



The Future of Small Cells: Delivering for Customers In The Moments That Matter

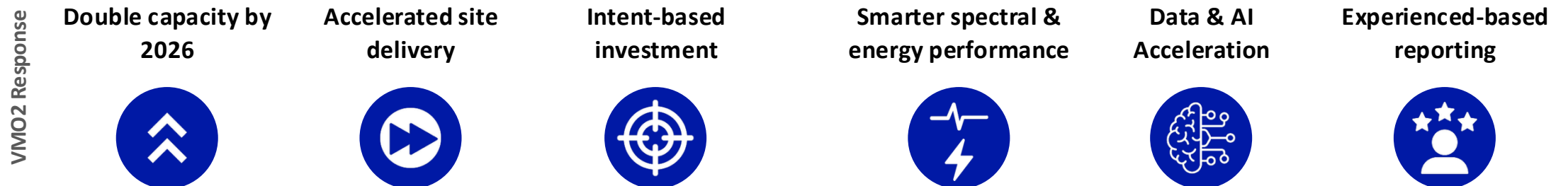
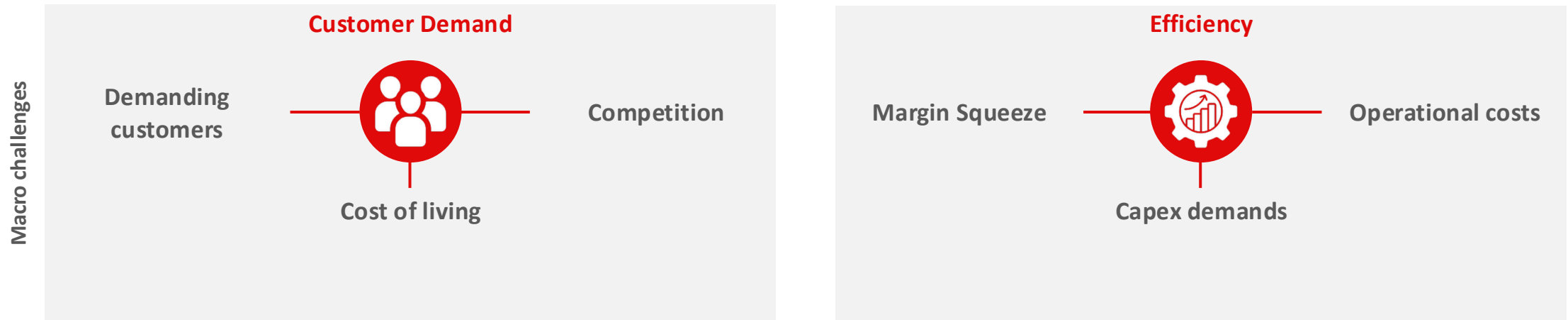
Mike Thompson

Head of Mobile Access Strategy, Investment &
Governance

Virgin Media O2

June 2026

Macro Challenges | We are operating in a highly competitive market & face industry-wide challenges

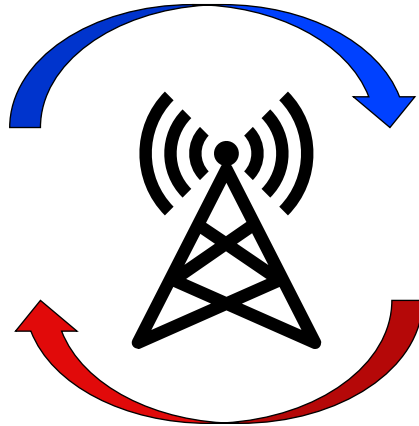




It just works

Network Grid | Small Cells providing support in key Areas

⊗ Network Churn due to Redevelopment



- UK regulation makes site hosting less attractive for landlords, so **NTQ replacements more challenging to find**
- **Rising property development** triggers NTQs & blocks network, driving new site demand



Macro Densification driven by housing policy & traffic growth



- [UK government commits £39bn over 10 years](#) to build 300k new homes per year to 2030
- **Macro densification: Requirement for new sites for coverage/capacity**



Time to Market a Key Consideration for Planning Permission Cycle



- **Lengthy planning application** processes across the country inhibit the ability to respond to customer needs quickly
- **The agility of small cells** in the way they are deployed allows for localised relief on customer needs

UK's largest 5G+ network

5GSA live in more than 700 towns and cities across the UK

2,500 small cells

across the country, which is more than any other operator.



