

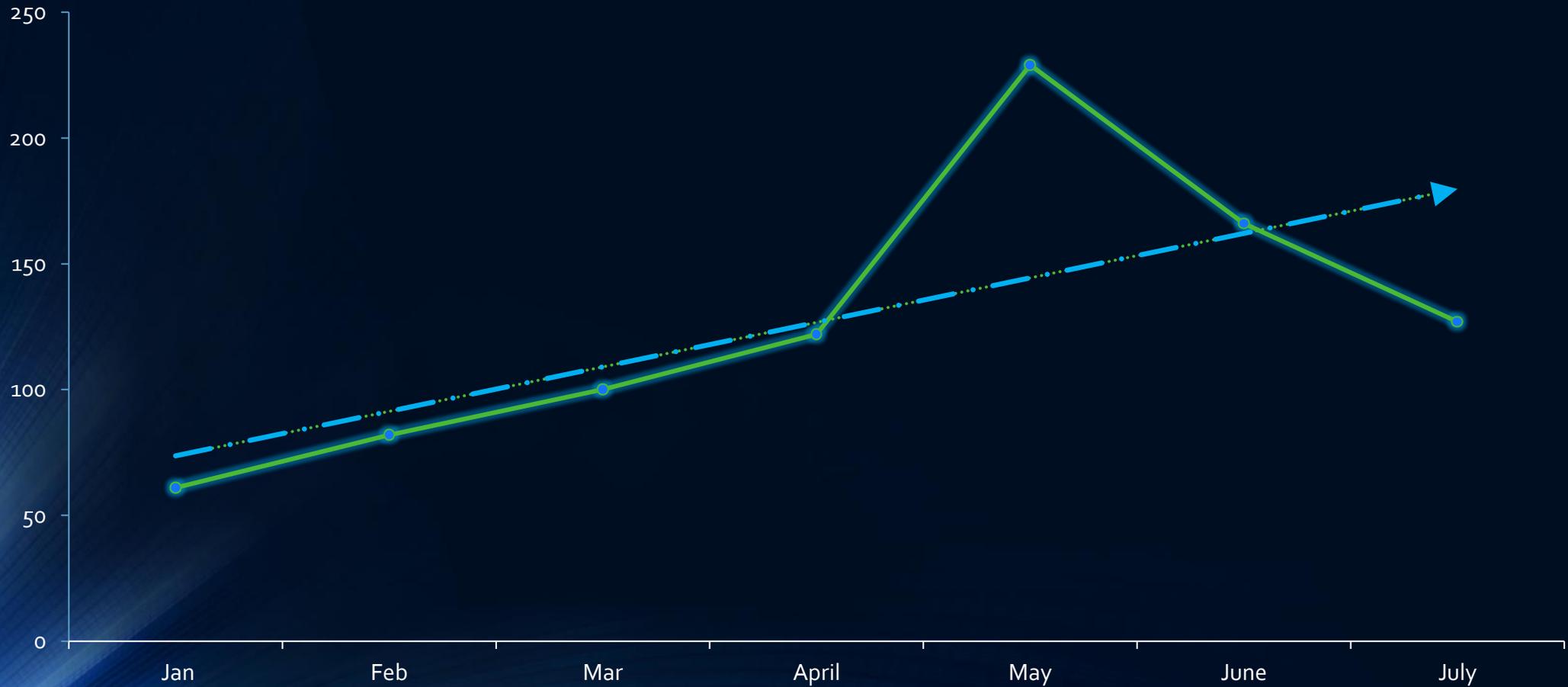
DEVCOM DIRECT

2025 YTD AGENCY QUICKLOOK FOR WOW!

AGENCY OPERATIONS

FUNCTION	DEDICATED AGENTS
Direct Sales Force	15
Force Development	7
Recruiting Pipeline	+7
Sales Ops	4
Tech Ops Support	4
Customer Support	5
Client Relations	2

