



GIGABIT NATION

Bezeq's Fiber Launch

14.03.2021

A night-time aerial view of a city, likely Tel Aviv, with numerous illuminated skyscrapers and a complex highway interchange. Overlaid on the city is a network diagram consisting of white dots (nodes) and thin white arcs (connections) that span across the skyline. In the upper right corner, there are bright, horizontal blue light streaks. The overall color palette is dominated by deep blues and the warm yellows of city lights.

The Internet has become the **life force** of every home in Israel



67%

Benefit from a digital culture



94%

Users of digital bureaucracy



96%

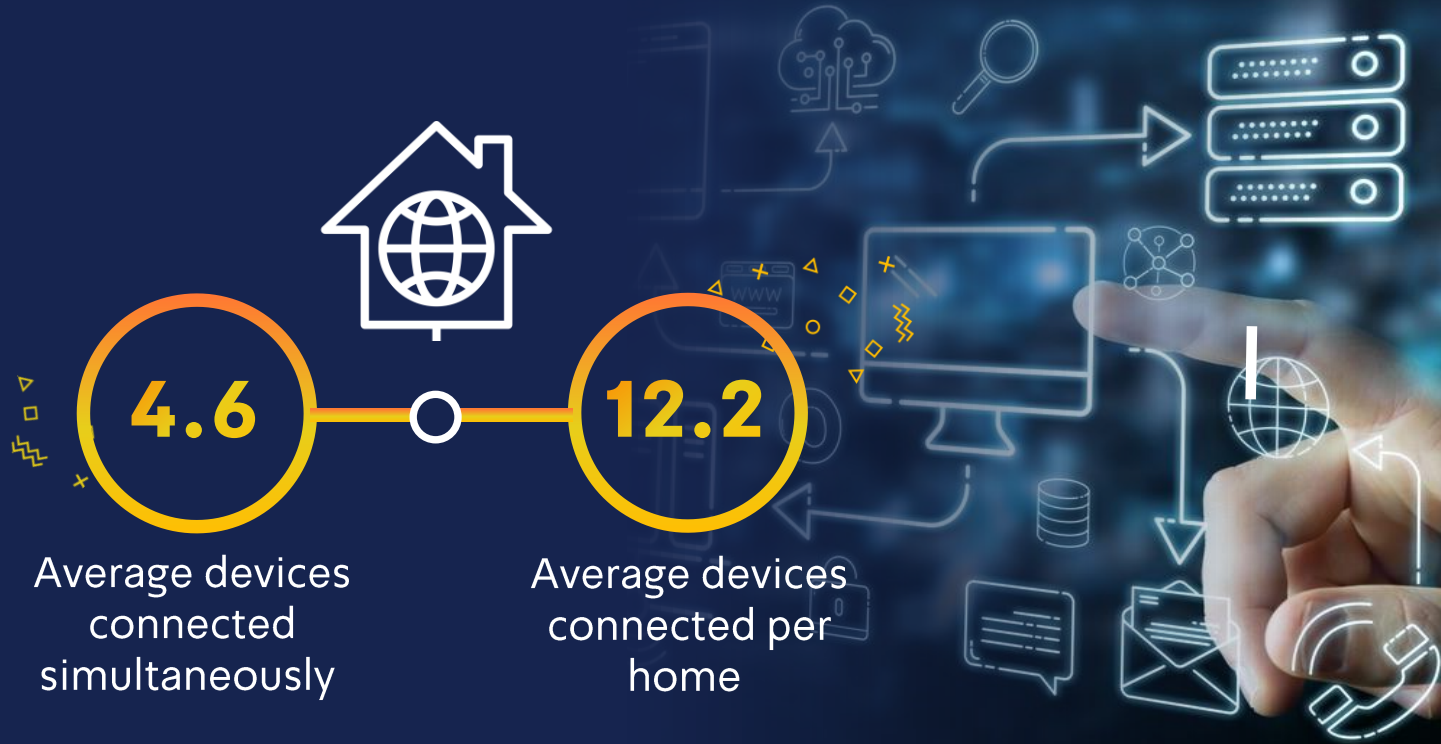
Remote learning



68%

Work from home

Everyone is connected all the time



The need for bandwidth is greater than ever





New audiences are connecting to the Internet

Growth in newcomers to the Internet compared with the pre-COVID era



Ultra-Orthodox sector



19%



Seniors



25%



Arab sector



28%

Source: representative nationwide research by Kantar, 2020

A family consisting of a man, a young girl, and a woman are in a modern, brightly lit home. The man and the girl are looking at a tablet together, while the woman is in the background, also smiling. A glowing blue light effect is visible in the top right corner.