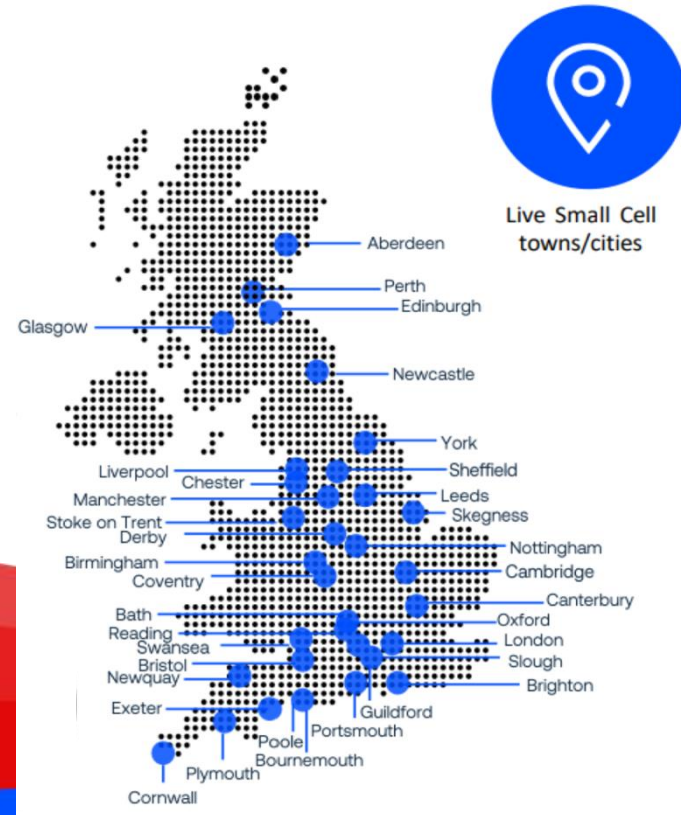
Today | Our small cell deployment provides infill coverage & capacity to meet customer needs in their moments that matter

Over **2500**
4G/5G
small cells live

+500GB
Some of our
4G+5G small cells
carry half a TB of
traffic per day

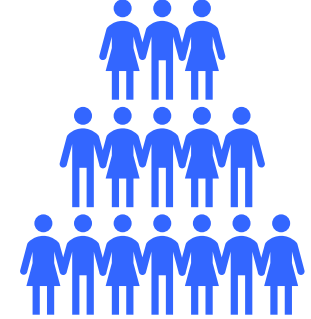
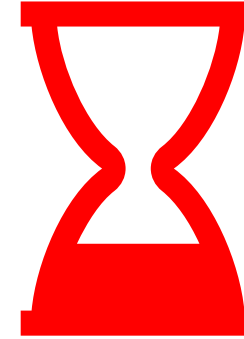
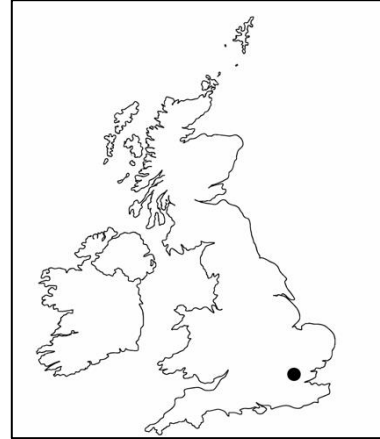
1st
UK operator to
deploy 5G
standalone small
cells

+300
New small cells
planned for 2026



What began in London's financial core has scaled into a nationwide rollout, strategically enhancing capacity in **high-density urban centres and seasonal hotspots**.

