

# Setting the Pace for the Digital Future



# Plusnet in Figures

Plusnet



More than

**40.000**

business customers



Bandwidths up to

**100 Gbit/s**

in the gigaspeed network



More than

**6,500 km**

own, active fiber optic backbone



More than

**300**

partners



Around

**800 Mio.**

minutes of speech telephony / month



Through co-operations access to more than

**50,000 km**

fiber optics in the backbone network



Around

**500**

employees



all over Germany

**10**

locations



**100%**

subsidiary of EnBW





Our Vision, our Mission and our Values





# Our Vision

We are a leading partner in the telecommunications sector and are setting the pace for the digital future in Germany.



# Our Mission

With the right solution for Internet, telephony and network, as well as gigaspeed technology, we make telecommunications easy and fit for the future for our customers.



# Our Mission

By investing in fiber optic, we are making an important contribution to sustainable economic and social development in Germany.



## Progress

As pacesetters for the digital future, we are pioneers, bridge builders and groundbreakers. Combining visionary thinking with technological know-how, we show our customers new, innovative solutions to suit their needs.

## Partnership

As experts with many years' experience, we show our customers and partners the way to the digital future. In doing so, we respond to their individual needs in a trusting and fair partnership at eye level.

## Passion

We are passionate about what we do. And we know what we have to offer. This is the spirit of our commitment to our customers and partners. We take on problems and do not give up until we have found the solution.



Our Offer



# Our Offer

Excellent gigaspeed-capable  
telecommunication and network  
services



# Modular, broad product portfolio



## Internet

### Fiber optic

Cutting-edge technology with bandwidths up to 10 Gbit/s at reliable speed, high availability and stability.

### DSL

Bandwidths up to 250 Mbit/s with high reliability, flexibly expandable with telephony solutions.

### Wireless local loop

Gigaspeed internet with high reliability and data security. Ideally suited for the wireless connection of locations.



## Telephony

### SIP Trunk

Modern telephony solution at lower costs, with more flexibility and high operational and communicational security.

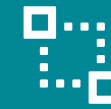
### Cloud telephone system

Future-proof and flexible IP telephony for efficient collaboration across any number of locations.



### ISDN

Continue to use existing telephone systems with an ISDN (basic or primary multiplex) connection.



## Networking

### SD-WAN

Maximum agility in the network management and increase in performance through Software Defined Wide Area Network.

### VPN

Flexible networking of data centres and locations in Germany and abroad. Secure and highly available data exchange.

### WDM

Point-to-point leased line based on our DWDM network for customers with high bandwidth requirements.

## In addition, customised solution modules in the project business



## Security

**Managed network security services** for secure access from the WAN to the Internet and to protect customer networks from unauthorised access and for customer-internal segmentation.



## LAN Management

**Planning, creation and operation of complete LAN infrastructures** with router and switch services including monitoring.



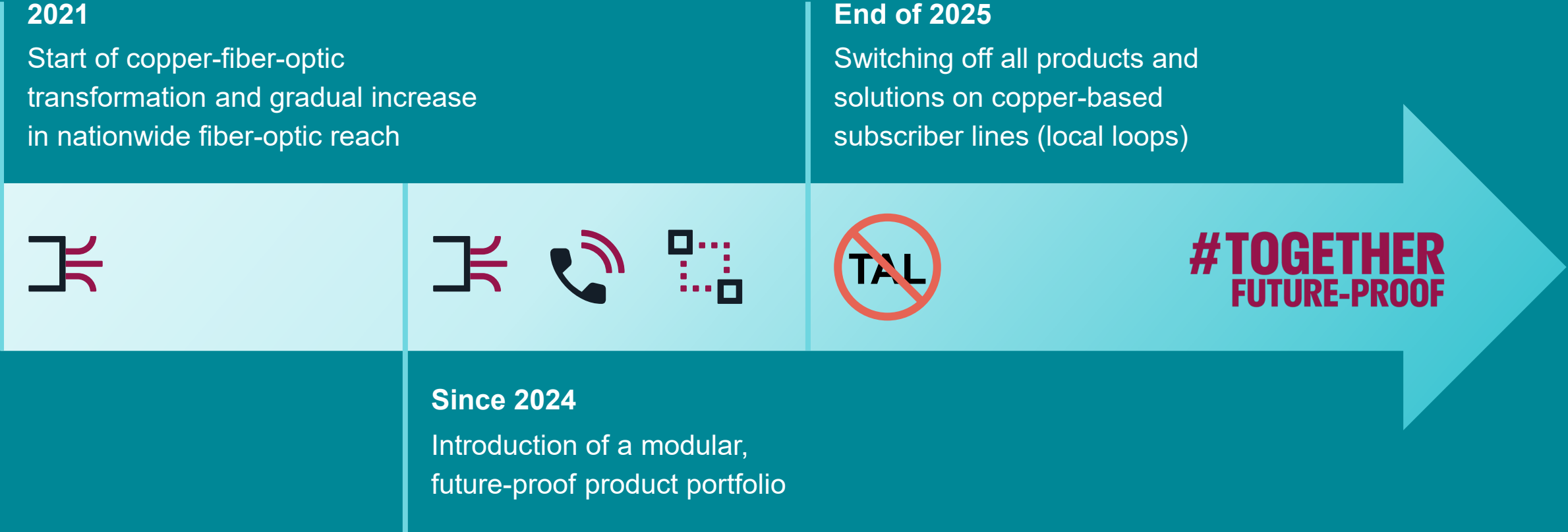
## WLAN

**Planning, creation and operation of complex WLAN solutions**, based on renowned and certified manufacturers, also with separate guest access including landing pages, e.g. for chain stores.



