

Fiber + Mobile: Driving Revenue and Retention in Rural America

Freddy Lara, Sales Director for America
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Who are we?

JSC Ingenium is a global vendor of
Core Network (MVNE+IMS) + Business Support Systems (BSS/OSS)



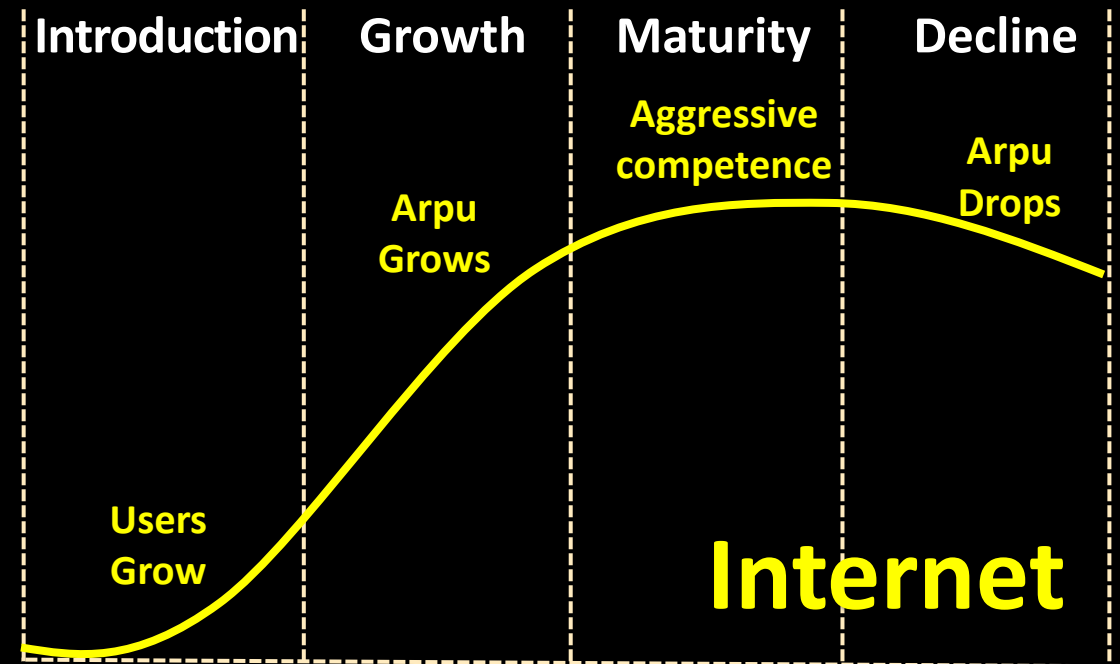
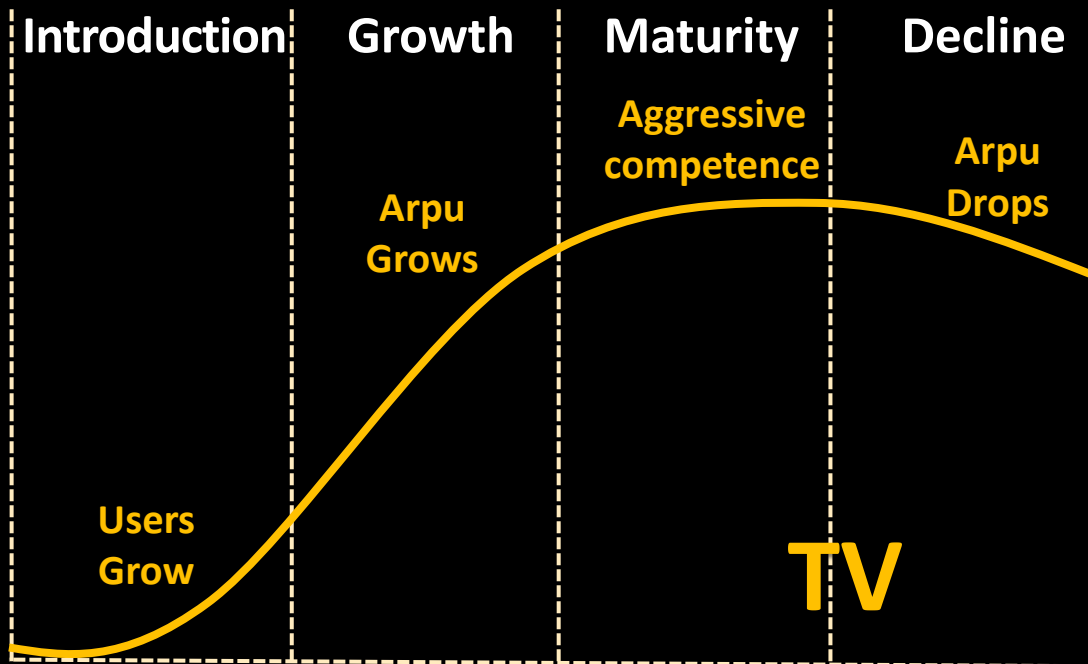
Freddy Lara
Sales director
for America