Today | Our small cell deployment provides infill coverage & capacity to meet customer needs in their moments that matter



80-100 TB

of 4G data in London is carried by small cells

15-20 TB

of 5G data traffic is carried by small cells outside London in **31 Towns**

5G

Both NSA and SA small cells deployed across the network

9/10

Small cell users receive what independent benchmarks class as an Excellent Service

Small cells are offloading our macro network in the busiest areas & the results are evident

Examples | Small cells enhancing connectivity in diverse locations

Business Districts



Staycation Spots



Stadiums

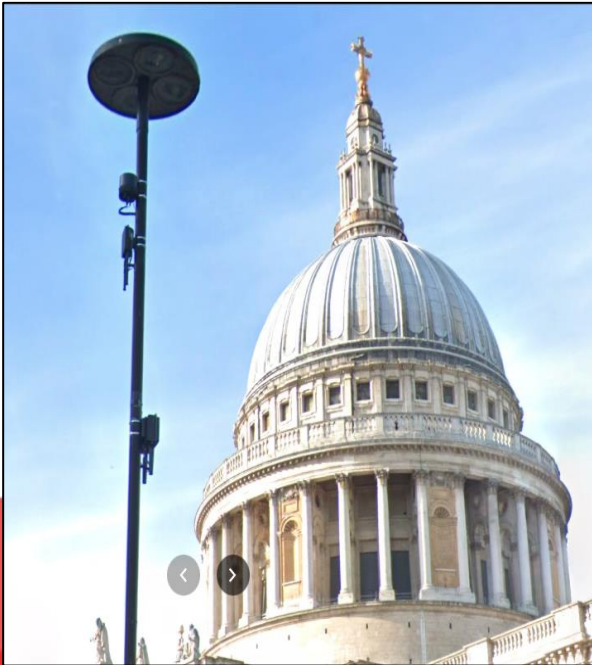


Points of Interest



Examples | Small cells can be deployed anywhere where there's power, backhaul and customer demand

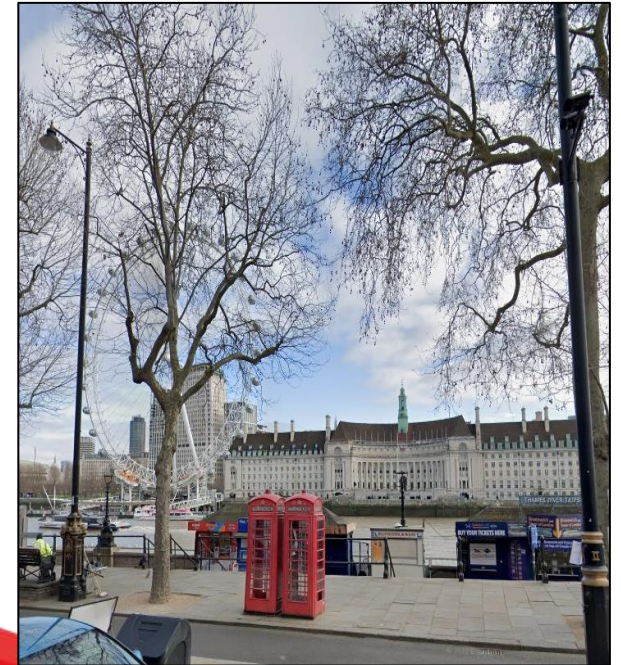
Lampposts



Bus Shelters



Phone boxes



Stadium Small Cells/DAS solutions

Today our small cell deployment is all about providing infill coverage and capacity to meet our customers voice and predominantly data needs that support them in their moment that matter



