

Plume Introduction

September 2023



We're Plume, the leading services platform

400+ CSP partners

In 55M+ households globally

Top rated HomePass app

ARMSTRONG®

J:COM

COMCAST

NOS

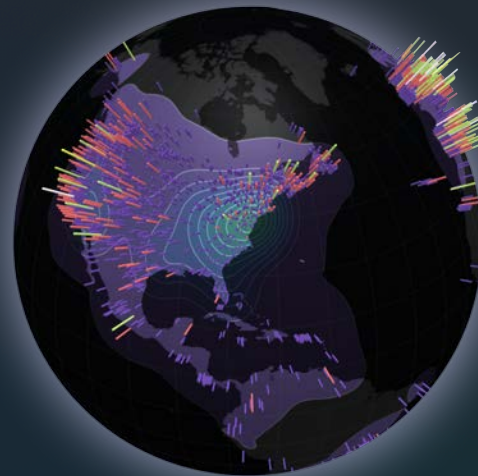
Charter
COMMUNICATIONS



vodafone



LIBERTY GLOBAL



App Store (4.6)



Plume is trusted by top-tier CSPs



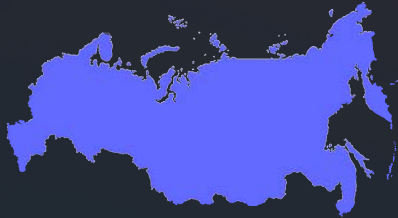
Top 2

Largest CSPs in the USA



3 of top 4

Largest CSPs in Canada



2 of top 3

Largest fixed-line CSPs in Europe



Largest

MSO in Japan



Largest

CSP in India



The challenge for CSPs



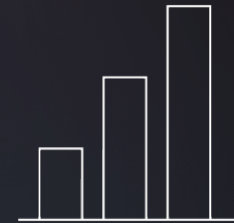
Consumer expectations are skyrocketing as more and more devices enter the home



Reduce operational costs with AI-powered automated tools and analytics



Reduce churn by offering a differentiated consumer experience



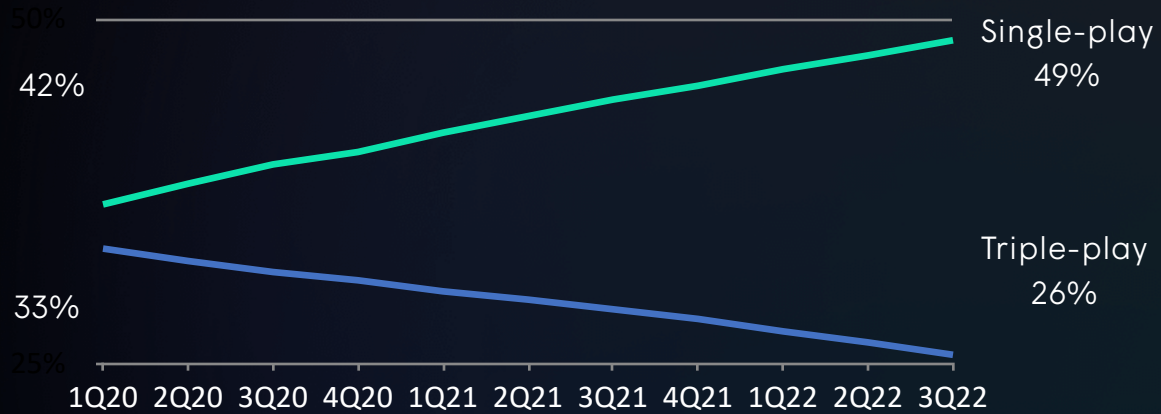
Deliver more services to increase ARPU



Accelerating the shift to single-play

Single play almost half all consumers

Indicative service mix*



Triple-to-single shift means ~2x churn

Annual churn**



* <https://www.cmcsa.com/static-files/f06b5fba-ab96-4ae8-ae1a-0bdb1399c84d>
<https://www.cmcsa.com/static-files/c5f7a80c-9300-4f2d-abbf-af207000e22e>

** A tier-1 North American customer of Plume - confidential data



Smart Home & VSB is the next big “Play”

CSPs turn to Plume for new services and superior experiences to increase ARPU and reduce Churn



Adding Mobile and/or OTT Video by fixed line CSPs helps but the market is very competitive, products are hard to differentiate, high MVNO costs pressure margins, and the churn is very high for these services.



Plume-powered Smart Home and VSB services are sticky, profitable, and offer rapid ARPU growth, bigger bundles, and differentiation.



Only Plume provides

Cloud-based AI learns from each location & device type provides the best connectivity & security.

OpenSync backbone

Hardware-agnostic approach with a growing array of CPE supported.

Proven success

A service so easy to use, there's a 96% self-install rate. As well as high NPS scores and churn reduction



Cloud-delivered services

Expand your market and drive more value to subscribers with personalized, continually updated suites of services.

Actionable insight

Track hundreds of data points from 2.5B+ devices, 50M+ locations and 4B cloud-automated decisions monthly.



