

EE



COST OPTIMISED  
TAILORED NETWORK  
EXPERIENCE

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Let us tell you who we are...

**The most advanced digital communications company in the UK, with superfast 4G and fibre broadband.**

EE is a new network for your digital life that redefines connectivity for consumers and businesses.

At EE we have over 26 million customers, 15,000 employees and over 600 retail stores, all focused on our vision: to provide the best network and the best service so that our customers trust us with their digital lives.

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# A brief history of EE

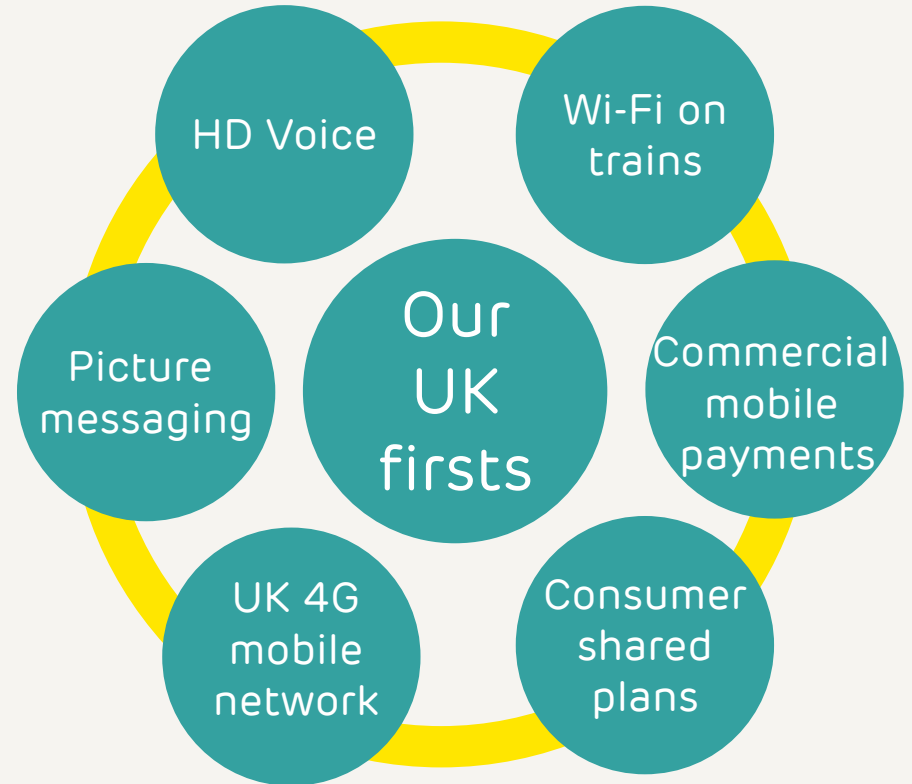
From Bristol and Borehamwood to the whole of Britain

EE was formed in 2010 following the merger of Orange and T-Mobile in the UK.

T-Mobile began as Mercury one2one, founded in Borehamwood in the early 90s. It rebranded as one2one before purchase by Deutsche Telekom in 1999 and rebranded as T-Mobile.

Orange was founded in Bristol and in 1996 became the youngest ever company to enter the FTSE 100. It was acquired by France Telecom in 2000, and bought Wanadoo to add fixed broadband services alongside the mobile offering.

We have invested more than £15 billion building Britain's biggest and best mobile network.





Consumer  
SME  
Corporate



Consumer  
SME



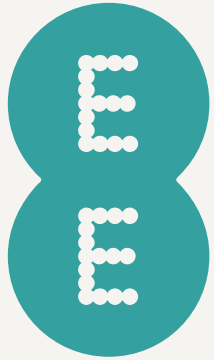
Consumer  
SME



Fibre  
ADSL

# Based in Britain, for Britain

## Investing in local communities



Based in London, with more than 15,000 staff, EE is a major contributor to UK PLC