Twickenham
485 Mbps



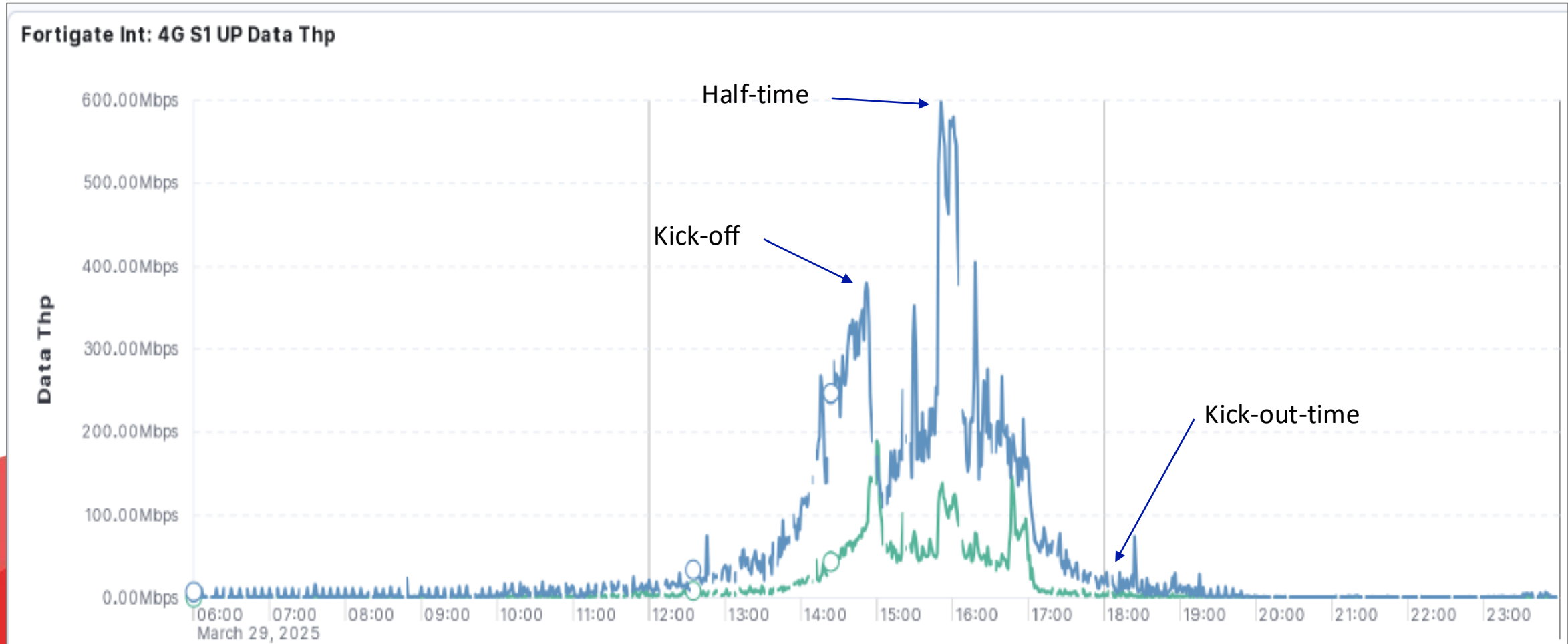
Wembley
200 Mbps



Sunderland
750 Mbps

Stadiums are key moments that matter for our customers and crucial focus areas for VMO2

