

Overview

Cox provides a “Gift of Speed” and offers faster speeds at no additional cost to customers.

- **May 2- June 8:**
 - Essential Classic will go from 150Mbps download speed to 250Mbps download speed.
 - Preferred will go from 250Mbps download speed to 500Mbps download speed.
 - Services codes will not change.
 - There will be no changes to Panoramic Wifi rules/eligibility at this time.
 - This will be a market-by-market launch
 - Rolling market launches begin 5/2 in GA and ends on 6/8 in OKC
- **June 26:**
 - 1-on-1 customer comms launch, Internet tier naming launches, Tools (ICE, cox.com, Solution Center, etc) update (some of this is automatic)
 - Ultimate 500 grandfathers (confirmed with PJ that this piece cannot flex from this date)
- **June 27-July 11**
 - Current GM Acquisition promotional pricing strategy remains in place. No 250mbps promotional option, 500mbps option at today's Preferred pricing (since Preferred becomes the new 500mbps tier). All other price points remain.
 - Current customer repackaging also remains unchanged, except for Ultimate 500 removal
- **6/27:**
 - Relaunch Competitive Response (NC and CC) and Cold Household (NC) portfolios with inclusion of the new tiers (would not need to redo these on 7/12)
- **July 12**
 - 1P Internet + Convergence launch for New Customer and CC Upgrade +Transfer
 - Retention repackaging remains intact in Retention intent + digital Base Mgmt and Transfer Modify



Speed Increases & Tier Name Branding Snapshot

| | More Upstream | More Downstream | Brand Experience |
|------------------|---|--|--|
| Technology Dates | 12/2022 to 12/2023 | 5/2/2023 to 6/8/2023 | 6/27/2023 |
| Marketing Dates | Macon market trial customer comms, April National customer comms begin late June 2023 | Customer communications begin on/after 6/27 in 3 Waves (Awareness, Reminder, Reset). New speeds available in tools. | All customer facing marketing tactics and agent facing tools will start using the new internet tier name branding. |
| Tiers Impacted | <u>Upload speed increases:</u> >SUI/C2C/CA/Essential: 100 x 5 to 100 x 10 Mbps >Essential Classic: 150 x 5 to 150 x 10 Mbps >Preferred: 250 x 10 to 250 x 25 Mbps >Ultimate: 500 x 10 to 500 x 50 Mbps >Gigablast: 1Gb x 35 to 1Gb x 100 Mbps | <u>Download speed increases:</u> >Essential Classic from 150Mbps to 250Mbps >Preferred from 250Mbps to 500Mbps | <u>New Internet Tier Names:</u> >Essential to Go Fast >Essential Classic to Go Faster >Preferred to Go Even Faster >Gigablast to Go Super Fast >2Gig to Go Beyond Fast |

ICON

Technology

Launch Dates: 5/2-6/8

- Rolling market launches for More Downstream (Internet Shift)
 - Essential from 150Mbps to 250Mbps
 - Preferred from 250Mbps to 500Mbps
- Cox.com and ICE tech will hard code the speed reference to today's speeds starting on 5/2 to override the API that passes through the new info.

ICON

Digital

Launch Date: 6/27

- Updates required for:
 - Internet Plans & Pricing page
 - My Account
 - Disclaimers
 - Internet Service page
- Remove Ultimate internet from buy flow on 6/27

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Care

Launch Date: 6/27

- Updates required for:
 - Solutions Center
 - All Key articles that include internet tier names
- Continue to support the grandfathered Ultimate tier after 6/27

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Billing

Launch Date: 6/27

- Updates required for:
 - Pricing package names
 - English & Spanish billing descriptions
 - Service code, reporting and statement descriptions
- Decision needed on when employee changes will be made and date Ultimate will be officially grandfathered.