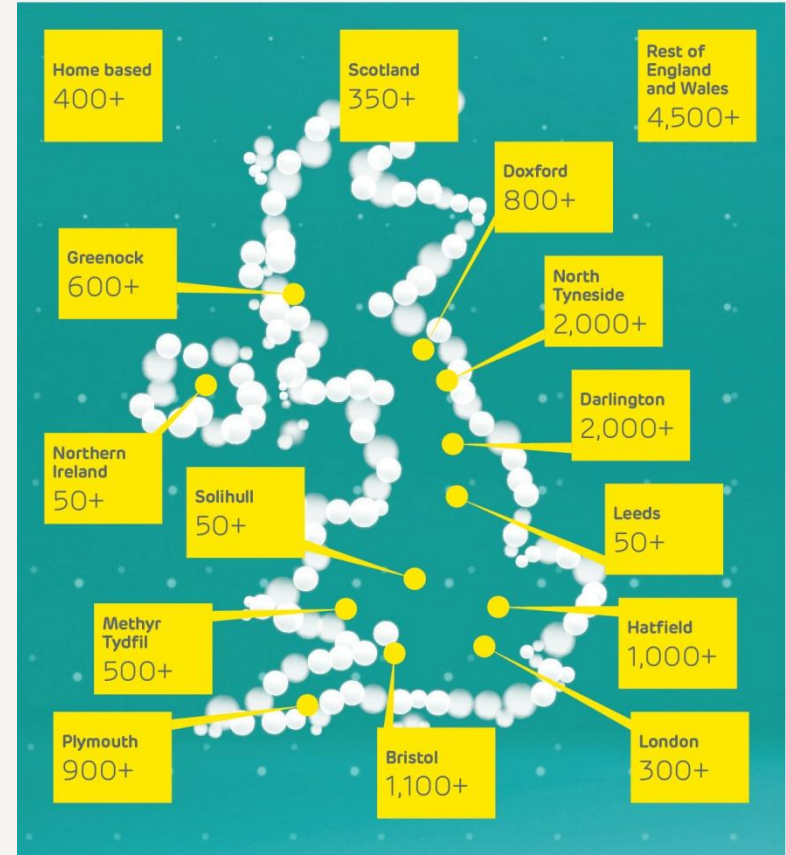
18<sup>th</sup> in the Sunday Time Best Big Companies to Work For

Annual revenues of over £6.5bn

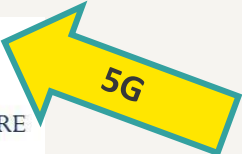
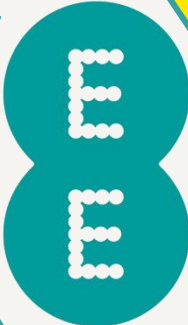
Over 11,000 customer service and retail employees across England, Wales, Scotland and Northern Ireland

