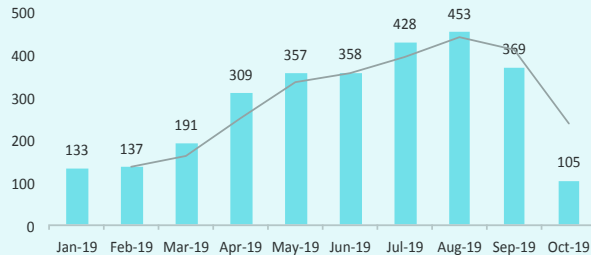
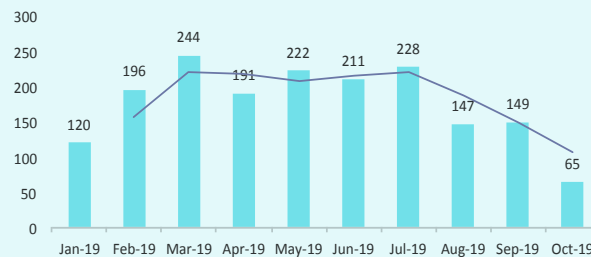


PSU summary

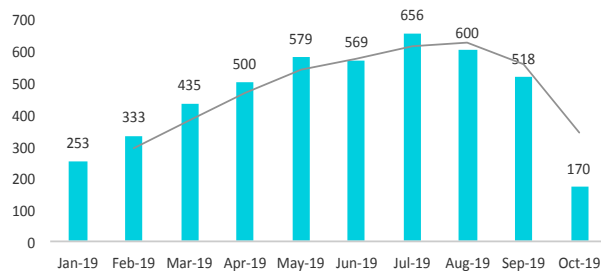
PSUs from Buildings



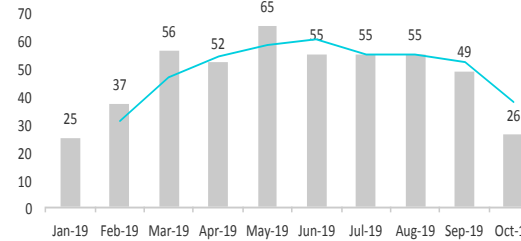
PSUs from Referrals/Leads



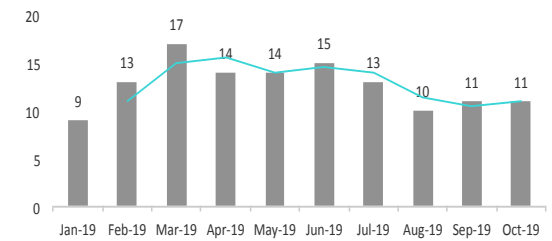
TOTAL PSUs



Number of Buildings



Number of Agents



Executive Summary

- 104.7% lift in monthly PSU acquisition volume since the beginning of the year.**
 - 90% of the MDUs have been visited 3+ times since the beginning of July 2019
 - Penetration % per MDU is over 50% and the number of units per building average less than 150.
- 24% increase in PSU acquisition volume since the beginning of the year despite:**
 - Duplicate leads % have increased to 47%
 - # of leads have reduced month over month since Aug 2019.
- The forecast for Q4 has a downward trend in PSU acquisition.**
 - # of leads have reduced by 67%
 - Increase in the pricing of services
 - Increased competition in the market (BELL, VIRGIN).

Proposed Changes

- Reduce time to install services (4-6 days vs. average of 10+)
- Back pocket offers
- Implement weekly incentives
- Add a limited volume of credits to attract customers
- Produce marketing collateral (flyers, swag, gift cards).

Current Issues

- The current list of buildings has a lower number of units with a lower income bracket
- Too many duplicate leads (47% last week)
- Building management is often not aware of our visits
- Missing sales (i.e. triples, deemed accepted, super intendent sales)
- Call center agents matching the MDU offers (internal education).



JANUARY - OCTOBER 2019

COGECO PERFORMANCE DASHBOARD