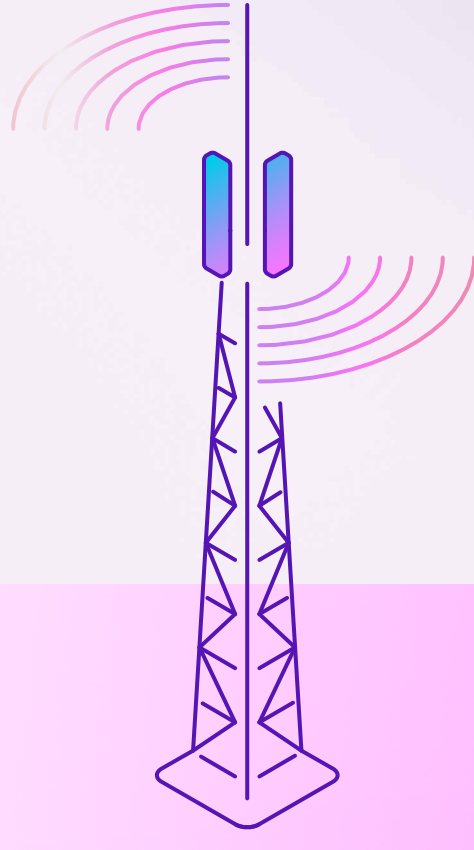


Why low-power networks are critical to the future of IoT

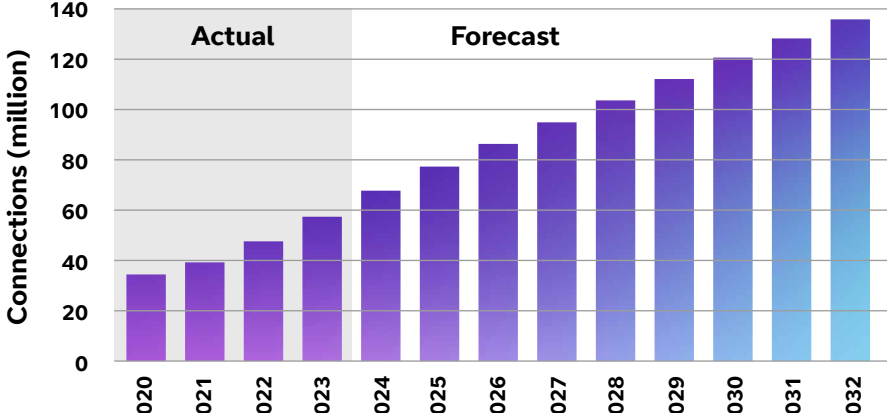
The Internet of Things (IoT) market is growing fast, but demands are changing. Customers want reliable and cost-effective low-power networks that let smart devices run for longer, with less maintenance.

And thanks to big changes coming to the UK's mobile networks, there's never been a better time to tap into that opportunity. Are you ready?



The market is rapidly expanding

IoT adoption has already shown strong growth, and that's set to continue



12.4%
compound annual growth rate (CAGR)

50% of these connections are predicted to be on low-power networks by 2032 (LTE-M, NB-IoT and more)

A wide range of use cases are driving demand



- Smart cities**
- Utilities management
 - Environmental monitoring



- Industrial IoT**
- Asset tracking
 - Predictive maintenance



- Healthcare**
- Remote patient monitoring
 - Elderly care



- Smart agriculture**
- Precision farming
 - Livestock monitoring

Why?

Customers need efficient, reliable and cost-effective solutions that let battery-operated smart devices run for longer and with less maintenance.

2G and 3G networks are being decommissioned, so your customers need to plan for the future. (EE decommissioned 3G in January 2024 and 2G will follow.)



Don't get left behind

Low-power network solutions will provide...



Competitive advantage



Cost and efficiency benefits



Enhanced network coverage

Why BT Wholesale?

Network innovation

Developing new network capabilities that let partners keep up with the technology curve



Partnership strategy

Committed wholesale strategy and genuine collaborative approach to help you win business



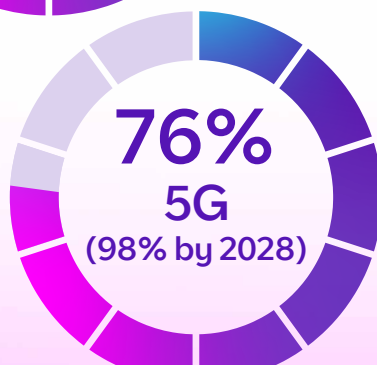
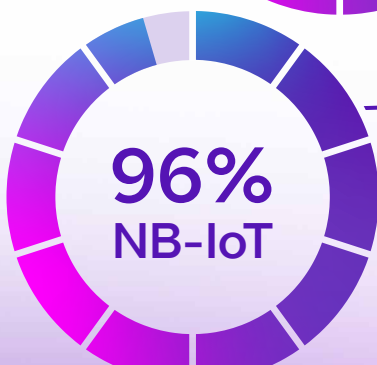
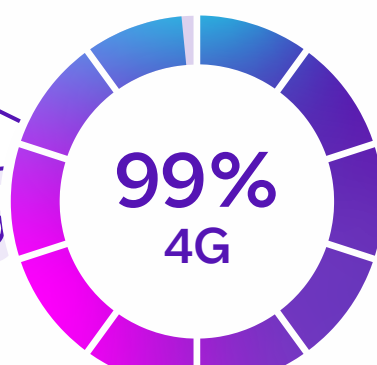
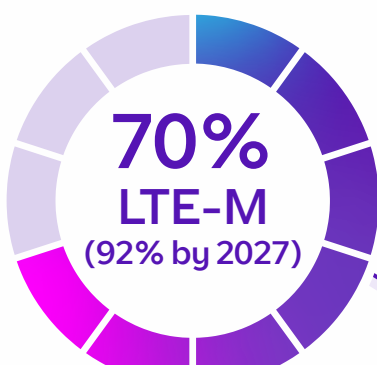
Committed to change

Reduce emissions across your supply chain with a partner that's dedicated to reaching net zero by 2031



Network leadership

Get greater coverage and reliability with the EE network, giving you a crucial edge over your competition



Nationwide population coverage with EE

An award-winning partner you can trust

- MVNOs World Congress**
Host Operator of the Year
MVNOs World Congress 2024
- mobile news AWARDS 2024**
Best Wholesale Partner
Mobile News Awards 2024
- mobile news AWARDS 2023**
Best MVNO Partner
Mobile News Awards 2023



Shortlisted
Best Wholesale Service and Solution Provider
Mobile Industry Awards 2024



Best MVNO Solution Provider
Global Carrier Community Awards 2022



Best UK mobile network 11 years running¹
RootMetrics RootScore Report H1 2024

Power up your portfolio

If you have any questions, please email kushal.shah@bt.com

1 BEST UK MOBILE NETWORK 11 YEARS RUNNING: Rankings based on the RootMetrics® UK RootScore® Report: H1 2024. Tested with best commercially available smartphones on 4 national mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of EE. Visit ee.co.uk/claims for more details.