

Spectrum Authorized

Pricing and Packaging

Objectives

- Understand the Rules behind Spectrum Pricing and Packaging
- Changes are only in effect once an Area rolls to SPP
- Explain changes to Pricing and Packaging to 'legacy' customer
- Define a 'Legacy' customer
- Differentiate between SPP and Legacy Pricing and Packaging.
- addition of Spectrum Mi Plan Latino. Identify the benefits of the changes to whole house DVR and the
- Understand the flow to place an order in an SPP Area

Spectrum Pricing and Packaging - Principles

- 1. New Charter will Offer only SPP services Grandfather Existing Services
- N SPP will Launch in Phases, by Geography and Billing System
- **ယ** -Pricing and Packaging will be Easy to Understand, Sell and Implement
- Consistent national pricing with a manageable number of offers
- Consistent high value bundles with high quality products
- Enable streamlined back office processes (provisioning, one install for all products, etc.)
- 4. Ensure Revenue Generation
- Offer aggressive acquisition pricing to drive customer growth
- Focus on maximizing Triple Play customers
- Design pricing and packaging to maximize ability to add services

SPP Business Rules – General Rules

. ` No forced migrations, Legacy customers may migrate all lines of business into SPP at any time

All Legacy customers moving to SPP must move all existing Lines of Business to SPP

All Existing Legacy Lines of Business must migrate to SPP at Retail Rates

- N All New Customer Connects will be sold only SPP lines of business
- ယ on same account) Mixed packages are not allowed (cannot have Legacy line of business and SPP line of business
- will be sold Exception: Whole House DVR customers may keep their service. No new Whole House DVR
- 4 No new DTA's will be offered – either for New Connects or existing customers
- 5. No new sales of Whole House DVR service
- တ Customers that have been inactive for at least 30 days are eligible to receive acquisition promotions provided the account has been left in good standing
- 7 adding a PSU – restarts the promotional clock New Connects may change promotional package within the first 45 days of connection when
- ∞ No new sales of Signature Home as of 9/20. Existing Signature Home customers will be grandfathered.
- 9. No new sales of Residential Static IP

Types of Customers

Who is a "Legacy" Customers?

A "legacy" customer is a customer who received services from Charter Spectrum, Time Warner Cable or Brighthouse Networks prior to the launch of Spectrum Pricing and Packaging (SPP)

Who is a "New" Customers?

customers of a competing service, are returning to Spectrum after more than 30 days off of service, or are new to any Spectrum Internet, TV, or Voice Service A "new" customer is one who is new to Spectrum, either because they were

Who is impacted by SPP Pricing?

- "New" Customers
- I "Legacy" Customers that want to add a line of service, in which case all services would go to SPP

Offer Strategy - Acquisition

- Create High Value, Simple Offers keep Offers to a manageable number
- Spectrum TV Select, Silver, and Gold
- 60+ Mbps Spectrum Internet
- Spectrum Voice, Spectrum Voice International
- Other services available but not actively promoted: Limited Basic, Lower Internet speeds

Offers will be Customer Friendly

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- No Contracts
- 30 Day Money Back Guarantee
- Contract Buy Out up to \$500 (must provide proof of early termination fees from a competitor, can be from more than one provider)
- Promotional Pricing* with predetermined Campaign Roll Off structure
- All offers have an initial 12 month promotional period

Bundle discounts are available

* We define promotional pricing as the first year price a customers pay prior to automatically rolling to the Retail Rate over time. For example, in a package with a 3 year roll, Yr 1 pricing is considered "promotional" and Yr 3 pricing is Retail or Rack. Note, Campaign Roll Off is conceptually similar to TWC Step Stones

Offer Strategy – Acquisition (cont'd)

Gold provides highest customer value

Lowest price per channel All premiums included

Design Offers to drive Triple Play sell-in

Include Free Single DVR service or Discounted Multi DVR service with Triple Play

- Discounted Installation (Home Visit) \$34.99
- Move Transfer \$9.99

- No additional charge for Video Additional Outlets with One Price covers all Lines of Business (Video, Internet, Voice)
- Equipment (standard installation) Wi-Fi Activation fee of \$9.99
- i Ultra Activation fee of \$199.99

Offer Strategy – Contract Buy Out

Strategy:		Goal:
Eliminate obstacle of having to pay an early termination fee from a competitor's contract	up for a Spectrum Bundle	Encourage Prospects and Non-Video existing customers under a competitor contract to sign

