

Strategic targets overview

Data as of: 11/1/17

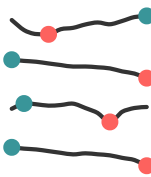
Reporting period: FY18



Actual	QTD	YTD
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Key metrics

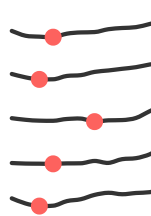
Last 12 months



Values	Actual	VTT	YoY%
Revenue	\$8,770,807	\$691,745	5%
Units	1,194,362,760	-24,817,276	-5%
Usage	993,872,639	91,635,628	0%
Subscribers	419,558	n/a	-7%

Revenue by region

\$VTT 12 Months

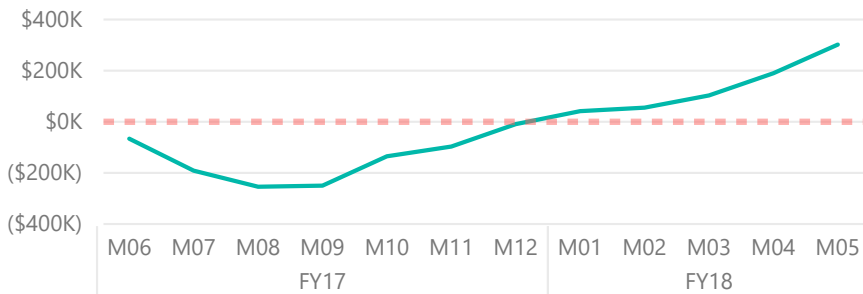


Region	Revenue	\$VTT	YoY%
CENTRAL	\$928,941	\$47,083	46%
EAST	\$3,168,786	\$337,650	23%
NORTH	\$1,514,295	\$25,077	237%
SOUTH	\$374,218	\$89,044	398%
WEST	\$2,784,567	\$192,890	-40%

Top 10 Devices by Revenue

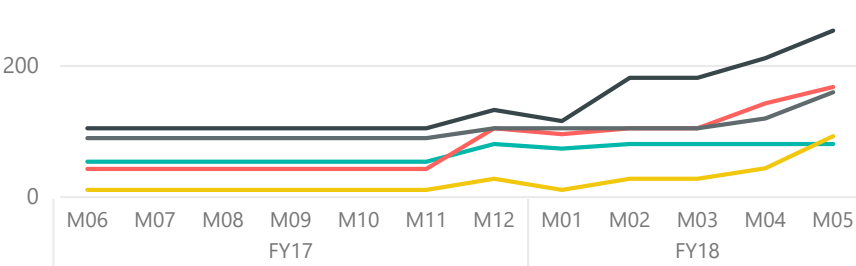
DeviceName	Revenue	% to total	YoY%
Video Stream	\$677,484.46	8%	5%
Mobile1015	\$544,265.04	8%	119%
Mobile1014	\$534,756.84	8%	110%
Mobile1018	\$407,957.35	5%	-1%
Cable Modem 11	\$361,073.70	4%	-5%
Mobile1017	\$338,459.56	4%	4%
Mobile1016	\$335,701.95	4%	-2%
Premium Phone	\$269,727.20	3%	-3%
Cable Modem 10	\$216,552.98	2%	1%
MT 1010	\$209,208.04	2%	-10%

Revenue \$VTT last 12 months

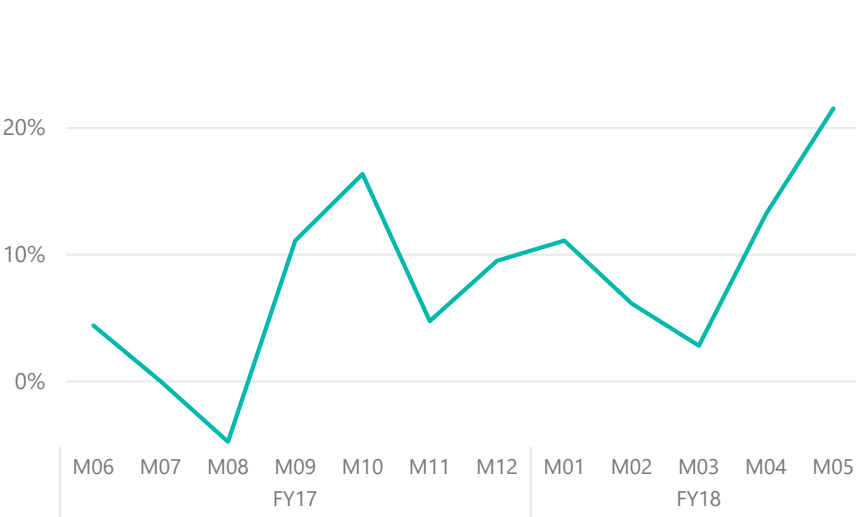


New markets reached last 12 months

Region CENTRAL EAST NORTH SOUTH WEST



Revenue by Unit YoY% last 12 months



Revenue Report

Data as of: 11/1/17

Reporting period:

FY14

FY15

FY16

FY17

FY18

FY19



Product name

Plan type

Plan name

All

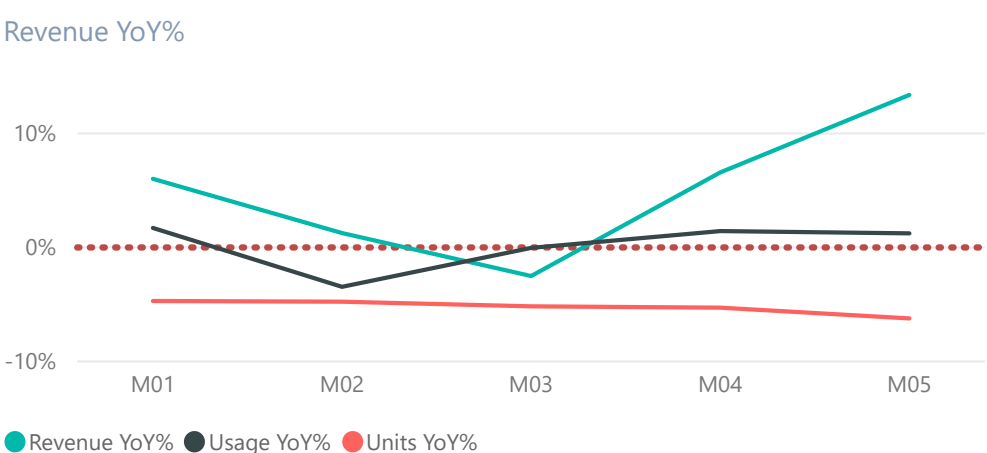
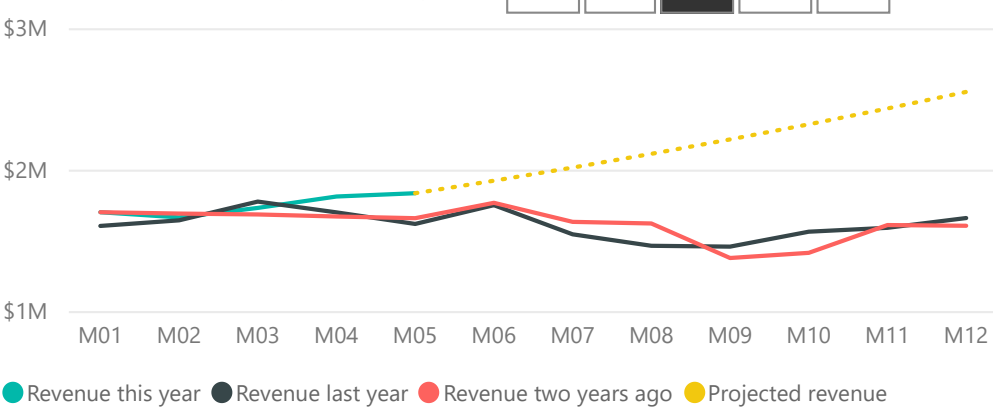
All

All

By region					QTD				YTD			
Region	Actual	Target	\$VTT	YoY%	Actual	Target	\$VTT	YoY%	Actual	Target	\$VTT	YoY%
CENTRAL	\$176,989....	\$154,005	\$22,984....	43%	\$376,493.83	\$339,635	\$36,859....	47%	\$928,941.39	\$339,635	\$47,083.23	46%
EAST	\$621,381....	\$507,861	\$113,51...	24%	\$1,338,123...	\$1,132,024	\$206,09...	30%	\$3,168,785.85	\$1,132,024	\$337,649.93	23%
NORTH	\$437,551....	\$391,541	\$46,011....	400%	\$792,710.91	\$726,567	\$66,144....	342%	\$1,514,294.65	\$726,567	\$25,077.28	237%
SOUTH	\$178,088....	\$136,230	\$41,858....	107%	\$256,821.15	\$191,890	\$64,930....	756%	\$374,218.10	\$191,890	\$89,044.36	398%
WEST	\$426,652....	\$349,042	\$77,610....	-52%	\$893,938.14	\$776,118	\$117,81...	-51%	\$2,784,567.12	\$776,118	\$192,890.11	-40%
Total	\$1,840,6...	\$1,538,679	\$301,9...	13%	\$3,658,08...	\$3,166,234	\$491,8...	10%	\$8,770,807.12	\$3,166,234	\$691,744.90	5%

