

The Calix Strategy & Vision

Matthew Collins

Executive Vice President of Commercial Operations and Chief Marketing Officer



© 2022 Calix. All rights reserved.





CALIX MISSION

To enable **broadband service providers** (smallest to largest) to leverage the Calix platform to **simplify** their business and **excite** their subscribers to **grow** their business and community

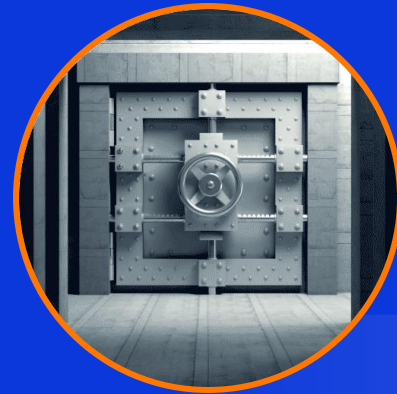


Subscriber needs are changing



Paradigm Shifts

Old World



limited

**Access to
capital**



**Solution
integrations**

*reserved for big
telcos/MSOs*



restricted

**Access to
partners**



Paradigm Shifts **New World**



Unfettered
**Access to
capital**

Shifting to S/M Service
providers



Innovation engine
**Custom
solutions**

The democratizing power
of platforms



Privileged
**Access to
partners**

The platform model is enabling
new partner dynamics



Selling speed is no longer enough

choose your speed
UP TO 1 GIG!

Does your household use a lot of devices and need more internet speed? We've Got You Covered!
Get started now that you know which internet speed you need! Check out our Bandwidth Estimation Tool.

100 Mbps	<ul style="list-style-type: none">• HD Video Streaming• Online Shopping• Sharing videos on social media
300 Mbps	<ul style="list-style-type: none">• 4K Streaming• Online Shopping• Sharing videos on social media
500 Mbps	<ul style="list-style-type: none">• 4K Streaming• Online Multi-player gaming• Work from home
1 Gbps	<ul style="list-style-type: none">• 4K streaming on multiple devices• Sharing large files• Cloud back-up

"way more working from home"

Remote Warrior

Student or work from home professional with too many Zooms and not enough bandwidth? We can help! With Whole-Home Wi-Fi, you can even prioritize network traffic to make sure you are never disconnected again! Plus, add extras like Video Doorbell with Home Automation so you won't be interrupted!

*Starting at \$90.89/month!**

Select

"way more gaming"

Gotta Win Gamer

Got lag? Never miss a single second of playtime with up to 1 Gbps of high-speed internet, Whole-Home Wi-Fi, and the ultimate in Internet security. You're protected online from hackers and malicious traffic! You can game to your heart's content.

*Starting at \$69.95/month!**

Select

"way more streaming"

Solid Streamer

Our high-speed internet with Whole-Home Wi-Fi gives you everything you need to stream, surf, and shop! Robust parental controls allow you to set time limits by app, and notifies you when those limits are reached. Plus, with the latest in video entertainment, HomeStream TV, you'll get all your must have local channels.