ICON

Sales

Launch Date: 6/27

- Updates required for:
 - Offer cards in ICE
 - Researching if any Main Page articles need updates
- Agents stop selling Ultimate internet to agents on 6/27
- Stop displaying Ultimate internet to agents in tools on 6/27

ICON

Field

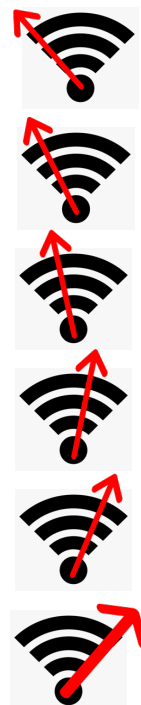
Launch Date: 6/27

- Updates required for:
 - Plant View, Home View, CX Connect
- Continue to support the grandfathered Ultimate tier after 6/27

Overview – Portfolio Shift/Speed Tier Name Changes

| Current Speed Offering | | | Future Speed Offering | | | | | |
|----------------------------------|-----------|-------------|-----------------------|-------------------------------|----------------------------|------------------------------------|-------------|-----------------|
| Current Tier | Sub-Split | Fiber | Future Tier | Sub-Split (as of June '23) | Mid-Split (Mar/Apr '23) | High-Split (late '23/early '24) | GPON Fiber | XGSPON Fiber |
| Essential | 100x5 | 100x100 | Go Fast | 100x5 | 100x10 | 100x20 | 100x100 | 100x100 |
| Essential Classic (retention) | 150x5 | 150x150 | Go Faster | 250x10 | 250x25 | 250x50 | 250x250 | 250x250 |
| Preferred | 250x10 | 250x250 | Go Even Faster | 500x10 | 500x50 | 500x100 | 500x500 | 500x500 |
| Ultimate | 500x10 | 500x500 | Grandfathered | 500x10 | 500x50 | 500x100 | 500x500 | 500x500 |
| Gigablast | 1Gig x 35 | 1Gig x 1Gig | Go Super Fast | 1Gig x 35 | 1Gig x 100 | 1Gig x 1Gig | 1Gig x 1Gig | 1Gig x 1Gig |
| 2 Gig | N/A | 2Gig x 2Gig | Go Beyond Fast | N/A | 2Gig x 100 | 2Gig x 1Gig | 2Gig x 1Gig | 2Gig x 2Gig |

Current vs. Future Tier Names and Speeds

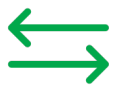


| Current Speed Offering | | | Future Speed Offering | | | | | |
|----------------------------------|-----------|-------------|-----------------------|-------------------------------|----------------------------|------------------------------------|-------------|-----------------|
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| Essential | 100x5 | 100x100 | Go Fast | 100x5 | 100x10 | 100x20 | 100x100 | 100x100 |
| Essential Classic (retention) | 150x5 | 150x150 | Go Faster | 250x10 | 250x25 | 250x50 | 250x250 | 250x250 |
| Preferred | 250x10 | 250x250 | Go Even Faster | 500x10 | 500x50 | 500x100 | 500x500 | 500x500 |
| Ultimate | 500x10 | 500x500 | Grandfathered | 500x10 | 500x50 | 500x100 | 500x500 | 500x500 |
| Gigablast | 1Gig x 35 | 1Gig x 1Gig | Go Super Fast | 1Gig x 35 | 1Gig x 100 | 1Gig x 1Gig | 1Gig x 1Gig | 1Gig x 1Gig |
| 2 Gig | N/A | 2Gig x 2Gig | Go Beyond Fast | N/A | 2Gig x 100 | 2Gig x 1Gig | 2Gig x 1Gig | 2Gig x 2Gig |

Internet Shift – Impact to Speed Portfolio

While internet shift results in mass market speed offers identical to today, the prices for each tier are moved closer to parity with competitors for similar speeds

| Portfolio as of 12/31 | | | | Changes Implemented | Portfolio after Speed Increases | | | |
|-------------------------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------|-----------|-----------|
| Tier | Sub Split | Mid Split | PON Fiber | | Tier | Sub Split | Mid Split | PON Fiber |
| Essential | 100/5 | 100/10 | 100/100 | ↔ | Go Fast | 100/5 | 100/10 | 100/100 |
| Essential Classic (Retention) | 150/5 | 150/10 | 150/150 | ★ ↑ | Go Faster | 250/5 | 250/25 | 250/250 |
| Preferred | 250/10 | 250/25 | 250/250 | ↑ | Go Even Faster | 500/10 | 500/50 | 500/500 |
| Ultimate | 500/10 | 500/50 | 500/500 | 🌅 | Ultimate (Sunset) | 500/10 | 500/50 | 500/500 |
| Gigablast | 1,000/35 | 1,000/100 | 1G/1G | ↔ | Go Super Fast | 1,000/35 | 1,000/100 | 1G/1G |
| 2 Gig | - | - | 2G/2G | ↔ | Go Beyond Fast | - | - | 2G/2G |



