

CONNECTING PEOPLE. LEADING WITH TECHNOLOGY.



Today's agenda

- Introductions
- TDS History/ Overview
- Construction Impacts
- Community Outreach
- Sales/Marketing Approach
- Questions/Next Steps



- Telephone and Data Systems, Inc. parent company
- Publicly-traded company [NYSE: TDS] and family-owned



#301



#190



#262

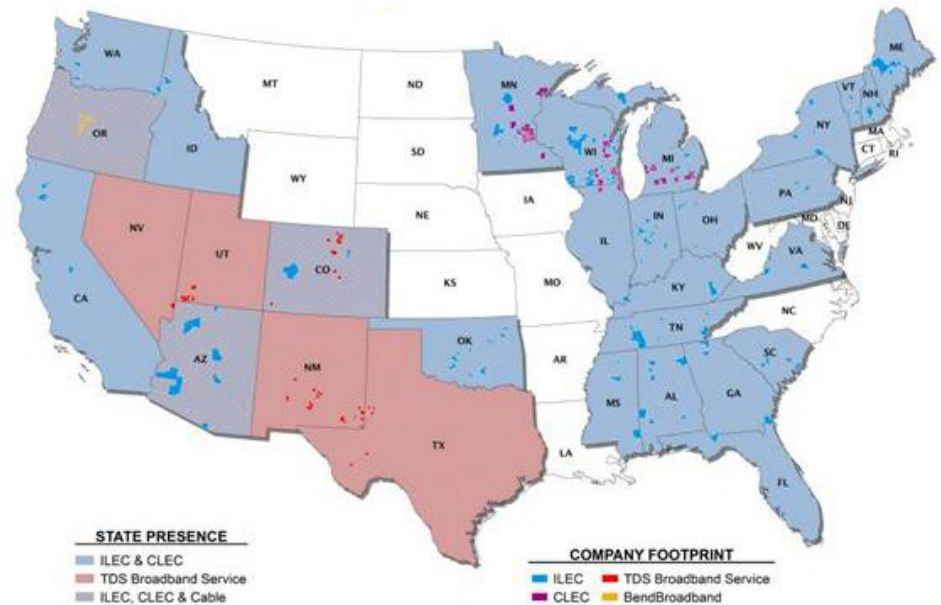


#286



TDS today

- More than 1.2 million connections in 30 states
- 2,600 employees nationwide
- Offering some of the fastest internet speeds in the country
- Bringing faster broadband internet to rural America
- Extending fiber deeper into our network
- Leveraging industry-leading technologies to offer new, faster, more reliable services (e.g., vectoring, copper bonding, DOCSIS 3.0, FTTH, FTTN)



It's all about delighting customers with great service.



FTTH deployments

- TDS has aggressively pursued two fiber strategies:
 - Overbuilding existing areas in our footprint to better serve customers and remain competitive
 - ~187K households with FTTH in communities such as Black Earth, Wisconsin
 - Greenfield builds include deploying next generation fiber versus copper and coax networks
- FTTH results have been exceptional:
 - Overall broadband take rates of 50% in fiber-served areas
 - 84% of fiber customers take a triple play (broadband, video, and voice)
 - Net promoter score of 40+ from fiber customers
 - Named Wisconsin's fastest broadband provider by Speedtest as reported by the Milwaukee Journal Sentinel
 - Named to Fiber-to-the-Home 2018 Top 100 by Broadband Communities Magazine



Early learnings shaping tomorrow's strategies

- To be successful, video must be part of the offering
 - 80% of the population subscribes to TV service (90% in single family homes)
 - Selling broadband a la carte leaves customers open to poaching by cable TV providers through attractive bundle pricing
 - Broadband churn is 2X bundle churn; full product suite drives greater lifetime customer loyalty
- Local scale matters
 - Customers expect 24/7 customer support, weekend access to technicians
- Economics of build are significant
- Cable companies can deliver 1 Gig internet service



EXPERIENCE
POWERFUL CONNECTIONS

1GIG INTERNET • TDS TV® • PHONE

1-877-205-3182
TDSFIBER.COM/REGISTER

1Gig
THE NATION'S
FASTEST
Residential Internet



Strong community partnership: Sun Prairie, Wisconsin

TDS

TDS FIBER

TDS® Fiber is Launching in Your Area!