Stadium solutions | Traffic profile from inside a Premiership Stadium



Home/Enterprise Small Cells | Feature heavily in the network

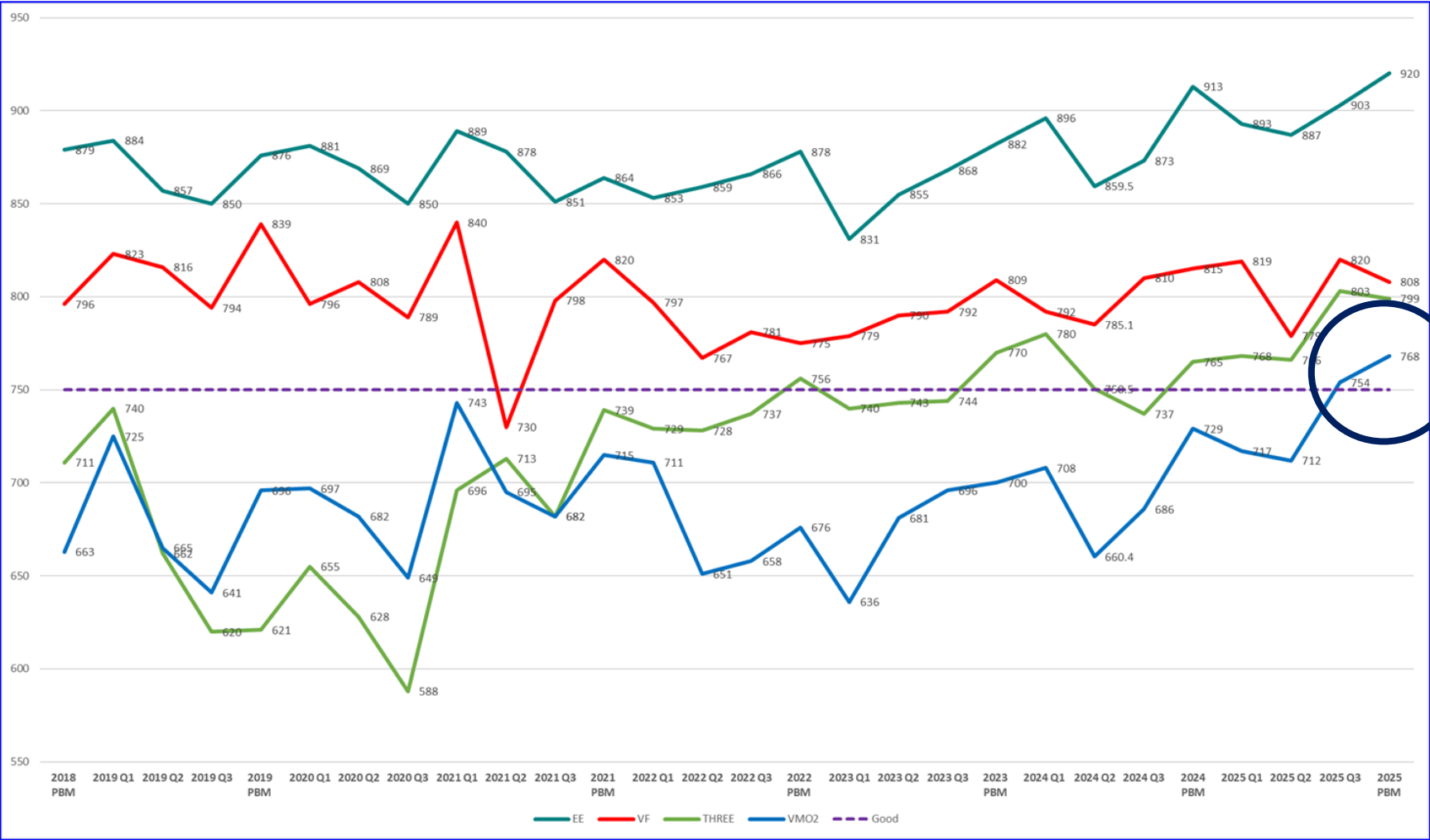


Over 50,000 3G Boostboxes deployed.
Now being retired as part of 3G Switch off Mainly
delivered for voice coverage



Replacement Femto product for Enterprises
4G and 5G capable units
CaaS (Connectivity as a Service)

Accenture/Umlaut Public Benchmark Results December 2025



VMO2 Most improved network in Europe based on Umlaut testing (↑39 Pts vs 2024 Score 729).