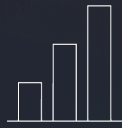
Offering big business impact*

Increased ARPU & velocity



Monthly residential ARPU

▲ \$15+



ROI

▲ 200%



NPS

▲ 60



Deployment velocity

▲ 67%

Reduced OPEX



Support calls

▼ 51%



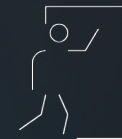
Truck rolls

▼ 67%



Installation

▼ \$150



Churn

▼ 30%



Plume overview



2014

Founded



9

Global locations



525+

Total full-time employees



96

Granted US and
foreign patents
(188 pending)



\$2.6B

Valuation



400+

CSP customers



55M+

Locations





Platform overview



OpenSync + Plume Cloud

Haystack

Data prediction & analytics suite

Panorama

Network analytics dashboards

Signal

Predictive algorithm workflows

Frontline

Intelligent support tools

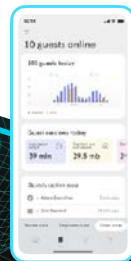
APPLICATIONS



WorkPass

Intelligent workplace suite

- SERVICES
- Link**
Mission critical access
 - Keycard**
Employee productivity
 - Shield**
Information security
 - Concierge**
Guest analytics
 - Flow**
Property awareness



HomePass

Smart home suite

- SERVICES
- Adapt**
WiFi + connectivity
 - Control**
Access + parental mgmt.
 - Guard**
Digital security
 - Sense**
Motion detection



Uprise

MDU management suite

- SERVICES
- Places**
Common area access
 - Hub**
MDU mgmt. portal
 - Harmony**
Clustering optimization



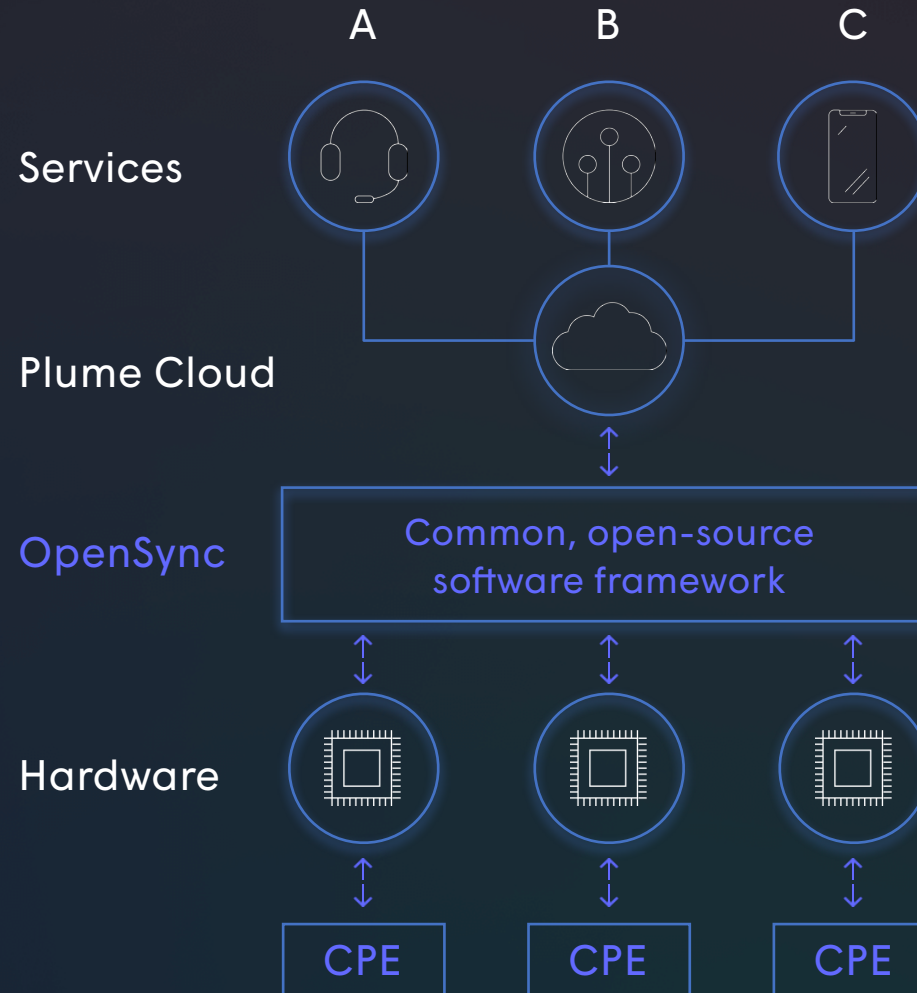
Harvest

Marketing insights suite

- APPLICATIONS
- Clarity**
Marketing + audience intelligence
 - Nurture**
Campaign automation
 - Generate**
Consumer cohort engine
 - Predict**
Churn prediction software



