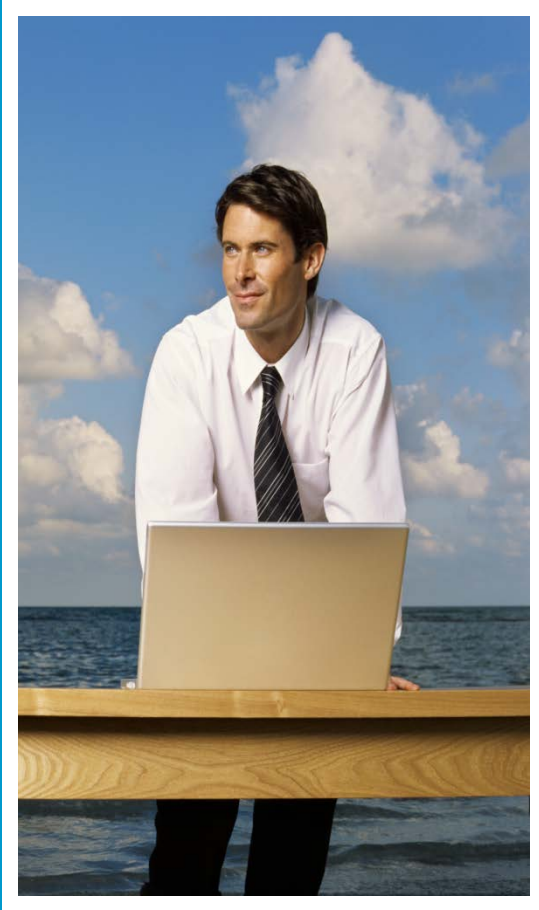


Company Presentation



Mobile Data Consultancy with Hands-On Experience



- **About Us**
- **Strategic Advisory Services**
- **Market Research Services**
- **Training Services**
- **Contacts**

Profile

- Founded in 2004 in the State of Virginia, we are specialists in the mobile data industry with subject matter expertise in the mobile wholesale business.
- 127 years of cumulative hands-on experience in the telecom industry in the US, Europe and Asia.
- Mission is to provide mobile data players with knowledge, services and tools enabling them to perform optimally in their mobile environment.
- We offer strategic advisory, business development, training and market research services with a network of independent consultants.
- Strategic advisory services include: Mobile Data, MVNO, MVNE, HNO.
- Market research services include: Private Networks, Case Studies, Tools.
- Training services include: Private 5G, Private LTE, CBRS, Mobile Wholesale, MVNO, Cable MVNO, US MVNO and MVNE seminars.
- Clients include CSPs, MVNOs, MVNEs, enterprises, system integrators, mobile vendors, hyperscalers and financial institutions.



Benchmark of Experience

Experience	The Besen Group	ABC Consulting
Hands-On US Mobile Market Experience	Yes	Yes
Hands-On European Mobile Market Experience	Yes	Some
Hands-On Fortune 500 Experience	Yes	Some
Hands-On Mobile Data Experience	Yes	Some
Hands-On Mobile Industry Experience	Yes	Some
Hands-On Satellite Experience	Yes	No
Hands-On MVNO Experience	Yes	No
Hands-On MVNE Experience	Yes	No
Hands-On Private Networks Experience	Yes	No
Hands-On Mobile Wholesale Experience	Yes	No
Hands-On Mobile Operator Experience	Yes	No
Hands-On Mobile Vendor Experience	Yes	No
Number of Years (Cumulative)	127+	5 – 10

Benchmark of Capabilities

Capabilities	The Besen Group	ABC Consulting
Business Strategy & Planning	Yes	Yes
Market & Customer Segmentation	Yes	Yes
Market Research & Competitive Analysis	Yes	Yes
Auction Strategy & License Application	Yes	Some
Marketing & Product Launch	Yes	Some
Partnership & Alliance Development	Yes	Some
Project Management & RFP Preparation	Yes	Some
Vendor Evaluation & Analysis	Yes	No
Custom Business Case Modeling	Yes	No
Churn Management & Revenue Assurance	Yes	No
Market Entry Evaluation	Yes	No
Measurement of KPIs and Dashboard	Yes	No
Training: Workshops/Seminars/Courses	Yes	No

Benchmark of Education, Values, Pricing

Education	The Besen Group	ABC Consulting
Bachelor of Science	Yes	Yes
Master of Business Administration	Yes	Some
Values	The Besen Group	ABC Consulting
Commitment to Integrity	Yes	Yes
Commitment to Quality	Yes	Some
Entrepreneurial Spirit & Passionate	Yes	No
Pricing	The Besen Group	ABC Consulting
Reasonable Fee Structure	Yes	Some
Discounts on Bundled Services	Yes	No

References



International Experience

Representing mobile and mobile data experience around the world.

