



Committed to our community
It's all about delighting customers with great service.

Today's **Agenda**

- Introductions
- TDS History/ Overview
- Community Benefits
- Construction
- Questions/Next Steps



Company **Profile**



"Connect our communities to the world"

Telephone and Data Systems (TDS) founded in 1969

"Connect our communities to the world"



TDS Telecommunications is a
2021 Top Workplace!
2 Years Running

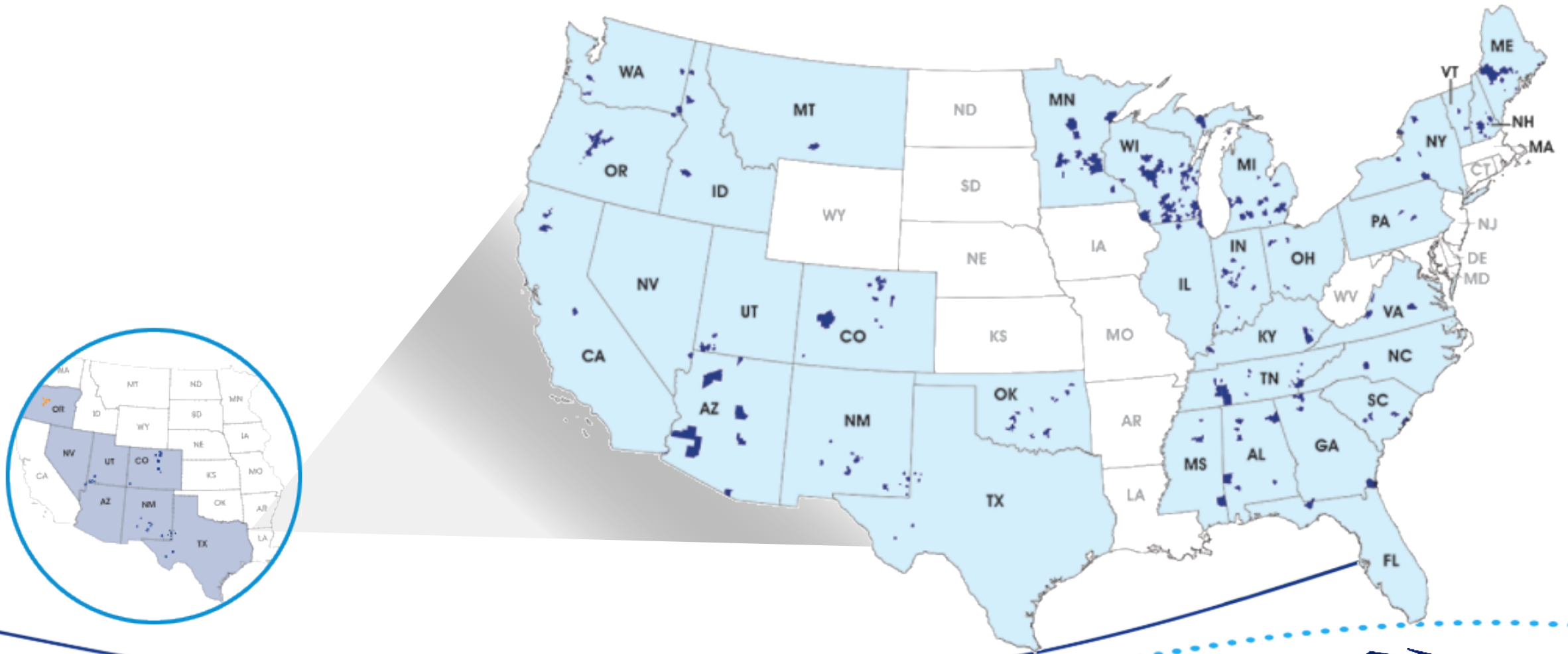


About **TDS Telecom**

- TDS Telecom is headquartered in Madison, WI
- The nation's 7th largest wireline communications company offering broadband, video, and voice.
- Service more than 1,100 rural and suburban communities across the U.S.
- We employ approximately ~3,500 talented professionals



The Places **TDS** Serves



Products & Services

All fiber network – fiber to the home or business



Symmetrical Speeds

Internet speeds up to 2Gig for home; up to 10Gig dedicated for businesses

- Internet product offerings start at 300MB x 300MB



TDSTV+ Smart Cloud TV Product

Brings together live, recorded, and streaming TV



Phone

Crystal clear calling, variety of feature-rich plans



Committed
to our
community

Giving back is an integral part of the culture at TDS. From hands-on volunteering to in-kind and financial support, TDS takes a vested interest in the growth and success of the communities we serve.



