

Derek, Sonja
& Sydney, PA



Ready for anything

Internet EssentialsSM from Comcast has provided high-speed home internet to 6 million low-income Americans. So they're ready for anything.


COMCAST
NBCUNIVERSAL



“

We are at our
best when we
use the power
of connection to
make the world
a better place.

— David L. Cohen

“

I'm ready to do
what no one in
the world has
done before.

—Tommy Adker C, 20



Tommy Adker Collins, 20
Ready to break every
record in the book.

Our company spends each and every day building better connections. We do it through incredible technology and entertainment that connects millions of people to the moments and experiences that matter most. But we know we are at our best when we use the power of connection to make the world a better place.

In 2011, we launched Internet Essentials, our signature high-speed internet adoption program for low-income families. Over the past seven years, the program has grown into the nation's largest and most comprehensive broadband adoption program and the company's number one community impact initiative.

We are extremely pleased to announce that, through June 2018, Internet Essentials has connected 6 million low-income Americans (or 1.5 million households) to the internet at home.

Over the past seven years, we've made more than 35 enhancements to the program. With these enhancements, we've doubled down on our investment by consistently improving the quality of the program's internet service, improving the application process, engaging communities on the relevance and value of the internet, and expanding Internet Essential to reach additional communities.

And this year, we are proud to expand eligibility for low-income veterans to Internet Essentials. This expansion, the second largest in the history of the program, will allow those who have dedicated their lives to service to connect with the resources they need to manage and confront issues they may face, and find solutions that can change their lives.

The true power behind the success of this program comes from the on-the-ground partnerships between Comcast and the communities we serve.

We have made tremendous progress in closing the digital divide, and our resolve strengthens with each passing year. We invite everyone who shares that vision to work with us to create even more opportunity in the years ahead.

Sincerely,

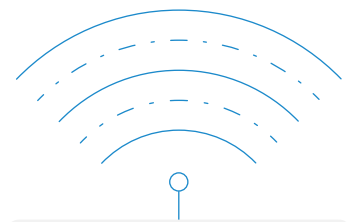


DAVID L. COHEN

Senior Executive Vice President and Chief Diversity Officer

BROADBAND ADOPTION ACROSS AMERICA

Connection is essential for everyone. That's why we created Internet Essentials, so that every American across Comcast's service area has equal access to the opportunity a home internet connection offers.



“

With Internet Essentials I'm ready to crush AP English.

— Jasmine C.

Jasmine C, 16



1 in 4 American households do not have an Internet connection at home. Disproportionately, low-income households, people of color, and older adults are those most left behind when it comes to a broadband connection at home.



In fact, while 93% of households making more than \$75,000 annually have an in-home internet subscription; only 53% of households making less than \$30k annually do. **That 40-percentage point gap is the digital divide.**

Here's what Comcast has
been able to do for millions
of low-income Americans:

Broadband Adoption

Comcast has connected 6 million of
low-income Americans to discounted
high-speed internet right at home.



Equipment

Comcast has provided over
85,000 subsidized computers
to low-income households.



Awareness

Comcast has invested more than \$XX million
in cash and in kind to support digital literacy
training benefiting X million Americans.





Peter M. &
Dakota P.

A COMPREHENSIVE APPROACH TO BROADBAND ADOPTION

Over the past seven years, Internet Essentials has grown into the nation's largest and most comprehensive broadband adoption program and Comcast's #1 community impact initiative connecting more than 6 million low-income Americans to high-speed home internet.

But Internet Essentials is about far more than bringing high-speed internet into a home: It's about designing and delivering a program that meets people where they are, in their own language, on their own time. It's about raising awareness of the value and relevance of a connection. It's about empowering people to take advantage of the internet's massive potential to transform lives. It's about providing affordable equipment that enhances the online learning process. It's about innovatively addressing barriers to broadband adoption.

And most importantly, it's about what we've been able to do for millions of Americans:

6 million connected

Comcast has connected over 6 million low-income Americans to high-speed internet.



\$XX million invested

Comcast has invested \$XX million in digital literacy training since 2011, reaching more than X million people.



85K computers

Comcast has provided low-income Americans with subsidized computers.



BROADBAND ADOPTION

We've made tremendous progress toward closing the digital divide. In seven years, we've connected more than six million low-income Americans to the Internet, more than 90 percent of them for the first time. We bring households closer to fulfilling their dreams by offering low-cost, high-speed Internet at home and on the go for less than \$10 per month plus tax – no additional fees attached.