TDS is bringing the future of Internet, TV and phone service to your area. Learn more about the fiber services coming to your neighborhood or business.

Residential Services >

Business Services >

There's a fiber build going on in Sun Prairie. Find out where we're building.

[View Sun Prairie Fiber Map >](#)

- First partnership outside our footprint
- Demonstrated need for better broadband
- Committed to building out fiber throughout the city – in 16 months!
 - 3,700+ customers upgraded
 - Residents and businesses now have access to 1 Gig internet service, state-of-the-art TV, and digital voice service



The entire community benefits

- Fiber-optic technology is tomorrow's technology, available today—it's the preferred network
- Enjoy speeds up to 1 Gig
- Expands bandwidth capability; fiber cables carry loads of information, thousands of times more than conventional technology
- Extremely reliable; while made of glass, fiber is virtually immune to interference and doesn't falter under harsh weather conditions
- Security— it's nearly impossible for hackers to tap into the lines or sneak into a network
- Home values increase, by as much as 3.1% (~\$6,000 for a typical home)*
- Future-proof! Fiber easily carries today's services (internet, TV, phone) with room to spare for what's to come

GBPS GIGABIT PER SECOND—CAN TRANSMIT A
TYPICAL 6-HOUR MOVIE IN 14 SECONDS

*bbcmag.com, What Fiber Broadband Can Do For Your Community; Fall 2015



Why Billings?

- During evaluation of communities, Little Chute was identified:
 - Demographics match areas TDS has been successful
 - Residents are ready to adopt fiber and the advanced technologies it delivers
 - Your community is underserved by existing providers
 - Products and services currently available do not meet the needs of residents or businesses
- Partnership with TDS would deliver Little Chute with new products including:
 - 1 Gig broadband service
 - Fully-featured IP-based TV video service with whole home DVR, wireless set-top boxes, and VoD
 - *managedIP*, a hosted voice solution for business customers
 - Advanced services (cloud back-up services, network security, and Wi-Fi)
- 24/7 technical support
 - Local technicians
 - National help desk, with more than 300 technical support reps



Network Construction

- Aerial Cable Placement (Bucket Truck)
- Buried Cable Placement (Directional Bore)



Tactics – Notification

Approximately

- 30 days prior to start: Letter
- 12 days prior to start : Postcard
- 5 days prior to start : Doorhanger
- 3 days prior to start : Yard Signs
- During construction: Sandwich board



Notification - Letter



GIVE FIBER A GOOD HOME. YOURS!

Great news!

TDS® is bringing a state-of-the-art fiber-optic network to your neighborhood. We'll be providing the area's fastest Internet, TV, and phone service. Below you'll find information about what to expect as we construct our 100% fiber network in your neighborhood.

Following this letter, you'll receive:

- A postcard and door hanger reminding you construction begins soon

And you'll notice:

- Existing utilities being marked with colored flags that correspond to each utility to prevent any damage
- Large TDS construction signs at your neighborhood's entrance and smaller signs near your mailbox

TDS is committed to making the construction phase as easy as possible for you. We understand you may have questions about fiber construction. Here are some answers to questions we hear most frequently:

Do TDS and construction crews have permission to be on my property?

TDS has rights to access the designated utility easements typically located within a strip of property running along the street, the sidewalk, the rear lot line, or between two lots. If the easement is within a fenced-in yard, crews will need your help accessing this area.

Will TDS restore the of areas of construction?

Once construction is complete and weather permits, TDS will restore lawns in areas where digging occurred. Our crews make every effort to minimize impact to properties.

When can I remove the utility flags and/or paint in my yard?

Markers and paint need to remain in place until construction of the network is complete.

If you have additional questions, please visit TDSFiber.com/construction or call **1-855-259-8576**.