No Change



Re-introduce For
Mass Market Sales



Speed
Increase



Sunset Tier

More Downstream (Internet Shift) Increases

| Service Code | Tier Name | Speed | Device Type | Transport Method |
|---------------------|-----------------------------|----------------------|--|------------------|
| 30168, 30138, 30148 | Essential Classic/Go Faster | 150 Mbps to 250 Mbps | DOCSIS 3.1 and DOCSIS 3 16x4 or higher Exclude house amps | HFC |
| 30141, 30102 | Preferred/Go Even Faster | 250 Mbps to 500 Mbps | DOCSIS 3.1 DOCSIS 3.0 with 24x8 or 32x8 channel bonding Exclude house amps | HFC |

Go To Market: June 27

New Customer Portfolio: Legend

1 Pricing

Everyday Price No Promo

- Rack rate price
- Ex: 1P or 2P available at rack rate

Non-Converged Promo

- Discounted Internet **with or without** Mobile
- Ex: 1P or 2P Internet available at a discount

Converged Promo

- Discounted Internet **with** Mobile
- Ex: 2P Internet + Mobile available at a discount

2 Markets

BTR Greater Louisiana
CLE Cleveland
CON Connecticut
GAN Gainesville/Ocala
KAN Kansas/NW Ark
LOU New Orleans
MAC Macon
OKC Oklahoma City
ORG Orange County
PAL Palos Verdes
PEN Pensacola
RHI Rhode Island
SAB Santa Barbara
SAN San Diego
TUL Tulsa

LAS Las Vegas
OMA Omaha
PHX Phoenix

HRD Hampton Roads

NVA Northern Virginia

ROA Roanoke

3 1P Internet

Go Beyond Fast

2 Gig

30182 Rack \$149.99

Go Super Fast

1 Gig

30180 Rack \$119.99

Go Even Faster

500 Mbps

30141 Rack \$89.99

Go Faster

250 Mbps

30168 Rack \$69.99

Go Fast

100 Mbps

30169 Rack \$49.99

4 2P Mobile

With By the Gig (PAYG)

- Promotional internet rate requires adding at least one mobile line
- PAYG rack rate \$15
- PAYG total price reflects 1Gig or less mobile usage
- Incremental Gigs are \$15

With Unlimited (UNL)

- Promotional internet rate requires adding at least one mobile line
- UNL rack rate \$45
- UNL total price reflects unlimited mobile usage

5 Pano Wifi

- Available with 1P and 2P
- Optional add-on
- Included for Free only with Go Fast 100 Mbps offers

6 DUB + CCC

- Available with 1P and 2P
- Optional add-on
- Requires Pano Wifi
- Unlimited Data Usage Billing (DUB)
- Cox Complete Care (CCC)
- DUB not available in:
 - RHI Rhode Island
 - HRD Hampton Road
 - NVA Northern VA
 - ROA Roanoke

New Customer Portfolio: General Market



Markets

BTR Greater Louisiana
CLE Cleveland
CON Connecticut
GAN Gainesville/Ocala
KAN Kansas/NW Ark
LOU New Orleans
MAC Macon
OKC Oklahoma City
ORG Orange County
PAL Palos Verdes
PEN Pensacola
RHI Rhode Island*
SAB Santa Barbara
SAN San Diego
TUL Tulsa

* DUB Not Available

1P Internet

| | |
|--|--|
| <i>Go Beyond Fast</i> 2 Gig | \$149.99 Everyday Price |
| <i>Go Super Fast</i> 1 Gig | \$109.99 24 mo A231G10924 |
| <i>Go Even Faster</i> 500 Mbps | \$89.99 Everyday Price |
| <i>Go Faster</i> 250 Mbps | \$69.99 Everyday Price |
| <i>Go Fast</i> 100 Mbps | \$49.99 Everyday Price |

2P Mobile

| With <u>PAYG</u> | With <u>UNL</u> |
|---|-----------------------------------|
| \$155 24 mo 140 + 15 AC2G99924 | \$185 24 mo 140 + 45 |
| \$115 24 mo 100 + 15 AC1G199924 | \$145 24 mo 100 + 45 |
| \$95 24 mo 80 + 15 AC50099924 | \$125 24 mo 80 + 45 |
| \$70 24 mo 55 + 15 AC25149924 | \$100 24 mo 55 + 45 |
| \$60 60 mo 45 + 15 AC10049960 | \$90 60 mo 45 + 45 |