Cloud services delivery platform



HomePass

Adapt

Fast, reliable, intelligent internet, everywhere for everyone

Control

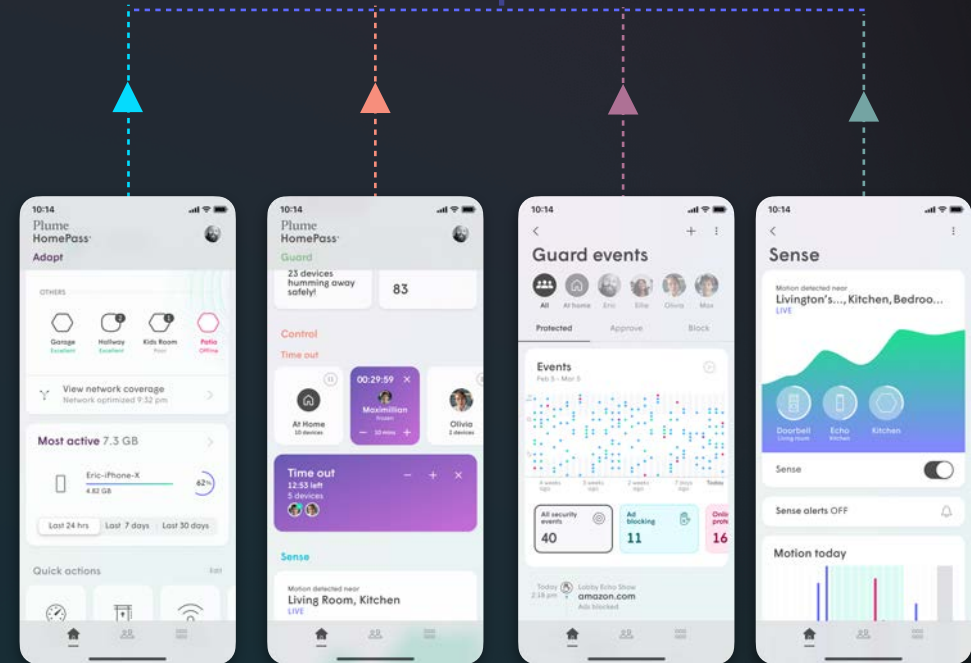
Parental controls and guest access with full configuration

Guard

Safe and secured devices, worry-free browsing, no ads

Sense

Total home awareness through connected devices that act as motion sensors



Adapt

Control

Guard

Sense



WorkPass

Link

Next-generation adaptive WiFi for reliable signal coverage

Shield

Enterprise-grade, small business network security

Concierge

Guest-driven experiences and insights for business growth

Keycard

Secure, employee-only access to business WiFi

Flow

Data-driven motion analytics for optimizing your space



Link

Shield

Concierge

Keycard

Flow



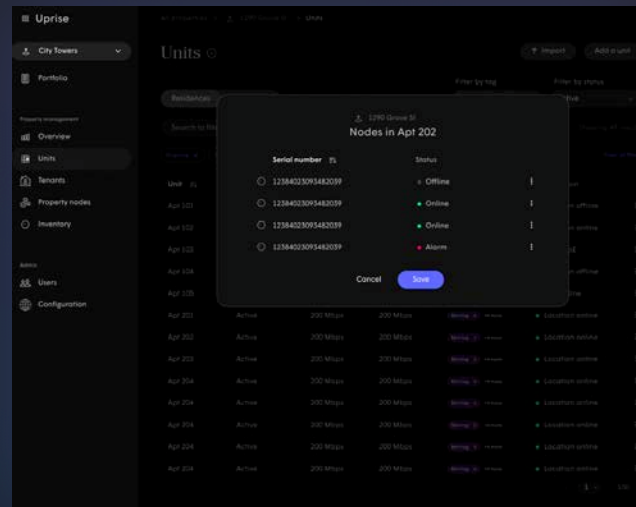
Uprise

Harmony



Adaptive optimization algorithms purposefully built for MDUs.

Hub



Web interface for tenant lifecycle management.

Places



Property networks to serve common areas and back-office functions.

