

## BUSINESS PLAN

### *Proposed Project*

#### **Rural Cook-to-Talmage**

The Rural Cook-to-Talmage project is adjacent to Pinpoint's Nebraska fiber facilities in southeastern Nebraska. The purpose of this project is to further expand fiber connectivity to unserved high cost areas along a route that spans west of Auburn towards the city of Tecumseh and then continues up a path north to just south of Cook Nebraska, further extending to Talmage. This network when completed will serve an additional 59 homes and businesses in the service area defined in the application. Pinpoint will deploy Fiber to the homes capable of multi gig services to the homes in this area to ensure future demand is met.

### *Useful Life*

Pinpoint's network construction consists of an all-fiber-network to the home or business. The expected useful life of the fiber materials is roughly 30 years. Aside from the fiber components placed in the ground or on poles, Pinpoint uses industry standard equipment to serve both GPON and XGS-PON technologies to its customers. These components allow for multi gig services to be deployed. Over time, these electronics and optics will need replaced. The industry generally says 7-10 years as a general rule of thumb on these pieces of the network. Our current network equipment vendors have remained consistent and we have been updating the card and optics as technology has improved. The equipment we are installing with these projects is state of the art and we believe will have an expected useful life well within industry standard.

### *Challenges*

We do not foresee any legal challenges that must be addressed prior to the project. During the project we will be filing applications for rights of way, railroad crossings, and other permitting activities as needed by fiber route design. We have experience working with all appropriate right-of-way and permitting authorities such as counties, local municipalities, power utility companies, NE Department of Transportation, railroads, federal agencies, etc. We don't anticipate any major legal challenges during the project.

Pinpoint has owned and operated fiber-to-the-home systems for 20 years and in a variety of different market types – urban markets, small communities, and rural areas. We have the technical expertise and staffing to maintain and operate outside plant (both underground and aerial plant), central office and network systems (including NOC) and to provide end-user customer service to the residents of these communities. We perform locating for our fiber plant utilizing combination of in-house labor and USIC outsourced services. We also have standing

long-term agreements with number of fiber contractors, equipment vendors and network consultants to assist Pinpoint with FTTH operations as needed. Our long history in managing networks allows us to be efficient in our maintenance of the network while holding it to a high standard of performance.

### *Financial Analysis*

Pinpoint offers competitive rates for broadband and voice services which will help to drive market penetration in these un- and under-served areas in order to achieve and maintain financial viability. With nearby existing operations, we expect this project should reach financial stability relatively quickly and be sustainable long-term with our focus on customer service and a quality product. This project is adjacent to Pinpoint's existing network and its additional expenses to our current operations are fairly limited. The major incremental cost items will be additional labor for technicians and CSRs, growth of our core network to handle the additional capacity and property tax related to this project's plant additions. Pinpoint has a number of strategic third-party vendor relationships that will help to minimize outside costs such as any required backhaul expense or additional dedicated internet access.

The financial analysis included with this business plan will provide more detail and financial information.