

# SBi SMITH BAGLEY INC.

CELLULAR**ONE**

**Naked**Mobile.



**PHOTON**  
by dte

**AirMax**



# HIGHLIGHTS

- Smith Bagley, Inc. incorporated in 1988; commenced service in 1994
- 2000 – Mr. Bagley instrumental in convincing the FCC to increase Lifeline benefit on tribal land by \$25 a month per household
- Granted Eligible Telecommunications Carrier (ETC) Status
  - Arizona – 2000
  - New Mexico – 2001
  - Utah – 2006
- Arizona Certificate of Convenience and Necessity (CC&N), to qualify as a CLEC – 2020
- New Mexico – preparing applications required to obtain CLEC status certifications.
- 97,642 customers served in Arizona, Utah, New Mexico Service Area
- 9 retail stores in Arizona and 6 in New Mexico
- 183 Employees (153 in AZ, 30 in NM); 29.5% Native American

# SERVICES

- Mobile Broadband, Voice, and Data
  - Enterprise services for small businesses
  - Lifeline, Affordable Connectivity Program
  - Emergency Connectivity Fund, including MiFi mobile hotspots
  - Public Safety – 911, mobile data for first responders
- Fixed Broadband
  - Point-to-Multipoint
  - Residential, small, and home-based businesses
- Information and Communications Technologies
  - Internet services for schools, libraries, health care and government
  - Point-to-Point Microwave
  - Fiber Optic Connectivity
- Managed IT Services

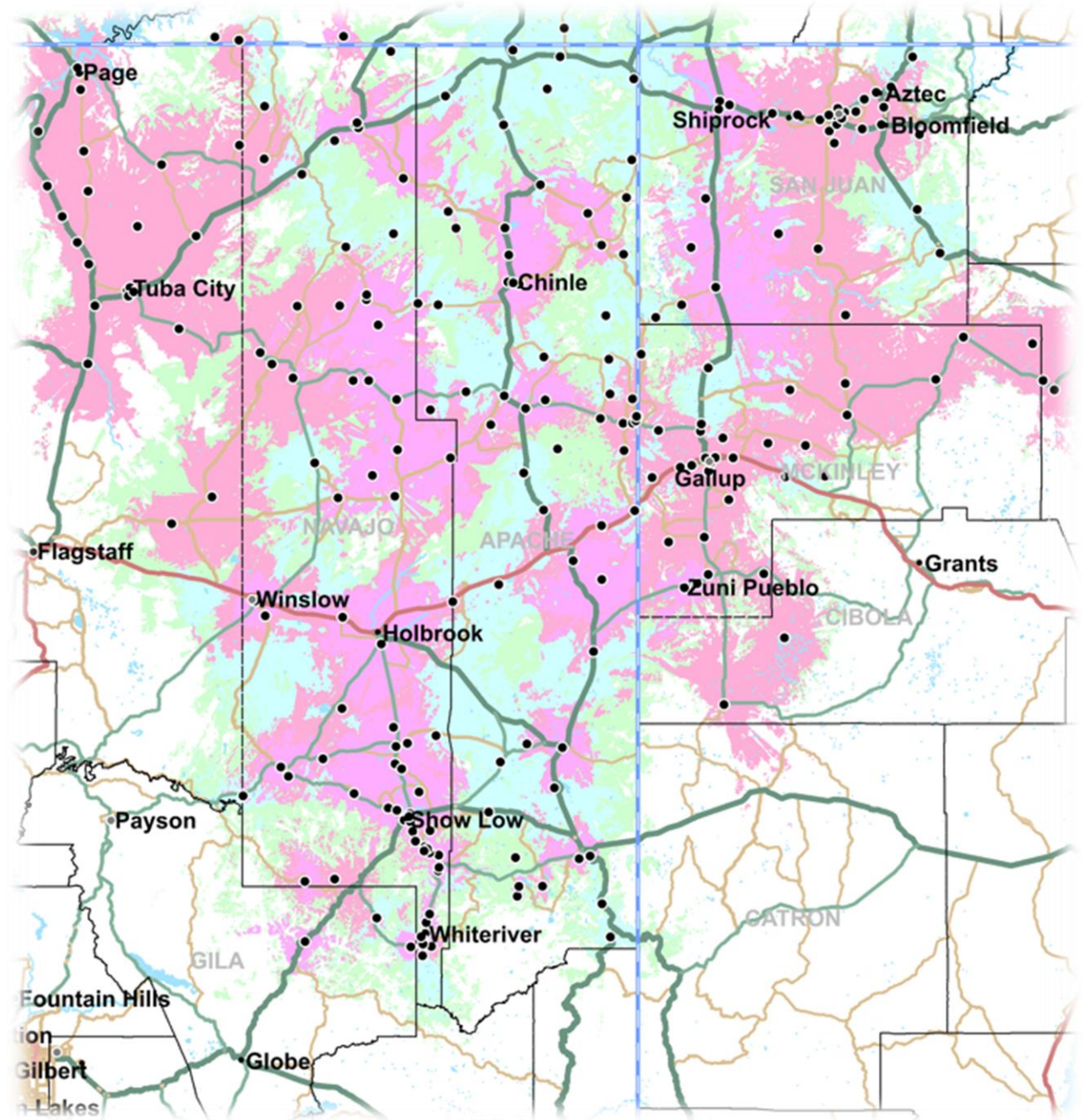
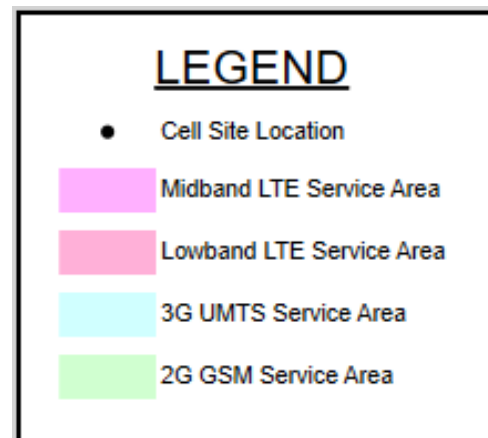