Why Princeton?

- Demographics match areas TDS has been successful
 - Residents are ready to adopt fiber and the advanced technologies it delivers
 - Your community is underserved by existing providers
 - Products and services currently available do not meet the needs of residents or businesses
 - During the evaluation of communities, **Princeton** was identified:
- Partnership with TDS would deliver **Princeton** with new products including:
 - 2Gig broadband service
 - Fully-featured IP-based TV video service with whole-home DVR, wireless set-top boxes, and VoD
 - managed IP, a hosted voice solution for business customers
 - Advanced services (cloud backup services, network security, and Wi-Fi)



The Entire Community Benefits

**Future-
proof**

Fiber easily carries today's services (internet, TV, phone) with room to spare for what's to come.

+

**Speeds
up to
2Gig**

Blazing
fast.

+

Choice

Broadband
competition and
choice in your
area.

+

**Reliabl
e**

Fiber is virtually immune to interference and doesn't falter under harsh weather conditions.



Strong community partnership

Sun Prairie, Wisconsin



First partnership
outside our
footprint



Demonstrated need
for better broadband



Committed to
building out fiber
throughout the city
- in 16 months!

3,700+ customers upgraded

Residents and businesses now have access to state-of-the-art

TV | Internet | Voice



Fiber Deployments

- TDS has aggressively pursued two fiber strategies:
 - Overbuilding existing areas in our footprint to better serve customers and remain competitive
 - Greenfield builds include deploying next-generation fiber versus copper and coax networks
- Fiber results have been exceptional:
 - Overall broadband take rates of 50% in fiber-served areas
 - 44% of customers take a double or triple play (Data and Video and/or Voice)
 - Named Wisconsin's fastest broadband provider by Speedtest as reported by the Milwaukee Journal Sentinel





DFN (Digital Fiber Network...example)

The map displays a Digital Fiber Network (DFN) overlaid on an aerial photograph. The network is divided into numerous colored regions, each labeled with a unique identifier. The regions are color-coded as follows:

