

Transforming  
Northern  
connectivity

CONNECTED NORTH

23/04/2024

grain

# Generational disruption



Some things never change



Some things change a lot



Price matters



Saddled with legacy investments

# Grain, a northern based alt-net



**236k**  
Homes passed



**207k**  
Homes RFS



**28k**  
Grain customers



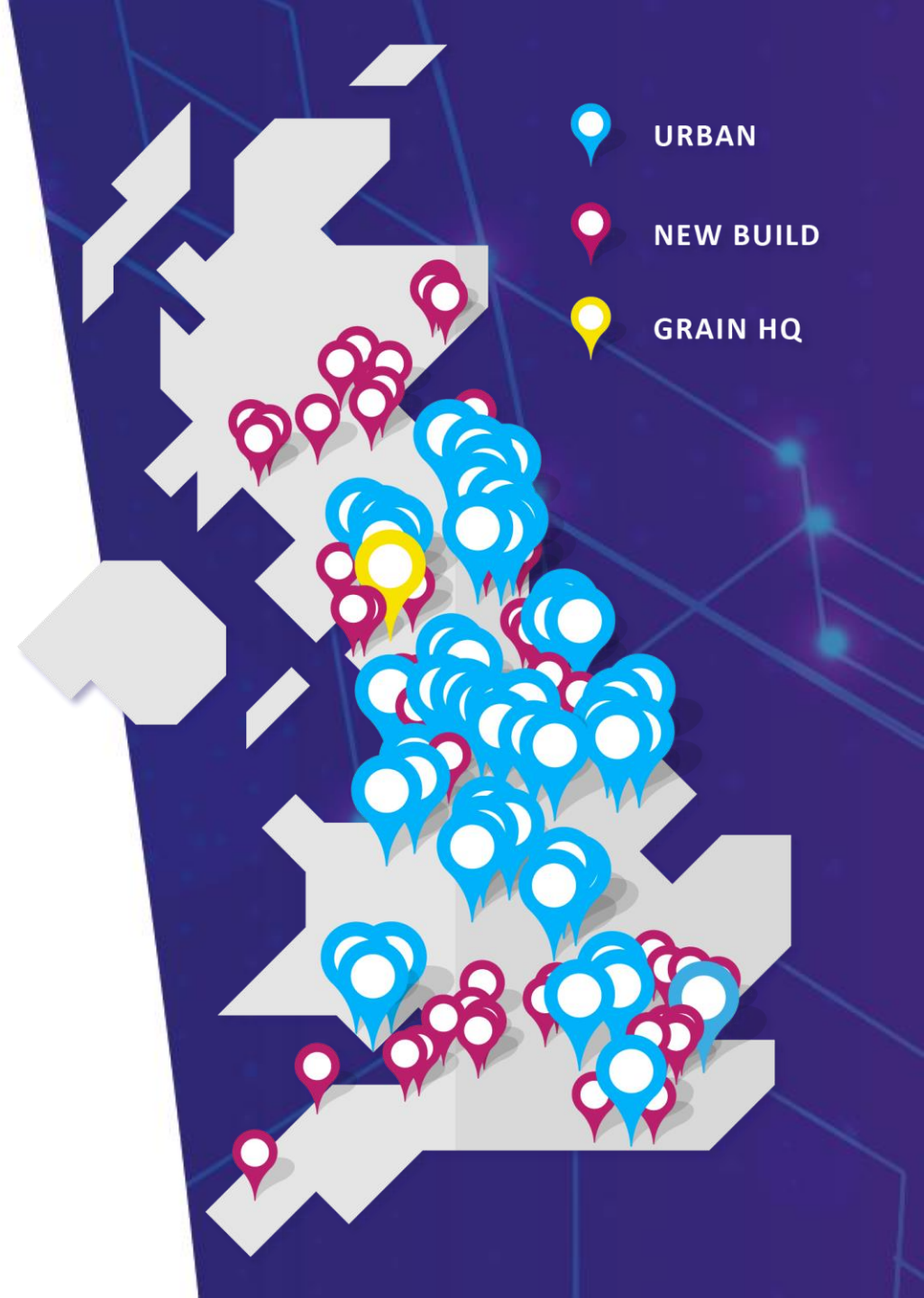
**151**  
New build developments