Pano Wifi

| |
|---|
| Free optional 24 mo 1P or 2P A23FPAN24 |
| Included optional |

DUB + CCC

| |
|--|
| \$30 optional 60 mo 1P or 2P A23DUB3060 |
|--|

New Customer Portfolio: General Market



Markets

LAS Las Vegas
OMA Omaha
PHX Phoenix

1P Internet

| | |
|--|--|
| <i>Go Beyond Fast</i> 2 Gig | \$149.99 Everyday Price |
| <i>Go Super Fast</i> 1 Gig | \$109.99 24 mo A231G10924 |
| <i>Go Even Faster</i> 500 Mbps | \$89.99 Everyday Price |
| <i>Go Faster</i> 250 Mbps | \$69.99 Everyday Price |
| <i>Go Fast</i> 100 Mbps | \$49.99 Everyday Price |

2P Mobile

| With <u>PAYG</u> | With |
|-----------------------------------|-----------------------------------|
| \$164.99 Everyday Price | \$194.99 Everyday Price |
| \$70 24 mo 55 + 15 | \$100 24 mo 55 + 45 |
| AC1G649924 | |
| \$104.99 Everyday Price | \$134.99 Everyday Price |
| \$60 24 mo 45 + 15 | \$90 24 mo 45 + 45 |
| AC25249924 | |
| \$64.99 Everyday Price | \$94.99 Everyday Price |

Pano Wifi

| |
|---|
| Free optional 24 mo 1P or 2P A23FPAN24 |
| Included optional |

DUB + CCC

| |
|--|
| \$30 optional 60 mo 1P or 2P A23DUB3060 |
|--|

New Customer Portfolio: General Market



Markets

HRD Hampton Roads*

1P Internet

| | |
|--|--------------------------------------|
| <i>Go Beyond Fast</i> 2 Gig | \$109.99 24 mo |
| <i>Go Super Fast</i> 1 Gig | \$79.99 24 mo |
| <i>Go Even Faster</i> 500 Mbps | \$59.99 24 mo |
| <i>Go Faster</i> 250 Mbps | \$49.99 24 mo A23HRDX24 |
| <i>Go Fast</i> 100 Mbps | \$49.99 Everyday Price |

2P Mobile

| With <u>PAYG</u> | With |
|--|--|
| \$124.99 24 mo 109.99 + 15 A23HRDX24 | \$154.99 24 mo 109.99 + 45 A23HRDX24 |
| \$70 24 mo 55 + 15 | \$100 24 mo 55 + 45 |
| AC1G649924 | |
| \$74.99 24 mo 59.99 + 15 A23HRDX24 | \$104.99 24 mo 59.99 + 45 A23HRDX24 |
| \$60 24 mo 45 + 15 | \$90 24 mo 45 + 45 |
| AC25249924 | |
| \$64.99 Everyday Price | \$94.99 Everyday Price |

Pano Wifi

| |
|---|
| Free <i>optional</i> 24 mo |
| 1P or 2P A23FPAN24 |
| Included <i>optional</i> |

* DUB Not Available

New Customer Portfolio: General Market



Markets

NVA Northern Virginia*

1P Internet

| | |
|--|--------------------------------------|
| <i>Go Beyond Fast</i> 2 Gig | \$149.99 Everyday Price |
| <i>Go Super Fast</i> 1 Gig | \$79.99 24 mo |
| <i>Go Even Faster</i> 500 Mbps | \$59.99 24 mo |
| <i>Go Faster</i> 250 Mbps | \$49.99 24 mo A23NVAX24 |
| <i>Go Fast</i> 100 Mbps | \$49.99 Everyday Price |

2P Mobile

| With <u>PAYG</u> | With |
|--|---|
| \$164.99 Everyday Price | \$194.99 Everyday Price |
| \$70 24 mo 55 + 15 | \$100 24 mo 55 + 45 |
| AC1G649924 | |
| \$74.99 24 mo 59.99 + 15 A23NVAX24 | \$104.99 24 mo 59.99 + 45 A23NVAX24 |
| \$60 24 mo 45 + 15 | \$90 24 mo 45 + 45 |
| AC25249924 | |
| \$64.99 Everyday Price | \$94.99 Everyday Price |