- Blue:** 0865BA, 0865IA_1, 0865IA_2, 0865IA_3, 0865IA_4, 0865IA_5, 0865IA_6, 0865IA_7, 0865IA_8, 0865IA_9, 0865IA_10, 0865IA_11, 0865IA_12, 0865IA_13, 0865IA_14, 0865IA_15, 0865IA_16, 0865IA_17, 0865IA_18, 0865IA_19, 0865IA_20, 0865IA_21, 0865IA_22, 0865IA_23, 0865IA_24, 0865IA_25, 0865IA_26, 0865IA_27, 0865IA_28, 0865IA_29, 0865IA_30, 0865IA_31, 0865IA_32, 0865IA_33, 0865IA_34, 0865IA_35, 0865IA_36, 0865IA_37, 0865IA_38, 0865IA_39, 0865IA_40, 0865IA_41, 0865IA_42, 0865IA_43, 0865IA_44, 0865IA_45, 0865IA_46, 0865IA_47, 0865IA_48, 0865IA_49, 0865IA_50, 0865IA_51, 0865IA_52, 0865IA_53, 0865IA_54, 0865IA_55, 0865IA_56, 0865IA_57, 0865IA_58, 0865IA_59, 0865IA_60, 0865IA_61, 0865IA_62, 0865IA_63, 0865IA_64, 0865IA_65, 0865IA_66, 0865IA_67, 0865IA_68, 0865IA_69, 0865IA_70, 0865IA_71, 0865IA_72, 0865IA_73, 0865IA_74, 0865IA_75, 0865IA_76, 0865IA_77, 0865IA_78, 0865IA_79, 0865IA_80, 0865IA_81, 0865IA_82, 0865IA_83, 0865IA_84, 0865IA_85, 0865IA_86, 0865IA_87, 0865IA_88, 0865IA_89, 0865IA_90, 0865IA_91, 0865IA_92, 0865IA_93, 0865IA_94, 0865IA_95, 0865IA_96, 0865IA_97, 0865IA_98, 0865IA_99, 0865IA_100.
- Red:** 0865AA_1, 0865AA_2, 0865AA_3, 0865AA_4, 0865AA_5, 0865AA_6, 0865AA_7, 0865AA_8, 0865AA_9, 0865AA_10, 0865AA_11, 0865AA_12, 0865AA_13, 0865AA_14, 0865AA_15, 0865AA_16, 0865AA_17, 0865AA_18, 0865AA_19, 0865AA_20, 0865AA_21, 0865AA_22, 0865AA_23, 0865AA_24, 0865AA_25, 0865AA_26, 0865AA_27, 0865AA_28, 0865AA_29, 0865AA_30, 0865AA_31, 0865AA_32, 0865AA_33, 0865AA_34, 0865AA_35, 0865AA_36, 0865AA_37, 0865AA_38, 0865AA_39, 0865AA_40, 0865AA_41, 0865AA_42, 0865AA_43, 0865AA_44, 0865AA_45, 0865AA_46, 0865AA_47, 0865AA_48, 0865AA_49, 0865AA_50, 0865AA_51, 0865AA_52, 0865AA_53, 0865AA_54, 0865AA_55, 0865AA_56, 0865AA_57, 0865AA_58, 0865AA_59, 0865AA_60, 0865AA_61, 0865AA_62, 0865AA_63, 0865AA_64, 0865AA_65, 0865AA_66, 0865AA_67, 0865AA_68, 0865AA_69, 0865AA_70, 0865AA_71, 0865AA_72, 0865AA_73, 0865AA_74, 0865AA_75, 0865AA_76, 0865AA_77, 0865AA_78, 0865AA_79, 0865AA_80, 0865AA_81, 0865AA_82, 0865AA_83, 0865AA_84, 0865AA_85, 0865AA_86, 0865AA_87, 0865AA_88, 0865AA_89, 0865AA_90, 0865AA_91, 0865AA_92, 0865AA_93, 0865AA_94, 0865AA_95, 0865AA_96, 0865AA_97, 0865AA_98, 0865AA_99, 0865AA_100.
- Green:** 0865CA_1, 0865CA_2, 0865CA_3, 0865CA_4, 0865CA_5, 0865CA_6, 0865CA_7, 0865CA_8, 0865CA_9, 0865CA_10, 0865CA_11, 0865CA_12, 0865CA_13, 0865CA_14, 0865CA_15, 0865CA_16, 0865CA_17, 0865CA_18, 0865CA_19, 0865CA_20, 0865CA_21, 0865CA_22, 0865CA_23, 0865CA_24, 0865CA_25, 0865CA_26, 0865CA_27, 0865CA_28, 0865CA_29, 0865CA_30, 0865CA_31, 0865CA_32, 0865CA_33, 0865CA_34, 0865CA_35, 0865CA_36, 0865CA_37, 0865CA_38, 0865CA_39, 0865CA_40, 0865CA_41, 0865CA_42, 0865CA_43, 0865CA_44, 0865CA_45, 0865CA_46, 0865CA_47, 0865CA_48, 0865CA_49, 0865CA_50, 0865CA_51, 0865CA_52, 0865CA_53, 0865CA_54, 0865CA_55, 0865CA_56, 0865CA_57, 0865CA_58, 0865CA_59, 0865CA_60, 0865CA_61, 0865CA_62, 0865CA_63, 0865CA_64, 0865CA_65, 0865CA_66, 0865CA_67, 0865CA_68, 0865CA_69, 0865CA_70, 0865CA_71, 0865CA_72, 0865CA_73, 0865CA_74, 0865CA_75, 0865CA_76, 0865CA_77, 0865CA_78, 0865CA_79, 0865CA_80, 0865CA_81, 0865CA_82, 0865CA_83, 0865CA_84, 0865CA_85, 0865CA_86, 0865CA_87, 0865CA_88, 0865CA_89, 0865CA_90, 0865CA_91, 0865CA_92, 0865CA_93, 0865CA_94, 0865CA_95, 0865CA_96, 0865CA_97, 0865CA_98, 0865CA_99, 0865CA_100.
- Orange:** 0865FA_1, 0865FA_2, 0865FA_3, 0865FA_4, 0865FA_5, 0865FA_6, 0865FA_7, 0865FA_8, 0865FA_9, 0865FA_10, 0865FA_11, 0865FA_12, 0865FA_13, 0865FA_14, 0865FA_15, 0865FA_16, 0865FA_17, 0865FA_18, 0865FA_19, 0865FA_20, 0865FA_21, 0865FA_22, 0865FA_23, 0865FA_24, 0865FA_25, 0865FA_26, 0865FA_27, 0865FA_28, 0865FA_29, 0865FA_30, 0865FA_31, 0865FA_32, 0865FA_33, 0865FA_34, 0865FA_35, 0865FA_36, 0865FA_37, 0865FA_38, 0865FA_39, 0865FA_40, 0865FA_41, 0865FA_42, 0865FA_43, 0865FA_44, 0865FA_45, 0865FA_46, 0865FA_47, 0865FA_48, 0865FA_49, 0865FA_50, 0865FA_51, 0865FA_52, 0865FA_53, 0865FA_54, 0865FA_55, 0865FA_56, 0865FA_57, 0865FA_58, 0865FA_59, 0865FA_60, 0865FA_61, 0865FA_62, 0865FA_63, 0865FA_64, 0865FA_65, 0865FA_66, 0865FA_67, 0865FA_68, 0865FA_69, 0865FA_70, 0865FA_71, 0865FA_72, 0865FA_73, 0865FA_74, 0865FA_75, 0865FA_76, 0865FA_77, 0865FA_78, 0865FA_79, 0865FA_80, 0865FA_81, 0865FA_82, 0865FA_83, 0865FA_84, 0865FA_85, 0865FA_86, 0865FA_87, 0865FA_88, 0865FA_89, 0865FA_90, 0865FA_91, 0865FA_92, 0865FA_93, 0865FA_94, 0865FA_95, 0865FA_96, 0865FA_97, 0865FA_98, 0865FA_99, 0