# 2G, 3G, & 4G LTE COVERAGE

*“Twenty years ago, when Cellular One was just getting started, fewer than 40% of households on tribal lands had a phone connection of any kind—wired or wireless. Thanks to Cellular One’s commitment—as well as assistance from government initiatives such as the Lifeline program—that number now sits at around 90%.”*

CTIA, March 11, 2022.”



# PANDEMIC RESPONSE

- Expanded data limits for customers
  - Provided more than \$20 million in free data
  - Nearly 5 million GB of LTE data
- Emergency Connectivity Fund (ECF)
  - Over 10,000 MiFi devices set up and delivered to schools
  - Discounted data by nearly \$10 million
  - Provided 2 GB of LTE data
- Affordable Connectivity Program (ACP)
  - Aggressive communication and enrollment effort
  - As of August 2022, over 40,000 individuals have benefited





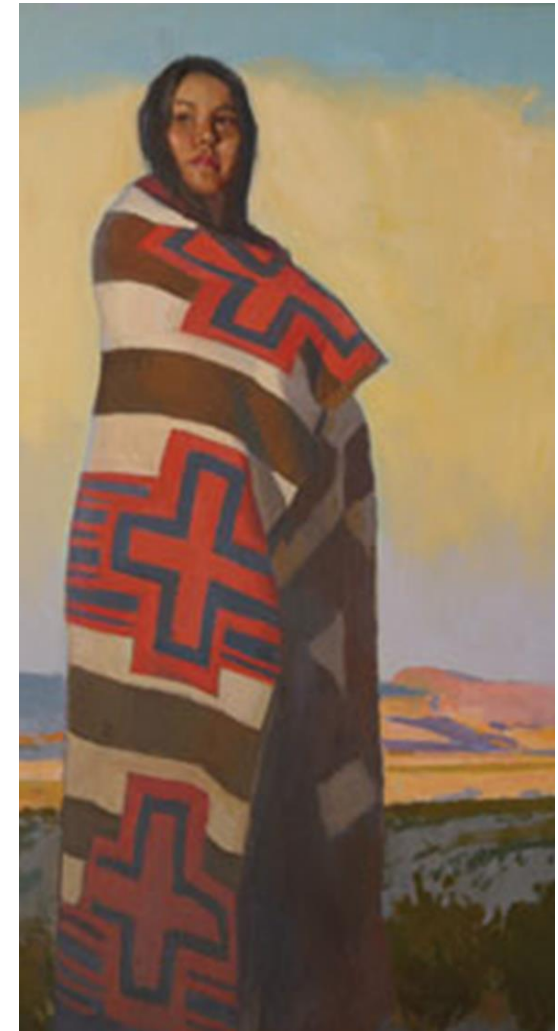
# GIVING BACK

- University of New Mexico, Gallup
- Navajo Technical University, NM
- Dine College, NM
- Farmington High School
- Show Low Youth Foundation
- Navajo Code Talker Museum
- Window Rock S.A.D.D.
- Big Brothers Big Sisters area chapters
- Missing and Murdered Dine Relatives
- White Mountain Apache Tribe
- Hopi Tribe Domestic Violence Prevention Day
- White Mountain Game and Fish
- Tribal Parades and Rodeo Sponsorships



# COMMUNITY IMPACT

- “The Healing Blanket” PR Campaign is underway to raise awareness and funds for a grassroots non-profit led by Navajo Tribal Delegate Amber Crotty: *Missing & Murdered Dine Relatives* which helps families in need of resources to find missing relatives and to heal from loss.
- **Part 1** - Cellular One is partnering with Pendleton USA to design The Healing Blanket, an artist edition blanket by Navajo Artist Leandra Yazzie. A portion of each sale will be donated to the MMDR cause.
- **Part 2** - As a special gift to the Navajo families who have lost loved ones, Cellular One plans to commission a bronze statue of a Navajo woman wrapped in The Healing Blanket which the Navajo Nation Museum has agreed to place near its entrance.



# HISTORIC GROWTH & REGIONAL BENEFITS





# NETWORK GROWTH & SERVICE EXPANSION

- Serving underserved rural and tribal communities since 1994
  - 242 tower/cell sites; 69 located in NM
  - Technology evolution from analog to LTE (5G on the horizon)
  - Telephone access on the Navajo Nation has increased from 38% to 90%
- Individual Benefits
  - Lifeline program initially only voice service, now includes voice, text and data
  - Public Safety (911), Telehealth, Online Education and Remote Work access
- Regional Benefits servicing
  - 81 rural schools, 6 colleges
  - 11 hospitals and healthcare clinics
  - 21 tribal community service centers
  - Supporting dozens of small rural businesses with internet, MSP service, VoiP
  - Roll out of FirstNet deployment

# FUTURE IMPROVEMENTS



# EXPANDING BROADBAND ACCESS TO RURAL NM

- Focus on unserved and underserved rural and tribal communities
- Leverage Tribal, Federal, and State funding to maximize coverage
  - SBi willing to contribute matching funds as needed
- Utilize the most effective Broadband delivery method per location, e.g.:
  - Mobile Broadband
  - Fixed wireless
  - Fiber optic
- Deliver the optimal connectivity as soon as possible
  - Start with Mobile Broadband upgrades to existing towers (12-18 months)
  - Fiber is critical, but will take years for design and construction
  - Strategy: Mobile Broadband now and fiber as it can be completed



# NEW MEXICO PRC BROADBAND FUND

- New Mexico has utilized USF funding to create a State Broadband Fund an on-going state pool of funds awarded to bring coverage to unserved and underserved areas statewide
- To date SBi has been awarded many projects (2018-2021)
  - 21 new tower locations
    - 6 complete, including 2 this year
    - 15 more planned over the next three years
  - 38 LTE tower upgrades
    - 10 completed
    - 28 more planned over the next three years
  - 5 Fiber Optic projects
- Primarily serving the Navajo Nation and Zuni Pueblo in New Mexico
- Total population covered – 94,327; Road miles covered – 25,311



QUESTIONS?

