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## **In-Building Mobile Solutions Service Definition**

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## 1. Introduction to Proptivity

Proptivity is a leading provider of in-building mobile connectivity (IBC) solutions, operating across five European countries. Our mission is to deliver best-in-class, fully managed In-Building Mobile Connectivity (IBMC) services, leveraging the latest carrier-grade technologies to provide exceptional levels of performance, reliability, security, and sustainability for our clients.

Backed by Stronghold, a leading real estate investment group with €99 billion in assets under management across 38 million square metres of commercial property, Proptivity benefits from a unique, real-world understanding of the connectivity challenges and operational demands of complex building environments.

Our leadership team brings deep expertise spanning global telecommunications, real estate, and management consulting. This combination enables us to align advanced mobile connectivity solutions with commercial, operational, and user experience objectives—ensuring consistently high levels of service quality and client satisfaction.

## 2. Our Solutions

Proptivity delivers fully managed, carrier-grade in-building mobile connectivity solutions for complex built environments. Our services are designed to provide seamless, high-performance mobile coverage across all major network operators (BT, EE, VodafoneThree, Virgin Media O2) while remaining resilient, energy-efficient, and future-ready.

By leveraging proven, end-to-end OEM hardware and software from **Ericsson**, Proptivity eliminates the interoperability risks commonly associated with the multi-vendor architectures used by traditional Distributed Antenna System (DAS) providers. Ericsson's in-building mobile connectivity technology has been deployed by more than 125 mobile network operators across 70 countries worldwide and is widely recognised as the market-leading solution.

Our approach replaces the limitations of legacy DAS with a modern, fully integrated architecture that delivers superior technical performance, a reduced environmental footprint, and a materially lower total cost of ownership.

Key benefits of Proptivity's approach include:

- **Carrier-grade performance**, delivering high speeds, high capacity, and low latency in high-density environments.

- **Energy-efficient design** that significantly reduces power consumption and operational carbon footprint.
- **Future-proof infrastructure**, supporting both 4G and 5G connectivity with clear evolution pathways.
- **End-to-end integrated platforms** that eliminate the complexity and risk inherent in multi-vendor DAS solutions.
- **Compact, discreet equipment** designed to integrate seamlessly within modern building architecture and interiors.
- **Lower total cost of ownership**, combining efficient deployment with reduced long-term operating costs.
- **Strong mobile network operator alignment**, ensuring smooth integration, ongoing support, and long-term scalability.
- **Small core infrastructure footprint**, requiring minimal rack space in MER and no “hotel base station”.

### 3. Technical Architecture

Proptivity’s Ericsson Radio Dot architecture is designed to be simple, efficient, and highly scalable to design and deploy. Our solution delivers complete integration of all necessary hardware and software, eliminating interoperability risks associated with multi-vendor DAS systems. The infrastructure connects directly to MNO networks via Proptivity’s NOC, ensuring a fully managed, reliable service (see Figure 1).

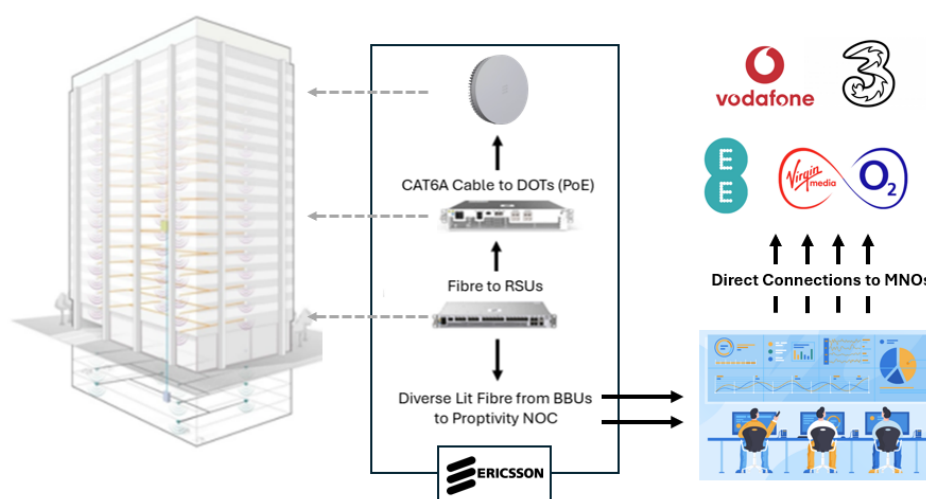


Figure 1

### 4. Service Levels and Security

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Proptivity provides a fully managed, turnkey in-building mobile connectivity service that reduces complexity and delivers maximum value through a single, accountable partner. Our end-to-end approach covers the full lifecycle of delivery, ensuring high performance, reliability, and long-term operational confidence.

Our standard service includes:

- **Detailed on-site surveys** to assess existing indoor and outdoor mobile coverage across all mobile network operators.
- **End-to-end technical design and RF modelling**, using advanced simulation tools to optimise system performance and ensure seamless coverage throughout the building.
- **Desk top analysis** to support discovery and internal business case development.
- **Supply of all required equipment and materials**, including cabling and fibre to building together with full installation delivered by highly qualified specialist teams.
- **Comprehensive coordination with all UK mobile network operators**, including commissioning, testing, and formal approval to ensure smooth integration and sign-off.
- **Ongoing managed service**, including remote monitoring, maintenance, performance optimisation, and software upgrades.
- **Defined service level agreements (SLAs)** tailored to each installation, providing clarity, accountability, and assurance of service quality.
- **Minimal space requirement** in MER, typically half a rack or less.

## 5. Security and Data Protection

Security is embedded at the core of Proptivity's solution design. All connectivity uses industry-recognised IPsec protocols to provide secure, end-to-end encrypted communications between in-building radio equipment and mobile network operator security gateways. This complies fully with GSM encryption standards and mobile network security requirements.

The solution is designed to align with UK telecommunications including the Telecommunications Act, security legislation and best practice, giving building owners and occupiers confidence that their mobile infrastructure meets stringent regulatory and security expectations. The network carries no interrogable user data and processes no personal information, ensuring full compliance with GDPR and data protection requirements.

## 6. Pricing

Following consultation with the client, to define key areas requiring coverage, and an initial survey of the building, Proptivity will provide a full commercial proposal for each project based on the following pricing template:

| 4G                                            | Building Area (Square Feet) |                   |           |
|-----------------------------------------------|-----------------------------|-------------------|-----------|
|                                               | <50,000                     | 50,000 to 100,000 | > 100,000 |
| Site Survey Fees                              | £500                        | 750               | 1250      |
| Implementation (per month)                    | £2,000                      |                   |           |
| Managed service fees (per antenna, per month) | £100                        |                   |           |
| Consulting Services (per day)                 | £900                        |                   |           |

| 5G (Incl. 4G)                      | Building Area (Square Feet) |                   |           |
|------------------------------------|-----------------------------|-------------------|-----------|
|                                    | <50,000                     | 50,000 to 100,000 | > 100,000 |
| Site Survey Fees                   | £500                        | 750               | 1250      |
| Implementation (per month)         | £3,000                      |                   |           |
| Managed service fees (per antenna) | £200                        |                   |           |
| Consulting Services (per day)      | £900                        |                   |           |