Network Construction



Aerial Cable Placement
(Bucket Truck)



Node Cabinet



Pedestal



Buried Cable Placement
(Directional Bore)



Handhold

Construction Communication Program



Mailer One

Three weeks prior to construction start residents receive a letter



Mailer Two

One week prior to start, residents receive a postcard



Door Hangers and Yard Signs

Three to five days prior to start, contractor places door hangers and yard signs




Sandwich Board

During construction, contractor places sandwich board at neighborhood entrances each day



Prior to Notifications



IMPORTANT CONSTRUCTION NOTICE

TDS FIBER

YOUR NEIGHBORHOOD IS ALMOST READY FOR THE FUTURE! TDS FIBER MEANS:

- Lightning-fast Internet speeds up to 1 Gig
- Robust TV programming packages
- Crystal-clear, reliable phone service

Thanks in advance for your patience during the construction process.

Register for Service Today at TDSFIBER.COM/now

20200715-05/12086

1-week postcard

IMPORTANT CONSTRUCTION NOTICE

Work on a fiber-optic network is about to begin in your neighborhood. Before we get started, there are few things you must know.

1. A contractor will be in your area marking underground utilities with flags or spray paint.
2. Property owner is responsible for:
 - ✓ clearly marking any privately owned facility (e.g. watering system, invisible fence, security system, or private power) with flags or spray paint
 - ✓ calling the construction hotline at 1-855-259-8576

DURING CONSTRUCTION

We'll use existing rights-of-way as much as possible. However, there will be areas where digging is required. We'll finish up as quickly as possible and restore any areas disrupted by construction. If winter weather interrupts construction, we will return in the spring to complete cleanup.

Questions? PLEASE CALL

1-855-259-8576



TDS

THE SCOOP ON TDS FIBER CONSTRUCTION

Excitement is in the air, because soon there will be TDS Fiber in the ground out of the construction process that will bring cutting-edge fiber Internet to your neighborhood.

> What is a Utility Easement?
Easements grant utility companies, like TDS, the legal right to access areas of a property for running transmission lines, underground electric lines, and water, sewer, and fiber-optic lines.

A crew will mark the easement with utility flags and/or spray paint (see reverse side). You should receive a letter in the mail that notifies you before this work takes place.

Often times, easements are in readily accessible parts of a yard. Occasionally we run across obstructed easements, such as those located in a fenced-in backyard. Please help to ensure any fences are unlocked, so workers may access the easement.

> Safety is Essential
Once utilities are marked, please do not remove the flags or cut the painted grass—these markings are essential to keeping you and your home safe! Crews will remove flags when it is safe to do so after construction.

Learn more: TDSFIBER.COM/construction

See more on other side.

3-week letter



TDS

GIVE FIBER A GOOD HOME. YOURS!

Great news!
TDS® is building a state-of-the-art, all-fiber network that will deliver the area's best Internet, TV, and phone services to your neighborhood. Below you'll find information about what to expect as fiber network construction takes place.

