

Substantiation of The UK's Best Network claim

SUBSTANTIATION OF CLAIMS

Last Reviewed: 10/01/2021

Claims:

The UK's #1 Network

The UK's #1 Network eight years in a row

Summary

EE's claim to be the UK's No.1 network eight years in a row is based on RootMetrics' extensive testing, which assesses calls, texts, data, speed, accessibility and reliability using the latest devices and a geographically representative methodology. The claim is based on network testing that takes account of all aspects of network performance.

RootMetrics Awards

RootMetrics, an independent mobile analytics firm, publishes a series of reports, titled the UK RootScore® Report (the "RootScore Report"). The RootScore Report ranks the UK's four major mobile network operators ("MNOs") on a number of performance metrics, including "Network Reliability", "Network Speed", "Data Performance", "Network Accessibility," "Call Performance" and "Text Performance". The report also ranks MNOs on "Overall Performance".

The results of these awards show that EE was the winner in the overall (best) network performance category for both RootMetrics' H2 2021 testing and for the past eight years in a row.

Why are these results robust?

RootMetrics uses scientific methodologies to design tests, measure activities, and collect data about mobile network performance that are representative of a consumer's mobile experience within a given market. RootMetrics then employs statistical techniques to verify and validate the results. This approach ensures all operators are measured on a level playing field, removes unintentional bias, and allows RootMetrics to provide actual, in-the-field data that confirms or challenges performance numbers that are otherwise only theoretical or based on ideal conditions. Weighting and stratification methods ensure that test data correctly represents the overall national population distribution.

We measure network reliability, accessibility, and speed performance across the activities that consumers use their smartphones for on a daily basis, like browsing webpages, using apps, making calls, and sending texts. Our methodology is designed to ensure that our tests measure performance across a wide range of real-world situations that consumers experience while using their smartphones on a daily basis. For example: we collect samples during periods of high and low congestion; we measure performance across variations in speed, from standing still to driving on the highway; and we perform tests whether coverage is poor or excellent or somewhere in between. We test each network head-to-head in these situations to make comparisons easy and assure all networks are measured on a level playing field.

Methodological Facts from RootMetrics' UK tests conducted between July and December 2021:

- 650,000 tests performed
- 25,000 miles driven
- 4 nations visited
- 16 of the largest metropolitan areas (Eurostat 'Large Urban Zones' [LUZs]) included

UK's Best Network H2 2021

As can be seen in the summary below, EE won outright or shared awards in all categories of RootMetrics H2 2021 testing. With this strong performance across subcategories, EE was also announced as the winner of the Overall (Best) Network performance award. Please see the appendix for a breakdown of competitor performance against EE in each category.

UK Executive Summary

UK RootScore Results 2H 2021



Overall Performance

ROOTSCORE AWARD WINNER

EE



Network Reliability

EE



Network Accessibility

EE



Network Speed

EE



Data Performance

EE



Call Performance

EE & Vodafone



Text Performance

EE

Eight Years in a Row

Using the same RootMetrics testing, EE have performed exceptionally well historically, receiving the UK's Overall (Best) Network performance award eight years in a row. An historical summary of RootMetrics' award results can be seen below:

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ROOTSCORE AWARD HISTORY

	Overall Performance	Network Reliability	Network Accessibility	Network Speed	Data Performance	Call Performance	Text Performance
<u>2nd Half 2021</u>	•	•	•	•	•	••	•
<u>2nd Half 2021</u>	•	•	•	•	•	••	•
<u>2nd Half 2021</u>	•	•	•	•	•	••	•
<u>1st Half 2021</u>	•	••	•	•	•	••	••
<u>1st Half 2021</u>	•	••	•	•	•	••	••
<u>2nd Half 2020</u>	•	•	••	•	•	•	•
<u>1st Half 2020</u>	•	•	•	•	•	•	••
<u>2nd Half 2019</u>	•	•	N/A	•	•	•	••
<u>1st Half 2019</u>	•	•	N/A	•	•	•	••
<u>2nd Half 2018</u>	•	•	N/A	•	•	••	•
<u>1st Half 2018</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2017</u>	•	•	N/A	•	•	••	•
<u>1st Half 2017</u>	•	•	N/A	•	•	••	••
<u>2nd Half 2016</u>	•	•	N/A	•	•	•	•
<u>1st Half 2016</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2015</u>	•	•	N/A	•	•	•	•
<u>1st Half 2015</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2014</u>	•	••	N/A	•	•	•	•
<u>1st Half 2014</u>	•	••	N/A	•	•	•	•
<u>2nd Half 2013</u>	•	•	N/A	•	•	•	•

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Source: <https://www.rootmetrics.com/en-GB/rootscore/map/uk/united-kingdom/2021/2H>

Appendix

RootMetrics H2 2021 Test Results

Here, you can see the RootMetrics H2 2021 results for each of the individual mobile network awards. EE won or shared all awards.

UK-wide RootScores 2H 2021



Source: <https://rootmetrics.com/en-GB/content/uk-mobile-performance-review-2H-2021>