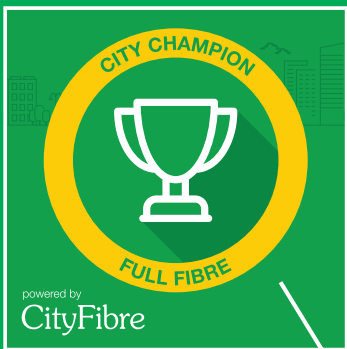


CityFibre



Be a City Champion

- Put CityFibre at the heart of your business
- Focus your sales & marketing in chosen cities
- Reach out to targeted businesses
- Create more opportunities

A network for all

We're building a network for the gigabit age, creating the UK's most intelligent full fibre software-defined access infrastructure in towns and cities to serve the ever increasing communications needs of our country's businesses, public organisations, mobile operators and consumers. One in which they have confidence and one that creates a truly Digital Britain.

Focus on chosen cities

Concentrate sales and marketing activities in your nearest CityFibre city or chosen cities, making the best of your local market knowledge and connections to identify and win the opportunities to move customers from the limitations of copper to the advantages of full fibre.



Reach out to targeted businesses

A ready market of business customers awaits you in each of CityFibre's full fibre towns and cities. By identifying those within reach of our network, you can efficiently target your message to addressable customers and accelerate your sales success.



