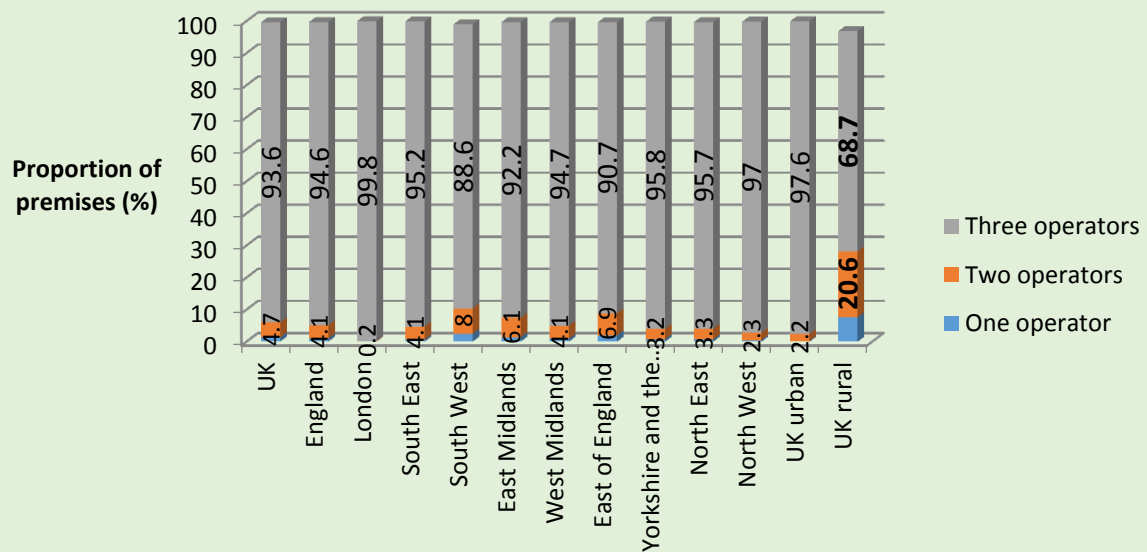


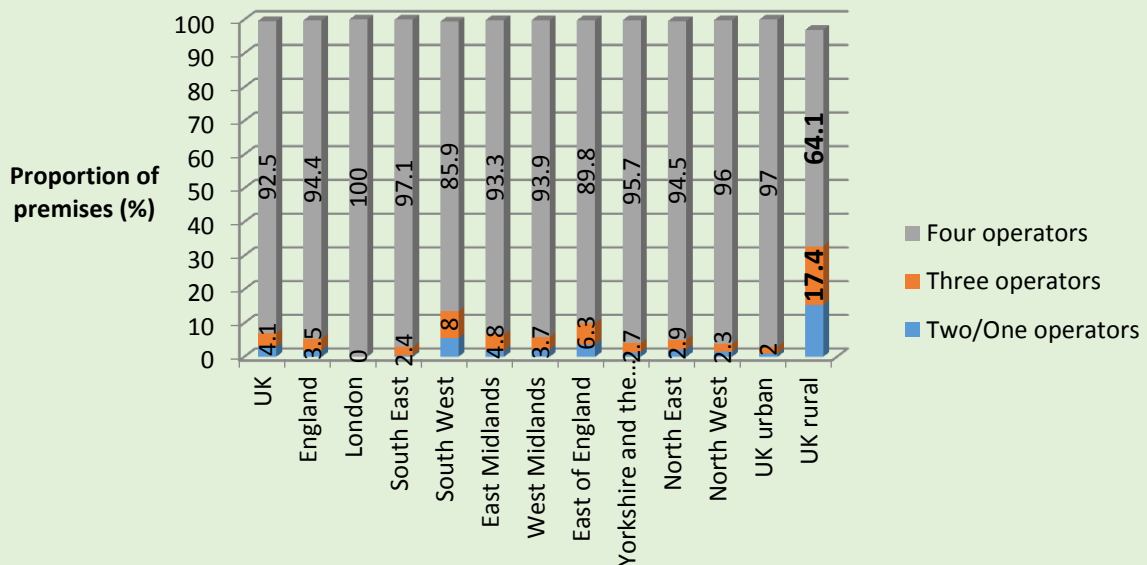
Rural Mobile Coverage

An indicative measure of the lower levels of mobile phone coverage in rural England compared to urban England can be gathered from the UK rural coverage statistics (Source: Ofcom/operator, May 2016 data) These statistics measure the coverage based on 100m² pixels covering the UK.