REGISTER TODAY!
And be one of the first in line for installation when fiber service launches.
Register at TDSFiber.com/future

2GIG INTERNET
2GBPS DOWNLOAD/2GBPS UPLOAD SPEEDS
• NO DATA CAPS
• NO THROTTLING

Construction begins soon

Large red construction signs at your neighborhood's entrance and smaller signs near your mailbox

TDS is committed to making the construction phase as easy as possible for you. We understand you may have questions about fiber construction. Here are some answers to questions we hear most frequently.

Do TDS and construction crews have permission to be on my property?
TDS has rights to access the designated utility easements, typically located within a strip of property running along the street, the sidewalk, the rear lot line, or between two lots. If the easement is within a fenced-in yard, crews will need your help accessing this area.

Will TDS restore the construction areas?
Once construction is complete and weather permits, TDS will restore lawns in areas where digging occurred. Our crews make every effort to minimize impact to properties.

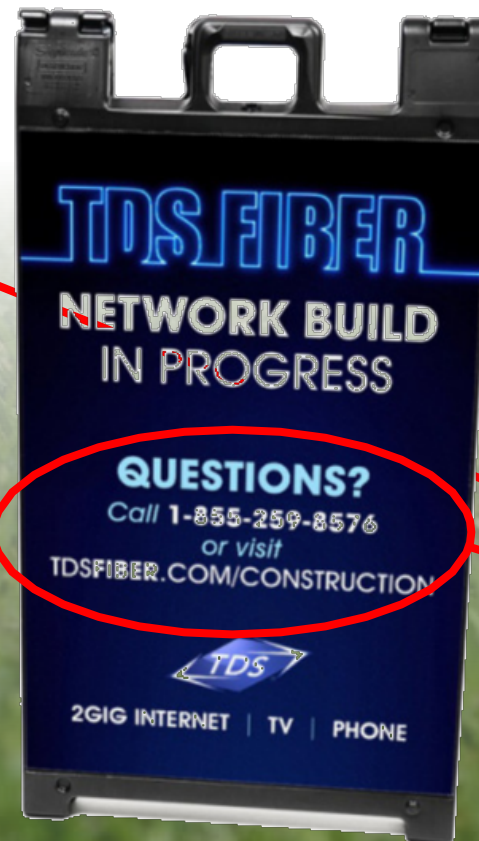
When can I remove the utility flags and/or paint in my yard?
Markers and paint need to remain in place until construction of the network is complete.

If you have additional questions, please visit TDSFiber.com/construction or call 1-855-259-8576. We look forward to becoming a part of your community and serving you with the best Internet, TV, and phone services.

Sincerely,
The TDS Team

Customer Service Triage Team
Toll free number directs caller to TDS customer contact center

Day of Notifications



Customer Service Triage Team
Toll free number directs caller to TDS customer contact center

QUESTIONS, CONCERNS & RESOLUTIONS

CUSTOMER SERVICE TRIAGE TEAM



Dedicated team to provide a better customer experience. The one point of contact for all customer construction related inquiries.



Assesses the severity of an issue, identifies the correct course of action to resolve issues in a timely manner.



All issues are logged and tracked. If no action is taken on the ticket within the above timelines, ticket is escalated to the Outside Plant Construction Manager in charge of the project.