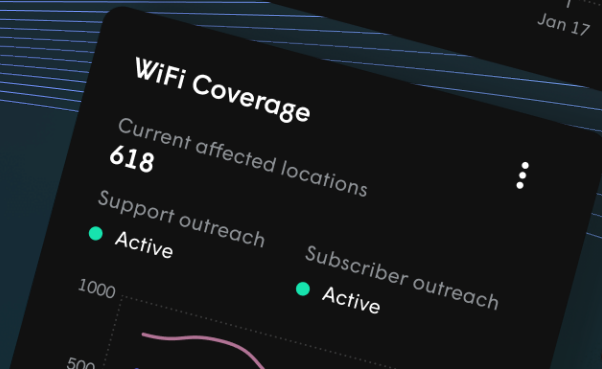
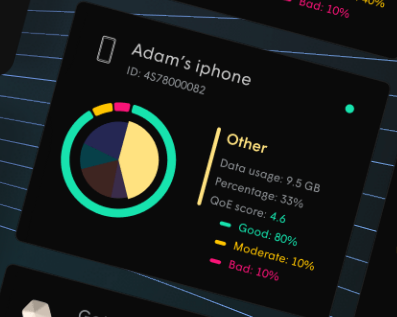
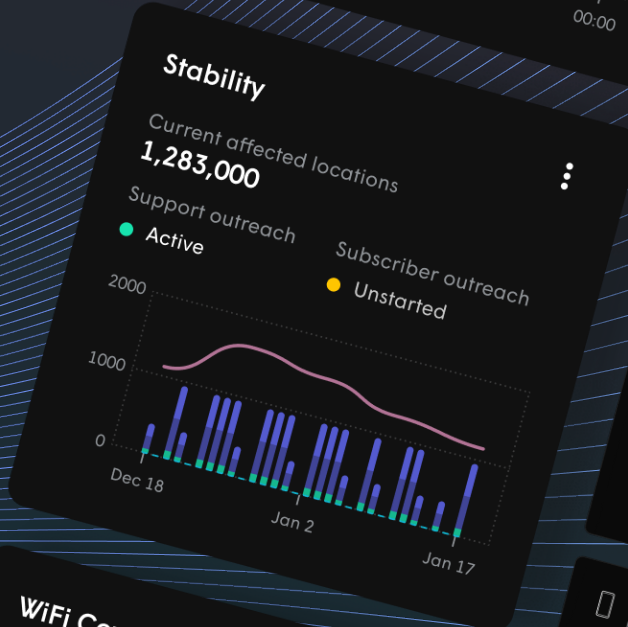
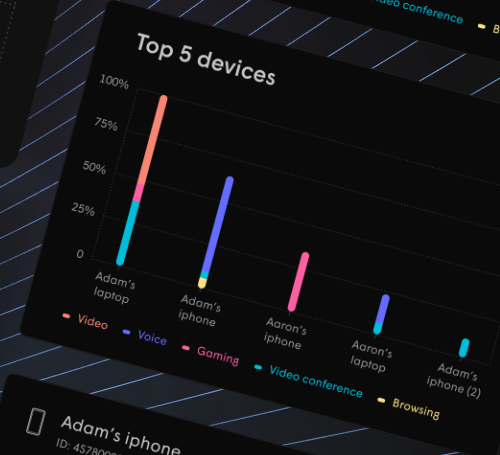
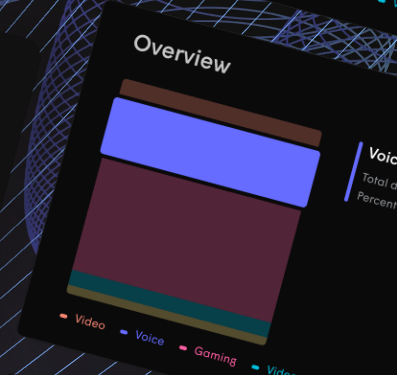
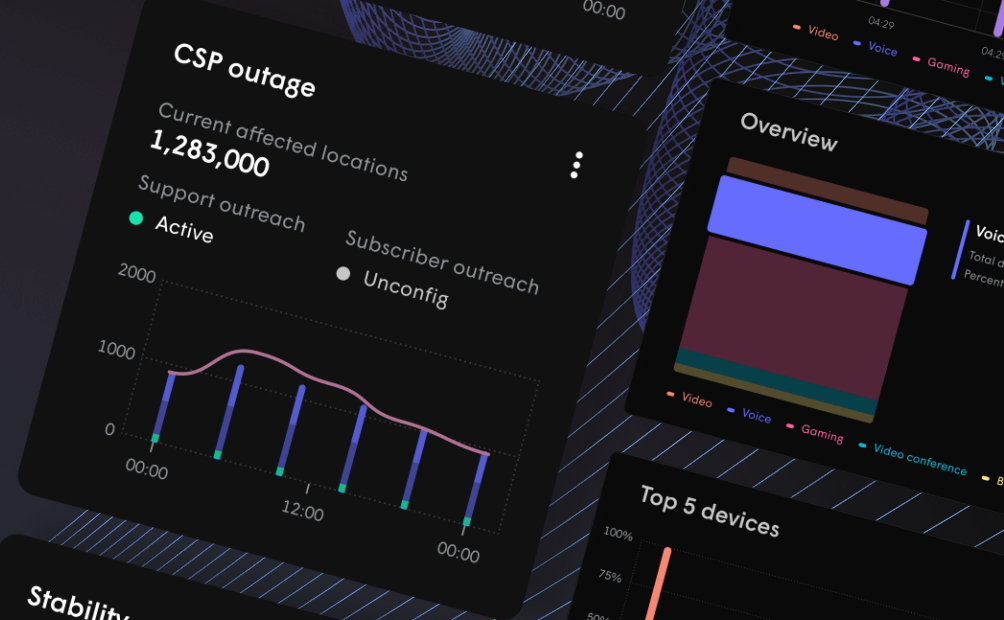


Haystack

Support & Operations Services Suite

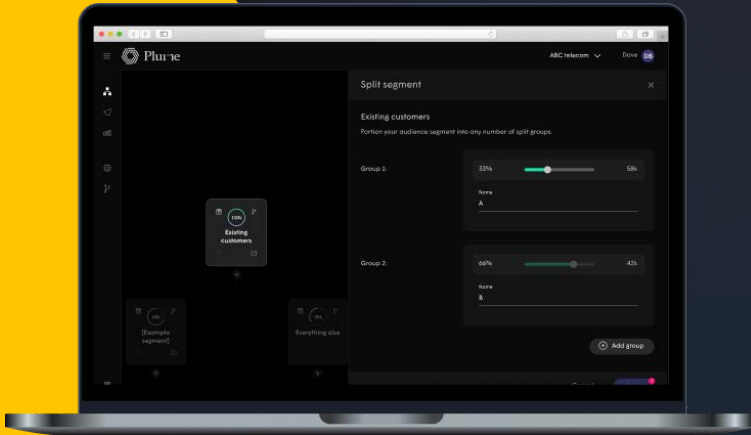


Frontline, Panorama, and Signal



Harvest

Sales & Marketing Suite



Generate, Nurture

 CSPNAME

Dive into your metrics

[FIRST NAME]'S [MONTH] report
Data as of mm-dd-yyyy

Greetings [FIRST NAME],

Here are your personalized stats from this month as a [CSP name] subscriber. Thank you for being a part of the community.

Your monthly insights:

Smart home consumption

*Average across all [CSP name] customers: XX GB

315
GB this month



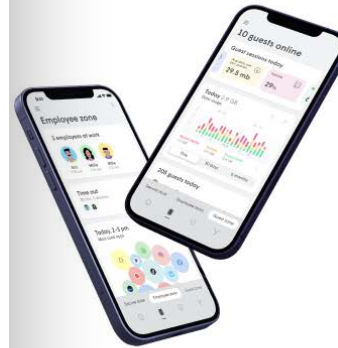
Average network speed

*Average across all [CSP name] customers: 348 mbps

 CSPNAME

Welcome to WorkPass

Congratulations! You're ready to take charge of your WiFi with an intelligent network tailored to the unique needs of small businesses.