Pano Wifi

| |
|---|
| Free <i>optional</i> 24 mo |
| 1P or 2P A23FPAN24 |
| Included <i>optional</i> |

* DUB Not Available

New Customer Portfolio: General Market

| <div> <div> <div>Everyday Price No Promo</div> <div>Non-Converted Promo</div> <div>Converted Promo</div> </div> <div>Markets</div> <div>ROA Roanoke*</div> </div> | 1P Internet | | 2P Mobile | | Pano Wifi |
|---|--|--------------------------------------|--|---|---|
| | | | With <u>PAYG</u> | With | |
| | <i>Go Beyond Fast</i> 2 Gig | \$149.99 Everyday Price | \$164.99 Everyday Price | \$194.99 Everyday Price | |
| | <i>Go Super Fast</i> 1 Gig | \$79.99 24 mo | \$70 24 mo 55 + 15 | \$100 24 mo 55 + 45 | Free <i>optional</i> 24 mo |
| | | | AC1G649924 | | 1P or 2P |
| | <i>Go Even Faster</i> 500 Mbps | \$69.99 24 mo | \$84.99 24 mo 69.99 + 15 A23ROAX24 | \$114.99 24 mo 69.99 + 45 A23ROAX24 | A23FPAN24 |
| | <i>Go Faster</i> 250 Mbps | \$59.99 24 mo A23ROAX24 | \$60 24 mo 45 + 15 | \$90 24 mo 45 + 45 | |
| | | | AC25249924 | | |
| | <i>Go Fast</i> 100 Mbps | \$49.99 Everyday Price | \$64.99 Everyday Price | \$94.99 Everyday Price | Included <i>optional</i> |

* DUB Not Available

Additional Items/Insights

Essential to Go Faster Messaging

Speeds are now 60% higher

1. Enjoy download speeds that are faster than 5G Home Internet*
2. Ideal for typical number of devices and HD streaming, gaming, videoconferencing, virtual learning or working from home, downloading large files quickly

*Based on Cox's analysis of Ookla® Speedtest Intelligence® data for median download speeds in Cox serviceable areas for Q[X] 2022. Ookla trademarks used under license and reprinted with permission.

Preferred to Go Even Faster Messaging

Your speeds are doubled!

1. Enjoy download speeds that are faster than 5G Home Internet*
2. A family of 6 can stay in for the evening and each watch what they want in 4k at the same time
3. Ideal for heavy device usage and moderate 4K streaming, heavy gaming, videoconferencing, virtual learning or working from home, downloading large files quickly

*Based on Cox's analysis of Ookla® Speedtest Intelligence® data for median download speeds in Cox serviceable areas for Q[X] 2022. Ookla trademarks used under license and reprinted with permission.

Internet Tier Branding

Immediately following our May/June downstream speed increases for Preferred and Essential Classic, we'll be rolling out a new Internet brand

Brand Traits:

- Action Oriented
- Invokes Speed Characteristics
- Designed to Shift up the Portfolio
- Focuses on Mbps Number to Give Context

“Go Fast with Cox 100Mbps Internet Speeds”

“Go Beyond Fast with 2 Gig Speeds from Cox”

Verbal discussion (reps talking to customers about tiers)

Fast 100

Faster 250

Even Faster 500

Super Fast Gig

Beyond Fast 2 Gig

Recommendation

Go Beyond Fast
Go Super Fast
Go Even Faster
Go Faster
Go Fast

Modified – for reps

Beyond Fast
Super Fast
Even Faster
Faster
Fast


Example: *“Well Mr/Ms Customer, you’re on our Faster 250 tier. I could double your speed by putting you on our Even Faster 500 tier.”*

Remember that grandfathered and affordability tiers continue to exist and reps will still have to talk to customers using those names (ie. Ultimate or StraightUp, for examples)

Internet Plans & Pricing Page - NC


Note: We're partnering with Creative teams to emphasize the speed more (via size, weight, color, etc.)