# Consistent transformation from copper to fiber optics

Plusnet



We bring fiber optics directly  
to the people



**Self-managed fiber  
optic expansion in  
commercial and  
mixed areas**





Our Customers





# Our Customers

We are the preferred partner of medium-sized businesses, corporate customers and municipalities in Germany



# The right offer for each customer group

Plusnet



## Medium-sized businesses

We guide German mid-sized businesses through the process of digital transformation and enable new business models



## Corporate

We offer tailor-made solutions for demanding industrial and business customers



## Municipalities

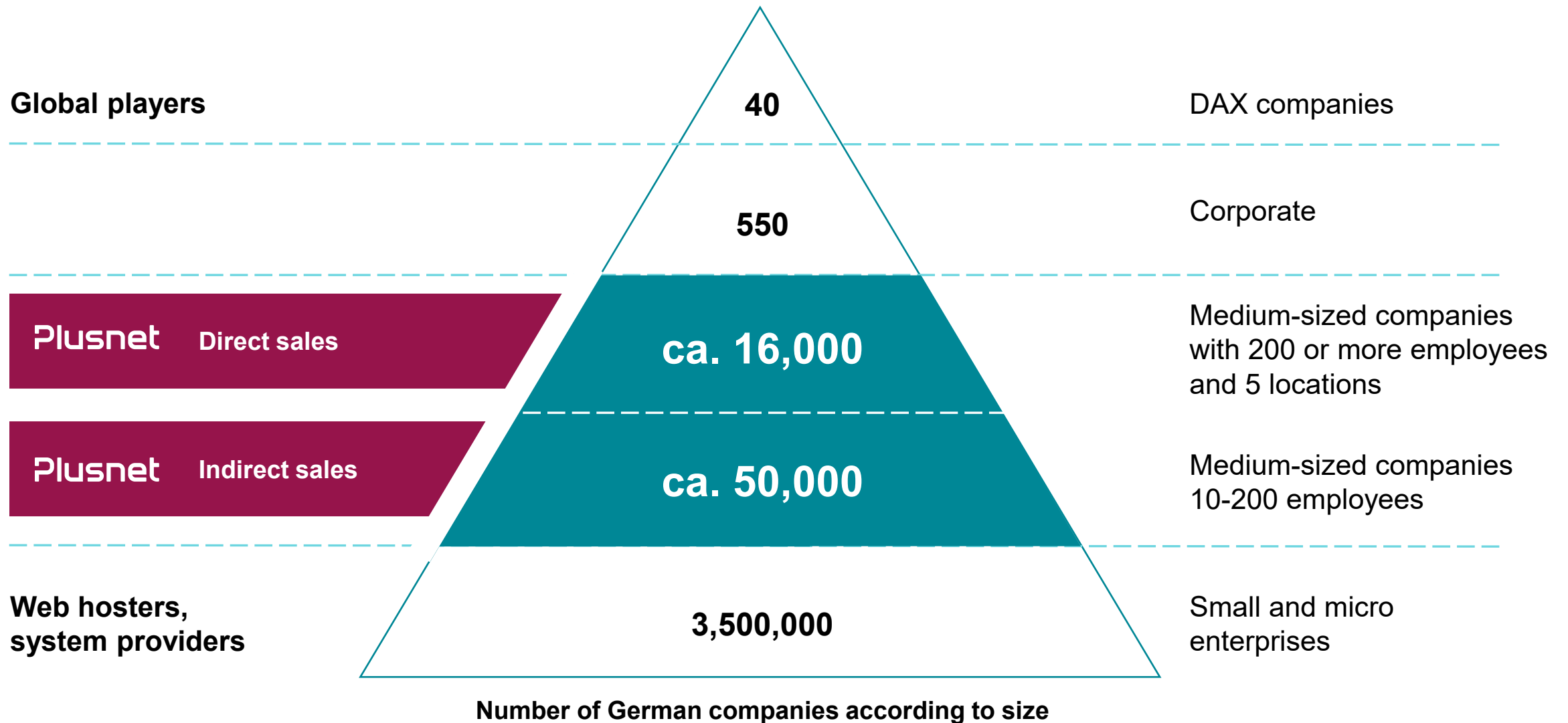
We make Germany's municipalities future-proof



## Retail customers

We also connect private households to the fiber optic network

# Concentration on medium-sized businesses





# We are working for these and other customers

Plusnet



AVAG·Holding  
SOCIETAS EUROPAEA



# Customer reference: Finance

Medium-sized businesses

“We have the assurance of meeting all the requirements of the regulator. At the same time, Plusnet's all-IP network gives us the freedom to shape our digital infrastructure according to our customers' needs.”

Marc Urban, Head of Information technology Department, Volksbank Wolfenbüttel



## Target

Secure IP network for all branch banks

## Requirements

- All-IP wide area network (WAN) for all 27 branches and 16 self-service centers
- Data prioritisation via MPLS protocol
- Data encryption in the WAN
- Redundant cloud connection
- IP telephony
- Mobile phone solution for emergencies

## Solution

- MPLS WAN for branches and self-service centers; MPLS service classes for alarming over IP
- Compliance security standards
- Redundant connection of the cloud provider
- SIP trunks for IP telephony
- LTE emergency kit for each branch office





Our Partners





## Our Partners

A key factor in our success is the trustful cooperation with our business partners



# Our Partners

## Sales Partners

Intermediation of the Plusnet product portfolio to business customers



## Value Added Resellers

Integration of Plusnet pre-service products into own portfolio



## ISP & Carrier

Use of Plusnet Internet access products via network coupling – from xDSL via Ethernet to wireless local loop



# Grow! - the Plusnet Partner Program

Strengths. Develop. Growing together.