Eligibility

- Triple Play customers
- All \$39.99/\$39.99 Video/Internet Double Play offers
- Existing Non-Video Customers upgrading to Triple Play
- Double Play connects in 2 Product markets
- Customers are eligible for up to \$500 contract buy out reimbursement per account
- account Early termination fees may be from more than one competitor (ie: satellite and DSL provider) but not to exceed \$500 per

Redemption

- Customer must send (e-mail or US Mail) required paper work to Charter within 60 days of installation
- Completed redemption form (English or Spanish versions downloadable from Charter.com)
- Final competitor statement(s) that clearly lists the ETF(s)

Fulfillment

received by Charter. (Customers required to maintain Charter services through the check issuance process). Eligible customers receive paper Contract Buy Out check two to three weeks after all required redemption materials were

Timing

Charter : Confidential

	TWC/ BHN	т١	NC	TWC/ BHN	BHN	۲	wc	
Resi	All Markets – SBPP (922k – CSG /ICOMS)	Northeast and Carolinas (3.4M – ICOMS)	Midwest/Former Insight (OH, KY, WI) (3.1M – ICOMS)	All Markets – iSBPP (922k – CSG/ICOMS)	All Markets (2.0M – ICOMS)	NYC + All Remaining CSG Markets (1.1M – CSG)	Pac West/Texas (2.8M – CSG)	Company/Region
Residential								Apr
								May
Spec								Jun
Spectrum Business								Ľ
Busine								Aug
S							9/20	Sep
Note								Oct
e: Launc e finalize					11/15	11/15		Nov
te: Launch dates for all markets re finalized in the 6/27 ESC.				12/13				Dec
or all ma 6/27 ESC			1/17					Jan
irkets		2/21						Feb
								Mar
								Apr
	5/16							May

SPP: Implementation Timeline

Deal Closed 5/18/16

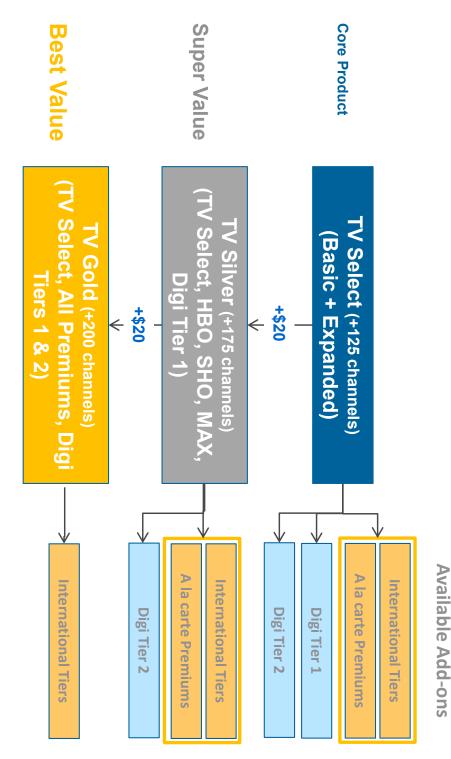
2016

2017

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Spectrum Video



- TV Silver and TV Gold can add on any choices not already included in the package
- All Packages require a digital box
- Premiums defined as HBO, SHO, MAX, TMC, Starz, Starz-Encore, Epix

Digitization

- Pricing for Spectrum Video will be the same in Digital and non-Digital markets
- Channel selection varies by market
- Additional channels and HD channels will be added at no charge upon complet
- Additional channels and HD channels will be added at no charge upon completion of All Digital conversion

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Acquisition Offers – Triple Plays

Triple Play No DVR			
	Year 1	Year 2	Year 3
Spectrum TV Select	\$29.99	\$39.99	\$64.99
Spectrum Internet	\$29.99	\$49.99	\$53.99
Spectrum Voice	\$29.99	\$19.99	\$19.99
Total	\$89.97	\$109.97	\$138.97

Year 2	Year 3
\$39.99	\$64.99
\$49.99	\$53.99
\$19.99	\$19.99
\$9.99	\$11.99
\$119.96	\$150.96
	Year 1 Year 2 Spectrum TV Select \$29.99 \$39.99 Spectrum Internet \$29.99 \$49.99 Spectrum Voice \$29.99 \$49.99 DVR – Single \$0.00 \$9.99 Total \$89.97 \$119.96