EVERYDAY LOW PRICE ✓ INCLUDES Panoramic Wifi equipment


Essential 100  100 Mbps **\$49.99/mo** NO annual contract or cancellation fees [Select plan](#) [Plan details](#)

Great for browsing the web, social media, email, and more Max download speed


MOST POPULAR

Preferred 250  250 Mbps **\$49.99/mo** ~~\$89.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)

Great for online gaming, working from home, and more Max download speed

Ultimate 500  500 Mbps **\$69.99/mo** ~~\$99.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)


Great for 4k video, multi-player gaming, working from home, and more Max download speed

Gigablast  1 Gbps **\$99.99/mo** ~~\$119.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)

Great for 8k video, multi-player gaming, working from home, and more Max download speed


COX INTERNET SERVICE

EVERYDAY LOW PRICE ✓ INCLUDES Panoramic Wifi equipment


 100 Mbps **Go Fast** **\$49.99/mo** NO annual contract or cancellation fees [Select plan](#) [Plan details](#)

Max download speed Great for browsing the web, social media, email, and more


MOST POPULAR SPEED

 250 Mbps **Go Faster** **\$49.99/mo** ~~\$89.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)

Max download speed Great for online gaming, working from home, and more


 500 Mbps **Go Even Faster** **\$69.99/mo** ~~\$99.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)

Max download speed Great for 4k video, multi-player gaming, working from home, and more

 1000 Mbps (1 Gig) **Go Super Fast** **\$99.99/mo** ~~\$119.99/mo~~ for 12 mos. w/ 1-yr. term agmt. [Select plan](#) [Plan details](#)

Max download speed Great for 8k video, multi-player gaming, working from home, and more

NEW!

 2000 Mbps (2 Gig) **Go Beyond Fast** **\$149.99/mo** NO annual contract [Select plan](#) [Plan details](#)

Max download speed Great for multiple video conferences, multi-player gaming, multiple 4k/8k streams, virtual reality, and more

Style Guidelines

Internet Tiers

Brand architecture

Cox is our master brand and the cornerstone of our identity system. As shown below, there are Cox sub-brands for each of our product categories including Cox Internet and its products.

Product brands stand alone as type-treatment assets.

Internet Tiers

Brand Architecture

Guidelines

Master Brand



Categories/
Sub-brand

Cox Internet

Cox TV

Cox Voice

COX Homelife

COX Mobile

Products

100 Mbps – Go Fast
250 Mbps – Go Faster
500 Mbps – Go Even Faster
1 Gbps – Go Super Fast
2 Gbps – Go Beyond Fast

Contour TV

Cox Voice

Panoramic Wifi

Contour Stream Player

EliteGamer

Connect2Compete

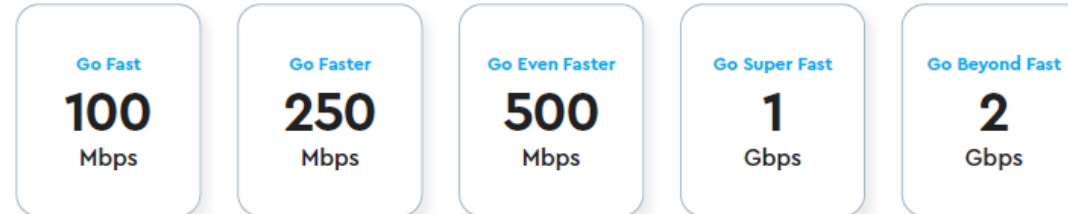
ConnectAssist

Internet Tiers

Guidelines

- Lead with the functional benefit, speed, as the primary communication, with the tier name as secondary support
- The "Go" is an action word serving as a call-to-action to encourage trade-ups in contexts such as the buy-flow
- In downgrades and sales rep conversations, drop the "Go". Use simplified tier names when necessary and lean on speed and what you get.
- In both creative and communications, the word, "Gig" should be in all caps to place more emphasis (Ex: "GIG speeds everywhere")
- When referring to multi-gig speeds, hyphen should be removed (Ex: "Multi GIG speeds coming soon")
- "GIG" should be used as both singular and plural. (Ex: "2 GIG" instead of "2 GIGs")
- Ensure when referring to speed in marketing materials that "Gbps" is used vs "GB", which differs and is commonly used in the mobile space to refer to data capacity

For buy-flow (.com)



For billing statements, MyAccount, Agent tools

"Go Fast"

"Go Faster"

"Go Even Faster"

"Go Super Fast"

"Go Beyond Fast"

For downgrades and sales rep conversations