We look forward to becoming a part of your community and serving you with the best Internet, TV, and phone services.

Sincerely,

The TDS Team

REGISTER TODAY!

And be one of the first in line for installation when fiber service launches.

Register at
TDSFiber.com/future

SPECIAL OFFER:
1GIG INTERNET

1GBPS DOWNLOAD/1GBPS UPLOAD SPEEDS

ONLY \$60/mo.



TDS FIBER

WHO'S TDS®?
TDS is a leading provider of fiber Internet, TV, and phone services, delivering amazing, cutting-edge technology to tech-savvy communities nationwide. We've been delighting households and businesses for 50 years with innovative technology and services.

HOW ARE WE DIFFERENT?
We've invested heavily to install a future-forward infrastructure in the communities we serve, capable of accommodating the technologies of today and tomorrow. With more than 1.2 million connections across the country, we've earned a rock-solid reputation in the industry.



Notification – Postcard

IMPORTANT CONSTRUCTION NOTICE

TDS FIBER

YOUR NEIGHBORHOOD IS
ALMOST READY FOR THE FUTURE!
TDS FIBER MEANS:

- Lightning-fast Internet speeds up to 1Gig
- Robust TV programming packages
- Crystal-clear, reliable phone service

Thanks in advance for your patience
during the construction process.

Register for Service Today at
TDSFIBER.COM/now

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IMPORTANT CONSTRUCTION NOTICE

Work on a fiber-optic network is about to begin in your area.

Before we get started, there are few things
you must know.

1. A contractor will be in your area marking
underground utilities with flags or spray paint.
2. Property owner is responsible for:
 - ✓ clearly marking any privately owned
facility (e.g. watering system, invisible
fence, security system, or private power)
with flags or spray paint
 - ✓ calling the construction hotline at
1-855-259-8576

DURING CONSTRUCTION, we'll use drilling and/or
plowing techniques designed to limit disruptions.
We'll also use existing utility easements and public
rights-of-way as much as possible. However, there
will be areas where digging is required.

We'll finish up as quickly as possible and restore any
areas disrupted by construction. If winter weather
interrupts construction, we will return in the spring to
complete cleanup.



Questions? PLEASE CALL

1-855-259-8576

Notification – Doorhanger



IMPORTANT!



**FIBER-OPTIC NETWORK
CONSTRUCTION
IS ABOUT TO BEGIN.**

Construction to bring TDS® Fiber Internet service to your neighborhood will begin soon.


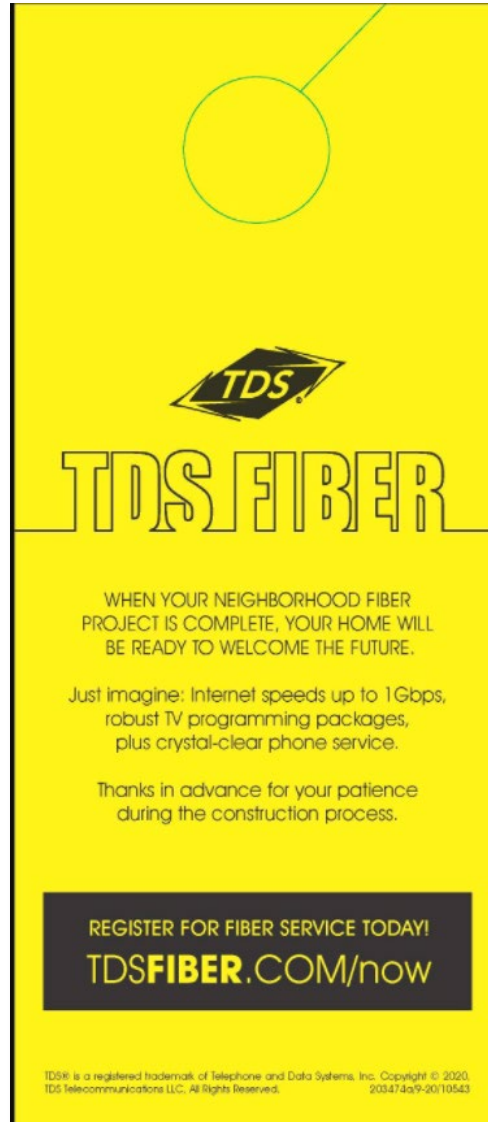
A contractor will be in your area marking existing underground utilities with flags or spray paint. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.