**Grow!** and the **Plusnet Partner Coaches** provide our partners with everything they need to reach the next level of success: attractive conditions, targeted measures for promotion and growth. These include e.g.

- Regular push campaigns
- Comprehensive onboarding and regular coaching
- Customised growth planning
- Presales and premium consulting
- Personal hotline and back-office support
- Incentives and events





# Satisfied partners



## Michael Schäfer, General Manager

“As an Exclusive Partner, we have been marketing exclusively Plusnet products and solutions for years. In times of easy comparability and dropping prices, quality, service, good communication and future security are crucial. With Plusnet and EnBW, we find exactly these attributes and a story with which we can convince our customers every day.”



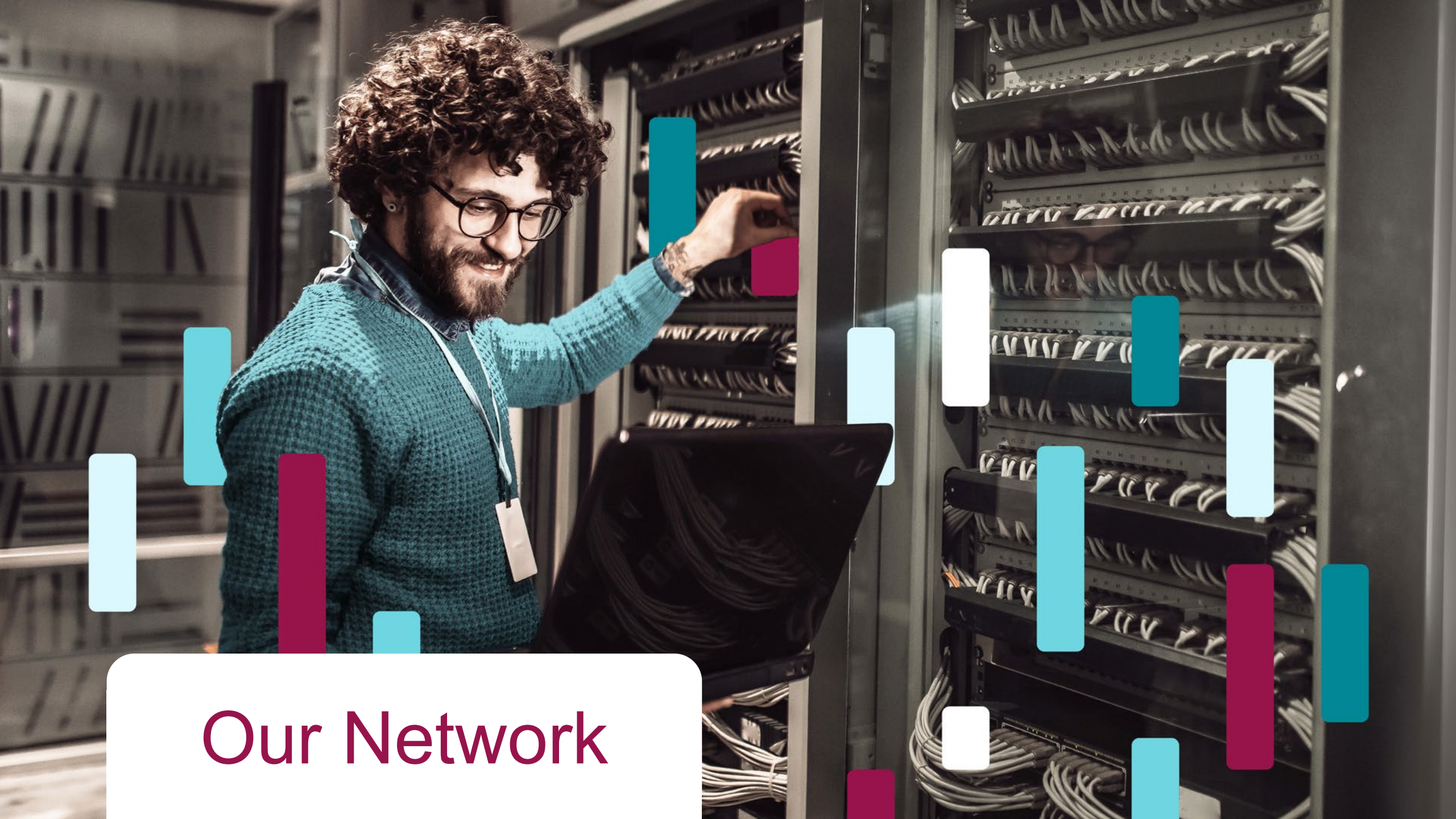
## Wilfried Röttgers, Managing Partner

“Our motto ‘There's no such thing as impossible’ epitomises the dynamism and efficiency of our partnership. With an excellent service portfolio, good engineering and a progressive openness to technology, together we offer the highest quality of service. The collaboration between our dedicated and competent teams is always quick and uncomplicated.”



## Matthias Plümer, Managing Partner

“Working with Plusnet is partnership at eye level. With its great expertise, Plusnet always manages to develop high-quality products that meet market needs and which are good sellers.”