A high-speed, high-quality Internet connection has gone from being a luxury to being a **basic consumer product**

Fiber Optics – A snapshot of the situation in Israel

3 companies

are deploying fiber

5 years

of fiber deployment

750,000 households deployed

28% fiber coverage

235,000 connected households

9% with a fiber connection



Deployment in Israel to date has
focused on residential **towers in the
center of the country**



Only extensive fiber deployment in Israel
will advance the **country's residents** and
boost the **Israeli economy**



Bezeq Launches Israel's Fiber Project

One of the biggest and most complex **national projects** ever undertaken in Israel



Bezeq has already **invested hundreds of millions of shekels** in deploying a B-fiber infrastructure



And will invest **billions** more in "lighting up the fiber"

The background is a dark blue gradient. It features several glowing blue light streaks that curve across the frame. A large, semi-transparent blue shape, resembling a stylized 'S' or a large drop, is positioned in the center. Below this shape, there is a wavy pattern of small, glowing purple and blue dots. The overall aesthetic is futuristic and high-tech.

The project's guiding principles

An **ambitious** outline

Wide-scale nationwide
deployment

Not only in the center of the country, but in the
periphery as well



An **ambitious** outline

Rapid nationwide deployment

In one year, we will deploy more than was deployed in 5 years



Already in the coming year, **we will sweep the country in fiber**

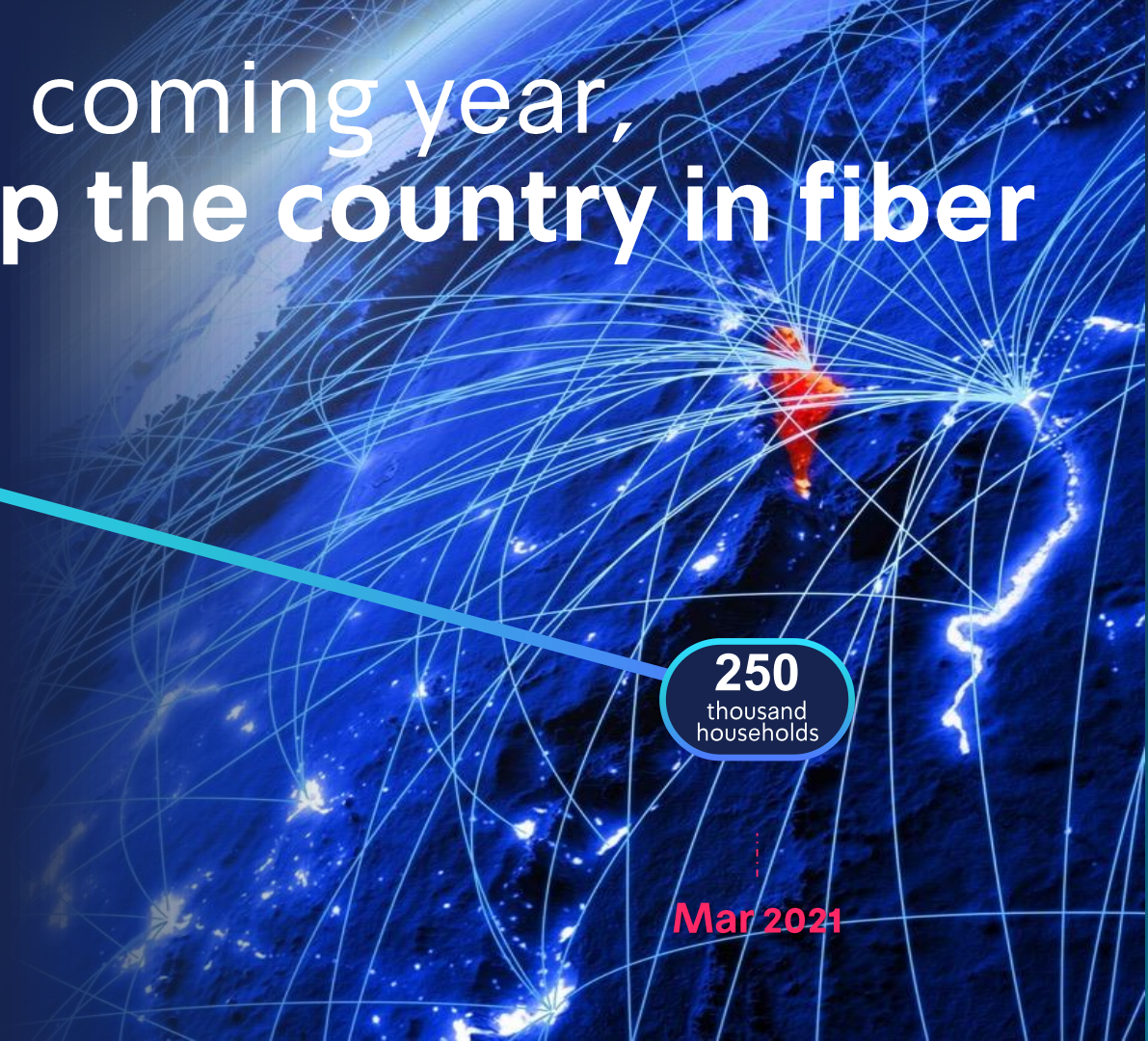
Progression of fiber deployment

1 million
households

Dec 2021

250
thousand
households

Mar 2021





In just one year!

Deployment of
1,000,000 households





Bezeq alone is deploying **40%** of
the country within **one year**



6 companies in the **UK**
deployed **21%** of that
country **in a 16 year**
period



3 companies in **Holland**
deployed **42%** of that
country in a **16 year**
period



4 companies in **Spain**
deployed **91%**
of that country
in a **17 year**
period



5 companies in
Italy deployed
31% of that
country in a **21**
year period



2 companies in
Switzerland
deployed **44%** of
that country in a **10**
year period

In the **center** of
the country