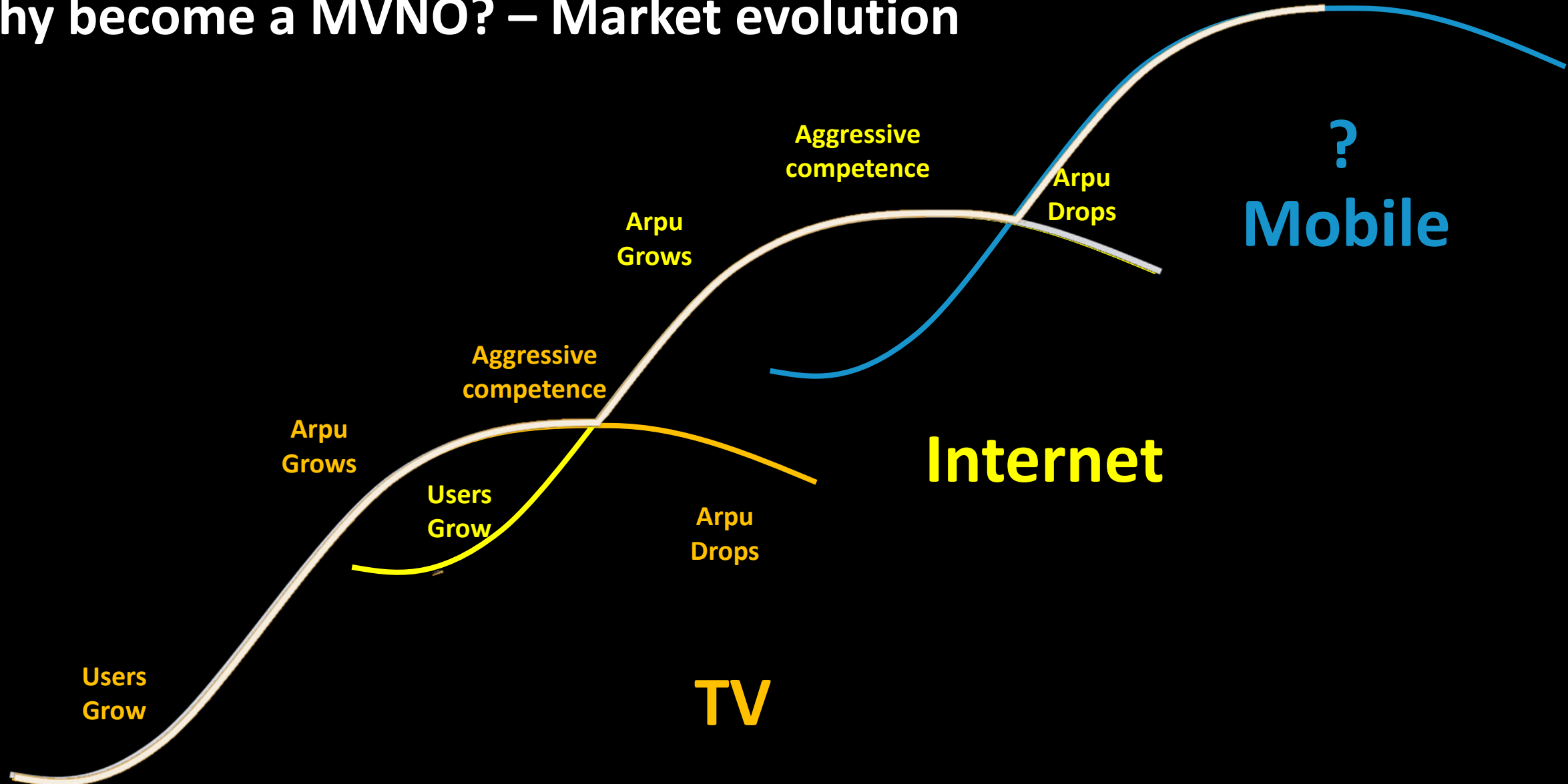
Alejandro Suaza
Presales
Engineer



Why become a MVNO? – Market evolution

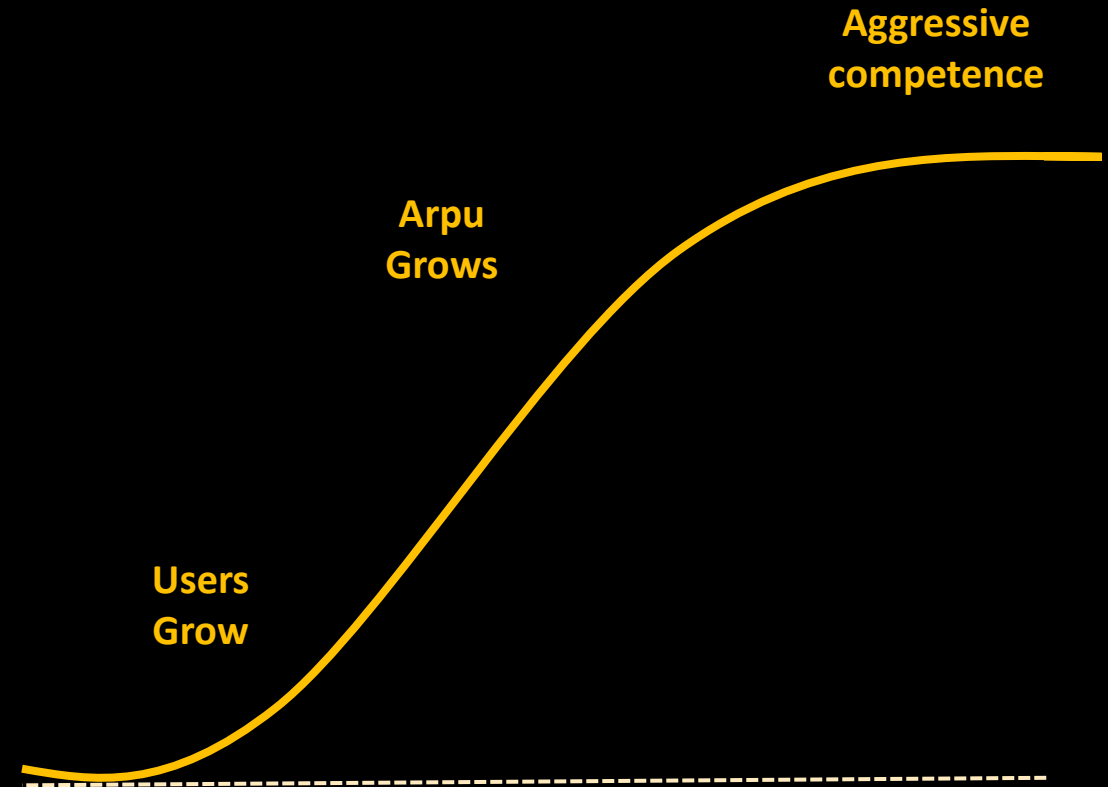


Why become a MVNO? – Market evolution



MVNO market momentum

- Projected to reach **\$167.7 billion** by 2034
- With a **CAGR of 7.5%**



Why Mobile Now? – A Shifting Landscape in Rural Broadband



91% OF U.S. ADULTS
