



WHY EE?





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The rise of video conferencing. The shift to remote and hybrid working. The ever-increasing need to stay connected on the go. It is fair to say EE understand the importance of providing a service that's as adaptable as it is reliable. And that's why EE has been crowned the UK's best network for the ninth year running by RootMetrics, the independent mobile analytics firm.

Here are many reasons why businesses around the UK trust EE to deliver a connection they can rely on:

Most Reliable

- **EE has got more sites**, upgraded thousands more, and improved its network's resilience, resulting in them being number 1 for coverage, overall speed, and reliability.*
- **EE engineers work around the clock** to ensure their network is in top condition to keep you connected.

Widest Coverage

- **EE go further in rural areas.** Ofcom's Connected Nations 2021 report showed that EE had 86% geographic 4G coverage – more than any other network. They cover more miles of road and rail network than anyone else. In London, that coverage includes tube platforms throughout the Jubilee line from Westminster to Canning Town. Plus, EE is the only network outside the capital to cover the Newcastle Metro.

Unbeatable 5G

- **When EE tell you that they have switched on 5G in your town or city, you can be confident that they mean it.** That's because they have set themselves strict criteria that means coverage needs to reach a third of the people that live there, and that the town centre is covered.

- **EE has brought 5G to stadiums across the UK**, including Wembley, London Stadium, Hampden Park, and Villa Park.
- **EE has 5G in more major cities than any other network.**
- **5G gives you a more dependable connection** because it's built to handle large numbers of people using it all at once. So, when you're in busy places like train stations and sports stadiums, you can forget about buffering and drop-outs.

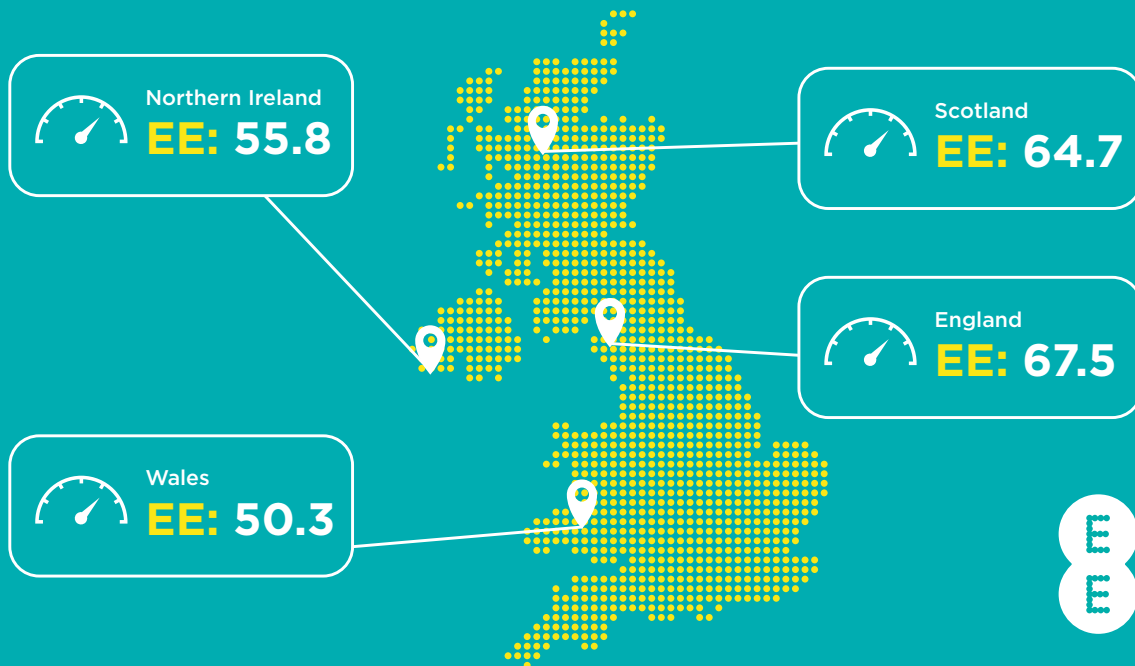
Fastest

- **EE has been awarded the UK's fastest network** nine years running by RootMetrics.**
- **Their 4G speeds are 1.6x faster than any other UK mobile networks on average.** EE is the only network to register speeds of at least 30 Mbps in the UK's 16 largest cities. And they reached 50 Mbps in 12 of those cities – more than any other network.**



Full Speeds Ahead

At EE, fast isn't fast enough. That's why they have boosted their median UK-wide speeds by a huge 53% since 2020.



The above shows EE's aggregate median download speeds in MB across the UK. Source: RootMetrics 1H 2022 Report.

Helping the Emergency Services, Help Others

Are you looking for more proof that EE will take great care of your business? How about the fact the Home Office trusts them to provide Great Britain's emergency services voice and data network? That means it's their job to give over 300,000 frontline workers cutting-edge communication technology they can rely on, even in rural and remote areas.



*Based on the RootMetrics® UK RootScore® Report: H1 (Jan-June) 2022. Tested at locations across the UK with the best commercially available smartphones on 4 national mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of EE. **Visit ee.co.uk/claims for more details.**

**RootMetrics H2 2022 report

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