Triple Play with Multi DVR	VR		
	Year 1	Year 2	Year 3
Spectrum TV Select	\$29.99	\$39.99	\$64.99
Spectrum Internet	\$29.99	\$49.99	\$53.99
Spectrum Voice	\$29.99	\$19.99	\$19.99
DVR – Multi	\$9.99	\$19.99	\$19.99
Total	\$99.96	\$129.96	\$158.96

 Add Silver for an additional \$20, Gold for an additional \$40 to Spectrum TV Select

 Promotional prices do not include set top boxes, Broadcast TV surcharge

 Add Ultra Internet for +\$40 over Spectrum Internet

• Add Spectrum Voice International to Spectrum Voice for +\$5

Video Package Comparison

Basic + Expanded + Digital Spectrum TV Select + Tier Digi Tier 1	Basic, Expanded, Digital Spectrum TV Silver	
t + Preferred TV		r Preferred + a la carte Premiums
Premier		Premier + a la carte Premiums

- 3 main Spectrum Packages: Select, Silver, Gold
- Spectrum TV requires a digital box, TWC and Bright House Standard packages in areas that are NOT All Digital do not
- Create low priced Latino package in SPP
- Spectrum TV Silver/Gold are the only packages that include Premium channels
- All companies currently charge varying prices for Broadcast TV surcharge create national price
- Time Warner and Bright House apply a Sports Fee to all tiers above Starter TV/Basic no Sports Fee in SPP

Current			
	TWC	BHN	<u>Charter</u>
Broadcast Surcharge	\$3.75	\$4.00	\$6.05
Sports Fee	\$5.00	\$2.50	n/a
Total	\$8.75	\$6.50	\$6.05
Rate for SPP Customers – at each SPP launch	· at each SPI	P launch	
	TWC	BHN	<u>Charter</u>
Broadcast Surcharge	\$6.05	\$6.05	\$6.05
Sports Fee	n/a	n/a	n/a
Total	\$6.05	\$6.05	\$6.05
Rate for Legacy Customers – cutover nationally at first SPP	rs – cutover	nationally at	first SPP
	TWC	BHN	<u>Charter</u>
Broadcast Surcharge	\$6.05	\$6.05	\$6.05
Sports Fee	\$2.70	\$0.45	n/a
Total	\$8.75	\$6.50	\$6.05

No change to Legacy Charter rates

Sports Fee between Broadcast TV Surcharge and combined fee, change in allocations No overall change to Legacy TWC/BHN

Surcharge an increase in the Broadcast TV Sports Fee in Legacy TWC/BHN will see Customers that are not being charged the

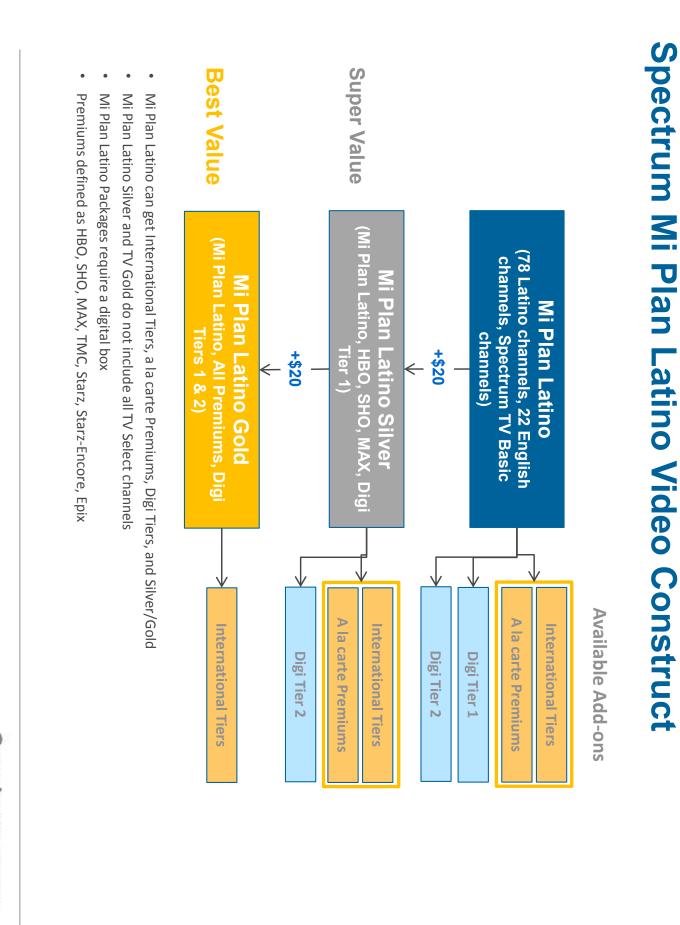
- TWC \$3.75 to \$6.05 BHN \$4.00 to \$6.05