Our Network





# Our Network

Cutting-edge, Germany-wide  
infrastructure

# State-of-the-art networks, available throughout Germany

Plusnet

## Our backbone

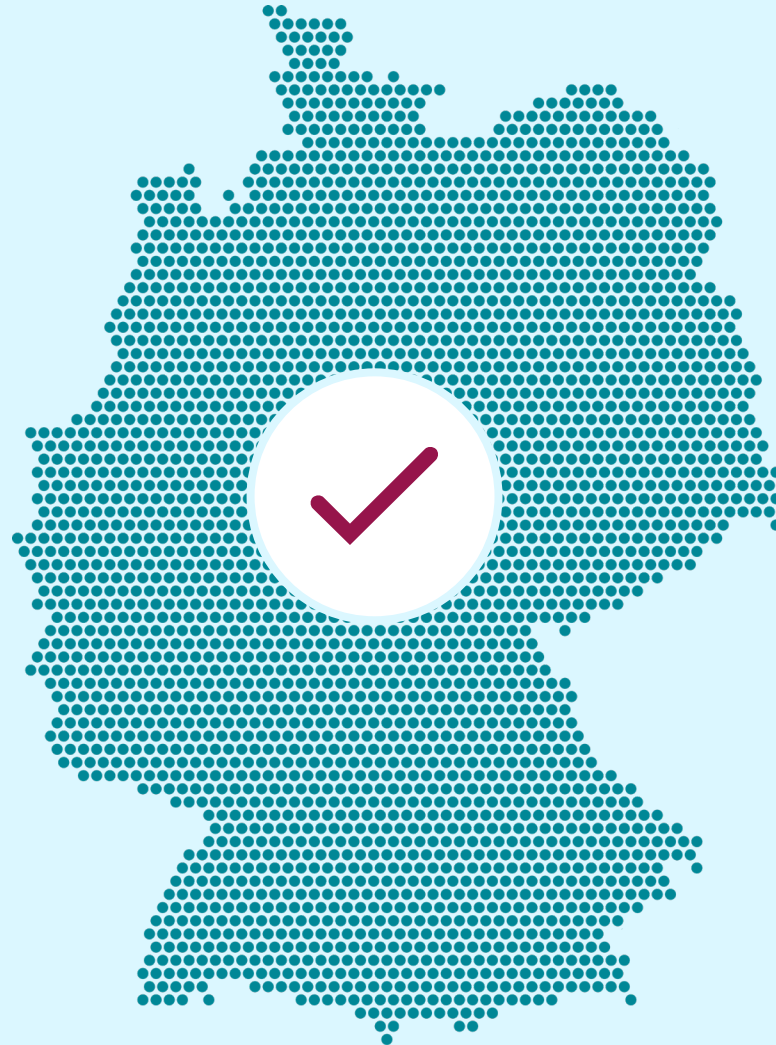
### Own fiber optic core network

- Data transmission at up to 100 Gigabit/sec. according to DWDM standard
- Basis for latency-optimised services (SD-WAN) and real-time applications (Industry 4.0, Cloud)
- 6,500 km line length, available almost throughout Germany. Additional access to >50,000 km of optical fiber through cooperation with GasLINE and DB broadband

## Our high performance network

### IP-based voice-data network (NGN)

- One of the largest voice-data networks in Germany
- >1,000 main distribution frames (MDF)
- Connection to around 50 national and 30 international carriers



## Our extra network

### Germany-wide WLL access network

- Largest independent B2B WLL network
- More than 200 base stations and around 1,300 wireless link
- Fail-safe broadband connection where fixed line connections are not possible

## Our partner networks

### Flexible coverage throughout Germany

- Targeted integration of partner infrastructure in the core and access network
- Available throughout Germany
- Partnership capability as an important core competence



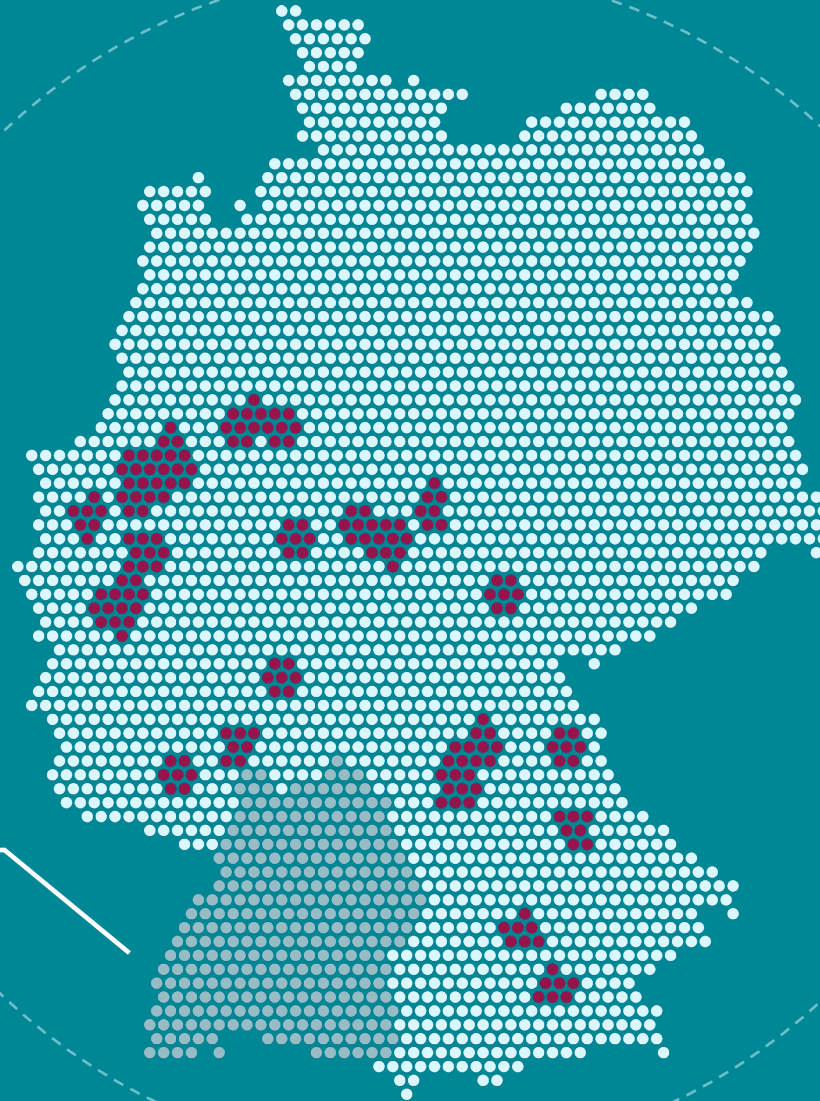
# Nationwide self-managed optical fiber roll-out