as well as in the
periphery

**Multi residential
buildings**
as well as **detached
buildings**

Deployment in **45%** of all the local authorities* in
Israel **in just one year!**

Within the **Green
Line**
and beyond the
Green Line

In **secular** localities
as well as in **religious** and **ultra-
Orthodox** localities

And in **Arab** localities

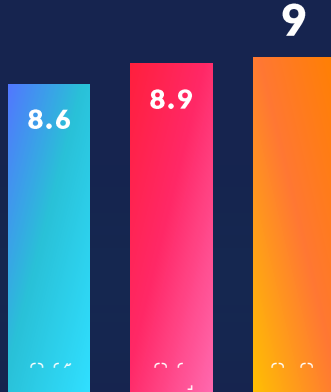


**The best service experience in the
communications market -
In fiber as well**

Excellent customer service satisfaction



Service from
166 call centers



Service from
199 call centers



Service from
technicians

Source: Survey of customers who required service, Tvuna Marketing, 2020

Bezeq is the only one in Israel
with a technical, highly proficient, professional and
readily available operational framework



24/7 response

Technical customer service



Technicians across the country:

technicians and professional
infrastructure workers located
throughout the country



**We hired hundreds of
workers with special
skills** for the fiber project

Over half a million
customers surf the
Internet today with
a **Be Fiber**
ready router



The background is a deep blue with a complex network of glowing white and light blue nodes connected by thin lines, resembling a digital or molecular structure. A large, semi-transparent blue sphere is positioned in the center. In the lower right, a hand is visible, reaching out towards the sphere. Two bright, glowing blue arcs are visible on the left and right sides of the frame.

Our customer offering

Currently existing offers

100Mbps

80 NIS

200 Mbps

99 NIS

Bezeq's fiber offering

600 Mbps ↓

60 Mbps ↑

NIS 109

1000 Mbps ↓

100 Mbps ↑

NIS 119

- Monthly cost of renting a Be router: NIS 19.90 per month
- Installation fee at a special launch price of NIS 12.50 x 36



Coming soon! 2.5 Gigabit!

Ultra fiber package – the fastest in Israel



**Bezeq's fiber infrastructure
will propel the economy and
the country into a new era**

The background is a deep blue with a subtle pattern of white dots, resembling a starry sky. Several bright blue, glowing lines curve across the frame, suggesting the paths of fiber optic cables. A large, semi-transparent blue oval is positioned behind the text.

**Israel's fiber revolution
starts now**