926 YTD FIBER INSTALLS

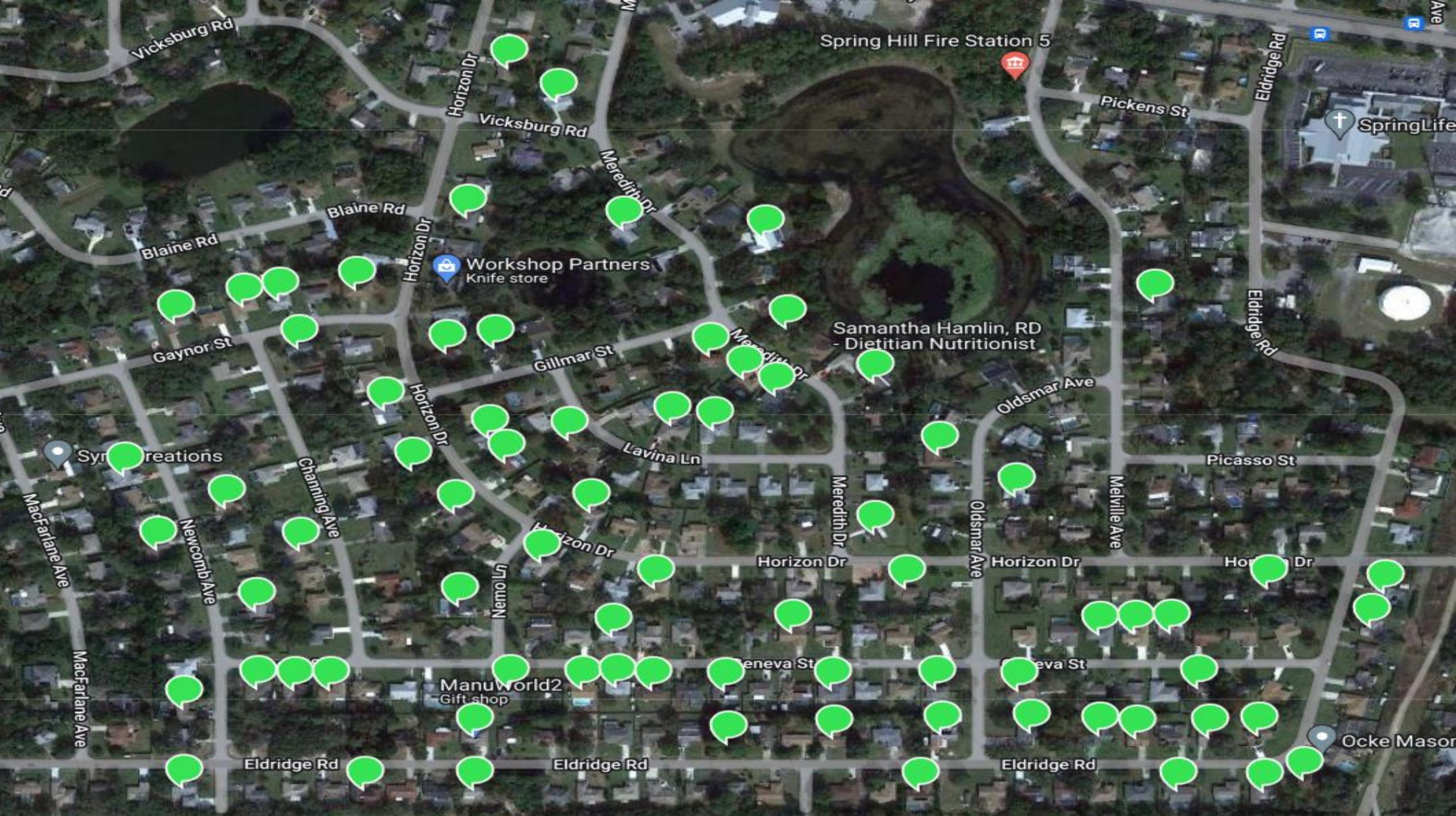


YTD WOW! REV. GENERATION

\$7M

PENETRATION %

DEVCOM Direct Force is a precision engine built to educate, empower, and serve every customer we engage. Leveraging our trademark Precision Acquisition model, DEVCOM consistently delivers unmatched market penetration and Community Branding dominance for WOW!, setting the standard for performance in the fiber industry.



Vicksburg Rd

Spring Hill Fire Station 5

Horizon Dr

Vicksburg Rd

Pickens St

Eldridge Rd

SpringLife

Blaine Rd

Blaine Rd

Horizon Dr

Workshop Partners
Knife store

Samantha Hamlin, RD
- Dietitian Nutritionist

Gaynor St

Gillmar St

Meredith Dr

Oldsmar Ave

Eldridge Rd

Syr...reations

Channing Ave

Lavina Ln

Picasso St

MacFarlane Ave

Newcomb Ave

Horizon Dr

Horizon Dr

Meredith Dr

Oldsmar Ave

Melville Ave

Horizon Dr

Horizon Dr

Horizon Dr

MacFarlane Ave

Nemo Ln

Geneva St

Geneva St

ManuWorld2
Gift shop

Ocke Mason

Eldridge Rd

Eldridge Rd

Eldridge Rd

TOP-6 CONVERSION %

CONVERSION RATE	AGENT
73.33%	Faris
67.33%	Bastian
67%	Pomare
60%	Lopez
56%	Zwicker
55%	Digabriele / Moreira

TOP-6 COMPLETION %

COMPLETION RATE	AGENT
97.4%	Bastian
94.4%	Pomare
87%	Lopez
86%	Digabriele
85.53%	Zwicker
84.38%	Moreira

FAIL-SAVE %

A “fail-save” is when WOW! fails to install or keep a customer DEVCOM has delivered, and DEVCOM saves the connect for WOW!. DEVCOM leads WOW! with an average fail-save rate of 83%.

FORCE AGILITY

DEVCOM can mobilize on any target with a minimum 3-day notice. Total existing Direct Force can effectively penetrate an average of 1,500 new fiber addresses per week or 5-6 thousand per month working a 3+ pass system.

CURRENT FIBER MARKET OVERVIEW

NEW BUILD	ACTIVE DIRECT FORCE
Hernando	6 Agents (<i>turf locked</i>)
CFL	5 Special Mission Agents
GVL	BLOCKED
MI	BLOCKED
TOTAL	11 ACTIVE / 4 INACTIVE

Thank you for your time.

JUSTIN BASTIAN

FOUNDER & CEO

DEVCOM DIRECT

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