If you need further assistance or additional information is needed, please call our construction hotline at 1-855-259-8576 or visit TDSFiber.com/construction. TDS appreciates your assistance and patience during our network expansion to your neighborhood.

DURING CONSTRUCTION, we'll use drilling and/or plowing techniques that are designed to limit disruptions. We'll also use existing utility easements and public rights-of-way as much as possible. However, there will be areas where digging is required. Construction will be completed as quickly as possible.

We'll promptly clean up and restore any areas disrupted by construction. If construction is interrupted due to winter weather, we will return in the spring and complete cleanup efforts.

Questions? Please call
1-855-259-8576



TDS FIBER

WHEN YOUR NEIGHBORHOOD FIBER PROJECT IS COMPLETE, YOUR HOME WILL BE READY TO WELCOME THE FUTURE.

Just imagine: Internet speeds up to 1Gbps, robust TV programming packages, plus crystal-clear phone service.

Thanks in advance for your patience during the construction process.

REGISTER FOR FIBER SERVICE TODAY!
TDSFIBER.COM/now

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Notification – Yard Signs



TDS

1GIG INTERNET | TV | PHONE

**ALL-FIBER OPTIC NETWORK
CONSTRUCTION**

Crews are bringing TDS® Fiber Internet service to your neighborhood.
Construction will be completed as quickly as possible,
and we'll promptly clean up and restore any disrupted areas.

QUESTIONS?
Visit: TDSFiber.com/construction
Call: 1-855-259-8576



Notification – Sandwich Boards

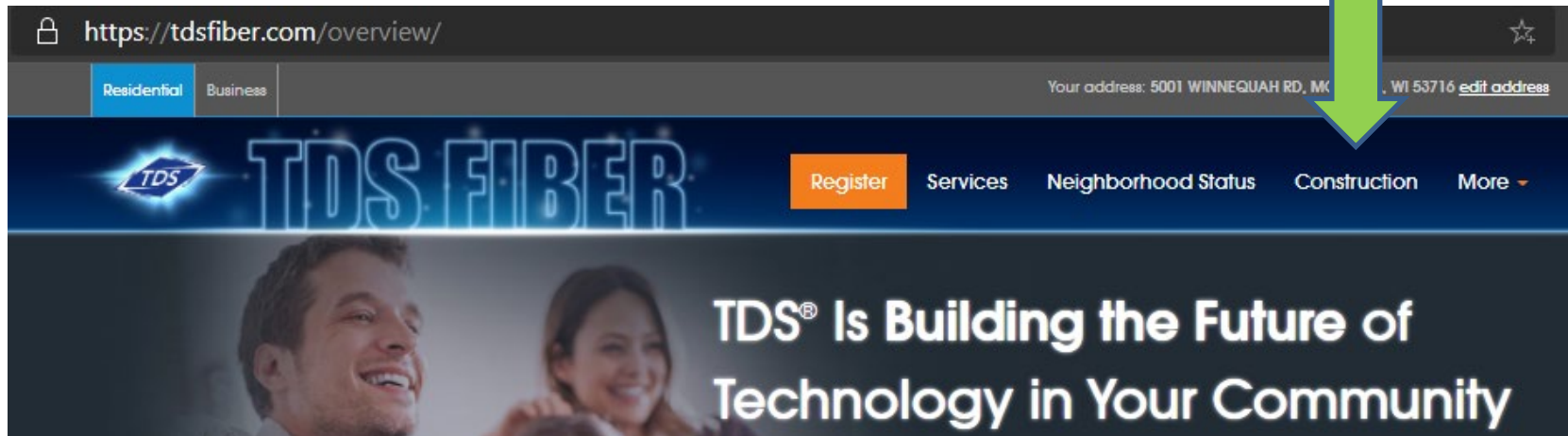
TDS FIBER
**NETWORK BUILD
IN PROGRESS**

QUESTIONS?
Call **1-855-259-8576**
or visit
TDSFIBER.COM/CONSTRUCTION


1GIG INTERNET | TV | PHONE



Information – [TDSFiber.com](https://tdsfiber.com)