Tips to get started



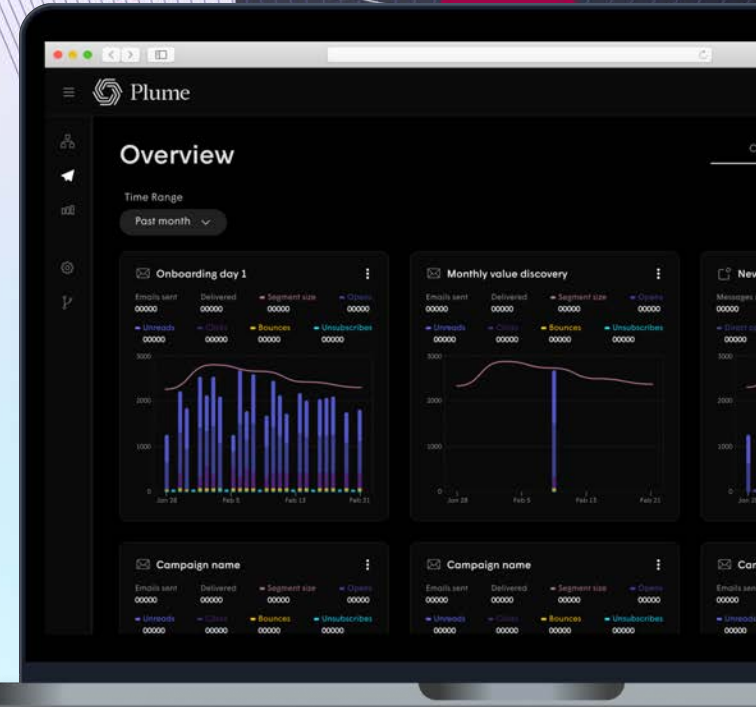
Setup WiFi zones

Create separate zones for employees, guests, and more.



Connect network hardware

Get your devices onto your new WorkPass network.



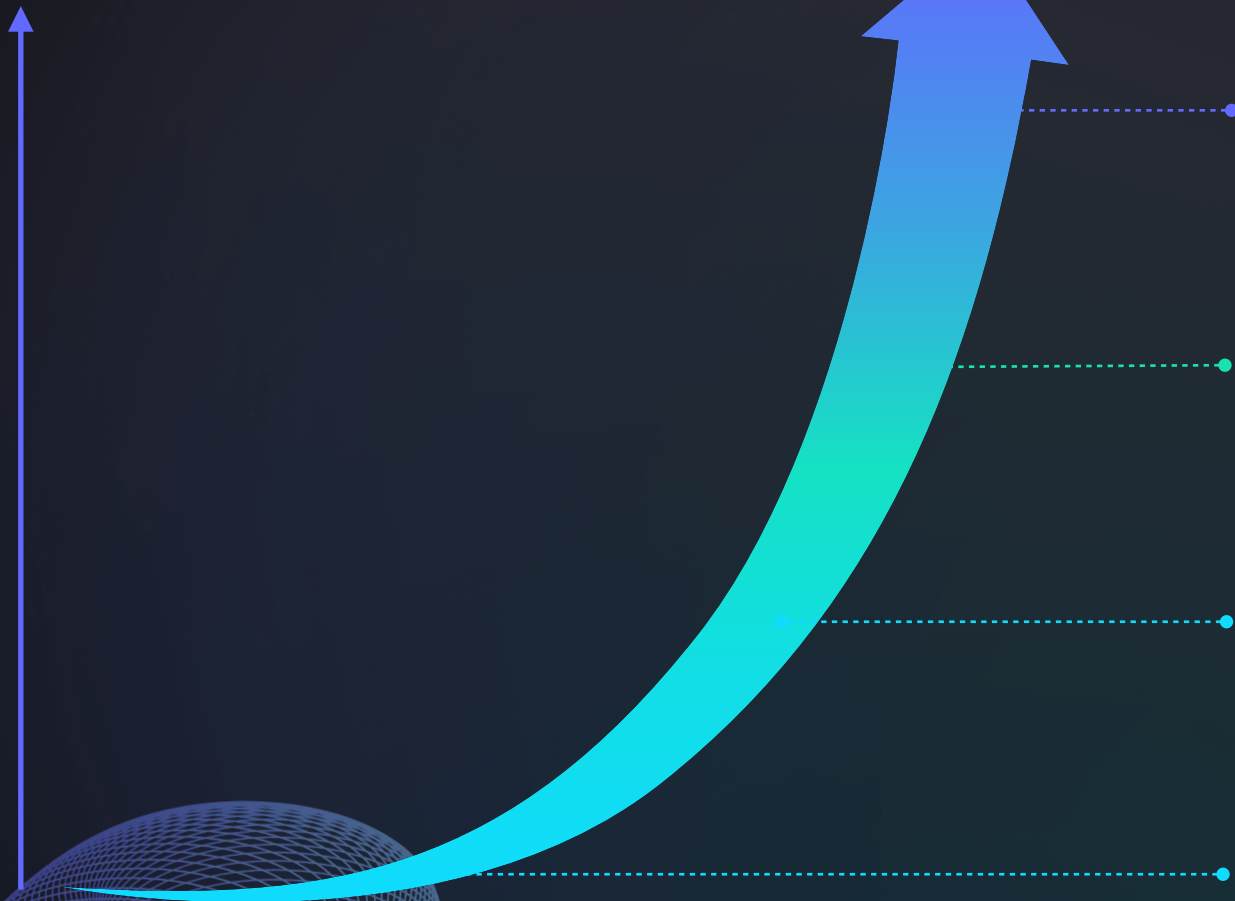
Confidential and Proprietary © Plume Design, Inc.