Plusnet

**We have been investing in optical fiber since 2021 and are currently active in around 40 areas in North Rhine-Westphalia, Hesse, Rhineland-Palatinate and Bavaria**



Baden-Wuerttemberg and  
neighbouring Bavaria:  
Network expansion through  
sister company NetCom BW



# Fiber optics throughout Germany

## Cooperation with all major fiber optic providers

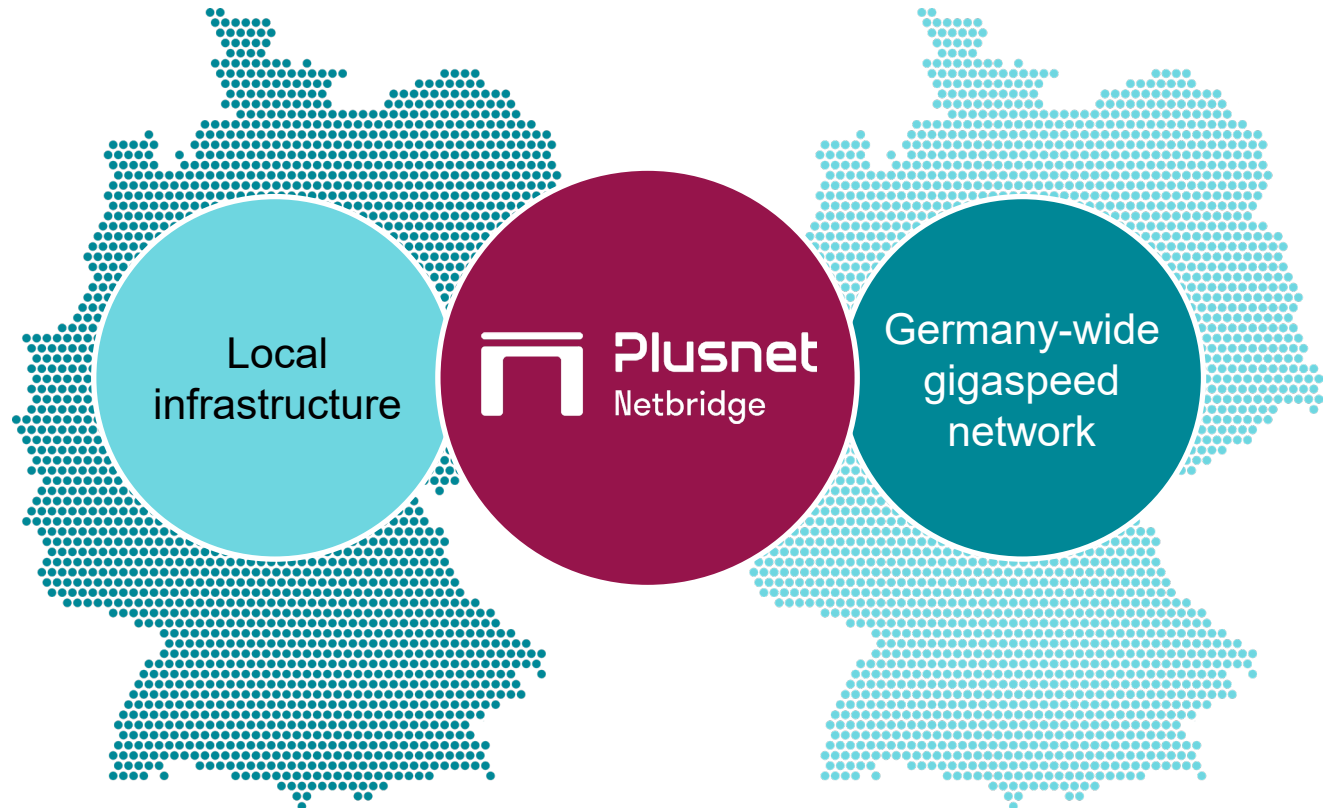
- Thanks to open access cooperation with infrastructure partners, Plusnet is able to market fiber optic connections nationwide
- Potential optical fiber coverage (by 2030) of around 16 million connections. We already reach almost 10 million connections today
- Marketing of fiber optic connections for business customers and prospectively also retail customers





# Netbridge: Hub for open access networks

- We bring together infrastructure providers and marketers on a virtual, Germany-wide gigaspeed network
- Advantages for all market participants
- Operators: faster network utilisation and return on investment
- Marketers: Access to gigabit-capable infrastructure without own investment; securing growth potential
- Business customers: Future security and greater choice of marketers