Most Improved Mobile Network.
Fiscal Year 25/26 – Europe

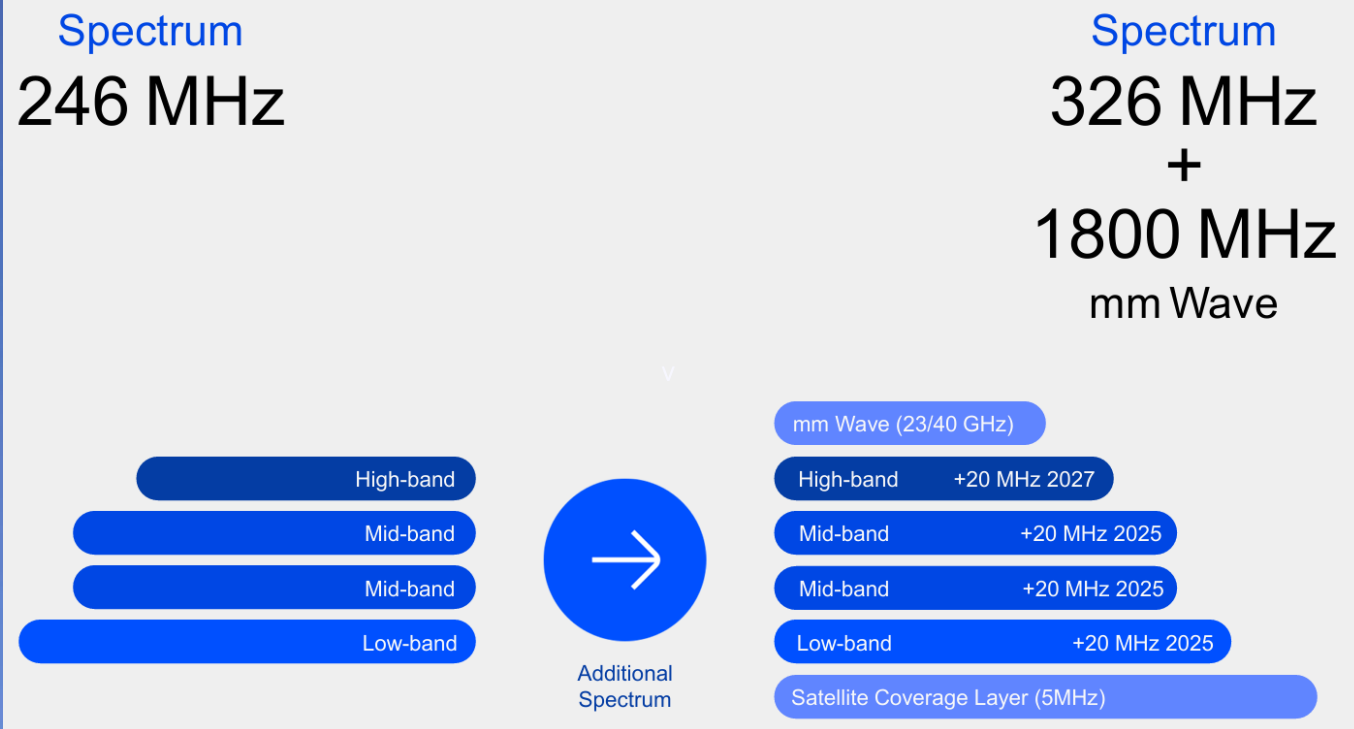
For outstanding advancements in network performance, customer experience, and year-on-year service quality improvements we proudly issue the Statement to Achievement to