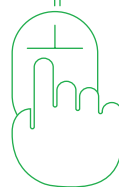
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And most importantly, it's about what we've been able to do for millions of Americans:

**6
million**

Comcast has connected 6 million low-income Americans to high-speed internet.



Latino

55% of Internet Essentials users are Latino

Female

75% of Internet Essentials users are female

Racially Diverse

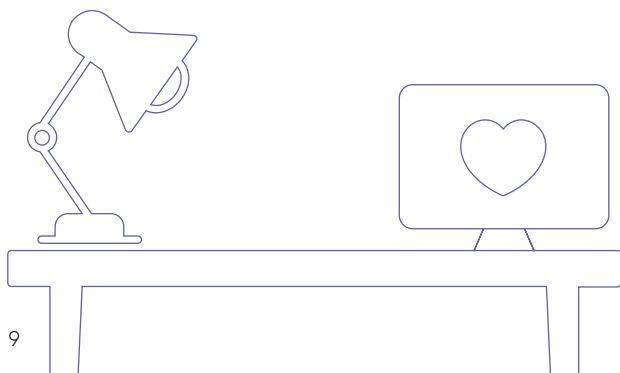
80% of Internet Essentials users are people of color





EQUIPMENT

Having a fully-functioning computer and knowing how to use it, and the internet, are vital steps to bringing the internet into a home. With that in mind, we offer a **low-cost computer** option, at less than **\$150**. Internet Essentials customers can choose between an internet-ready desktop or laptop computer pre-loaded with Microsoft Office Suite and Norton Security System.



85K computers

Comcast has provided low-income Americans with affordable subsidized computers.



6,000

Comcast has donated over 6,000 internet-ready computers to low-income households and community based organizations since 2015.



AWARENESS, TRAINING, & SAFETY

ooo



9,000

Comcast has over 9 thousand partners who share our vision of bringing internet to the un-connected.

\$XX million

Comcast has invested \$XX million in digital literacy training since 2011, reaching more than X million people.

2 million

Comcast has funded 2 million learning center visits where users access X# of training videos and X# of training guides and reports.

Understanding the importance of the internet and the transformative role it can play in an individual's life is a critical step to getting people connected and accomplishing their dreams and goals. Internet Essentials raises awareness through marketing campaigns, digital content that highlights the benefits of having a home internet connection, events and outreach, and partnerships.

But we don't stop there: **Internet Essentials provides the tools and resources for individuals to learn how to apply their technology skills to improve their lives in a safe way.**

While the internet alone does not level the playing field, it's a powerful engine when paired with robust and well-designed digital skills training and support that take place in person or online. Through the Internet Essentials Learning Center, Comcast is engaging individuals in the internet through strategic content that encourages long-term connectivity and use so they're ready for anything.

Dior, 9
Ready to become an actress.

Program Materials:

Nearly 50 million pieces of collateral have been sent, at no cost, to partners

PSA's aired:

12 million valued at \$140 million

Ambassadors:

2,300 employee volunteers devoted 14,000 hours in 2017

MAKING AN IMPACT

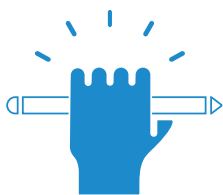
Before subscribing to Internet Essentials, 90% of the program's customers did not have an internet subscription. Now, with Internet Essentials, the daily lives of these families have been positively impacted in more ways than we can count. Kids are ready to connect to educational resources, parents are ready to search for better jobs, and families everywhere are ready to stay in the know. Now Internet Essentials families are ready for anything.

“

With Internet Essentials I'm Ready to become the next top Chef.

— Vlada D.

Vlada, 8
Ready to be a chef.



83% use the service for schoolwork.



94% have seen a positive impact on their child's grades.



58% said the service has helped them or someone in the family find a job.