NOW OWN A
SMARTPHONE



OVER 15 MILLION AMERICANS
STILL LACK ACCESS TO
RELIABLE MOBILE COVERAGE



RURAL BROADBAND USERS
EXPECT SEAMLESS
CONNECTIVITY EVERYWHERE

Subscriber Expectations Have Changed



2 IN 3 RURAL BROADBAND
USERS PREFER BUNDLED
SERVICES

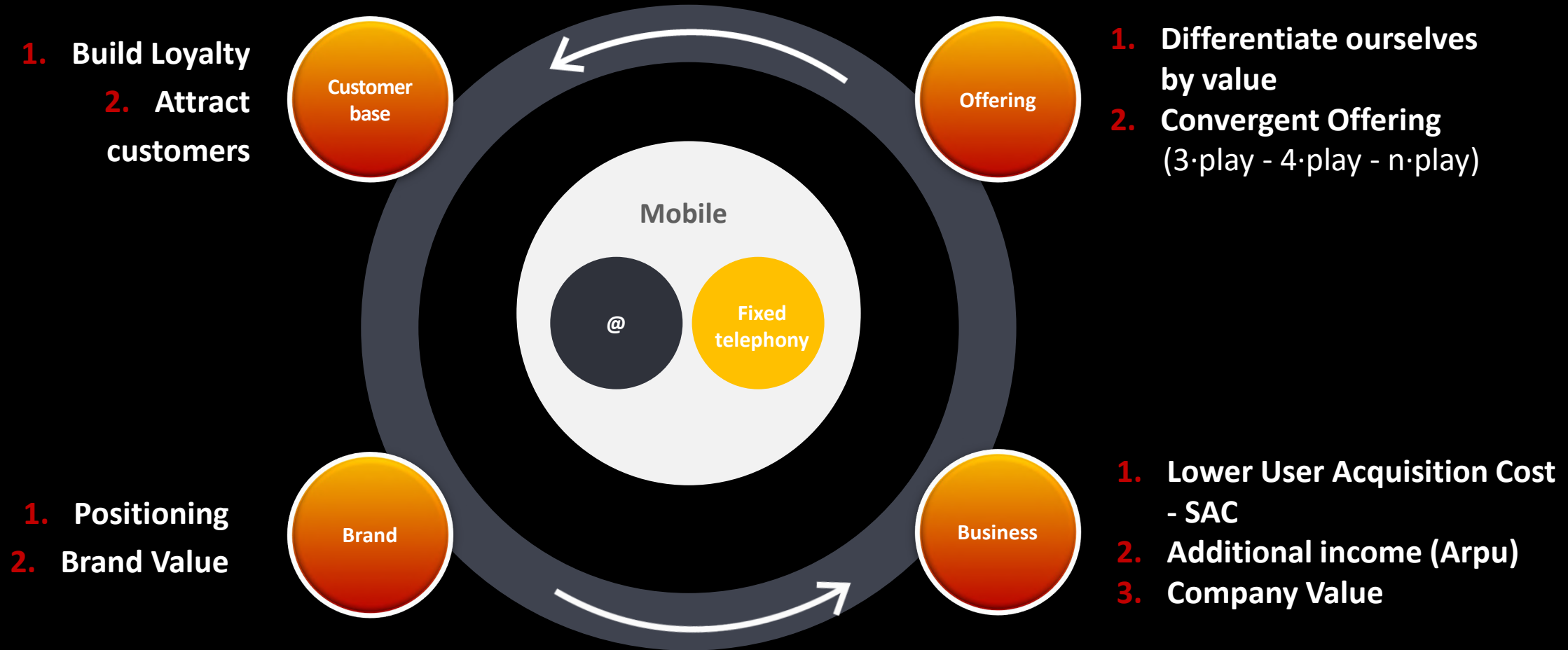


CHURN RATES ARE 2–3×
LOWER AMONG CUSTOMERS
WITH BUNDLED OFFERINGS



CUSTOMERS VALUE
SIMPLICITY:
ONE ACCOUNT, ONE POINT OF
CONTACT & INTEGRATED SUPPORT

Why become a MVNO? – Key benefits



New Revenue, Stronger Retention

- **ARPU lift of \$20–\$40/month** adding mobile
- Up to **25% longer customer tenure**
- Enhanced Customer Lifetime Value (CLV) through **recurring revenue streams**
- **Revenue diversification** reduces reliance on single-service income