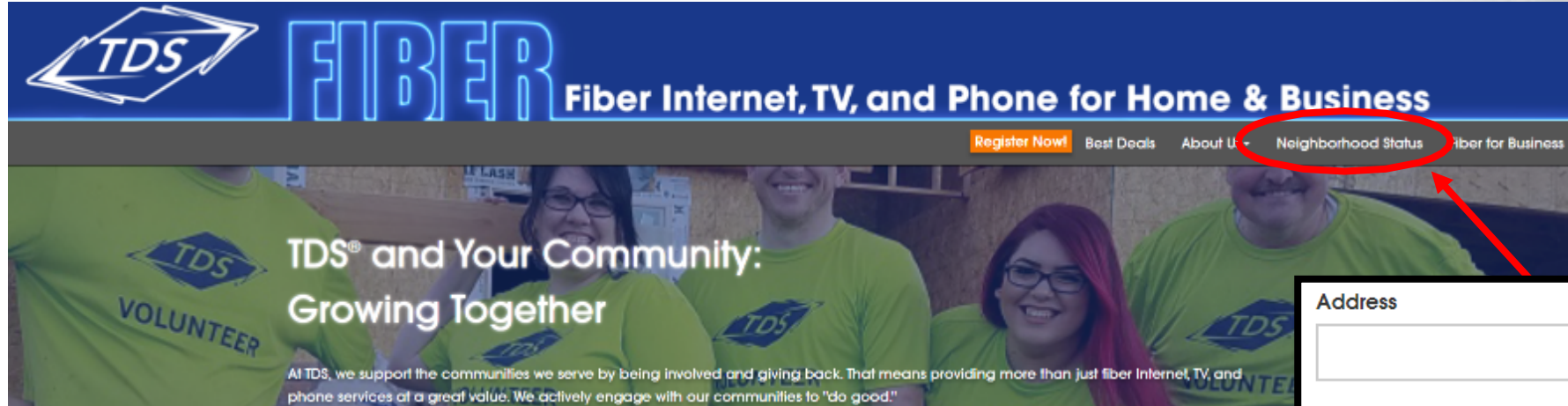
Response time SLA

- Critical – safety/damage related – 4 hours
- High – damage, no safety concern – 9 hours
- Medium – aesthetic/clean-up – 18 hours
- Low – misc. – 28 hours



Information

TDSFiber.com/construction



TDS FIBER Fiber Internet, TV, and Phone for Home & Business

Register Now | Best Deals | About Us | **Neighborhood Status** | Fiber for Business

TDS® and Your Community: Growing Together

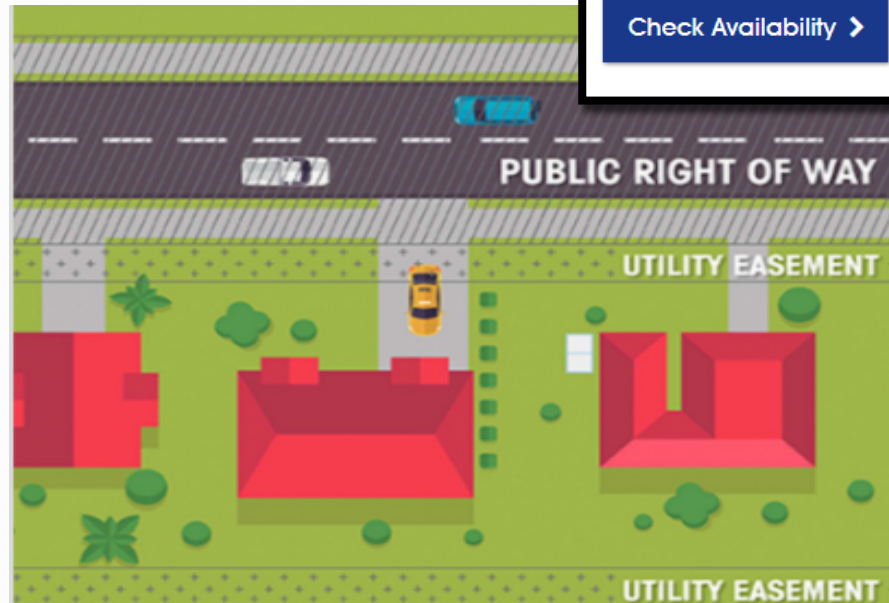
At TDS, we support the communities we serve by being involved and giving back. That means providing more than just fiber Internet, TV, and phone services at a great value. We actively engage with our communities to "do good."

Safety Is Essential

TDS uses an independent contractor specializing in locating any existing underground facilities. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.

When Construction Begins

We'll use cable placement techniques, such as directional drilling, to limit disruptions in the road right of way or utility easements the best we can. However, there will be areas where digging is required, and additional excavation is necessary.