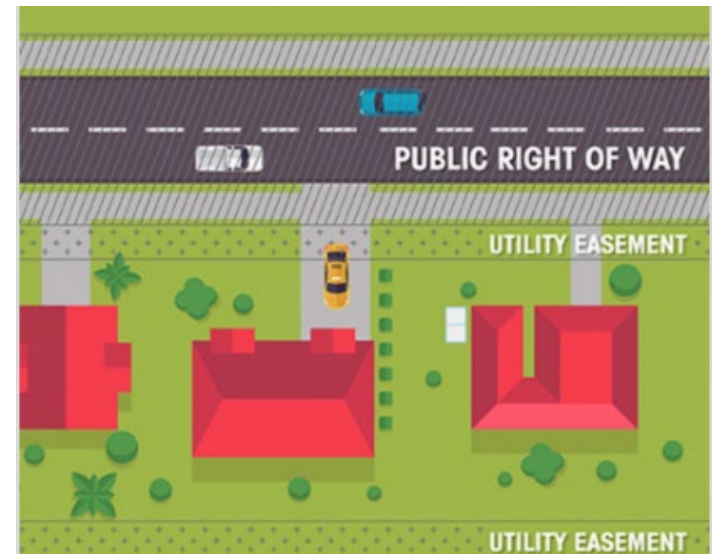


Safety Is Essential

TDS uses an independent contractor specializing in locating any existing underground facilities. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.

When Construction Begins

We'll use cable placement techniques, such as directional drilling, to limit disruptions in the road right of way or utility easements the best we can. However, there will be areas where digging is required, and additional excavation is necessary.



Customer Service Triage Team

- Toll free number directs caller to TDS customer contact center.
 - Callers who select a subcategory “construction related inquiry” are directed to a special Triage Team.
- Triage team is specially trained to respond to resident construction inquiries.
 - Can create and assign tickets for resolution.
 - Contractors working with TDS are required to assign 1-2 employees to receive issue tickets.
 - Ticketing system between TDS and contractors ensures tracking and resolution.
- Team will be in place 11/18.





TDSFiber.com



TDS Fiber
 Written by The Digital Ring [?] · September 13 at 9:01 AM · 🌐

TDS is bringing lightning-fast Internet speeds and amazingly advanced TV and phone services to your area. Register today!



DON'T GET STUCK WITH PREHISTORIC SLOW INTERNET



— YOU COULD GET —


1 GIG INTERNET
FREE FOR 1 YEAR*

REGISTER FOR YOUR CHANCE TO WIN AT:

TDSFIBER.COM

*See other side for details

WE'RE PROUD TO BRING FIBER TO
NORTHERN IDAHO



"I'd like to extend a warm hello from TDS! Northern Idaho is a beautiful part of the country, growing rapidly with tech-savvy residents. That's why we are proud to serve your area with our new, fiber-rich products and services. Please take a look at everything TDS has to offer. I believe you'll like us as much as we like Northern Idaho!"

— Jim Butman, TDS President and CEO

TDS FIBER 

HOME AND BUSINESS INTERNET

TDSFIBER.COM

Come Home to TDS Fiber

Register now—no obligation.