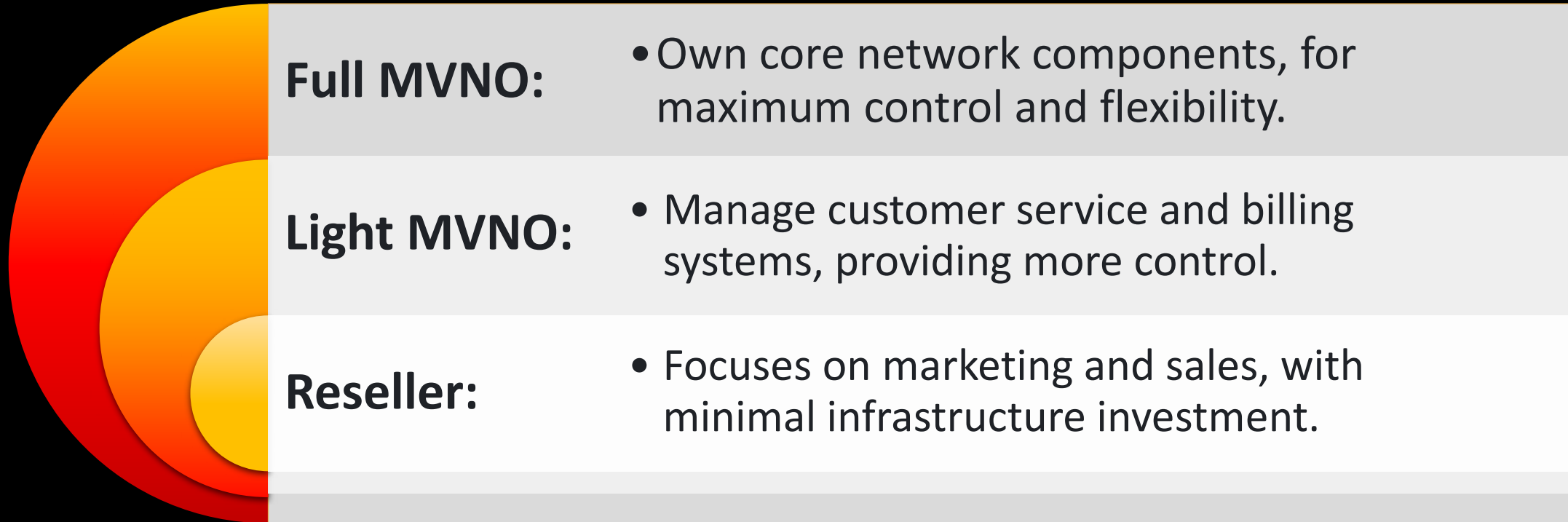


From Connectivity to Community Impact

Mobile closes rural gaps in:



