



Verification document:

1. **The UK's fastest growing broadband provider**
2. **Unbeatable peace of mind with EE Wi-Fi controls**
3. **Unrivalled gaming and working from home with Wi-Fi Enhancer**
4. **Unrivalled prioritisation**
5. **Smart Hub 7 Plus, the most advanced hub offered as standard by any major provider**

1. The UK's fastest growing broadband provider

EE is the UK's fastest growing broadband provider based on the total change in the number of broadband users by provider between March 2024 and March 2026.

Additional information

Brand	Growth % Change based on Customer Base (24 months to March 2026)	Notes
EE	97%	EE Sales data. (Excluding internal migrations in BT group)
Vodafone	34%	Vodafone earnings: Vodafone 2026 Annual Report

Virgin Media	-1%	VMO2 Earnings Release: Q4 2025 Earnings Release
Talk Talk	-25%	TalkTalk Earnings Report.
Sky	-3%	Data not officially disclosed, but verified against industry sources. Totals validated via Kantar survey data, and Openreach publicly available totals.

Additional sources:

BT earnings report – to validate Sky calculations alongside ‘other’ providers beyond major connections [KPIs.pdf](#) **Sky methodology:**

1. Total Openreach broadband connections number
2. Subtract total BT Connections
3. Subtract TalkTalk broadband connections [Openreach only]
4. Subtract Vodafone broadband connections [Openreach only]
5. Subtract Other Openreach broadband connections

2. Unbeatable peace of mind with EE Wi-Fi controls vs major providers

The table below compares the relevant features offered by all major broadband providers to allow customers to control access to the internet within the home (for example through parental controls and the ability to pause the Wi-Fi at certain times of the day) as well as network level security. It shows that no other major broadband provider offers more tools to achieve peace of mind than EE.

		EE	BT	Sky	Vodafone	Virgin	Talktalk	Plusnet
Parental Controls	Content Filters (Network Level)	Y	Y	Y (Broadband Shield, all	Y	Y (Essential Security)	Y	Y
	Content Filters (Device Level)	Y	N			Y (Advanced Security)	Y	N
	WiFi Freeze/Pause (Device Level)	Y	N			Y (Connect App)	Y	Y
	Manage Devices	Y	N			Y (Connect App)	Y	Y
	Group Devices	Y	N			N	Y	Y
	Device Fingerprinting	Y	N			Y (Connect App)	Y	N
WiFi Controls	Password Sharing	Y	Y		Y	Y	Y	N
	Guest WiFi	Y	N	N	Y	Y	Y	Y
	Network Topology	Y	N	Y (Sky Max)	Y	Y (Connect App)	Y	N
	Usage Reports	Y	N	N (Can show total usage via connection test in	Y - Doesn't look like through the app	Y (Connect App)	Y	N
	Compatibility Mode	Y	N	N	Y	N	Y	Y
	Cloud Back Up	Y	N	Y (Sky Max)	N - Nothing online	N	Y	Y
Digital Guard	Safe Search	Y	Y		N - Unclear	Y (Essential Security)	Y	Y
	Advanced Web Protect	Y	N	Y (Sky Max - Advanced Security)	Y (Secure Net Home - Digital Protection, Pro II only)	Y (Essential Security) + Device Security via Advanced Security	Y	N

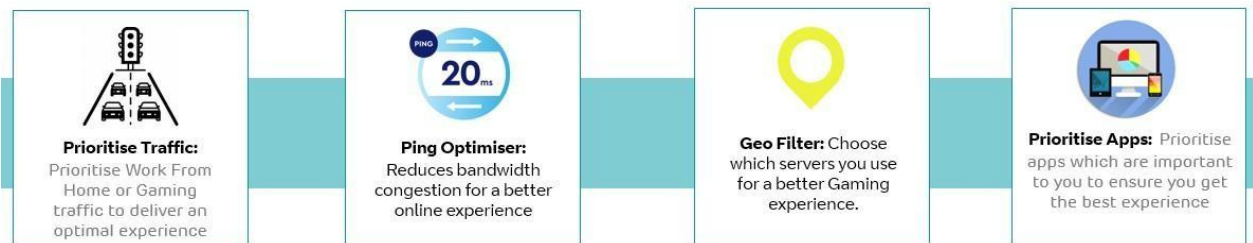
3. Unrivalled gaming and working from home with Wi-Fi Enhancer, and
4. unrivalled prioritisation

EE is the only broadband provider to allow customers to add Wi-Fi Enhancer to their Smart Hub. Wi-Fi Enhancer uses software from Netduma and has two modes, Work Mode and Game Mode, which are activated in the EE app and can either be selected independently of each other or together. They optimise work and gaming traffic on the home Wi-Fi network and prioritise these types of traffic, rather than simply prioritising traffic to a particular device.

Game Mode allows users to prioritise gaming traffic and use a ping optimiser to lower latency when gaming. Gamers can also use a geo-filter to select the best performing servers with the lowest latency.

If a user selects “Work Mode”, the EE Smart Hub 3 will prioritise traffic for apps like teams, zoom and Office 365 and use the Ping Optimiser to reduce latency.

Wi-Fi enhancer is not available with any other UK broadband provider, and allows EE to offer an unrivalled gaming and working-from-home experience.



8. Smart Hub 7 Plus, the most advanced hub offered as standard by any major provider

The table below shows that EE is the only major provider to provide a Wi-Fi 7 router to new customers with all full-fibre broadband products.

ISP	Best Router Available	Specification	Available On Plan(s)
EE	Smart Hub 7 Pro	WiFi 7 Tri band	Fibre Ultimate Plan and 1.6Gb speeds
	Smart Hub 7 Plus	WiFi 7 Dual Band	All Fibre plans: Core, Standard & Premium plans > 900Mbps
Sky	Sky Gigafast+ Hub	WiFi 7 Dual Band	2,5Gbps and 5Gbps Full Fibre Gigafast+ packages

Virgin Media O2	Virgin Media Hub 5x	WiFi 6 Dual Band	Gig2
TalkTalk	Amazon eero Pro 6	WiFi 6 Tri band	Full Fibre 900
Vodafone	Ultra Hub 7	WiFi 7 Dual Band	Pro 3 Broadband Plans (Full Fibre only)
Plusnet	Plusnet Hub Two	WiFi 5	All plans
BT	BT Smart Hub 2	WiFi 5	All plans