



**Deploying fiber optics at a record rate - from today the Bezeq network spreads out across Israel**

## **Bezeq launches FTTR for the first time in Israel:** **Fiber optics right into the room**

- **Bezeq has become the world pioneer that facilitates connecting fiber optics in a home to a number of points and intensifying the surfing experience**
- **Bezeq is launching a 2.5 Gb rate, the highest in Israel, using an innovative router that is the most advanced of its class**
- **Bezeq has also announced the next generation of range extenders - Mesh Fiber, which provides quality surfing on WiFi too**
- **For the launch Bezeq has announced a special offer: 50% discount for the first three months for 1 Gb and 2.5 Gb**
- **Dudu Mizrahi, CEO of Bezeq: "Already today, less than six months since the start of deployment, Bezeq's fiber optic network is the biggest and most extensive in Israel, reaching 680 thousand homes, and by the end of the year we are expecting to reach about one million homes"**

**Holon, Israel – June 22, 2021** – Bezeq The Israel Telecommunication Corp., Ltd. (TASE: BEZQ), Israel's leading telecommunications provider, has announced today the next generation of domestic Internet network and is launching FTTR - this is the first time in Israel that fiber optics reach not just the entrance of the home but into the rooms themselves, intensifying the surfing experience. In the light of the change in usage patterns and the move to digital smart homes that are more connected, Bezeq is launching a new service that allows surfing at a rate of up to 1 Gb on WiFi also in an additional room in the home (Fiber To The Room). The new service provides a quality surfing solution even in areas of the home where there is no reception, such as the safe room, cellar or upper floor. The service involves a technician threading the optical fiber to the room (2 fiber points per home).

In addition, with the expansion of deployment and the increased demand for higher rates Bezeq has decided to launch today the highest surfing rate in Israel and one of the highest in the world, 2.5 Gb, at a price of NIS 149 per month (not including the ISP provider). On the occasion of the launch Bezeq



is making an offer for the 1 and 2.5 Gb rates with a discount of 50% for the first three months (NIS 74.5 per month for 2.5 Gb and NIS 59.5 Gb for 1 Gb).

Following the launch Dudu Mizrahi, CEO of Bezeq, stated, "We promised and have kept our promise. Bezeq started deployment of optical fibers at unprecedented speed just last January, and in only half a year we have deployed fiber infrastructure to 680 thousand homes. I am proud to announce that already now the Bezeq network is the biggest and most extensive in Israel, and that by the end of the year we expect to reach a million homes. Bezeq is making a revolution in the fiber field in Israel and is changing the Israeli Internet market, with an unprecedented rate of deployment and a coverage rate for 80% of the homes in Israel, in both the center of the country and the more outlying areas. Mizrahi added, "Today we are launching the next generation of home Internet networks, to offer our customers the best technological solution on the market."

As part of this Bezeq is also launching today the new generation of the existing Be router, the Be Fiber. The new router facilitates surfing at 2.5 Gb and also supports connection of 128 devices in parallel. This is a powerful, advanced router, the best of its class, which combines innovative technology with a range of advanced solutions such as protection against cyber threats, a built-in Mesh unit, faster wireless Internet with a wider range. The new router has a modern design suited to the central area of the home. The router is provided to customers on a rental basis at a cost of NIS 19.90 per month, similar to the current price for the Be router today. You can connect to the overall package the Be Fiber router with the Mesh Fiber, including a connection to an additional fiber at home for a cost of NIS 39.90 per month.

In parallel with the launch of the new router, Bezeq also announced today the launch of Mesh Fiber, which provides a continuous surfing experience, with a range throughout the home. The Mesh Fiber service allows surfing according to the WiFi 6 standard in every home, with smooth roaming between rooms. Mesh Fiber will be available to customers from July, with a price of NIS 19.90 per month. You can also connect to the service a package that includes the new Be router at a cost of NIS 34.90 (Mesh plus Be).

**Keren Laizerovitz, Bezeq's VP Marketing and Innovation**, "Studies we have carried out show that the most important thing for the customer is the surfing experience at home. It is important for customers to have stable Internet and continuous surfing in every room, especially in the light of the changes that have occurred to the usage patterns of all of us in the past year. Bezeq has announced the new generation of improved home surfing, which allow surfing at 1 Gb in every room of the home. Bezeq's intense deployment of fibers together with the especially fast surfing speeds and our new products, will allow Bezeq to continue to lead the Israel communications market."



**About "Bezeq" The Israel Telecommunication Corp.**

Bezeq is Israel's leading telecommunications service provider. Established in 1984, the Company has led Israel into the new era of communications, based on the most advanced technologies and services. Bezeq and its subsidiaries offer the full range of communications services including domestic, international and cellular phone services; broadband Internet, and other data communications; satellite and Internet based multi-channel TV; and corporate networks. For more information about Bezeq please visit the corporate website at [www.bezeq.co.il](http://www.bezeq.co.il).

**Investor Relations Contact:**

Mr. Naftali Sternlicht  
Bezeq  
Phone: +972-2-539-5441  
Email: [ir@bezeq.co.il](mailto:ir@bezeq.co.il)

**Media Relations Contact:**

Mr. Guy Hadass  
Bezeq  
Phone: +972-3-626-2600  
Email: [pr@bezeq.co.il](mailto:pr@bezeq.co.il)