What You Need to Become an MVNO – Models



Example - How One Rural Provider Could Add Mobile

Co-Op serving 10,000 broadband customers takes next step with Light MVNO model

Added 1,500 mobile lines in Year 1

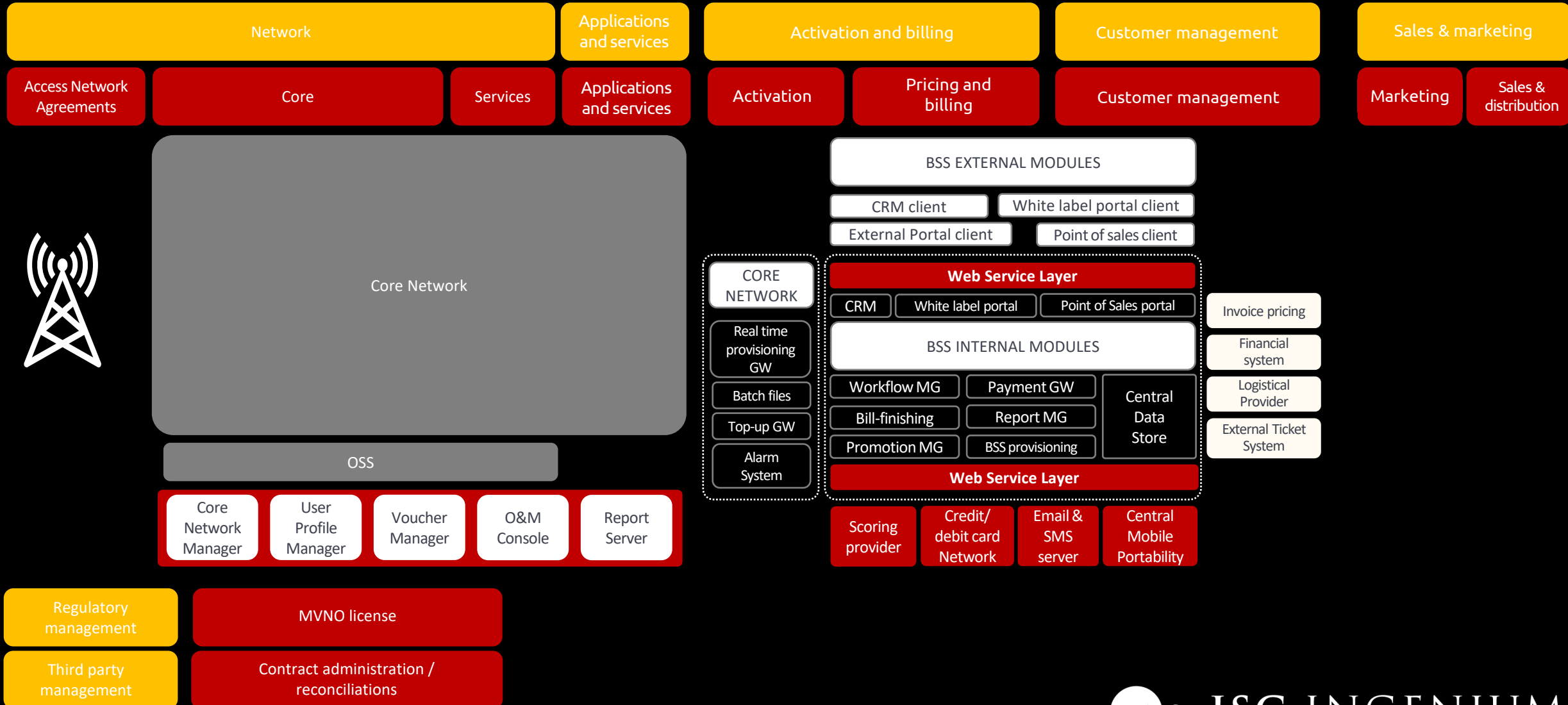


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graph TD; A[Added 1,500 mobile lines in Year 1] --> B[18% revenue increase from existing base]; B --> C[Retained 92% of bundled customers];
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18% revenue increase from existing base

Retained 92% of bundled customers

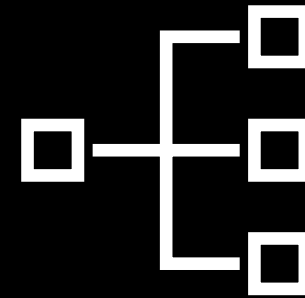
What You Need to Become an MVNO – Technical Infrastructure



What does JSC Ingenium offer you? – Who we are



JSC Ingenium is a global supplier of Core Network & Business Support Systems.



From point to full stack solutions to help operators face the market challenges.

What does JSC Ingenium offer you? – Experience: Spanish example

- 15 %

Reduction in the
number of
unsubscribes

↑ 20%

From 2.5 to 3
services per
household

+ 40%

4 out of 10
customers signed
up for a mobile line

In 2 years

What is JSC Ingenium's suggestion for you?

– Cooperatives association MVNE -

Rapid Launch Without Infrastructure

MVNE enables cooperatives to provide mobile services. It significantly reduces the time and cost required to enter the market.

Full network and systems support

The MVNE provides the basic mobile and essential management systems (BSS/OSS), so cooperatives to concentrate on marketing and local service.

Flexible models tailored to each co-op.

Cooperatives can choose the level of control they want, from a Full MVNO to a simpler reseller model, depending on their capabilities and resources.

Reduce risks and operating costs

By outsourcing infrastructure and technical operations to experts, cooperatives minimize operational risks and the costs of personnel and technology.

Cooperatives association MVNE – A real world example

CATEL provides the technical and operational infrastructure necessary for other cooperatives to launch mobile services under their own brand.

- Cooperatives can enter the mobile market at a fraction of the cost.
- Rural cooperatives can: Boost ARPU and reduce churn thanks to improved customer experience.
- Compete effectively with national operators by offering a full digital experience — all while staying focused on their local mission

JSC Ingenium vision

- Turnkey solution for communities
- Managed services
- Automation
- Resilience
- Self-healing
- Opex model
- **No one left behind!**



Thank you!



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