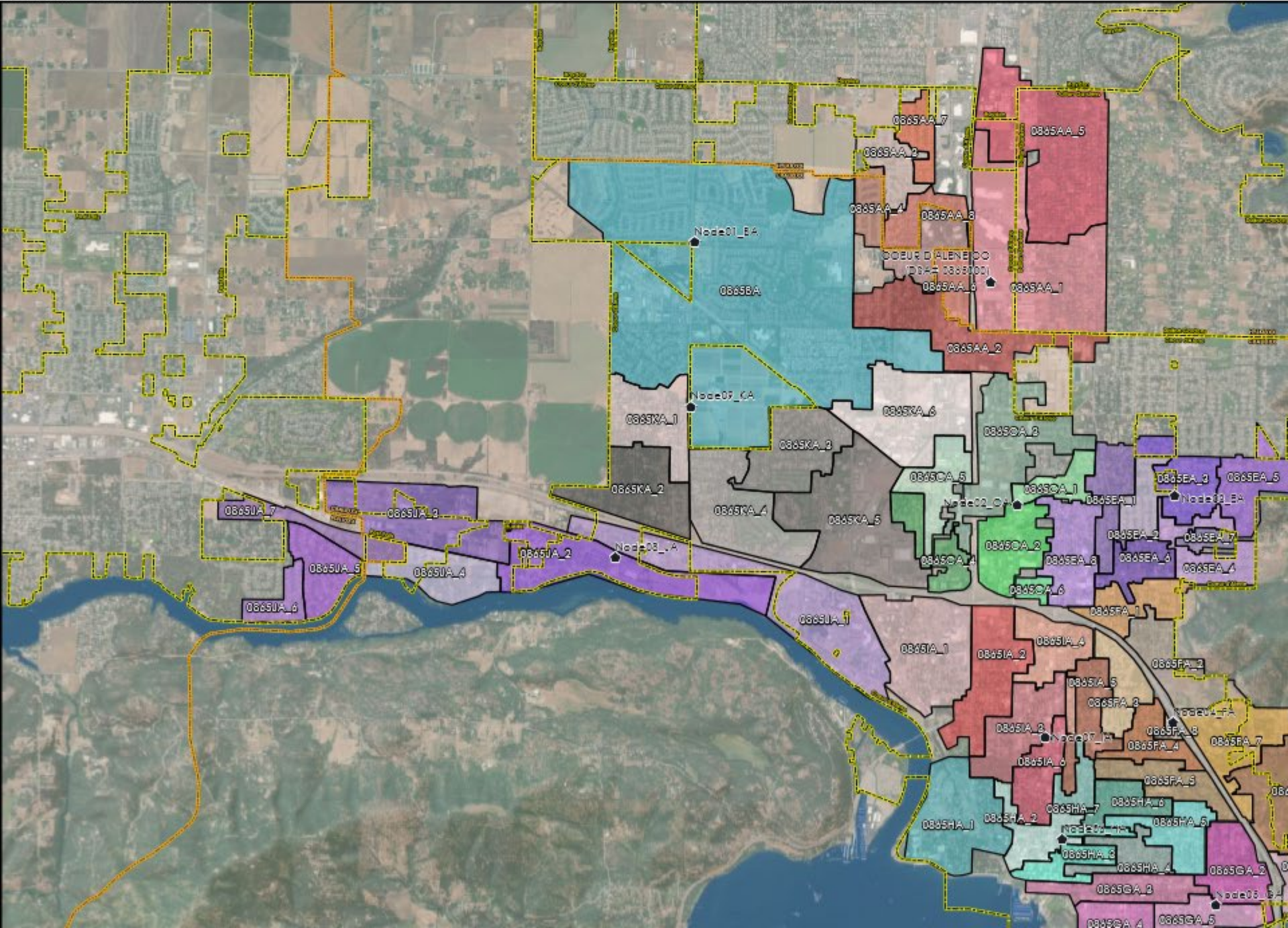
[Learn More](#)



Residential Products & Services

- Internet
 - Speeds from 300Mbps to 1Gig
 - Symmetrical upload and download speeds available for 300Mbps internet product
- TDS TV
 - Award-winning interface
 - Whole-home DVR
 - Wireless set-top boxes
 - More than 190 channels, 100+ in HD
 - Premium channels
 - Video on Demand
 - TDS TV Everywhere
- Phone service
 - Popular calling features included
 - Voicemail options





QUESTIONS? NEXT STEPS