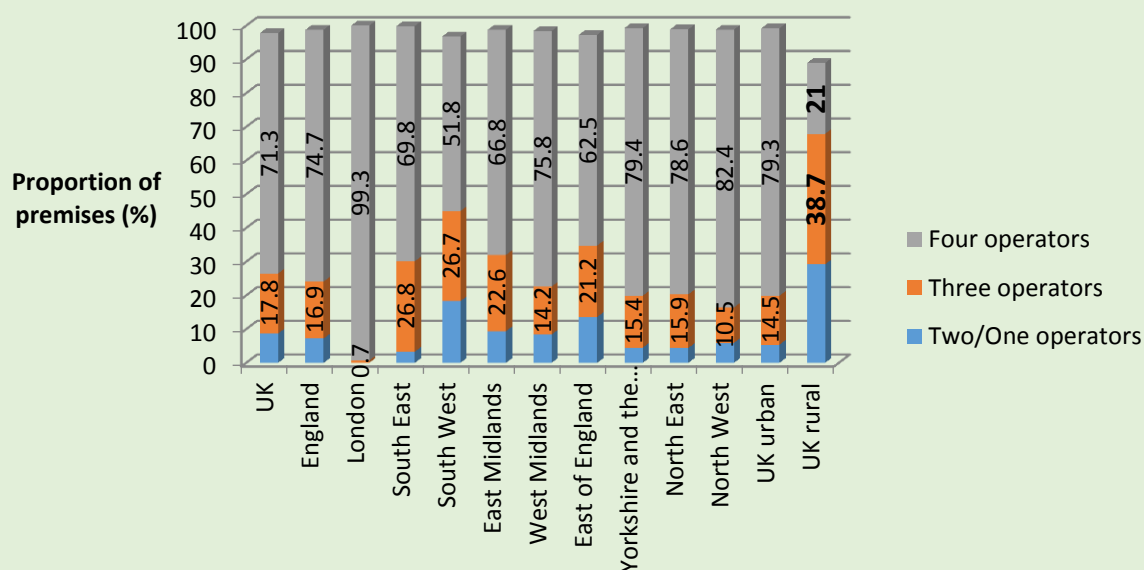
Outdoor 2G premises mobile coverage, by number of operators



Outdoor 3G premises mobile coverage, by number of operators



Outdoor 4G premises mobile coverage, by number of operators



The Ofcom Technology Tracker survey for Half 1 2016 showed that 55% of adults in rural England used their mobile phone to access the internet in the week prior to the survey, compared to 64% of adults in urban England.

The survey also found that 85% of mobile phone users in rural England were either fairly or very satisfied with their service, a reduction of 2% on the previous year survey results, and 7% lower than that for urban England.

The figures for satisfaction of mobile service reception is lower still with 66% of survey respondents in rural England stating they were very or fairly satisfied, a drop of 13% from the previous year and 23% lower than urban England.

Satisfaction in the ability to connect to the internet via the 3G or 4G mobile network (Ofcom Technology Tracker survey for Half 1 2016) stood at 90% being fairly or very satisfied in urban England, and 75% in rural England.

The Technology Tracker survey shows a greater take-up of smartphones in rural England with additional 10% between the 2015 and 2016 surveys, moving to 69% of the survey respondents, compared with a 4% increase to 72% for urban England respondents. With this increase in smartphone use in rural areas, there will naturally be a need to match the access to mobile coverage to ensure the satisfaction levels do not drop further.