current rates for Broadcast TV higher than \$6.05 promotion will realize an adjustment no Surcharge/Sports fee due to being on a Legacy TWC customers that are not at

Spectrum Mi Plan Latino 'NEW'!!!

- Total of ~ 120 Channels
- 78 Spanish language networks (Latino Tier)
- 22 popular English language networks
- Limited Basic (Public, Educational, and Government) Service
- Total Channels and line-up will vary slightly by Market

Antena 3 VI internacional Discovery Familia Mexicani Tr3: Arres Series Arres Series Disney X0 Canal 22. Monito Tr3: Arres America El Garage TV Multimedios TV TV Chie Arres America El Rey Multimedios TV TV Obie TV Chie Baby First TVSAP Espanoish Languago Nets) Espanoish Canal 22. Monito TV UNEXUEA Balv First TVSAP Espulsor Nuestor TV Nuestor TV TV ONINICANA Balv First TVSAP Espulsor Nuestor TV Nuestor TV Nuestor TV TV UNEXUEA Balv First TVSAP Espulsor Renoson Latino TV EINTERMACIONAL TV EINTERMACIONAL Canal Once Fox Deportes Sorpresa ULTRA Clasic Cando Network Galavision Enviroi Sorpresa ULTRA Clasic Cane Antenica TV Gon Network Galavision ULTRA Macho ULTRA Macho Cane Mexicano Hirtory en Español Teleformula ULTRA Macho ULTRA Macho Cane Mexicano Hirtory Eleformula ULTRA Macho ULTRA Macho <
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Spectrum Mi Plan Latino – Triple Plays

Triple Play No DVR			
	Year 1	Year 2	Year 3
Spectrum TV Latino	\$29.99	\$34.99	\$44.99
Internet	\$29.99	\$49.99	\$53.99
Voice	\$29.99	\$19.99	\$19.99
Total	\$89.97	\$104.97	\$118.97

Triple Play with Free Single DVR	ngle DVR		
	Year 1	Year 2	Year 3
Spectrum TV Latino	\$29.99	\$34.99	\$44.99
Internet	\$29.99	\$49.99	\$53.99
Voice	\$29.99	\$19.99	\$19.99
DVR – Single	\$0.00	\$9.99	\$11.99
Total	\$89.97	\$114.97	\$130.96

Triple Play with Discounted Multi DVR	inted Multi	DVR	
	Year 1	Year 2	Year 3
Spectrum TV Latino	\$29.99	\$34.99	\$44.99
Internet	\$29.99	\$49.99	\$53.99
Voice	\$29.99	\$19.99	\$19.99
DVR – Multi	\$9.99	\$19.99	\$19.99
Total	30.96	\$124.96	\$138.96

 Add Silver for an additional \$20, Gold for an additional \$40 to Spectrum TV Select

- Promotional prices do not include set top boxes, Broadcast TV surcharge
- Add Ultra Internet for +\$40 over Spectrum Internet
- Add Spectrum Voice International to Spectrum Voice for +\$5
- Available to all sales channels

• Customers with TV Select can downgrade to Mi Latino Plan at rack rate (\$44.99)

International Tiers

- areas where they currently exist We will continue to offer Legacy International Tiers and pricing in
- package International Tiers are available a la carte for any Spectrum TV

Spectrum DVR and Equipment Costs & Changes

- Digital Box costs are in addition to DVR service rates
- (each Digital Box: \$4.99/month)
- Spectrum Single DVR is \$11.99/month
- Spectrum Multi DVR solution is for 2 4 televisions \$19.99/month
- 5 8 DVRs requires another Multi DVR purchase of \$19.99/month
- No New DTA's will be offered
- No New Sales of Whole House DVR Service

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Advantages of Multi-room DVR over Whole Home DVR

