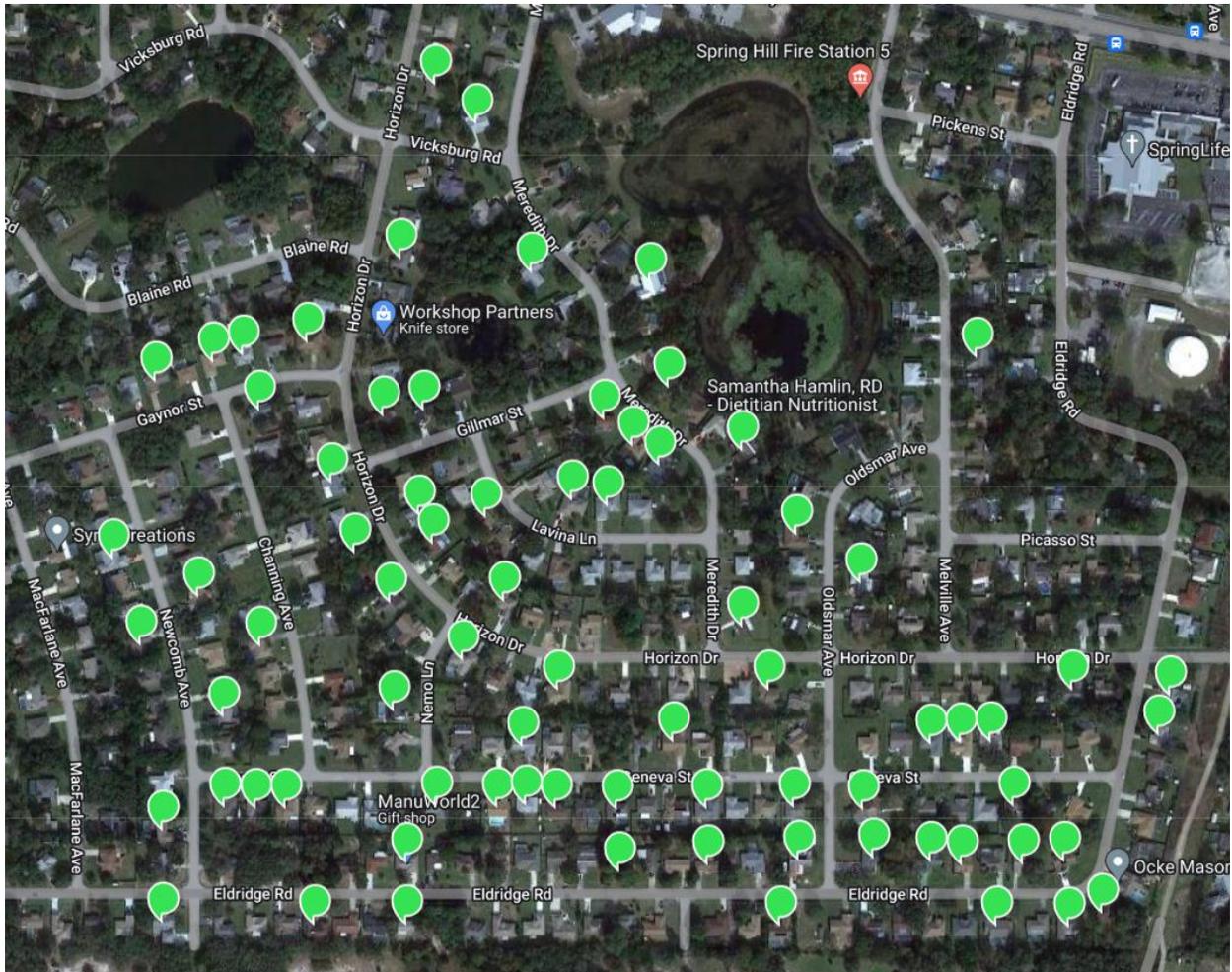
JOINT OPERATIONS

DEVCOM's model demonstrates that critical to the success of every newly built fiber network, OLT capitalization, and market share ROI is unified and proactive cross-channel collaboration and Joint Operations. This model demands agile 360 communications, fluid adaptability, and on-demand execution across client Field Sales leadership, local Ops leadership, DEVCOM leadership and our client's Installation partner leadership. The result of DEVCOM's Joint Operations model is top-line direct sales and installation ops, award-winning customer experiences, and Community Branding. Our momentum galvanizes customer loyalty and self-perpetuating market penetration. Demonstrated in our GVL and HC launches (*most successful in WOW!'s portfolio history*), our Joint Operations strategy has proved the difference between maximized market impact and mission failure.

