Substantiation of The UK's Most Reliable Network claim

SUBSTANTIATION OF CLAIMS   **Last Reviewed: 20/05/2021**

<u>**Claims:**</u>

> **The UK's Most Reliable Network**
>
> **Fewer dropouts than anyone else**

Summary

EE's claim to be the UK's Most Reliable Network is based on RootMetrics' extensive testing, which assesses reliability across a wide variety of call, text, and data tests using the latest devices and a geographically representative methodology.

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 network reliability performance category for RootMetrics' H2 2021 testing.

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

Network reliability testing

The RootMetrics Network Reliability category provides a holistic look at reliability performance across data, call, and text testing. The reliability category addresses the two questions most fundamental to a reliable mobile experience for consumers: can I access the network and can I then stay connected to complete my intended task? Success across these two areas (accessing and then staying connected) represent a smooth and reliable consumer experience. In contrast, the common consumer complaint about a network 'dropout' can be attributed to either a failure to make that initial connection or stay connected to complete a task—in either case, a network failure impacts the consumer mobile experience. Putting the pieces together, a more reliable network experience leads to the consumer experiencing fewer dropouts and disruptions to mobile activity.

To answer these critical questions, RootMetrics assesses performance across the following key areas:

	Reliability
Call	• Mobile-to-mobile blocked outgoing call • Mobile-to-mobile dropped outgoing call
Data	• Lite data (web/app) access success • Lite data (web/app) task success • Lite data (web/app) secure access success • Lite data (web/app) secure task success • Download/upload access success • Download/upload task success
Text	• Intra/inter-network text send failure rate • Intra/inter-network text receive failure rate

The UK's Most Reliable Network H2 2021

As can be seen in the scoring summary below, EE won outright the network reliability award for RootMetrics H2 2021 testing.

1 EE		96.9
2 Vodafone UK		95.9
3 O2 UK		95.0
4 Three UK		93.0