Private sector employer across the country

Supporting over 1,200 suppliers



# Engagement with Educational Institutions



# MBNL Joint Venture Structure

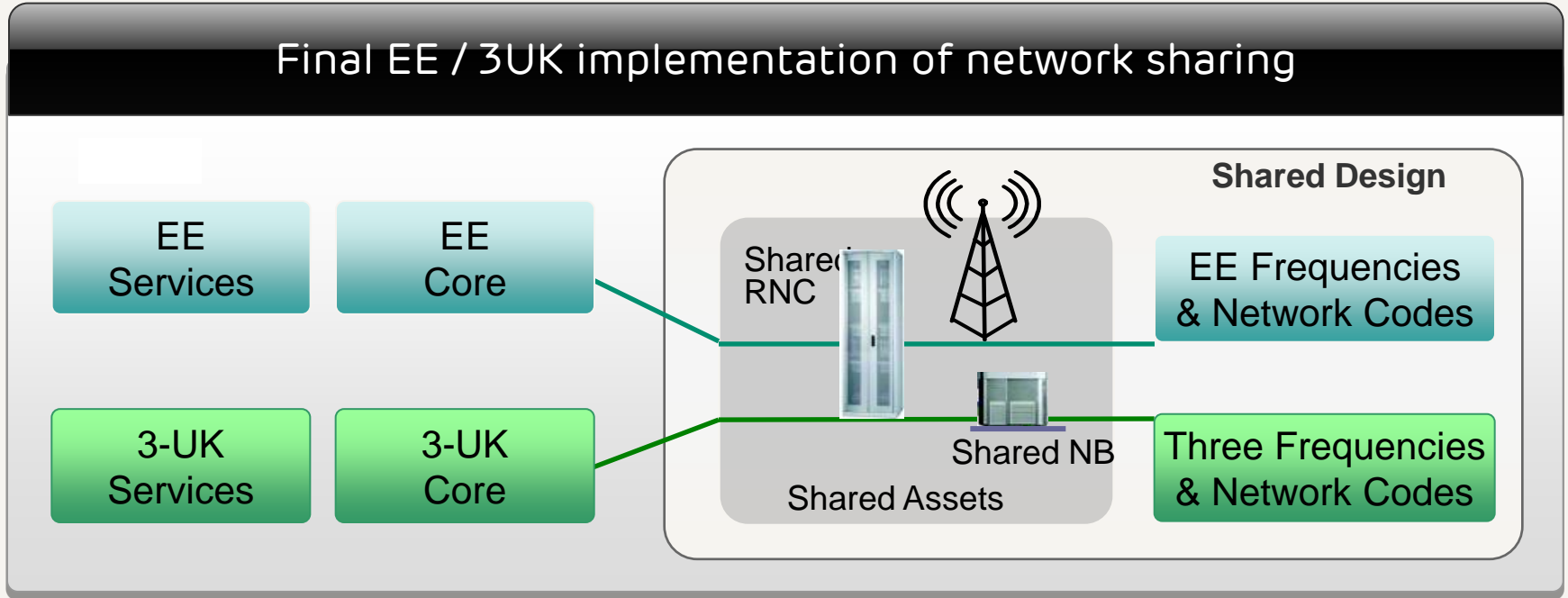


Managed Service and Network Equipment Providers



- 50:50 owned JV to deliver and operate the integrated network
- Equal representation and voting rights
- Strategic suppliers for equipment and services