PRECISION ACQUISITION

DEVCOM achieves top-line penetration, community branding outcomes, and self-perpetuating market momentum in a new build demands via a data-driven Field Sales deployment strategy. DEVCOM's Industry-leading "Precision Acquisition" strategy requires an educative immersion in the communities we serve, enabling representatives to become one with these communities. Uniting individual demand over a concentrated period before advancing our Agents through the market to touch new PON groupings. Over the years, our Precision Acquisition model has proven to deliver award-supporting results, including within markets our clients have internally struggled to penetrate with their best efforts. Consisting of a methodical 3-6 pass PON work and re-work grouping system, our Precision Acquisition model drives WOW!'s highest penetration and install completion percentages, customer loyalty, positive social speak, community branding, and focalized market share ROI. A representative that has mastered this strategy can drive top-line market impact across 100 addresses every 6-10 production days (*contingent on community challenges*). This battle-tested strategy has consistently won over communities for us in days 5-10 that were highly resistant to us in days 1-4. Such is the case in HC, where we have had to work to overcome significant distrust and market damage caused by Open Infra's awful construction deployment in Feb. 2024, predatory contractual slamming practices thereafter, and significant ETF's. DEVCOM has even assisted two elderly customers in filing official complaints with the FL Dept. of Ag & Consumer Services. Our Precision Acquisition model has also proven to be our client's first and greatest line of defense against follow on competitor Marketing, sale rep deployment, and call center retention efforts. Following is a snapshot of DEVCOM's Precision Acquisition penetration across 12 days:

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COMMUNITY INTELLIGENCE

DEVCOM's Joint Operations and Precision Acquisition model delivers deep and valuable ground-truth market intelligence. Providing our Client's with real-time insights that continuously inform cross-channel leadership strategies with authentic and actionable feedback. Capturing, understanding, and responding to the pain points, characteristics, and nuances of the communities we serve is a critical component to achieving top-line penetration and durable customer loyalty. Especially while rolling out and branding new FTTH markets.

QUOTA MANAGEMENT & COMPLETION

DEVCOM's Joint Operation, Precision Acquisition, and Intelligence gathering model has proven critical to effectively scaling our Client's installation demand, sales and installation assets, quota management, and maintaining top-line completion percentages. Staged deployment is core to our customers and communities experiencing award-winning outcomes, as we have found the greatest threat to all our cross-channel work invested to bring a new customer from OLT construction to direct sale, to install and beyond is for our customers to experience overwhelmed, understaffed, and/or under responsive Installation and Maintenance teams. Collaborative management of this new build staging strategy with our clients has proven crucial to overdriving durable results. To

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quote the US Special Operations community, "*Slow is smooth and smooth is fast.*" Establishing an initial and steady growth rate yields smooth and fluid operations that allows us to responsibly iterate and scale through the accelerating growth stages required to achieve rapid and consistent market dominance.

CUSTOMER EDU & SUPPORT

DEVCOM's integrative Customer Support & Edu. is principally focused on serving our elderly population. Working in tandem with local Ops and installation partners, our Customer Edu. model has proven a critical bridge to the technological gap and perceived fear of change preventing our best paying and longest retained customer demographic from installing service with us. Penetrating market share we could not acquire otherwise. Additionally, the residual on-demand Customer Support DEVCOM provides for all the customers we produce for our Clients offloads call center demand, increases installation completion, and prevents follow on trouble calls/tech rolls. A double bottom line, customer loyalty, client branding, and word of mouth this model creates for us cannot be overstated