Customer density level

18

Value of data

Value



Influence what happens next to targeted outcome

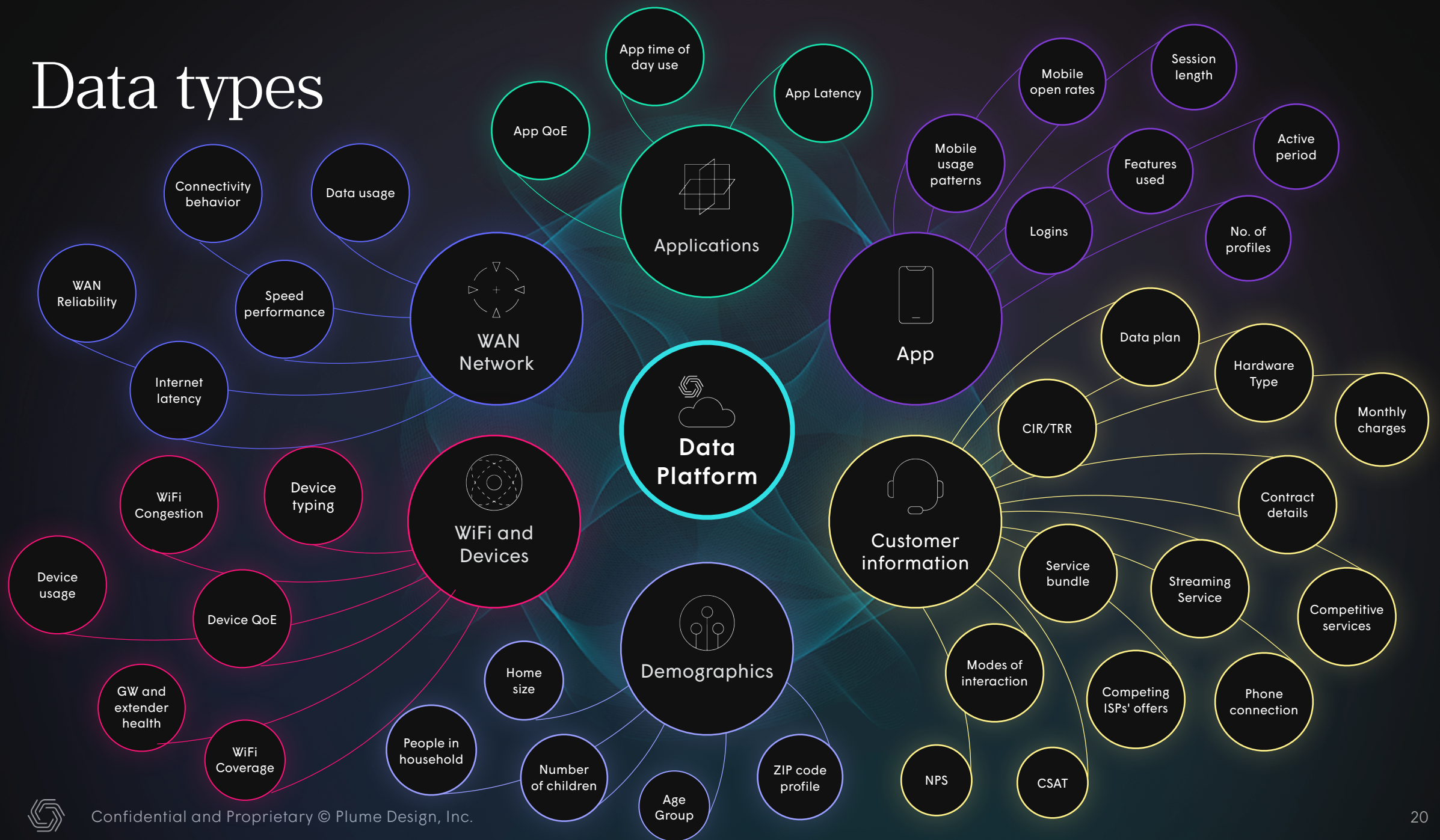
Predict what will happen next

Measure what is happening now

Measure what happened and why



Data types



Flexible technology

Fiber

Use as a router with direct connection to the ONT.

Over-the-top

Plug directly into an existing gateway, setup becomes fast and simple.

