

Executive Overview

Cox Business is the commercial services segment of Cox Communications, representing **\$1.8B in revenue and tremendous growth:**

- Cox Business is delivering **16 percent total revenue growth year over year**
- Wholesale carrier revenue up 20 percent (\$200 million business).
- Cox Business has topped J.D. Power surveys in business services 8 times in the past 11 years.
- Cox's local presence and network are a natural fit for regionally-based verticals like healthcare, finance, education and local government institutions.
- Cox began serving business customers in 1993 (starting in Hampton Roads, VA)
- In 2000, Cox Business was \$100 million in annual revenue, exceeded \$1 billion in annual revenue in 2010 (along with our peers at TWC and Comcast).
 - We expect to reach \$2 billion in revenue by 2016
- Cox Business supports 330,000 customers, more than 1 million phone lines
- Cox addresses an often neglected segment, the SMBs

Innovation/New Developments

- Recently, Cox Business Launched Fastest Wi-Fi Speeds Available with [Internet Gateway and Guest Wi-Fi Service](#). These solutions provide small and medium-sized businesses with a cost-effective, super-fast networking solution for their employees and guests who visit their offices.
- In 2013, Cox Business launched [IP Centrex](#) nationally, an advanced cloud-based hosted telephone system, delivering business-grade voice service over Cox Business's private network. We are seeing market acceptance to this service as companies look to eliminate the complexity of traditional PBX or key systems and unite their businesses under a single communications platform. First year sales of IP Centrex have been very strong and we are exceeding expectations across the board (customers, seats and revenue). We are focused on accelerating growth of IP Centrex and see a strong upward trend over the next 5 years.
- [Cox Business Hospitality WiFi](#) is available across the company's national footprint. A leading managed WiFi service for hotels and large multi-location organizations, Cox Business Hospitality WiFi offers a professional network design, integrated wireless network monitoring and guest troubleshooting and support.
- Cox is a top U.S. provider of Ethernet services, the preferred data networking technology of businesses – ranked in Vertical Systems Group's top tier
- Blue Powered by Cox Business – Cox launched a dedicated social destination for businesses, www.coxblue.com in May 2012.
 - Includes exclusive content from social media, marketing and strategy leaders across the globe
 - Cox Business engages with over 150,000 business owners and decision makers each month via CoxBlue.com and our social platforms including LinkedIn and Twitter
 - Our Leading Social Platforms Breakdown
 - CoxBlue.com - Over 50,000 unique visitors each month
 - Twitter: 48,400 Followers
 - LinkedIn: 48,638
 - Last year CoxBlue was named one of the winners of The Small Business Influencers Awards
- In 2013, Cox Business began a series of events called Get Started providing a platform for start-ups and small businesses to pitch their innovative business idea in front of a panel of experts and an opportunity to win \$10k in CB technology.

Get Started stats after 12 events:

- **\$120,000** total in cash and prizes awarded to local start-ups across **9** markets
- Winners have been diverse with industries ranging from health tech, consumer tech, apparel, analytics, travel, environmental and sports companies.
- **2000** guests at Get Started events.
- We've had more than **500** businesses apply to pitch at Get Started events.

Cox Business provides custom solutions for vertical industries

- Health care organizations rely on Cox Business to support high resolution imaging, electronic medical records, and critical voice and business video services.
 - Cox Business now serves more than **15,000 customers** in the healthcare vertical
 - It is our fastest growing vertical segment over the past few years – double digit growth in percent of customer base.
 - Health care organizations rely on Cox Business to support high resolution imaging, electronic medical records, and critical voice and business video services.
 - Speed is important – average size of a medical image/file is 200m – 600m. The need for reliable, scalable bandwidth is paramount.

- Cox Business serves approximately 7,400 schools serving 4.1 million students across the footprint.
 - Cox Business is an eligible E-rate provider, helping qualified schools access funding for education technology initiatives – since 1998, **Cox has helped over 1,000 E-Rate applicants secure more than \$230 million in E-Rate funding.**
 - Cox Business provides cable in the classroom, high-speed access to the Internet, reliable data connections for administration and distance learning and phones in the classroom for safety and efficient communication between educators.
 - Many of Cox's school systems are leveraging the latest technology capabilities to encourage additional learning opportunities and bridge the digital divide.
 - We provide Gigabit speeds to several school systems nationwide