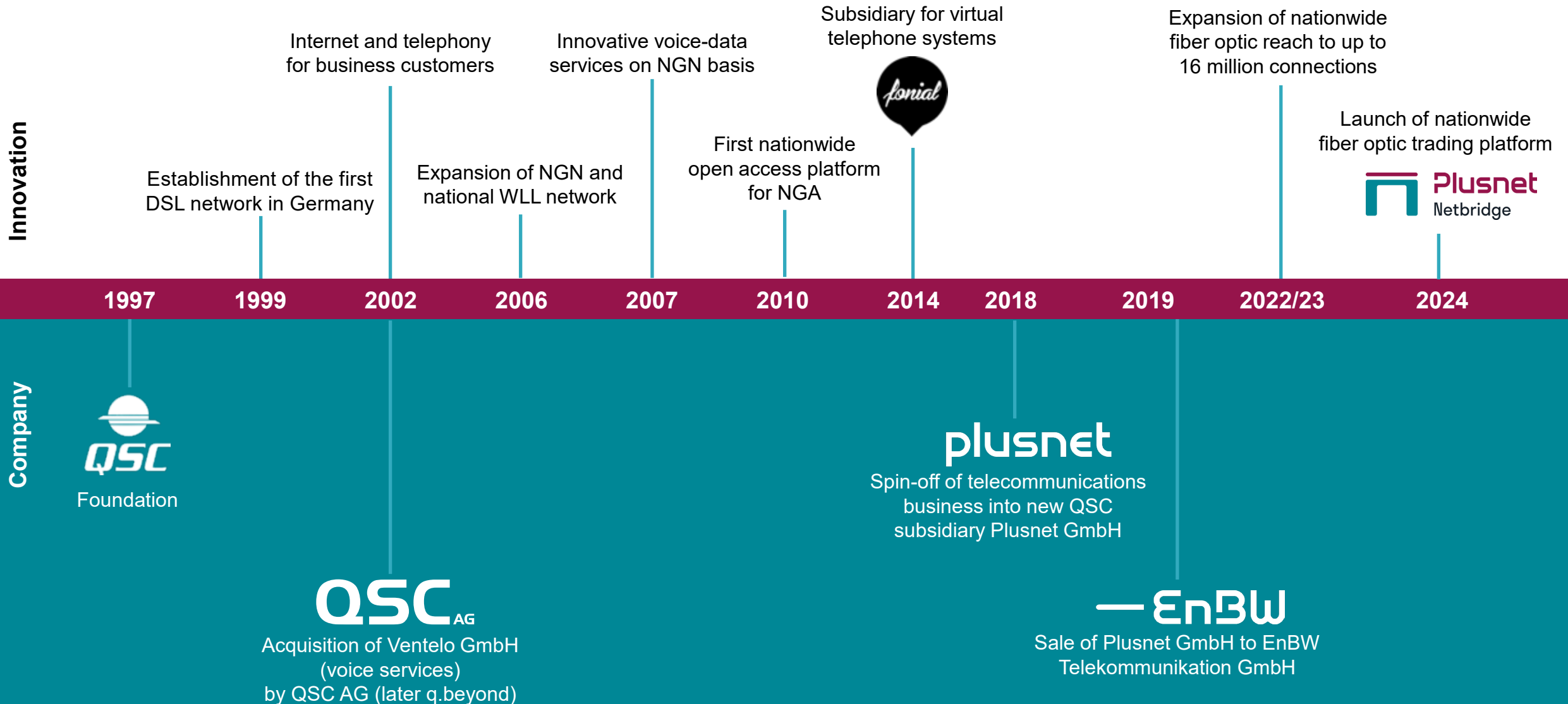
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# About Plusnet