France



USA



S. Africa



Turkey



Czech R.



Germany



Greece



Italy



Spain



Holland



Japan



Sweden

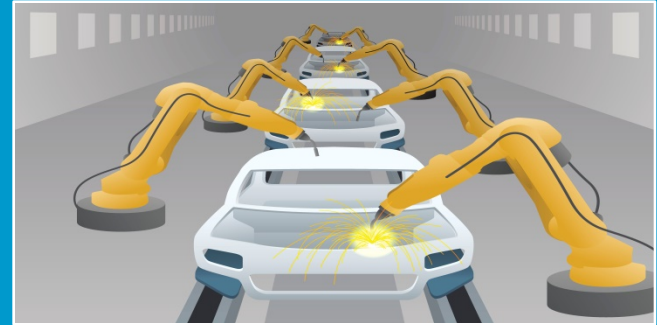


Private Networks Experience

Agriculture



Manufacturing



Smart Cities



Oil Platform



Team



Alex Besen
Founder/CEO



Davide Angotta
Handset Advisor

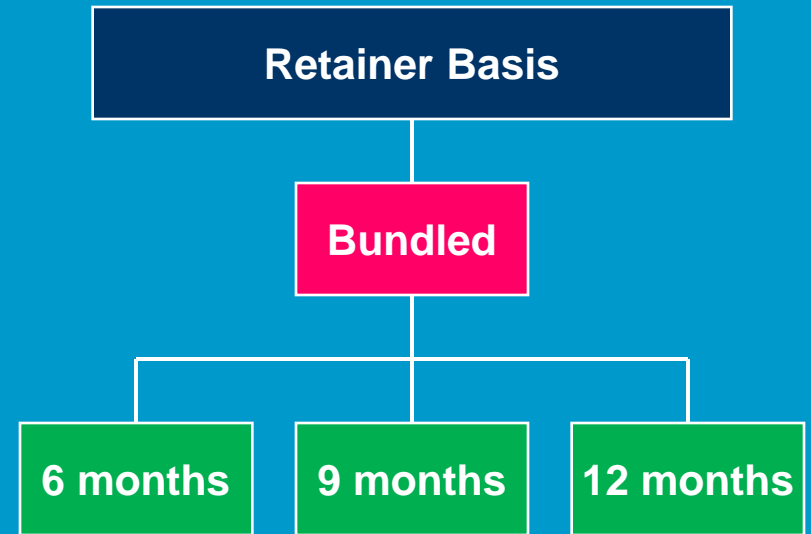
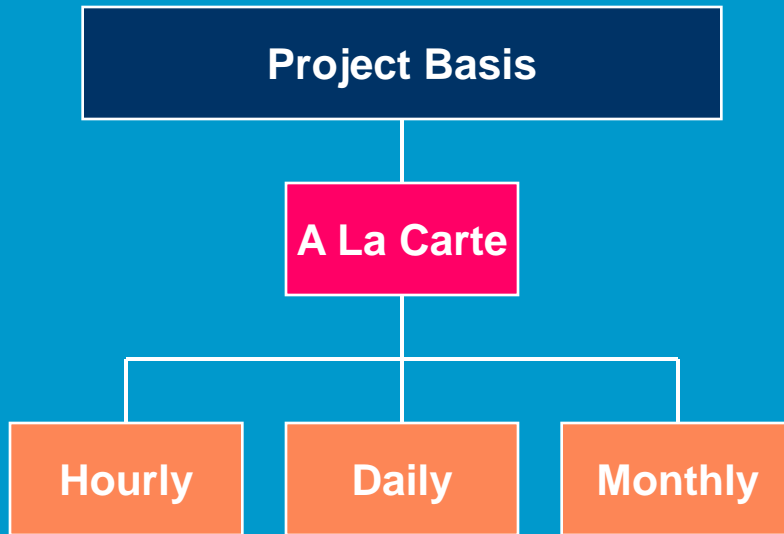