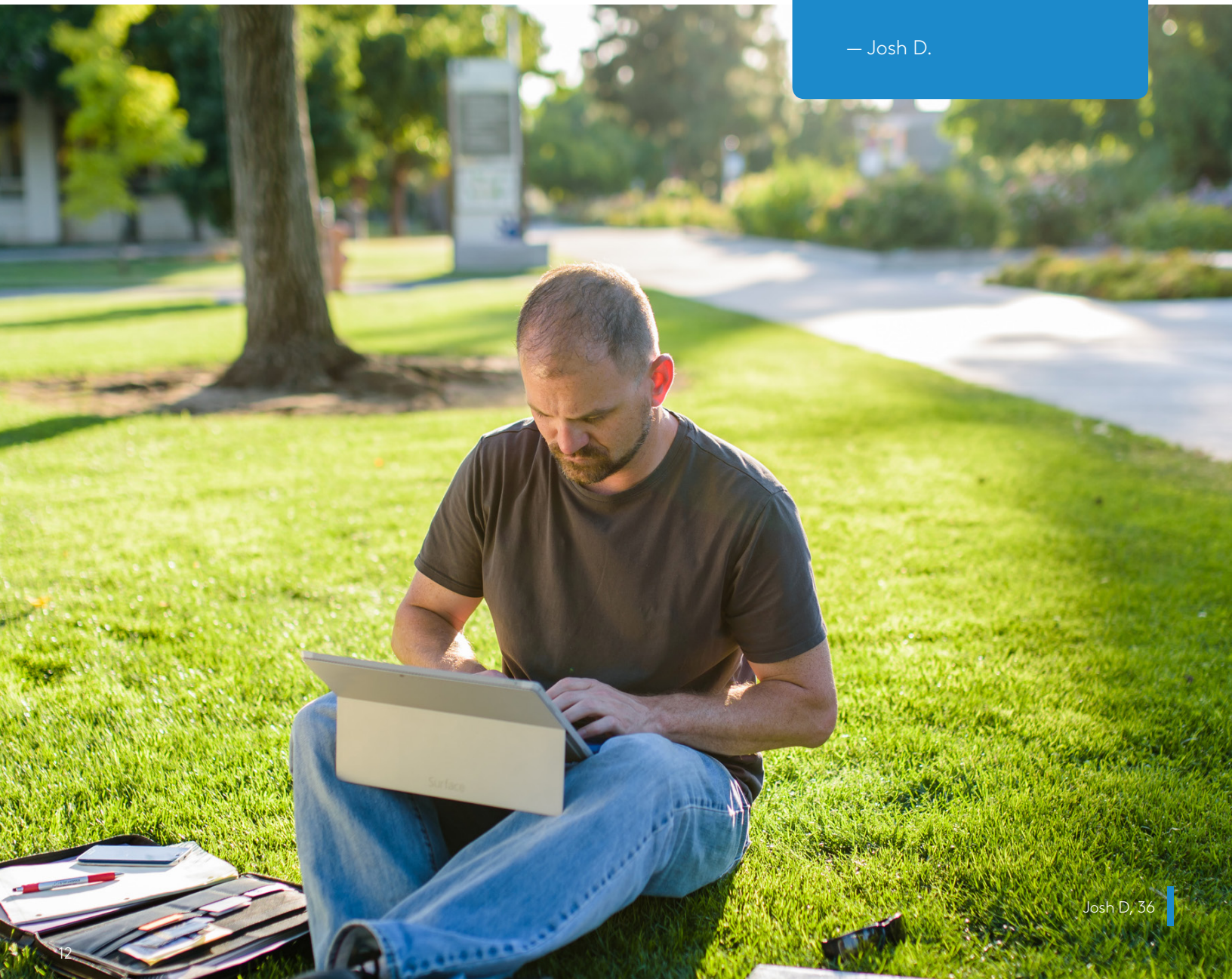
INNOVATING TO CHANGE THE FUTURE

At Comcast, a commitment to veterans and support for the military community is one of our core values. That's why we've expanded eligibility for Internet Essentials to low-income veterans. This expansion will allow those who have dedicated their lives to service to connect with the resources they need to manage and confront issues they may face, and find solutions that can change their lives.

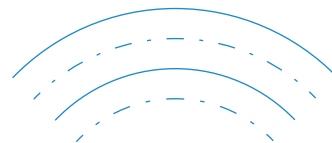
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It's my dream now to go on to clean energy. That's where I want to be. I want to be on the front lines of development and implementation.

— Josh D.



Seven years ago, we launched Internet Essentials in an unprecedented effort to connect more Americans to an essential part of everyday life—the internet. Internet Essentials is now the largest, most comprehensive, and most successful high-speed internet adoption program for low-income Americans in the country. As we look ahead, our goal is to connect the unconnected and provide them with the tools and training they need to connect to be ready for anything.



Before Internet Essentials, I used to have to take 2 buses to get to the library. Now I can spend time with my family.

— Derek E.



Omar, Derek,
& Octavian



1-855-8-INTERNET (1-855-846-8376)

1-855-SOLO-955 (1-855-765-6995)

InternetEssentials.com | es.InternetEssentials.com