- recording Ability to record in separate rooms which allows more hours of
- Not sharing recording hours
- and they can be viewed As a parent, you have more control over programs being recorded
- Multi-room DVR gives you the value of VIDEO ON DEMAND on every TV, which has more content than any DVR could hold
- live shows Your favorite shows can be seen ON DEMAND, plus you can pause

SPP DVR Pricing vs. Legacy TWC and BHN

DVR Type	Spectrum	TWC	BHN
Single	\$11.99	\$12.99	\$11.95
Enhanced Single	n/a	\$15.99	\$16.95
Multi/Whole House	\$19.99	\$19.99	\$23.95/\$24.00
Digital Box (each)	\$4.99	\$11.75	\$8.00

- Digital Box costs are on top of DVR service rates
- Spectrum Multi DVR solution is for 2 4 televisions
- 5-8 DVR requires another Multi DVR purchase of \$19.99
- TWC and BHN have a Whole House solution
- Whole House DVR will not be sold in SPP
- Customers with existing Whole House DVR may continue to utilize the service when migrating to SPP at their current \$19.99 monthly rate
- Whole House DVR will continue to be supported when there are technical issues with the service
- Enhanced DVR boxes may be used as SPP boxes only at SPP box and DVR service prices

opectrum internet				
	Shared DMA	DMA	Share	Shared DMA
	Spectrum Internet	Internet	C	Ultra
	Charter	TWC/BHN	Charter	TWC/BHN
Normal Market	60 x 5	60 x 5	100 x 5	100 × 10
Select Market	100 x 5	100 × 10	300 × 5	300 x 20
	Charter Only DMA	nly DMA	Charter (narter Only DMA
	Spectrum Internet	Internet	C	Ultra
	Charter	rter	Cha	Charter
	60 x 5	× 5	10	100 x 5
Normal Market	001	100 x 5		120 x 5
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Normal Market Select Market Select Market owned included in price (customer owned i owned modem) No Data Caps 7 email boxes, 35GB maximum per account	owned modems are a	allowed and must be c	n an approved mode	n list, no discount fo
Normal Market Select Market Select Market • Modem included in price (customer o owned modem) • No Data Caps • 7 email boxes, 35GB maximum per ac • Security Suite included in price	owned modems are	allowed and must be c	n an approved mode	n list, no discount fo
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DMA	SPP Launch Date
Los Angeles	9/20/16
Dallas	9/20/16
San Antonio	9/20/16
Austin	9/20/16
San Diego	9/20/16
Palm Springs (Desert Cities)	9/20/16
Waco	9/20/16
NYC	11/15/16
Tampa	11/15/16
Syracuse	2/21/2017 (ICOMS)
St. Louis (Ultra to 300 Mbps)	TBD

- In home Wi-Fi available at \$5.00 monthly rate, shows as integrated charge on bill (activation fee may apply)
- Wi-Fi is included at no charge for all Ultra customers
- Customers will have access to Legacy Wi-Fi hotspots
- Moca Wi-Fi extenders are no longer offered

• 18+ popular calling features

	All Call Forwarding VC Selective Call VC Block Anonymous Solution	Voicemail 🐰 call Waiting 🤱 caller 10	Verizon FiOS \$44.99 \$0.00	Verizon non-FiOS \$63.99 \$6.01	Frontier Uverse \$35.00 \$0.00	CenturyLink Prism \$56.52 \$5.61	CenturyLink Non-Prism \$51.65 \$5.75	AT&T Uverse \$35.00 \$0.00	AT&T Non-Uverse \$51.00 \$6.50	Spectrum Voice (stand alone) \$29.99 \$0.00 Inc	Spectrum Voice (bundled) \$19.99 \$0.00 Inc	Rate Charge Fees	Competitive Comparison Est Taxes	
Accept Selected	20 00	20° ₽	.00 \$3.60	.01 \$5.12			.75 \$4.13		.50 \$4.08	.00 Included	.00 Included	Fees	Est Taxes/	
3-Way Calling	liock Unwanted allers -Way Calling	Call Waiting with Caller ID	60	12 \$75.12	80 \$37.80	52 \$66.65	13 \$61.53	\$37.80	08 \$61.58	ed \$29.99	ed \$19.99	Cost	Total	

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Upgrade Line of Business Offers