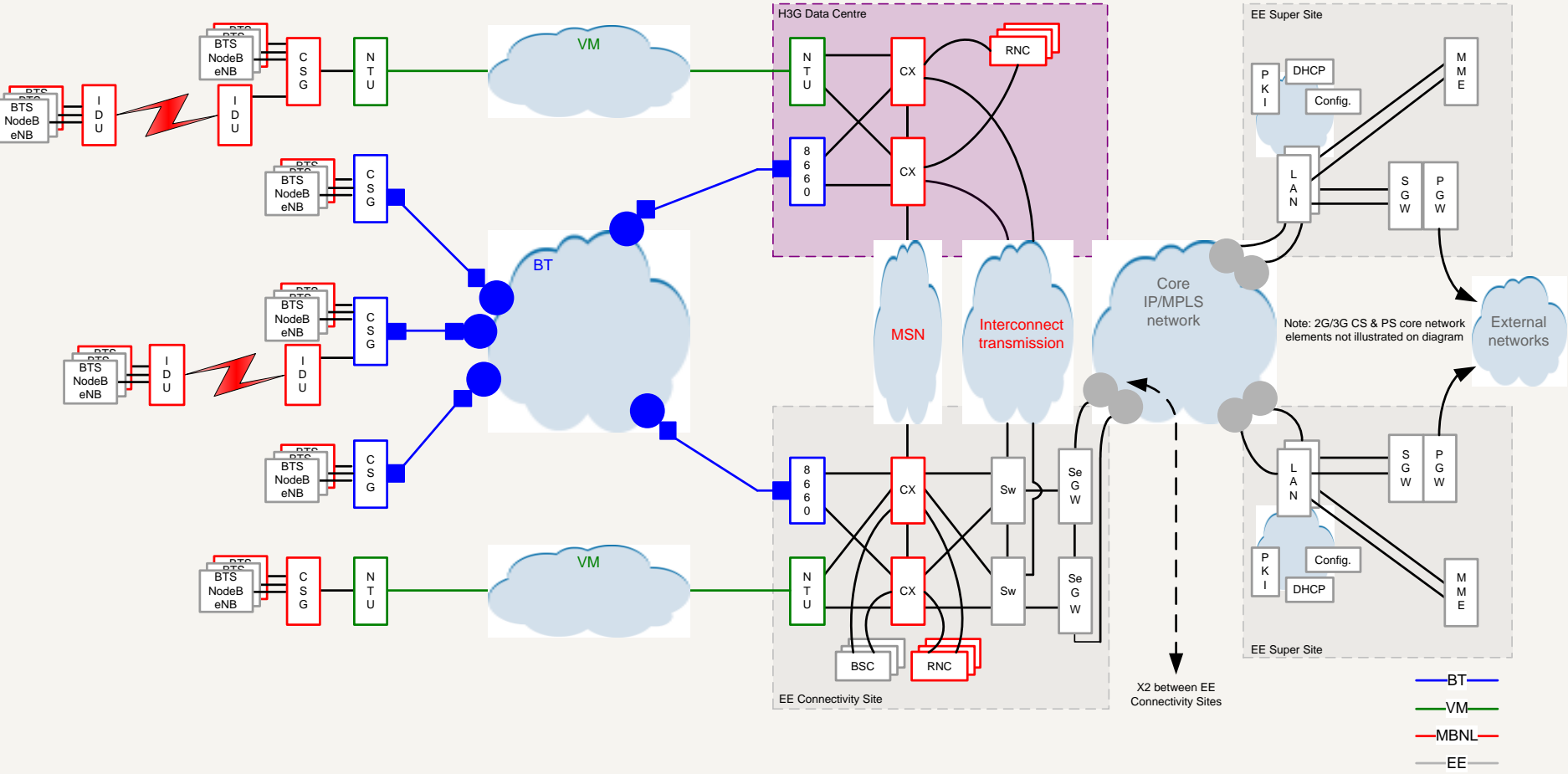
# Final 3G Network Sharing model



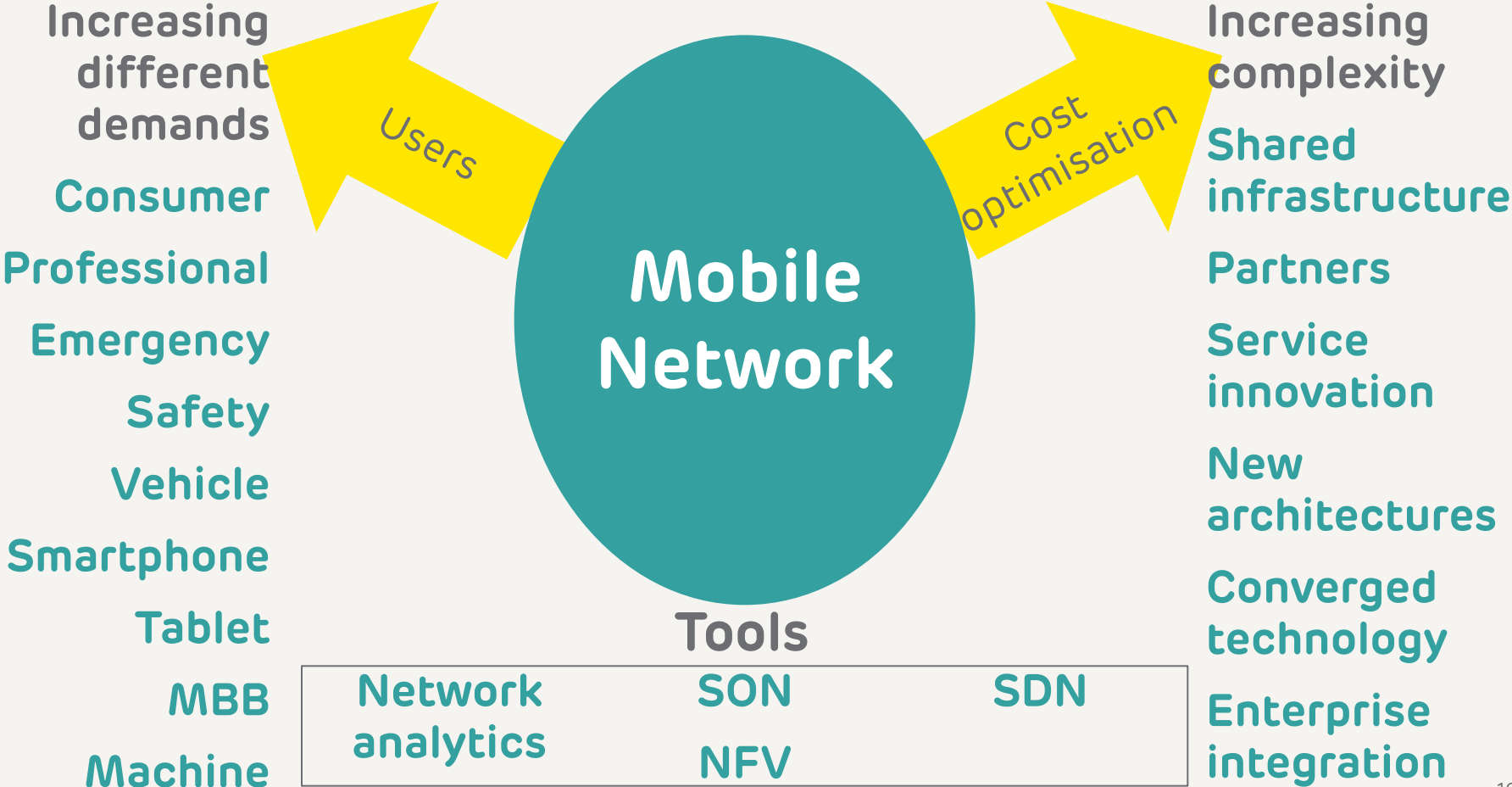
2G and 4G are passively shared (site infrastructure and backhaul)



# Complexities of sharing



# Cost Optimised Tailored network experience



THANK YOU