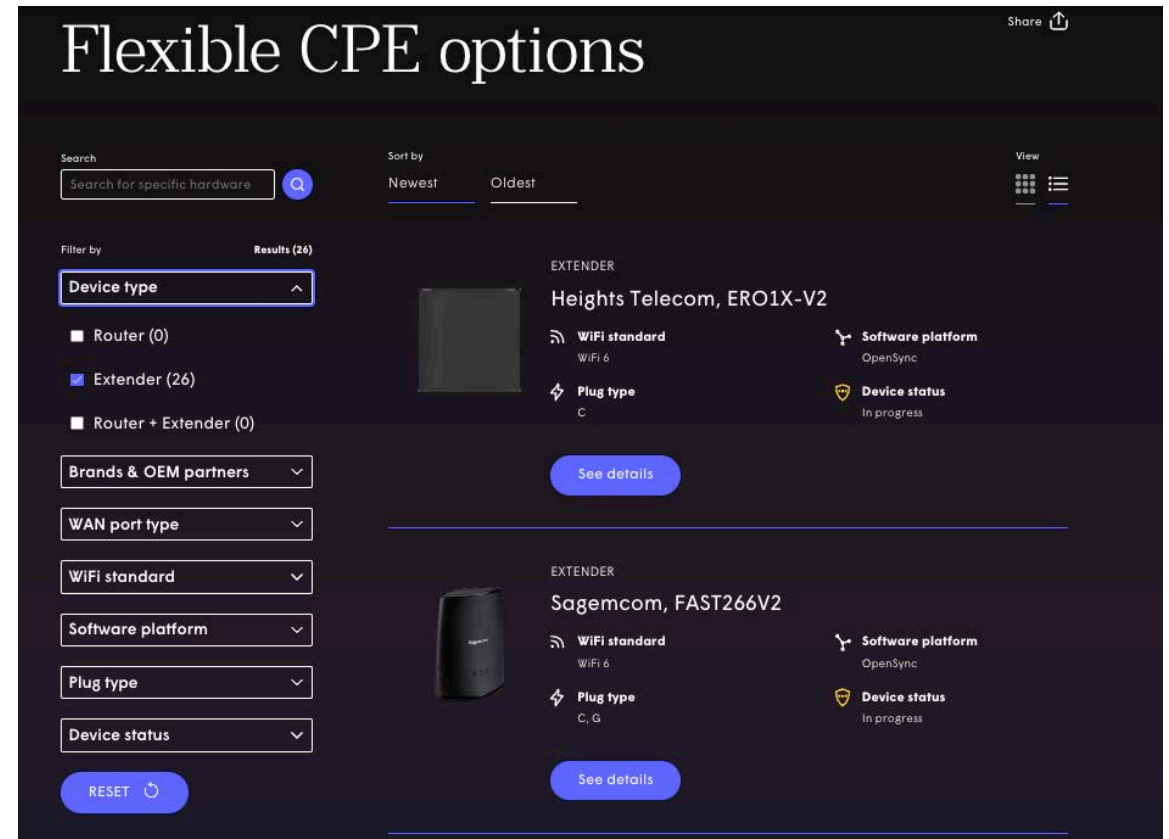
Integrated

Plume-enabled gateway gives legacy hardware a new lifeline.

Failsafe

LTE options allow for uptime all the time.

Choose a deployment method that suits your network best.





Testimonials and case studies



Liberty Global Case Study

Virgin Media results

- 80% + of customers connected to 5 GHz band.
- 7% increase in device connection time.
- 35-40% increase in higher speeds for customers with Plume Pods.
- Increase in average time spent on speeds over 50Mbps increased by 21%.



Challenge

- Single modem WiFi provided poor experience.
- Standalone 3rd party extenders created operational challenge, delivered sub-par customer connectivity.
- Large degree of WiFi interference.
- High customer churn.

Solve

- Full digital, cloud-based smart home service called ONE Connect.
- Phased rollout starting with software-only enhancement for better Wifi, ending with Plume hardware across the network.
- Rolled out Plume across 10M Virgin Media households, mostly via software only, with marked WiFi improvement.

MCTV Case Study

Key results

- 236% increase in subscriber growth.
- 100% success rate with subscriber self-install.
- 4,800+ new Plume HomePass subscribers.
- Reduced subscriber support calls, increased satisfaction.



Challenge

- Subscriber complaints from poor WiFi experience.
- Subscribers could not independently manage WiFi.
- High cost to onboard subscribers.

Solve

- Launched premium, add-on home WiFi package.
- Allowed self-install of Plume HomePass.

“Everything about the experience working with Plume has been positive. From the backend support for the product to the product itself.

We could not be happier..”

Dave Wagner,

Whole-home WiFi project manager

JT Case Study

Key results

- 82% customer satisfaction rate.
- 11% of subscriber base opted in to new WiFi service.
- Customer satisfaction rate increase to 9 out of 10, up from 6.3 of 10.

Challenge

- Wanted to provide superior, ultra fast speeds to router in its full-fibre broadband network.
- Required a solution to navigate and see WiFi challenges such as interference to compete beyond "speeds/feeds."
- Needed recurring subscription revenue.

Solve

- Launched tiered premium, ultrafast WiFi packages to increase ARPU.
- Gained visibility to possible WiFi signal interference areas.
- Created online campaigns to educate subscribers on premium offer advantages.
- Self-install campaign content created to reduce support calls.





“ Following our deployment of VOO WIFI+, Powered by Plume, we have witnessed significant improvements in service uptake and customer satisfaction. In particular, the insights provided by Plume’s back-end support tools and data dashboards enable us to support our subscribers more proactively, which has led to unprecedented operational improvements.”

Cristina Zanchi, CCO, VOO



The Bell logo is displayed in a large, white, sans-serif font. The background of the slide is a photograph of a modern, multi-story office building with a curved facade and large glass windows. The building has the word "Bell" written on its upper right side. The sky is overcast and grey. In the foreground, there is a grassy embankment and a road with a yellow curb.

Bell

“Through our partnership with Plume, our customers will be the first in Canada to experience a fully adaptive WiFi service that brings smart and fast WiFi to every room in the home.”

Rizwan Jamal, President of Residential Services
and Small Business, Bell



A modern office interior with a long hallway. The ceiling features exposed white pipes and several spherical pendant lights. On the right, a wall is covered with numerous framed pieces of art. In the foreground, there are two green armchairs and a small wooden table. In the background, a person is walking through the office space.