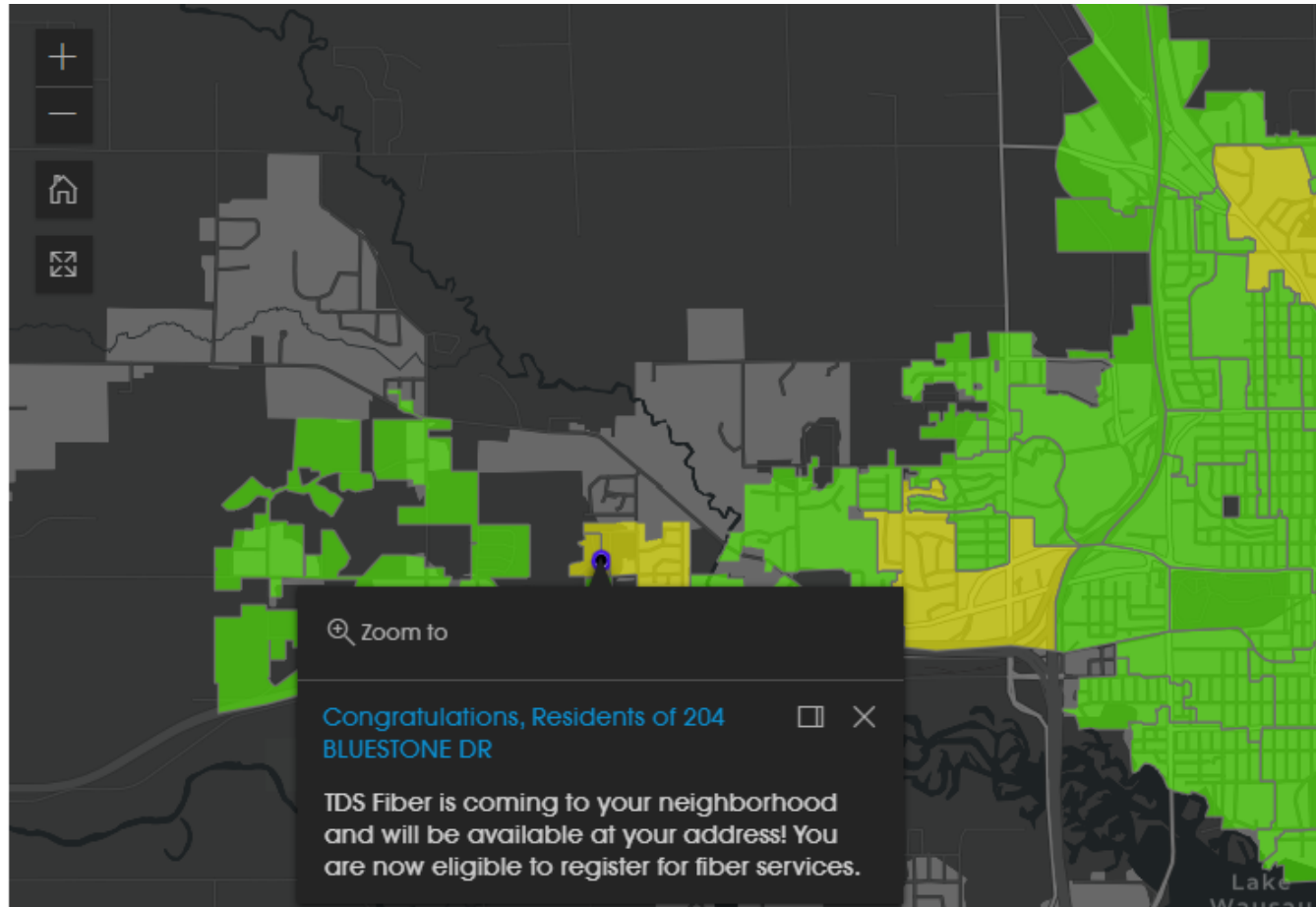
Address

Check Availability >



AREA STATUS MAPS





YOUR NEIGHBORHOOD STATUS



**Congratulations, Residents of 204
BLUESTONE DR**

TDS Fiber is coming to your neighborhood and will be available at your address! You are now eligible to register for fiber services.

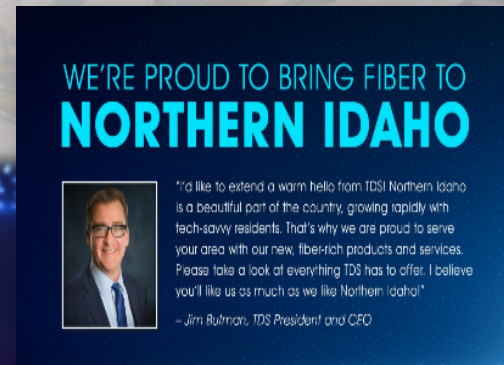
TDS Fiber Build Status

-  Construction Complete
-  Under Construction
-  Construction Pending
-  Check Back for Updates



Brand Awareness

Brand Awareness campaign introduces TDS to the market. Educates the community on TDS, the registration and ordering process and starts to build brand trust within the community.