# Milestones in our history

Plusnet



# We are part of a strong team

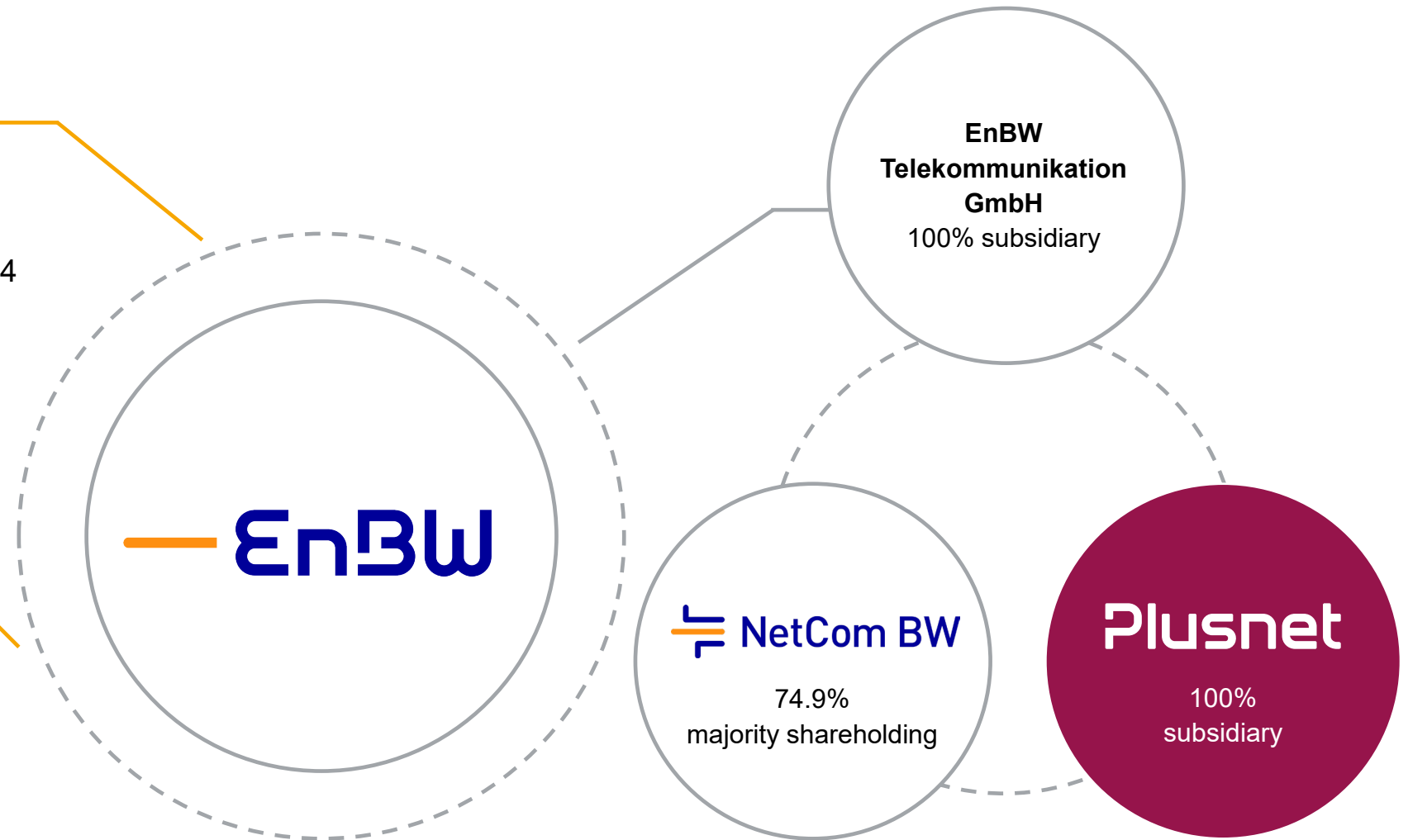
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## One of the largest energy suppliers in Germany & Europe:

- More than 30,000 employees
- 34.524 billion euros in turnover in 2024
- Core business:  
Electricity, gas, heat, water

## Strategy of EnBW 2030:

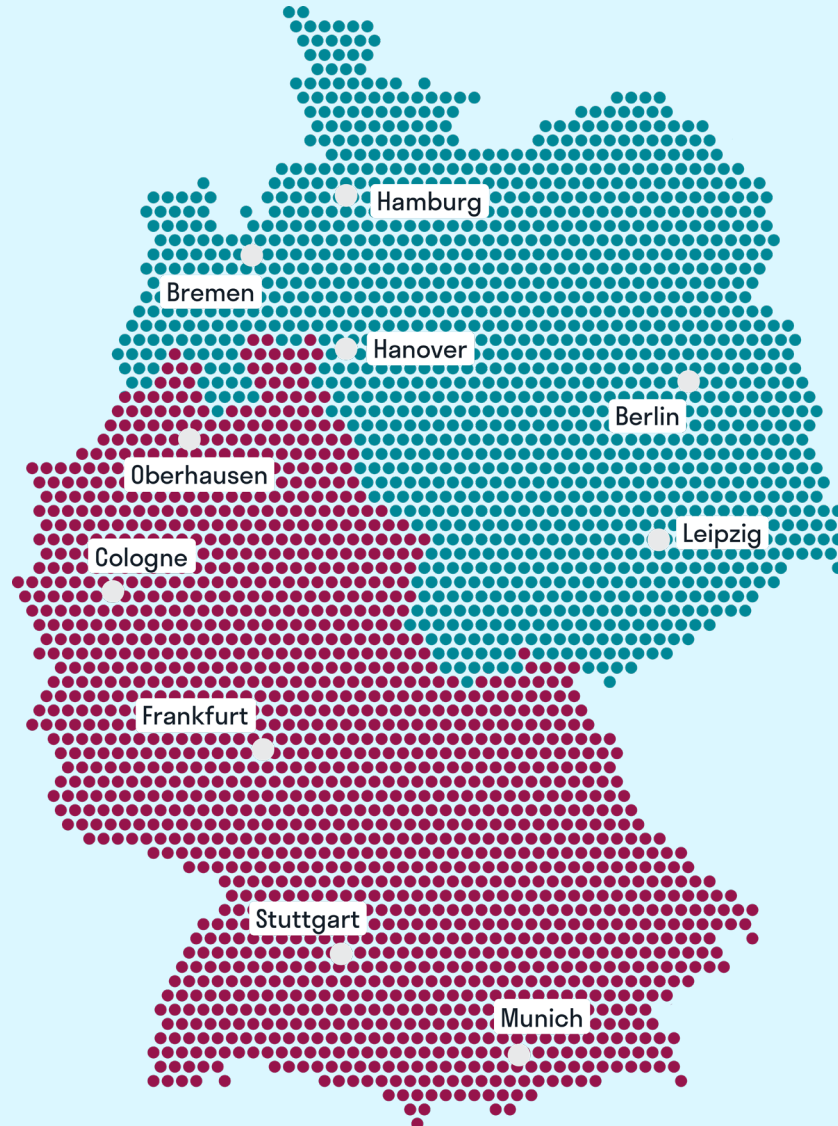
- Develop into a sustainable, innovative infrastructure partner
- **Investment of 40 billion euros** in growth areas until 2030
- **Telecommunications and broadband business** to be mainstay in future





# A nationwide presence for our customers

With around **500** employees  
at **10** locations and more  
than **300** Partners, we serve  
**>40,000** business customers  
in Germany in two sales regions