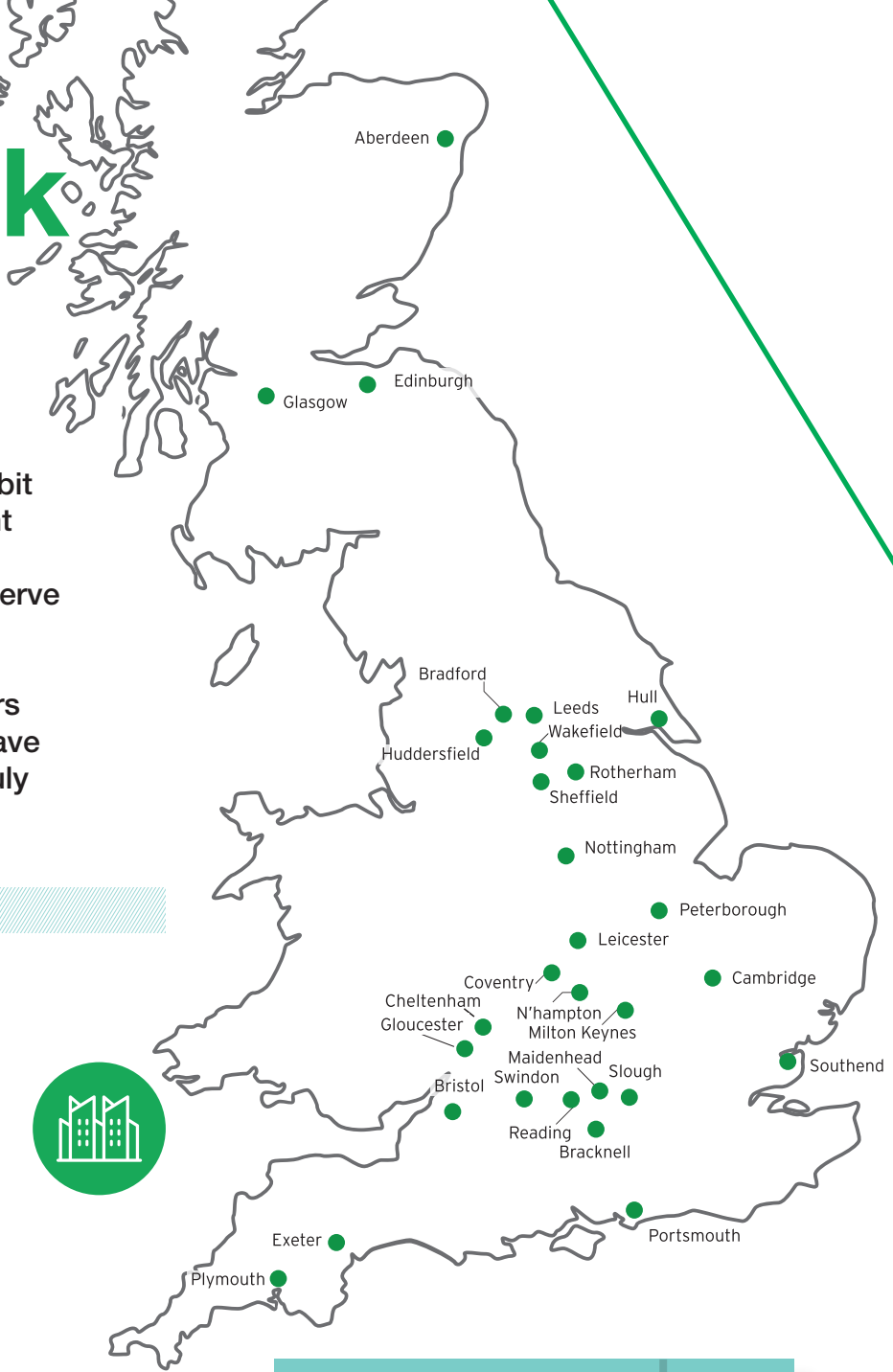
Commit to action

Make a commitment to identifying and closing more opportunities by targeting your marketing and co-ordinating prompt sales follow-through. By working to a focused plan, you'll accelerate your success and strengthen your reputation.



Put CityFibre at the heart of your business

Make CityFibre essential to your proposition to customers, not simply another connectivity supplier. By making our full fibre message central to your own, you can capitalise on the differentiation you present to your customers and win connectivity opportunities that form the platform for further value added sales.



Let's work together

We've got your back. Our commitment to you as a City Champion is to provide all the resources and support we can to guide and help you successfully identify and win full fibre opportunities in our CityFibre towns and cities.

How City Champions benefit

- Dedicated account management
- A focused city strategy
- Ready-made marketing materials
- Campaign funding

1

Dedicated Account Management

We'll assign a key member of our City Champion Sales team to be your go-to person on all things CityFibre, supported by an equally dedicated member of our City Champion Sales Support team.

2

A Focused City Strategy

Your Account Manager will guide you through the opportunity to target a particular city or cities (indeed all of our CityFibre cities if you're selling nationally). They will help you understand the scale of the opportunity, sharing with you the size of the addressable market and the demographics of the businesses there; and help you develop a strategy to win business effectively.

3

Product & Pricing Advantage

Differentiation is vital in any market. We'll empower you to upsell or upgrade businesses from legacy copper based services such as DSL, FTTC and EFM to Ethernet - for example with our game-changing Ethernet Flex 1Gbps service. You'll also benefit directly from bespoke pricing to improve your competitiveness further.

4

Ready-made Marketing Materials

Getting sales and marketing activity off the ground can be an uphill struggle when you have to prepare messaging and materials from scratch. We've taken the pain away by creating a library of co-brandable collateral that talks to business customers about the benefits of full fibre, its advantages over legacy copper connectivity and about where our networks run, city by city. Explore our constantly updated Knowledge Base and you'll also find ready-made 'Campaign-in-a-box' content - from copy to presentations, email templates to infographics and more.

5

Campaign Funding

Where you're implementing a strategy and targeting your sales and marketing campaigns to businesses around CityFibre, we'll directly support your investment. It's just another way we demonstrate our commitment to you as a City Champion. Together we'll measure the success of course and, where it's proven to work, we'll back you all the more.

The mark of a City Champion

Channel partners are especially vital in empowering businesses' digital transformation and we're eager to support those who share our passion and are committed to working closely with us to target customers in our full fibre towns and cities.

At CityFibre we serve channel partners through our wholesale business. Through our comprehensive channel service platform we provide partners with the expertise, creativity, support and reliability they need to make a difference to their customers.

Talk to us about being a City Champion.

wholesale.cityfibre.com



CityFibre