Dr. Tuna Alper
Satellite Advisor



Didier Stom
Mobile Networks
Advisor

Engagement Options





- About Us
- Strategic Advisory Services
- Market Research Services
- Training Services
- Contacts

Strategic Advisory Services Summary

Project Basis

- Business Strategy & Planning
- Business Case Development
- Market & Customer Segmentation
- Auction Strategy & License Application
- Partnership Development
- Marketing & Product Launch
- Market Research & Competitive Analysis
- Project Management & RFP Preparation

Retainer Basis

- Business Development

Note: The Besen Group can develop customized Statement of Work (SOW) based on the client requirements.

Service Portfolios



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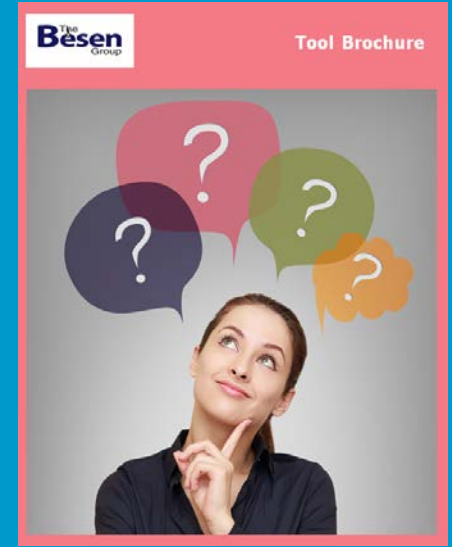
Market Research Services



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Private Networks Market Size & Forecast

Market Segments

- Warehouse/Storage
- Office Space
- Service
- Mercantile
- Public Assembly
- Religious Worship
- Education
- Food Service
- Hospitality
- Healthcare
- Food Sales
- Public Order/Safety
- Other

Methodology

Survey Data from EIA



The Besen Group
Mobile Market
Assumptions



Private Networks
Market Size & Forecast

Note: The Besen Group can develop customized market research based on the client requirements.

Private Networks Market Size and Forecast is available for purchase on a corporate license basis.

Case Studies Summary

Private Networks Case Studies

- 7 Cedars Casino
- American Dream
- Celona
- Dallas Love Field Airport
- Disney
- General Electric
- Geoverse
- ISM Raceway
- Nokia
- NFL
- PGA Tour
- Port of Los Angeles
- Tesla
- UPS

MVNO Case Studies

- Amazon
- Apple
- Blackboard
- Boingo Wireless
- Boost Mobile
- Consumer Cellular
- Google Fi
- Lycamobile
- Nokia
- Optimum Mobile
- Spectrum Mobile
- Starbucks
- Red Pocket Mobile
- Ultra Mobile
- Xfinity Mobile

Note: The Besen Group can develop customized case study based on the client requirements.

All our case studies are available for purchase on a corporate license basis.

Tools Summary

Business Case Tools

- CBRS Private 5G Networks
- CBRS Private LTE Networks
- CBRS Neutral Host Networks

TCO Tools

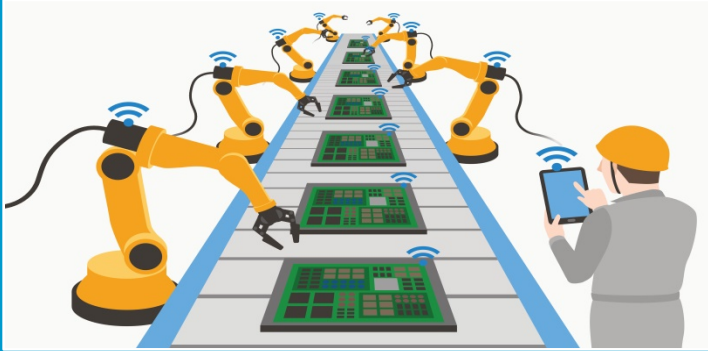
- Open RAN Private 5G Networks
- CBRS Private 5G Networks
- CBRS Private LTE Networks
- CBRS Neutral Host Networks
- CBRS Private 5G vs Wi-Fi 6
- CBRS Private LTE vs Wi-Fi 6
- Small Cells

Note: The Besen Group can develop customized business case tool or TCO tool based on the client requirements.

All our tools are available for purchase on a corporate license basis.

