



Better Insights
Better Networks
Better Experiences



Four Brands, One Common Purpose: Better Connectivity For All

 **SPEEDTEST**

Crowdsourced network performance, quality, and availability

Downdetector

Service monitoring, customer engagement, and disruption management

RootMetrics

Controlled mobile network testing and benchmarking

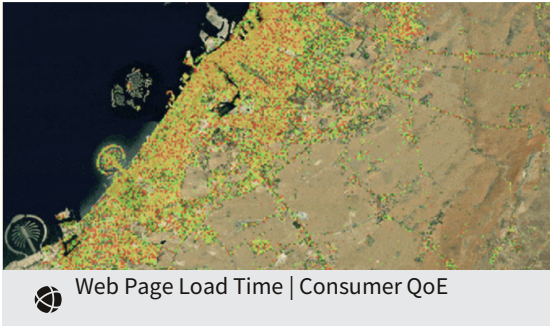
ekahau

Wi-Fi network design and optimization

Complementary Datasets → Improved Business Outcomes

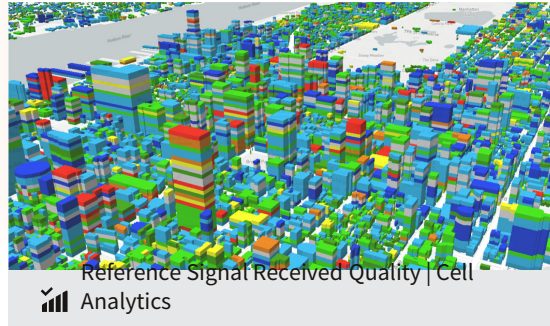
Better Insights

- Improve visibility into the end-user experience



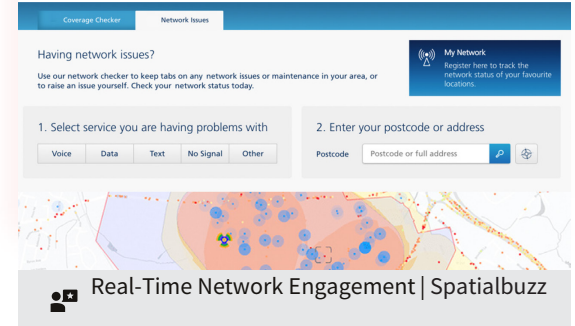
Better Networks

- Improve network planning and optimization for enhanced QoS and QoE



Better Experiences

- Improve customer satisfaction, improve retention, grow your base



Creating Customer-Centered Networks

Solutions at every stage of the network lifecycle



Prioritize planning and optimization

Make the biggest impact for the biggest number of customers and ensure network changes have measurable real-world impact



Improve and differentiate your network

Find and fix network issues hidden to RF-only views, then promote your wins with Speedtest Awards™



Make changes to improve customer satisfaction

Use consumer QoE and sentiment insights to identify network pressure points that impact customer retention



Offer new ways to engage with customers

Increase customer trust and communicate in more meaningful ways with proactive alerting and engagement tools

82% of IT Pros
have or will upgrade
to 6 GHz Wi-Fi
within the next 2 years



>7 Billion Enterprise Wi-Fi Devices
(and many more consumer devices connecting to enterprise networks)

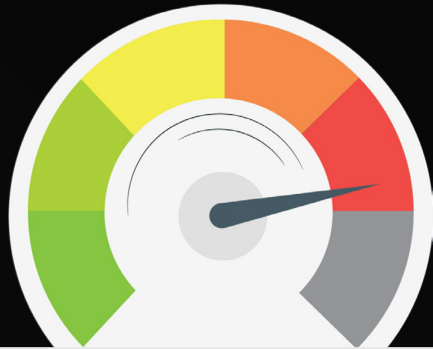


60% of networking
professionals
spend 8 hours a week doing nothing
but Wi-Fi troubleshooting



Wi-Fi is Mission-Critical for Business
(yet most networks are underperforming)

An estimated
75%
of networks
are under-performing



Wi-Fi's total global
economic value, will
reach **\$5T** by 2025



96% of IT Pros
Recommend Frequent
Wi-Fi Health Checks



Number of Wi-Fi Networks in 2024

1.2 billion active
Wi-Fi networks
globally

That's more than 1 Wi-Fi
network for every 8 people
on the planet!

