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An Update on Optimum's Transformation Journey



Embarking on a transformation journey is an exhilarating experience for any company. It's a time of innovation, growth, taking bold steps, and fostering a culture of continuous improvement.

Dennis Mathew

Chairman & CEO

When I joined Optimum 24 months ago, we asked employees for direct feedback, and I'm happy to say that it's led to real change. Over the last two years, we have identified and addressed 170+ opportunities for improvement. Recently, the American Customer Satisfaction Index (ACSI) featured Optimum as one of the Top 10 Most Improved Companies. And our focus on employee and customer experiences has helped us get certified as a Great Place to Work in 2024.



I'm thrilled with the progress. We've had a maniacal focus on enhancing the core foundation of this company – strengthening and expanding our network, improving our customer and employee experiences, and having a workforce living and breathing the Optimum mission. No question – there's still a lot more we want and need to do. That said, so much has happened in just the last 12 months, and I want to reflect on what we've done to further our transformation journey.

Let's start with our network.

Strengthening our network was a top priority, and we've made great strides to deliver true network excellence.

We upgraded our broadband networks to deliver

1 Gig speed to nearly 95% of our footprint.

We launched 8 Gig symmetrical fiber service in the northeast, becoming

the nation's largest 8 gig internet provider.

We invested

hundreds of millions into our network

over the last 12 months with fiber as the core foundation as we strengthen our network.



And it's paying off! Our employees are seeing it, our customers are seeing it, and now third-party sources are seeing it – including through recent accolades naming Optimum Fiber for having the fastest and most reliable Internet speeds in New York and New Jersey by Ookla® Speedtest® and as the best internet service provider in New York and New Jersey by PCMag. In addition, Optimum was named a top internet service provider across local communities in Connecticut, New Jersey, North Carolina, Texas, and Arizona by CNET.

We know broadband usage is growing. TV viewing habits are evolving. Small businesses need products and services to deliver more for them. In short, this entire company is listening to our customers and delivering the products, services, and solutions they're asking from us. And our network is the foundation for bringing this to life.

Being the connectivity provider of choice.

We nurture the best customer relationships by expanding and improving our offerings across mobile, broadband, business services, video, news, and advertising. And we do this by driving engagement at the local level to fuel our national expansion.



We've expanded the **Optimum Mobile portfolio this year.** We're now enabling SMBs to connect up to 20 mobile lines.

We've expanded our mobile device portfolio, including the latest lines from Samsung and Apple and now supporting tablets. We launched Optimum Mobile Protection Plans to ensure our customers have best-in-class support and protection for their devices. We know customers with mobile are happier customers so we will continue to drive convergence.

Optimum took several steps to innovate and modernize our video experience, all aligned to providing customers with more choice, flexibility and value.



Notably, our Optimum Stream service is now available in nearly 1.5 million homes this year, bringing together live TV alongside access to thousands of other streaming apps available for download through the Google Play Store. The product has advanced, and we are making the Stream experience better for our customers through the launch of new features and innovations, all based on customer feedback.

We have also been reimagining our TV packages. Optimum is committed to bringing customers the TV content they love at the best value while also giving them choice and flexibility in the packages they can sign up for. This summer, we launched Entertainment TV – a \$30/month internet-based TV package that brings 80 top-rated entertainment channels through Optimum Stream. So far, we've seen great interest within our customer base.

And last week, we announced two new packages – Extra TV and Everything TV.

More details can be found [here](#).



With our business customer segment, there has been great work done to expand our product offerings among our small business and enterprise customers alike. As mentioned earlier, **we launched Optimum Mobile for SMBs, we brought Business Phone and Business Hosted Voice to more than 180 communities across the West,** and we are continuing to strengthen our network capabilities by building out new products and services, with more innovation to come in the months ahead.

Happy employees equal happy customers.

Network and product innovation – check. What about our customer and employee experience?

First, our cultural transformation continues to improve. Optimum employee satisfaction and engagement scores are on the rise. We're getting noticed as being a Great Place to Work, and I believe that the energy inside Optimum is unmatched in our industry.



Across our 21-state footprint, we have employees actively engaging in community activities with several local partnerships with national organizations including DonorsChoose, FIRST, and Boys & Girls Clubs of America to showcase the passion, innovation, and commitment within this company. Employees are making a difference in their communities by representing in the places where they live and work, and taking a positive step in wanting to help represent our togetherness.

Optimum set up a new regional structure and dedicated leadership teams to lead local sales, operations, and engagement efforts across our footprint. This structure has allowed us to operate in ways that we have not before; we are diving deep into each community and using this information to inform our strategies and deliver for our family, friends, and neighbors.

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Where local is big time.

We are moving fast to transform the business.

The last two years we have stabilized. Now, we can truly transform. Optimum has **built a world-class data and analytics function** and is rolling out AI-based tools and programs. We are **investing in new product development to meet our customers' needs** and investing in the future. We are **investing millions to rebuild the technology stack** that supports our e-commerce platforms. We are **accelerating our advertising business and driving revenue** through Optimum Media and Juice Media. Our News 12 team keeps **delivering award-winning news and new content offerings** month after month to our loyal viewers.

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It's been 24 months at Optimum, and I can't wait to see what the next 24 months have in store. We know there's still a lot of work ahead of us, but I hope you can feel the excitement coming from me.

We are in acceleration mode for our transformation journey, and I firmly believe the best is yet to come. Thanks for all you do, #TeamOptimum!

Dennis Mathew

Chairman & CEO