Forbes

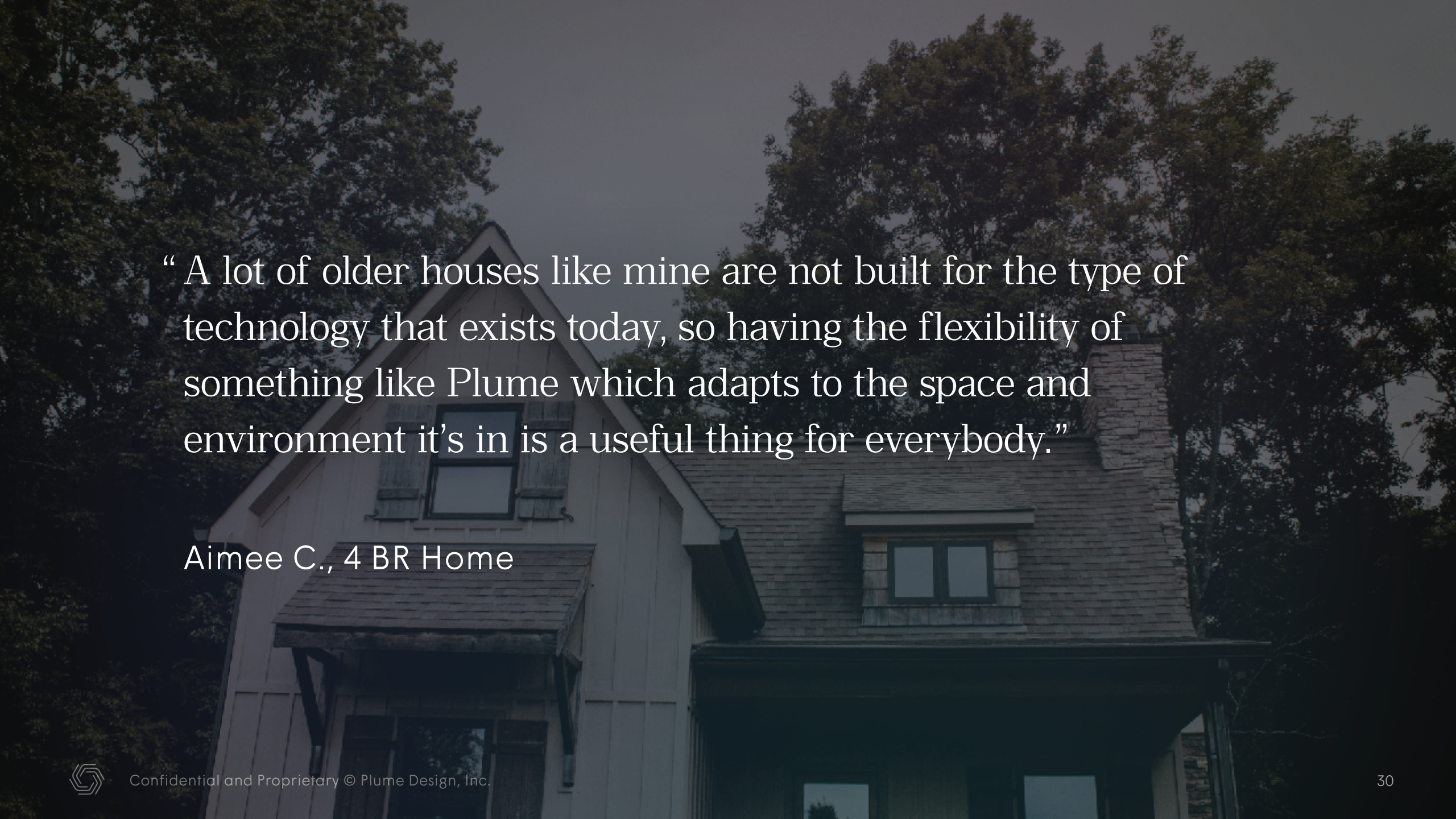
“Plume’s new membership approach, along with the powerful new SuperPods, are terrific examples of what the future of the home network landscape looks like.”



Mashable

“Plume's SuperPods make a good case for turning WiFi into a subscription. In today's world, where everyone is constantly connecting more and more devices to your network, with different needs and different levels of security, managing it all is becoming an arduous task.”





“ A lot of older houses like mine are not built for the type of technology that exists today, so having the flexibility of something like Plume which adapts to the space and environment it’s in is a useful thing for everybody.”

Aimee C., 4 BR Home





“ I love the extra protection built-in to Plume.

We have several smart devices and the security on those devices isn't always that good, so I like knowing Plume is always protecting my network.”

Rodney K., 3 BR Home



Legal disclosure

This presentation has been prepared by Plume Design, Inc. (“Plume”) for informational purposes only and not for any other purpose. Nothing contained in this presentation is, or should be construed as, a recommendation, promise or representation by the presenter or Plume or any officer, director, employee, agent or advisor of Plume. This presentation does not purport to be all-inclusive or to contain all of the information you may desire.

This presentation contains “forward-looking statements” that are based on our management’s current beliefs and assumptions and on information presently available to Plume. Forward-looking statements includes information concerning our business plans and strategies, financial projections and projections of non-financial metrics, competitive position, industry environment, growth opportunities and addressable market. In some cases, forward-looking statements may be identified by use of words such as “anticipate,” “believe,” “continues,” “contemplate,” “could,” “estimate,” “expect,” “explore,” “intend,” “likely,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” “will” or “would” or the negative of these terms or other similar words.