Business Case & TCO Tools

Business Case Tool: CBRS Private 5G



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TCO Tool: CBRS Private 5G



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Business Case & TCO Tools Continued

TCO Tool: Wi-Fi 6 vs CBRS Private 5G



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TCO Tool: Wi-Fi 6 vs CBRS Private LTE



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Business Case Tool: CBRS Private LTE



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TCO Tool: CBRS Private LTE



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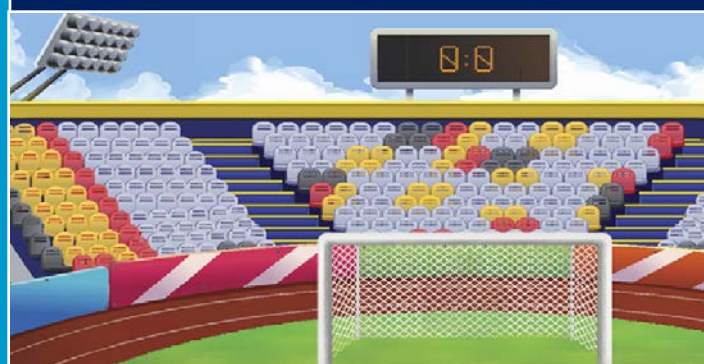
Business Case & TCO Tools Continued

Business Case Tool: CBRS Neutral Host



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TCO Tool: CBRS Neutral Host



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TCO Tool: Open RAN Private 5G



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TCO Tool: Small Cells



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Training Summary

Private Networks Seminars

- Private 5G Seminar
- Private LTE Seminar
- CBRS Seminar

Mobile Wholesale Seminars

- MVNO Seminar
- MVNE Seminar
- US MVNO Seminar
- Cable MVNO Seminar
- Mobile Wholesale Seminar

Note: The Besen Group can develop customized seminars based on the client requirements.

Training Seminars



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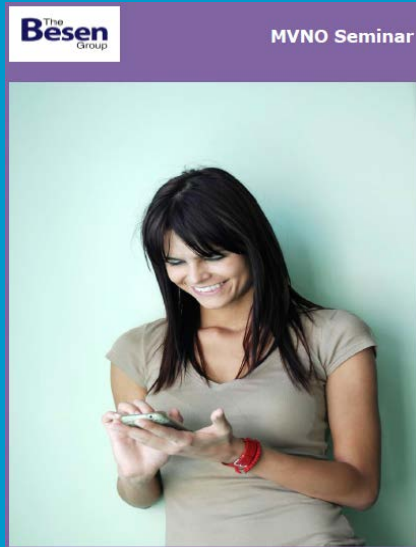


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Training Seminars Continued



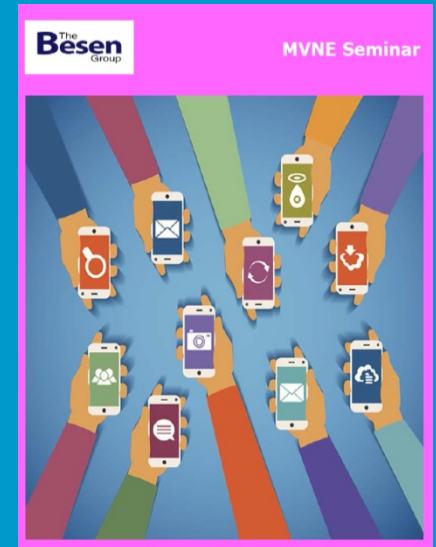
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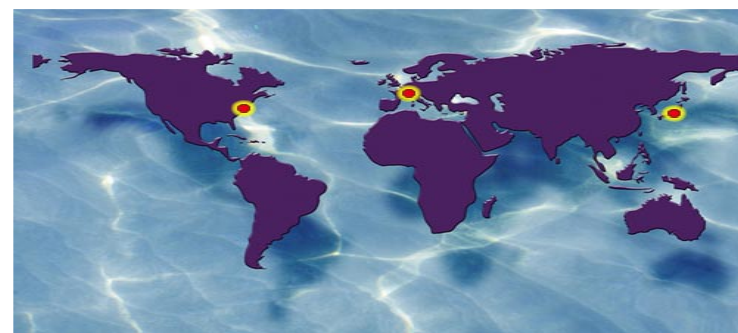
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