**58**  
Urban areas



**£131**  
Net debt per home passed



# 38 minutes



# Efficient alt-nets will transform the industry in the coming years



**£19.7bn** net debt



**£700** per home

Source: BT results Half year to 30 September 2023



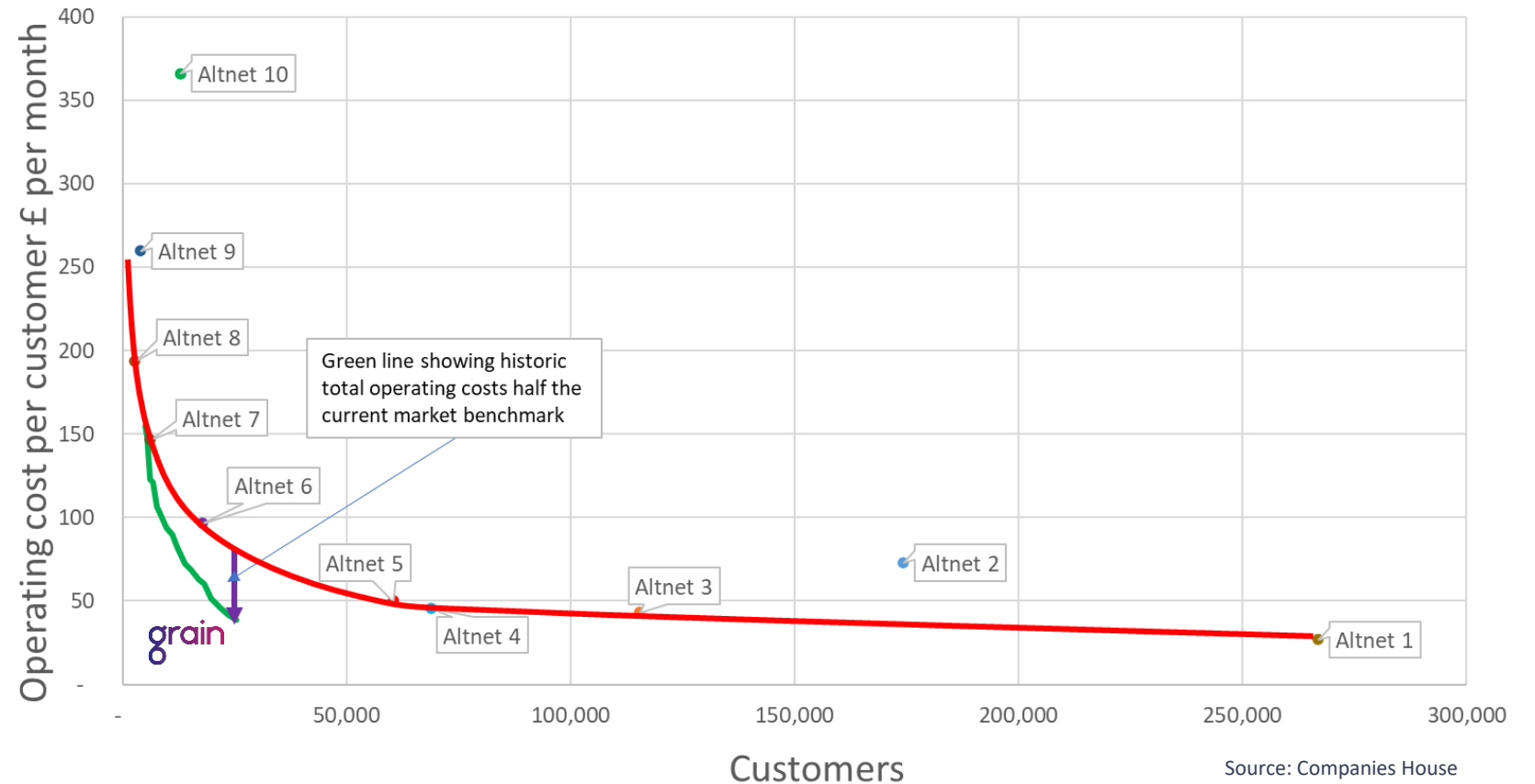
**£20.6bn** net debt



**£1,200** per home

Source: <https://news.virginmedia2.co.uk/2023-financial-results/q4/>

