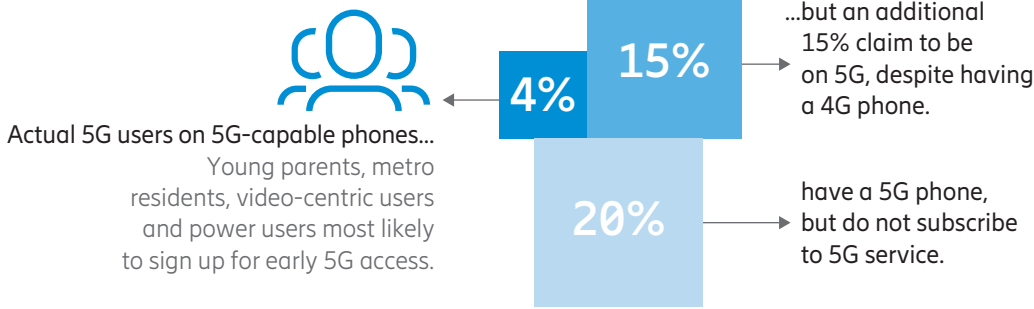


Five ways to a better 5G

Five key trends in Canada



Who's really using 5G?



Perceived increase in 5G availability increases likelihood of 5G adoption by

5X.

5G usage drives changes in Canadian consumers' behavior.



15% of 5G users on average claim they have decreased Wi-Fi usage on smartphone while at home.

5G encourages adoption of cloud gaming, HD streaming and XR usage on smartphones. Among 5G early adopters, time spent on cloud gaming, HD video and XR content increased:

12% started cloud gaming on smartphones—and spent **2 hours more** doing so.*

9% started streaming HD videos over 5G—and watched over **2 hours more**.*

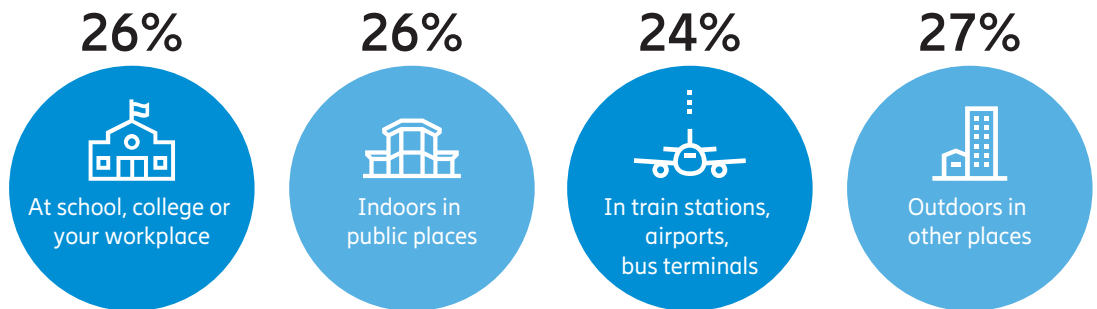
9% started using AR apps—and consumed over **1.5 hours more** AR content.*

* per week on average, compared to 4G users

Good indoor coverage is paramount.

5G smartphone use starts to displace use of public Wi-Fi while at school, work, and public indoor spaces.

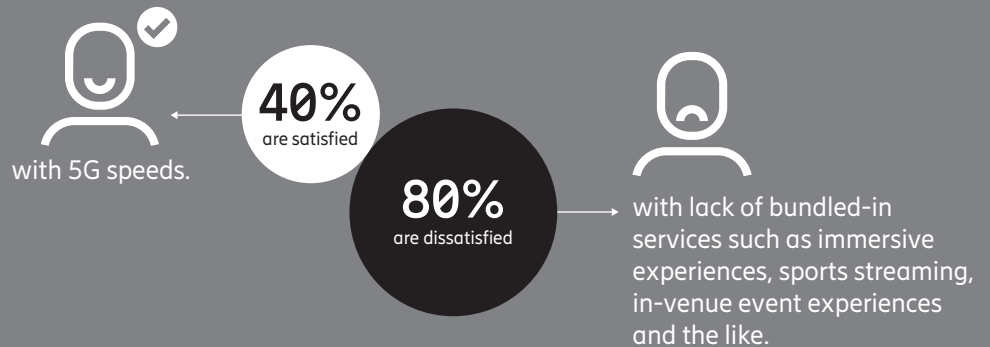
Quality of 5G network coverage at home and at other indoor places is a key driver of customer satisfaction.



of consumers reporting decreased Wi-Fi usage after adding a 5G subscription.

5G connectivity is pleasing early adopters, but they expect more innovation.

5G network speeds perceived to be satisfactory, but 5G users expect more 5G-associated novel offerings.



Desire to move from showcases to use cases

Canadian consumers are willing to pay **15% more** for 5G plans which include compelling digital services.



Commercialization of "business-ready" services such as:



High-speed cloud transfer



Streaming TV service with 5G home broadband



In-venue immersive stadium experiences

is likely to persuade consumers to upgrade to 5G premium plans.