COGECO
CONNEXION

Broadband Expansion-Town of Kingsville

Cogeco in Essex County

June 28th, 2021

Table of Contents

Cogeco Network Expansion Overview

Details of ISED Rapid Response Initiative

ISED Rapid Response - Project Details

Details of SWIFT Initiative

SWIFT- Project Details

Proposed Services

Next Steps

Frequently Asked Questions

- Cogeco Communications is the 8th largest cable operator in North America with 60 years of experience with delivering telecommunication services

- Cogeco Connexion's Ontario footprint serves more than 165 communities within 87 municipalities, offering Internet services at download speeds up to 120 Mb/s to 98% of our customers, and 1 Gb/s across 92% of our footprint

- In 2019, Cogeco announced that they would invest more than $1B over the next 4 years to enhance and expand their broadband network in Ontario and Quebec

- This investment coincided with Cogeco's intent to submit applications to various provincial and federal broadband funding programs i.e. CRTC, ISED, ICON, SWIFT etc…

- Over the past year, Cogeco has submitted a significant number of applications and as of June 2021, have been awarded 23 projects (through a combination of SWIFT, CRTC and ISED Rapid Response) with ICON and ISED UBF still pending

- More than ever, Cogeco is committed to contributing to the economic recovery and growth of the areas in which they serve, and are particularly proud of their focus on serving those communities in rural areas that are traditionally unserved or underserved

ISED Rapid Response Stream
Background

- The objective of this stream, which has a budget of up to $150 million, is to enhance household access to high-speed Internet in the very short term

- Stream will allocate contributions of up to $5 million to projects that can be deployed quickly and have a big impact on networks in rural and remote areas where Internet service speeds have not yet reached 50/10 Mbps.

- On May 20th, ISED announced that Cogeco was awarded funding for 2 projects in Essex County that would connect 1,560 homes across rural communities in the Town of Essex, Town of Lakeshore and Town of Kingsville

- Letters of Support were a critical component of this ISED stream as well as all current RFP's. Cogeco appreciates the support that was provided by the Town of Kingsville and Essex County for these successful applications

COGECO CONNEXION

ISED Rapid Response Stream
Cogeco Project Details- County Rd. 50

- This project will build off from Cogeco's established network in Kingsville and enable service to ~1,017 premises between the communities of Cedar Beach and Klie's Beach- ~**319** of these in Kingsville

- Project will provide Fibre-to-the-Home (FTTH) services offering download speeds of up to 1Gb

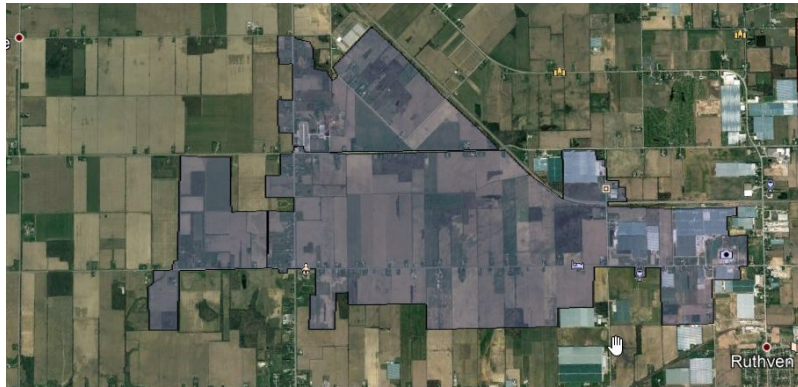- Work is set to be completed & services made available as of March 31, 2022

Background

- Phase 3 of the SWIFT program targeted the remaining counties within the SWIFT Initiative, with each issued a specific RFP with their own unique timelines and scoring systems.

- For Essex County, there was $8.2M available in funding, of which no more than $4.1M could be requested in a single bid.

- Cogeco was one of 2 ISPs awarded funding as part of this program in Essex County, receiving $6.15M to expand broadband availability to residents in the Town of Essex, Town of Kingsville and Municipality of Leamington

Cogeco Project Details- Kingsville & Leamington-Mount Carmel

- Highlighted in Red- The approved SWIFT "Mount Carmel" area project will connect 1,732 premises in the communities of:
  - Mount Carmel
  - Wigle
  - Blytheswood
  - Oakland
  - Staples
- ~195 premises will be connected in Kingsville

- Project will provide Fiber-to-the-Home (FTTH) services offering download speeds of up to 1Gb

- Work is set to be completed & services available as of October 31st, 2022

COGECO CONNEXION

Cogeco Proposed Internet Services

Package Name	Max DL Speed (mbps)	Max UL Speed (mbps)	Monthly Usage (GB)	Monthly Rate ($)
UltraFibre 90 Unlimited	90	10	Unlimited	89.00
UltraFibre 180 Unlimited	180	10	Unlimited	99.00
UltraFibre 360 Unlimited	360	360	Unlimited	103.00
UltraFibre 1Gig Unlimited	1000	1000	Unlimited	113.00

Products and prices indicated above reflect current regular priced package offerings without any bundle or promotional discounts applied. Packages and rates are subject to change.

ISED and SWIFT Project
Next Steps

- Cogeco and ISED are now engaged in discussions to finalize the statement of work
- The SWIFT project is now underway with designs in progress
- Cogeco will work directly with the Town and County to align on construction requirements and ensure the process proceeds smoothly for both the ISED and SWIFT projects
- Cogeco's marketing team will start to engage residents closer to launch to provide details on offers and services.

COGECO
CONNEXION

Q: "How can I find out if my address will be connected as part of any of these new projects?

A: There are a few ways to determine if an address will be included in one of these projects. The Cogeco website is also being updated to allow residents the ability to enter their address and postal code to see if service will be available (more details will be provided once this is launched).

- For SWIFT Projects- https://swiftruralbroadband.ca/resources/our-service-map/

- Cogeco Contact Centre - 1-800-267-9000

Q: *" My address is not included in any of these project areas. Why not? When will Cogeco be expanding to my area?*

A:These project areas were identified based on Cogeco's maximum funding commitment and required additional funding from government programs (based on eligibility maps) in order to make the business cases work. Rural expansion is very costly which is why the Provincial and Federal governments have funding programs in place to help encourage private companies to build and connect as many residents as possible.

While there are no *imminent* plans for Cogeco to expand past these project areas, having a new network in the area will allow for future growth and the "open access requirement" means that other providers could look to build off of this new network i.e. Fixed wireless etc…

Q: " What will construction look like? What will happen if my property is damaged?

A: Cogeco will be burying a majority of this new fibre network down main roads and then to each individual residence. Cogeco takes pride in the work they do and always ensures that full remediation is done at the end of a project. Cogeco is working directly with the Town of Kingsville and County of Essex who will also be closely monitoring this project. Rest assured that all steps will be taken to minimize issues related to this exciting new build.

Q: "How will I know when I can subscribe to the service?"

A: Cogeco will employ a multi-faceted marketing strategy to advise residents of service availability and assist them in subscribing to services. Methods to be employed will include mass mailers, door to door sales representatives, and community outreach events such as free barbecue lunches during warmer months. Cogeco employs an outsourcing company for our door to door sales, but with full oversight from a coordinating team within Cogeco, while our Community Events team consists entirely of in-house Cogeco employees. As we navigate through the current pandemic, our teams are sure to follow all safety protocols so it's possible that in-person marketing activities may be limited for the foreseeable future.

THANK YOU!