

TelecomPlus

# Business Model



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Our overall purpose as a business is to help our Partners achieve their personal goals, whatever they may be, through their involvement with UW.

They do this by successfully encouraging their friends and family to switch just once onto our 'all your home services in one', fair long-term pricing proposition, then spending the time and money they save on things that actually matter to them, rather than worrying each year whether their utility pricing is still competitive.

It is our genuinely differentiated multiservice customer proposition combined with this highly efficient route to market (that in itself represents an attractive proposition to many consumers), that lies at the heart of our business model.

## All your home services in one

We supply households and small businesses throughout the UK with a wide range of essential services under the UW brand - broadband, mobile, energy and insurance. Our multiservice proposition offers our customers:

- **Simplicity** - just one, simple bill for all your home services;
- **Savings** - compared with the prices they were previously paying; and
- **Service** - delivered by our award-winning UK-based support teams.

As the UK's only fully integrated multiservice provider, we derive significant ongoing operating efficiencies by spreading a single set of overheads across the multiple revenue streams we receive from each of our customers.

## A smarter way to earn

We offer our Partners a highly flexible opportunity to make money by telling their friends and family about UW, helping them switch essential services, that they are already taking from other suppliers, to us. In return, they can receive a share of the revenues generated by those customers, into perpetuity.

Between them, our 48,000 Partners have introduced virtually every one of our 657,000 customers to us. They are inherently local and trusted brand advocates who spread the word about UW, one neighbour at a time.

The clear alignment of interests that underpins our Partner revenue-sharing model enables us to build a uniquely high-quality customer demographic, in an effective and cost-efficient fashion.