Virgin Media O2

Maziar Kianzad
Maziar Kianzad
Global Network Benchmarking Lead

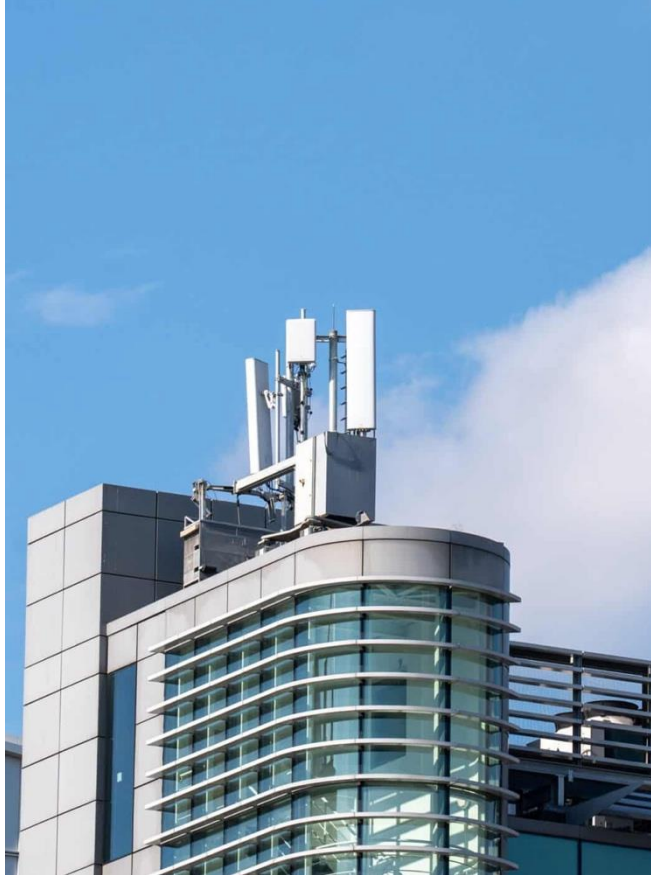
In December 2025 **VMO2 deliver its best Umlaut score, achieving a “Good” 768 network rating** alongside Vodafone and 3. **In London VMO2 moved up to 3rd place with 84.4% overtaking Three.** Umlaut awarded VMO2 Network **“Very Good” Rating in Belfast, Cardiff, Glasgow, Leeds, Liverpool and Manchester**

Securing Additional Spectrum

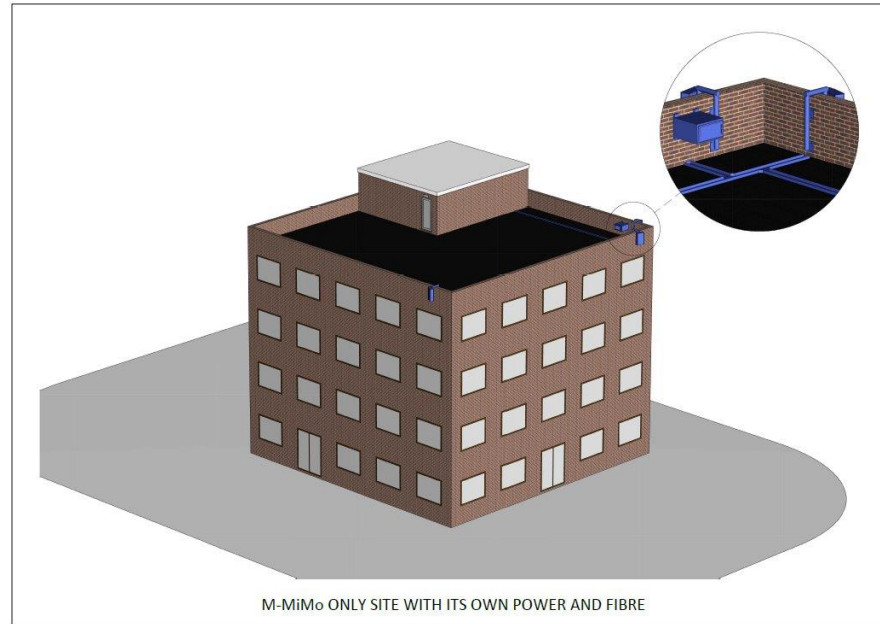


Building the Future: The O2 Mini-Macro Concept

Giga Site – All Bands



Mini-Macro (Dual band 2.6/3.7GHz MIMO)
80% Capacity @ 25% the cost



Building the UK's biggest & most reliable mobile network

In 2025, we began implementing our refreshed mobile investment strategy through our **£700m Mobile Transformation Programme** – now in its second year and delivering results

Nationwide
5G+ Rollout



Adding
capacity



Expanding
coverage



Customer-led



We're building the UK's ...

Biggest Mobile Network - **Done**

Most Reliable Mobile Network - WIP

Most Advanced Mobile Network - **Done**

Most Autonomous Mobile Network - WIP

Most Efficient Mobile Network - WIP

The network that just works!



Thank you