2.4 GHz ERA

5 GHz ERA

6 GHz ERA

1997
802.11 Prime
2.4 GHz

1999
802.11b
2.4 GHz

2009
802.11n
2.4 / 5 GHz

2019
802.11ax
WiFi 6
2.4 / 5 GHz

1999
802.11a
5 GHz

2003
802.11g
2.4 GHz

2013
802.11ac
5 GHz

2021
802.11ax
WiFi 6E
6 GHz

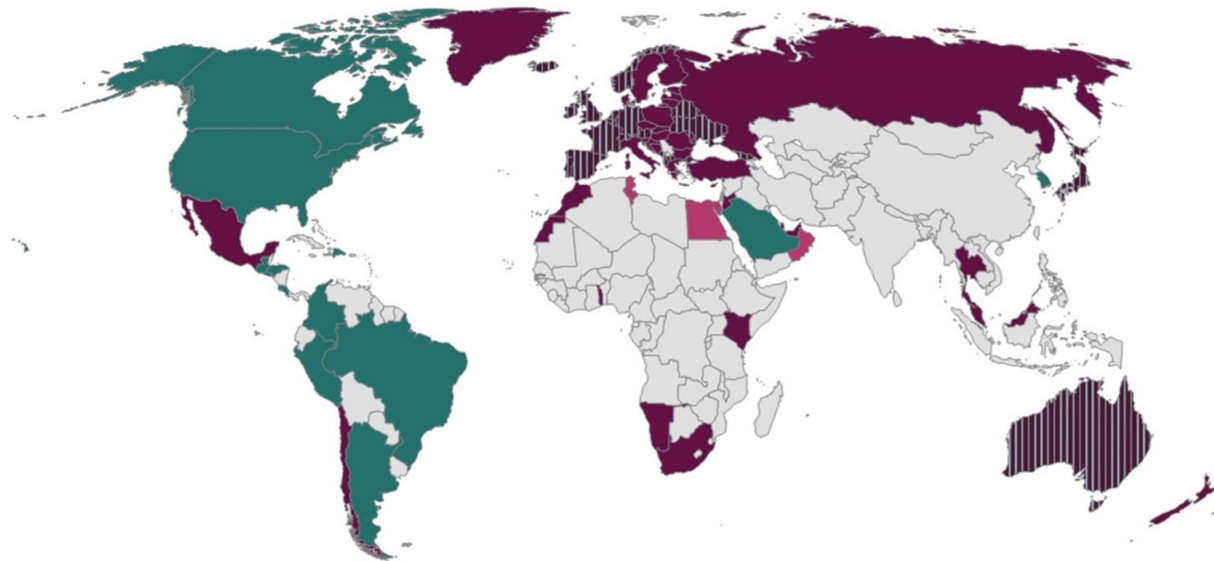


6 GHz Global Availability

70%

of world population has access to unlicensed 6 GHz band

- Adopted 5925-6425 MHz
- Adopted 5925-7125 MHz
- Adopted 5925-6425 MHz, Considering 6425-7125 MHz
- Considering 5925-6425 MHz



6 GHz Enabled W i-Fi Devices



Wi-Fi Devices - Facts

There are
19.5B active Wi-Fi
devices

2.5 device per every living
person

473 million Wi-Fi 6E
devices were
expected to ship in
2023

vs 338M 6E shipments in
2021

96% of all AR and VR devices
will support 6 GHz Wi-Fi

as soon as 2025