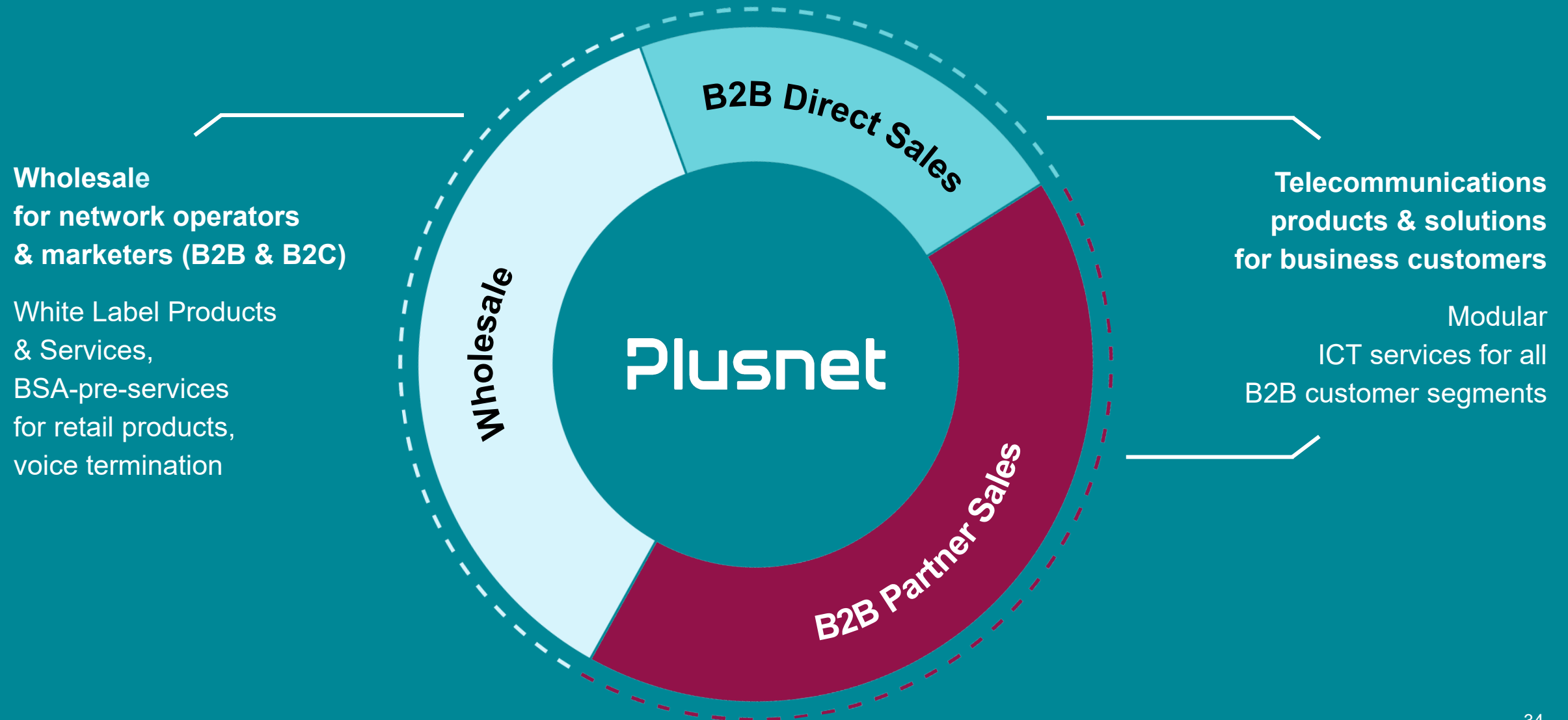


North-East

South-West

# Our business areas: B2B & Wholesale

Plusnet





# More than 60 years of TC experience in management

Plusnet



**Ulrich Hoffmann**  
Chief Executive Officer (CEO)

Expert in technical and strategic  
development of modern gigabit networks

before Plusnet: Chief Operating Officer NetCom BW,  
Senior technical functions at Versatel,  
Kabel BW, Unity Media



**Robert Jelinek-Nacke**  
Chief Financial Officer (CFO)

Finance executive with more than twenty years of  
industry experience and a high level of expertise in  
areas such as controlling, financing and cost  
management

before Plusnet: CFO at Alpenglasfaser GmbH,  
management function in the Deutsche Telekom  
Group, e.g. as CFO at T-Mobile Netherlands



**Bert Wilden**  
Chief Customer Officer (CCO)

Passionate sales executive with more than  
twenty years of experience in ICT sales

before Plusnet: Regional Manager Comparex,  
managerial functions in direct and indirect  
Sales QSC AG, authorised representative of  
AachenMünchener Versicherung AG,  
Gothaer Versicherung



# Our Team





# Our Team

Expertise, excellence and  
full customer orientation

## High level of expertise and strong culture

- Set-up: Around 500 employees\* from a wide range of professions at ten locations
  - Broad expertise: Focus on network technology, IT and customer care
  - Customer focus as a principle for action throughout the organisation
  - Operational excellence as an aspiration – in technology, processes and network
  - Corporate culture: A family-like interaction as the basis for strong employee loyalty and a high degree of willingness to change
- 



## Plusnet is one of the best employers in Germany

- Certification by the international Top Employers Institute is one of the most prestigious awards for very good employers worldwide.
- Plusnet has been a "Top Employer Germany" since 2024 and thus demonstrably offers an outstanding working and development environment.





# Plusnet

We live communication