By plan name					QTD				YTD			
PlanName	Actual	Target	\$VTT	YoY%	Actual	Target	\$VTT	YoY%	Actual	Target	\$VTT	YoY%
1 GB Plan	\$24,206.16	\$23,686	\$520.51	2%	\$47,813.89	\$48,032	(\$217.89)	1%	\$117,667.62	\$48,032	(\$4,087.20)	5%
1 mbps Plan	\$44,877.00	\$43,066	\$1,810.79	4%	\$88,715.72	\$87,806	\$909.77	9%	\$212,842.30	\$87,806	(\$8,838.54)	4%
120 Minutes / Month	\$24,844.95	\$23,770	\$1,075.08	6%	\$49,280.62	\$48,166	\$1,115.10	3%	\$121,141.83	\$48,166	(\$1,943.92)	1%
128 kbps Plan	\$39,762.60	\$38,810	\$952.23	4%	\$79,691.88	\$79,586	\$106.01	1%	\$194,303.27	\$79,586	(\$5,964.89)	1%
180 Minutes / Month	\$25,287.92	\$25,657	(\$369.23)	3%	\$49,888.70	\$51,924	(\$2,035.73)	8%	\$121,219.72	\$51,924	(\$8,298.28)	5%
2 mbps Plan	\$18,885.42	\$17,412	\$1,473.03	11%	\$37,135.13	\$35,166	\$1,969.50	8%	\$88,747.57	\$35,166	\$374.67	7%
Total	\$1,840,6...	\$1,538,679	\$301,98...	13%	\$3,658,0...	\$3,166,234	\$491,85...	10%	\$8,770,80...	\$3,166,234	\$691,744...	5%

Revenue over time projected using last: 3 6 9 12 24 months



Revenue by region

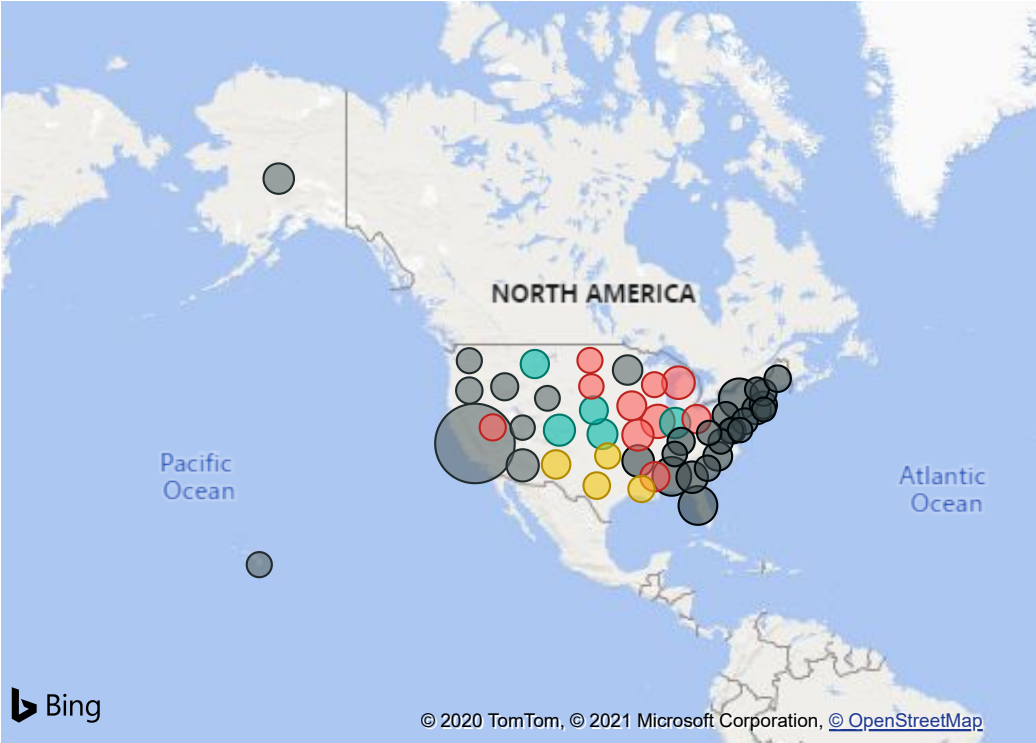
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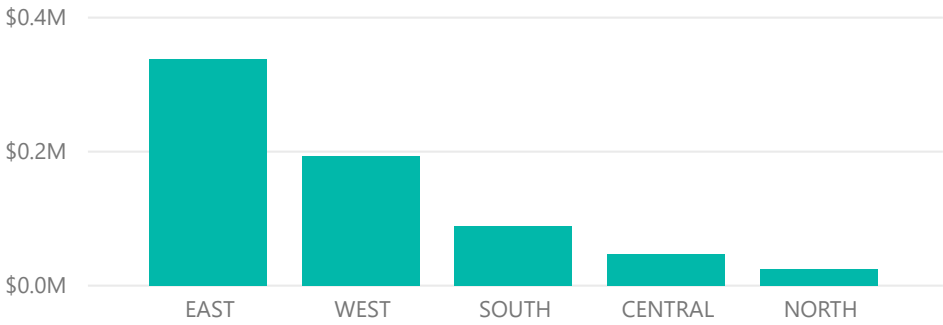
- FY14
- FY15
- FY16
- FY17
- FY18
- FY19