## Cost leadership underpinning long term pricing disruption

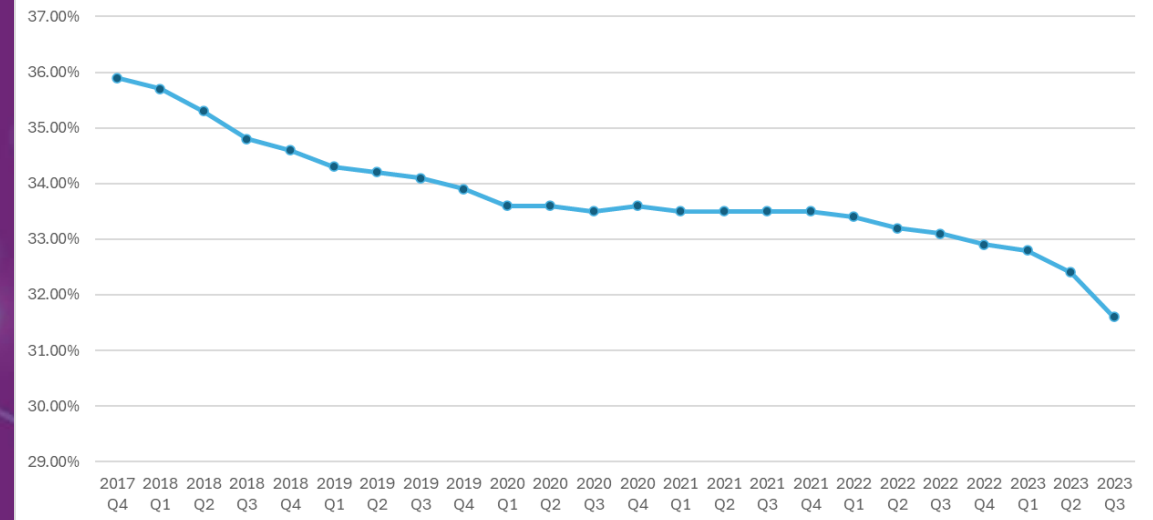


# Legacy national providers

Losing significant share to alt-nets!

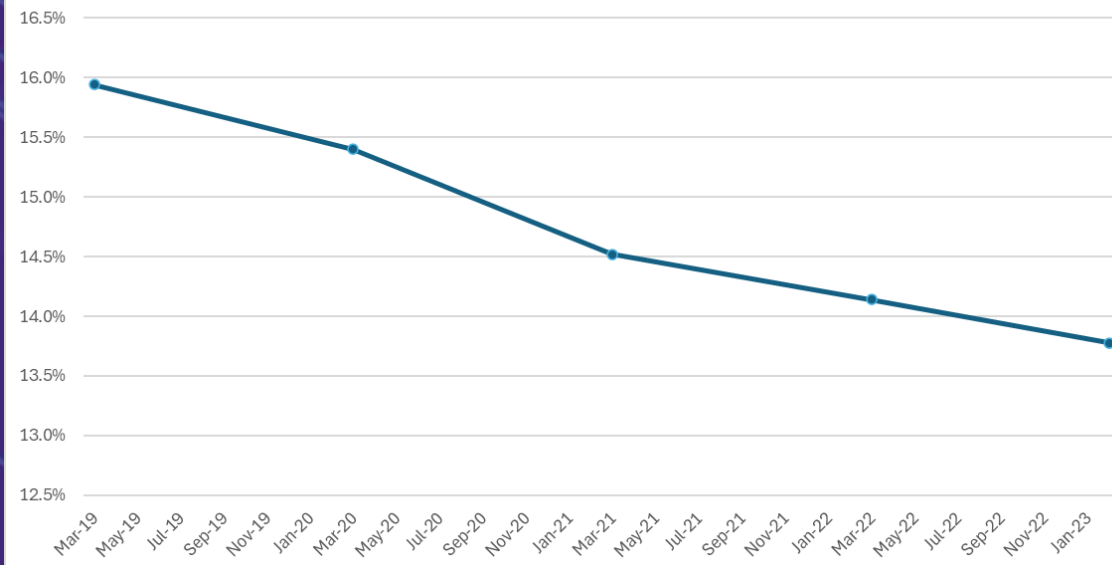
- BT Retail market share has dropped 12% since EE acquisition
- Virgin Media O2 market share has dropped 6% in the last 2 years
- TalkTalk market share has dropped 14% in the last 4 years