Field Marketing

- Hire locally
- Create partnerships with local organizations and businesses
- Volunteer and participate in philanthropic opportunities



We Give Back

Over 1,000 TDS employees have donated more than 16,000 hours of their time to organizations, big and small, from coast to coast. TDS also supports and contributes to a wide variety of nationally recognized nonprofits, including:



We Believe in the Power of Community

TDS knows that smaller, hometown nonprofits, charities, and causes can have a big impact on area residents. Check out some of the local organizations we support in our growing fiber communities around the country:

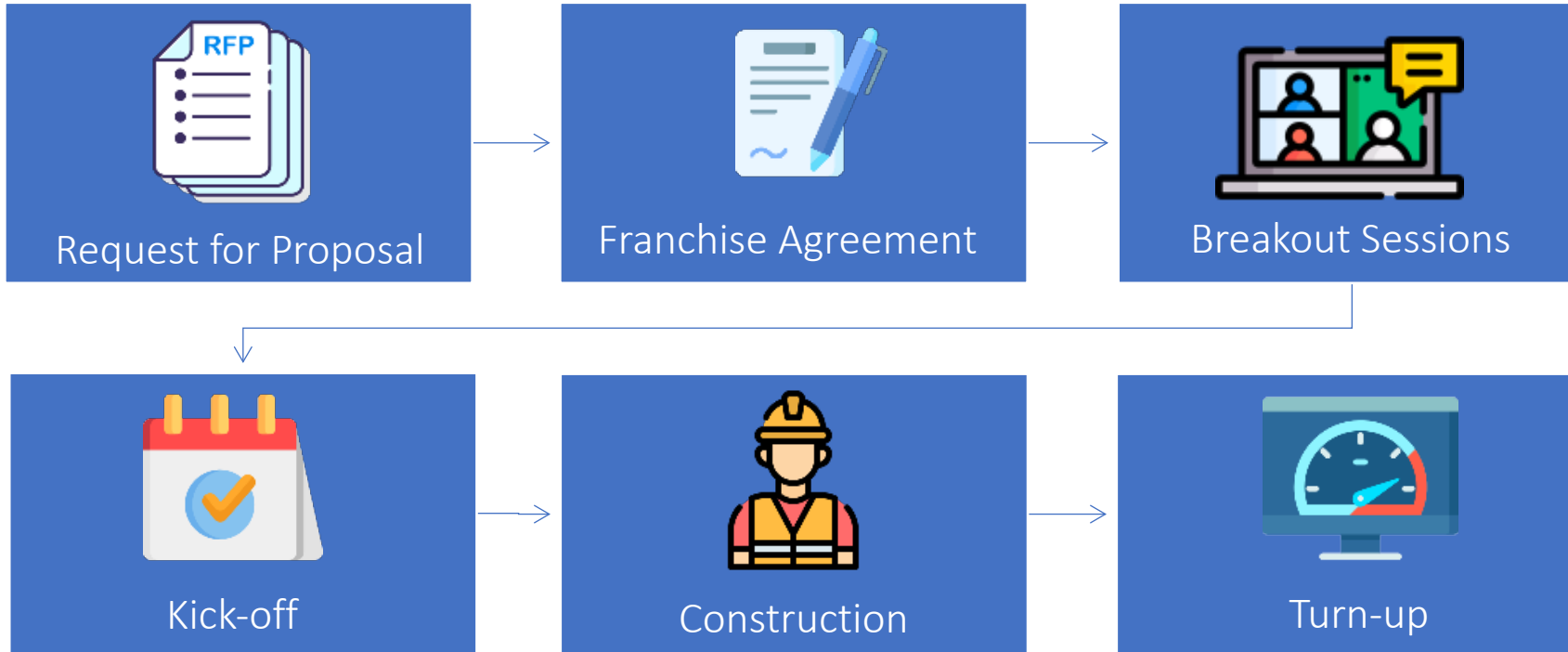
The image is a composite. The left side shows an aerial view of a suburban neighborhood with many houses and streets. The right side, separated by a diagonal line, shows a man and a woman shaking hands and smiling. The man is wearing a brown shirt and the woman is wearing a white blazer. The background of the right side is a blurred indoor setting.

There are wooden ships, plastic ships, and metal ships. But the best and most important types of ships are friendships.

- Irish Proverbs

An aerial photograph of a suburban neighborhood, showing a grid of streets, numerous houses with dark roofs, and some green spaces. The image is overlaid with a semi-transparent blue filter. In the center, the text "Questions & Next Steps..." is written in a white, sans-serif font.

Questions & Next Steps...



Fiber Videos

- [What is TDS Fiber?](#)
- [Fiber Explainer](#)
- [TDS is Building the Fiber Optic Internet of the future](#)