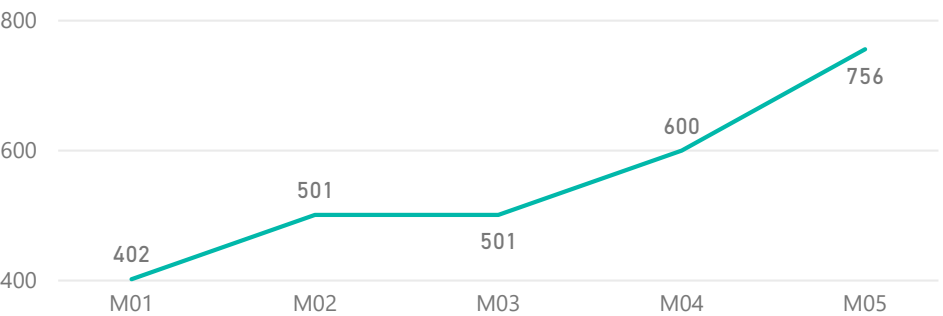
Revenue by state



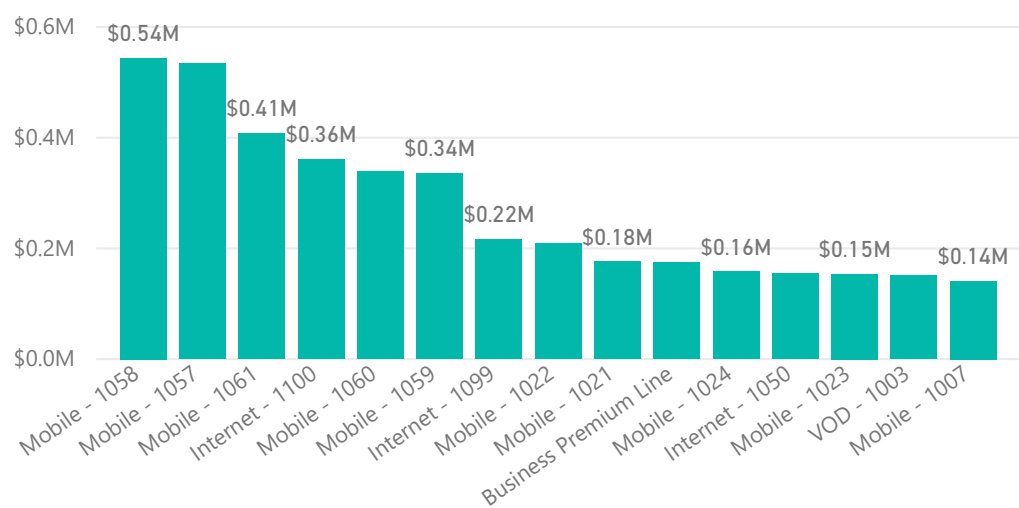
Revenue to target by Region



Count of markets



Top 15 products by sales



Revenue by region and product