### BT Retail broadband market share since EE acquisition



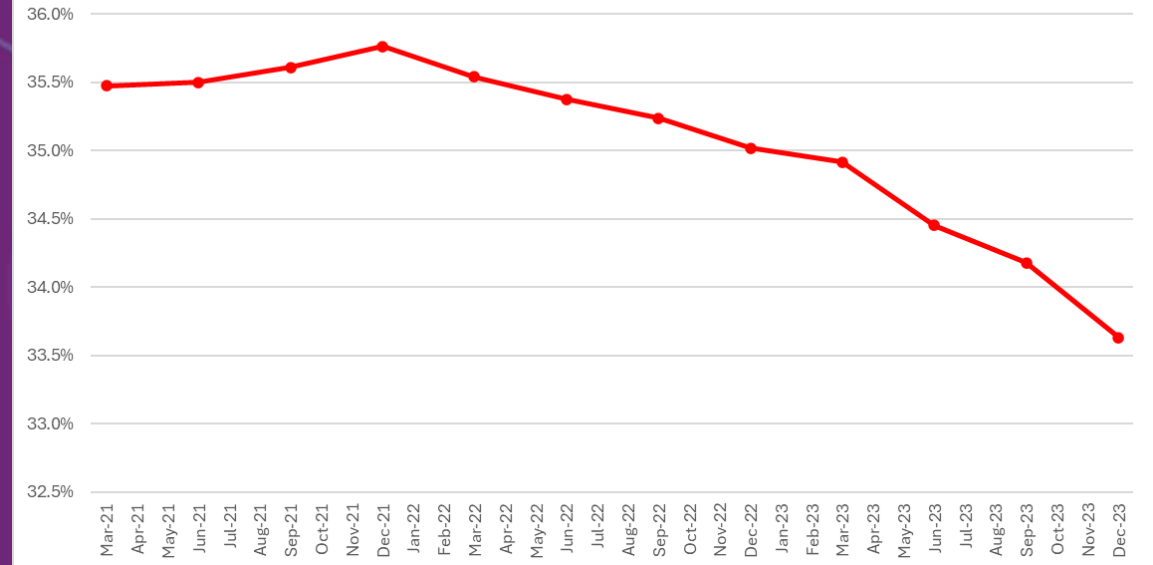
Source: <https://www.ofcom.org.uk/research-and-data/telecoms-research/data-updates/telecommunications-market-data-update-q3-2023>

### TalkTalk broadband market



Source: Companies house

### Virgin Media O2 broadband market share



Source: <https://news.virginmediao2.co.uk/2023-financial-results/q4/>

# Full Fibre benefits for customers & society



Better speeds  
& reliability



Improved user  
experience



Reduced  
costs



Accessibility &  
social tariffs



Increased  
property values



Economic  
growth



**NO UNWANTED POLES**

We pledge never to use  
a pole on our network

*A promise that  
communities love!*