*Starting at \$102.90/month!**

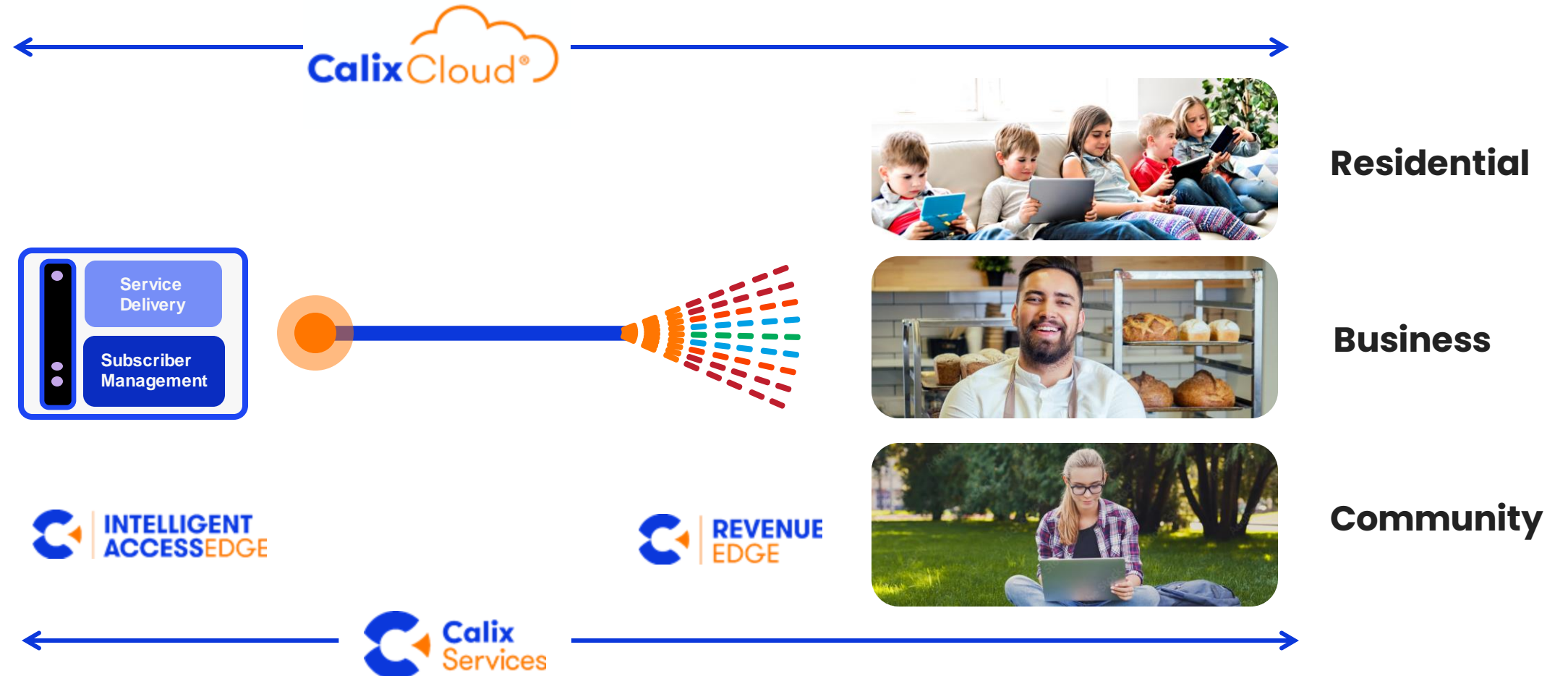
Select

MOST POPULAR



Platform Innovation to meet new market challenges

Managed services with streamlined capital investment, unified operations, targeted engagement



The Intelligent Access Edge Platform

Simplified Network
Architecture & Services



AXOS **SM_M**

AXOS **RP_M**

AXOS **AR_M**

Consolidate service enabling
network functions



Automate service delivery &
streamline subscriber management

Access EDGE Foundation



AXOS[®]
Network Innovation
Platform

AXOS **DIAGNOSTICS
TOOLBOX**

AXOS **Sandbox**

AXOS **SM_x** AXOS **DP_x**

Access EDGE Systems



AXOS **e92**

AXOS **e72**

AXOS **e32**



The Revenue Edge Platform

Simplified Network
Architecture & Services →



Revenue EDGE Foundation →

GigaSpire and GigaPro
Wi-Fi Systems →

Residential



Business



Community



Operations
CalixCloud®

Support
CalixCloud®

Marketing
CalixCloud®

EXOS® Experience
Innovation Platform

CommandIQ® Self-service App with
options for Wi-Fi
management



Our Managed Services Portfolio



Managed **Wi-Fi**



Command**IQ**®



Experience**IQ**®



Protect**IQ**®



bark



ServifyCare™



arlo



Calix
SmartTown™

COMING SOON



Arlo Security



HomeOffice**IQ**™



Calix
SmartBiz™



Delivering Customer success across the board

80%

firefly
FIBER BROADBAND

reduced installation
truck rolls

80%/40%

MLGC
INTERNET • TV • PHONE

turning up subscribers
faster / lowering TCO

16

etex

Rural school districts
160 Gbps connection that
enables distance learning

173%

RANGE

ROI in just 6 months

70%

CityFibre

operational savings

83%

**CUMBERLAND
CONNECT**

faster end-to-end
network integration

45%

jade

saving CAPEX and
slashing subscriber
turn-up time

50%

WWZ

cut in operating costs

65%

AcenTek
Ascending Technology

acceleration in case
assignment times

<4%

FTC
We Keep You Connected

one-month
truck roll rate

25%

**Poka
Lambro**

slashing truck rolls

74%

SILVER STAR

mobile app
adoption rate

20%

LightSpeed

exceeded
adoption rates

62%

**TRIANGLE
COMMUNICATIONS**

jump in ARPU

12%

Mountain Telephone

increasing ARPU

66%

Readi Tech
A DBN COMPANY

net growth in new rural
broadband subscribers

95%

Norvado

adoption rate
of EDGE Suites

80%/10G

**Bascom
Communications**

reducing subscriber
support call duration /
broadband speed growth

80/70%

FDC
FORKED DEER
CONNECT

reducing integration time
& system turn-up time

72

**UNITED
communications**

Skyrocketing
Net-Promoter Score

2X

Craw-Kan
Your Community Technology Partner

system turn-up and
service provisioning

100G

HTC
HAWAIIAN TELCO

deploying transport to deliver
extraordinary speed, optimize
traffic management, &
bolster network efficiency

200% **sctelcom**

increase in adoption of
premium Wi-Fi service

Expanding

**Petit Jean
Fiber**

Fiber-to-the-home network o
deliver unrivaled managed Wi-fi
6 experiences to rural
communities

50%

**Dobson
FIBER**

slashing truck rolls



High Growth with High NPS Scores

- Award-winning fiber network
- Embracing all Calix Clouds
- rolling out managed services
- NPS of +44

Primetime
Performance on
Netflix Speed Index
(2018, 2019, 2020)

N



© 2022 Calix. All rights reserved.



Superior customer experience

- Award-winning fiber network
- Leveraging all Calix Clouds
- 25% improvement in first call resolution
- 20% reduction in trouble calls
- NPS of +71

Ranked amongst the
Top 5 Fastest ISPs (US)
(2022)

PC
PCMAG.COM





Fueled by a strong partner ecosystem