Beginning Service Level	Ending Service Level	<u>Offer</u>	Comments
Voice Only	TV Select Triple Play	\$89.97	Standard Acquisition offer roll offs
	Add TV Select	\$39.99	Rolls to \$49.99 month 13
	Add Internet	\$39.99	Rolls to stand alone (\$59.99) rate month 13
Internet + Voice	TV Select Triple Play	\$89.97	Standard Acquisition offer roll offs
Video + Internet	Add Voice	\$19.99	Standard bundle price
Video + Voice	Add Internet	\$29.99	Rolls to \$49.99 month 13

- Add Silver for an additional \$20, Gold for an additional \$40 to TV Select promotional prices
- Video Promotional prices do not include set top boxes, Broadcast TV surcharge, DVR service
- Add Ultra Internet for +\$40 over Spectrum Internet
- Add Spectrum International Voice for an additional \$5.00

Home Security

- we will continue to support Legacy TWC customers may have still Home Security with us and
- with SPP Lines of Business Remains Legacy in the billing system and will be able to be mixed

Placing Orders in SPP Markets

L-CHR Retailers

- If only selling in Charter legacy markets no action needed
- If wanting to sell in L-TWC markets including SPP markets:
- Sign Charter Addendum to existing contract
- Sign agreement with Leapfrog allowing to sell in L-TWC markets including SPP markets beginning 9/20

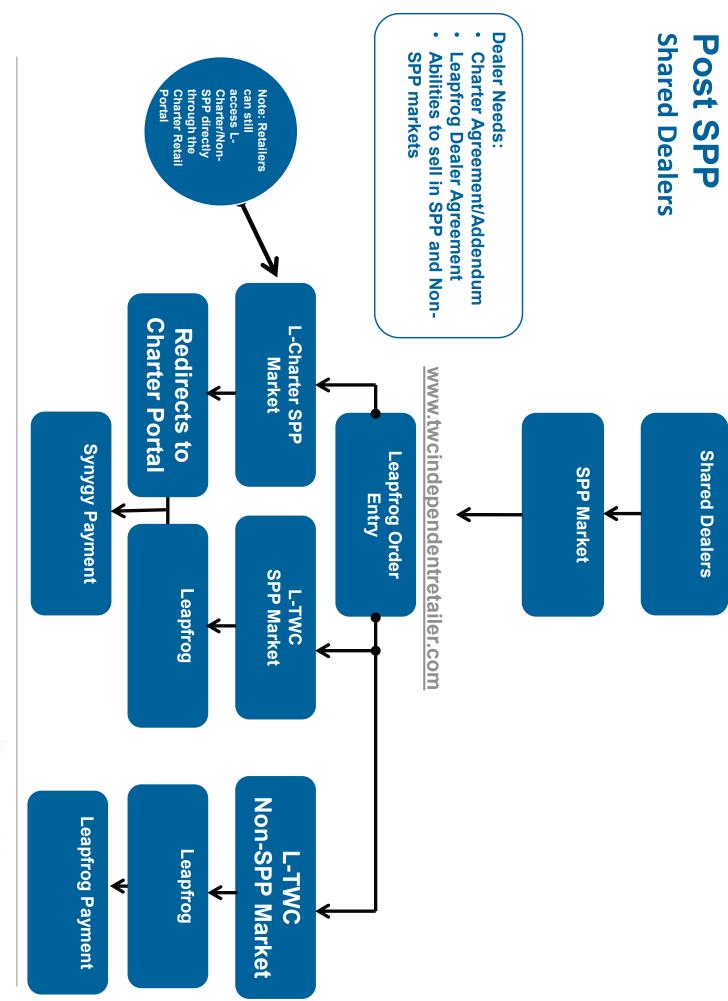
Placing Orders in SPP Markets

L-TWC Retailers

- Sign agreement with Charter including SPP addendum
- paperwork: On boarded with Charter as "new" retailer, need to send all updated
- 6M
- Contract
- Insurance Certificate
- G2B number

Charter buy flow
Ultimately – all accounts that sell for Charter will be viewed as a "shared account" meaning they will be able to place orders via Leapfrog buy flow or the
 All retailers that are currently shared accounts will be paid by Charter for any L-CHR connect and any SPP connect regardless of legacy company
 No action needed (except for Charter addendum)
Shared Accounts
Placing Orders in SPP Markets





- The sales process for both legacy companies
- How to place an order through the appropriate Buyflow
- Retailer Sales IDs for both companies
- Has all Paperwork been submitted as required?
- Are you ready to sell in SPP Markets?