

PRESS RELEASE

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LilaConnect chooses Genexis' Aura E650, Pulse EX600 and CloudSight to enhance full fibre broadband experience

Genexis, the European leader in innovative broadband solutions, is proud to announce its collaboration with LilaConnect, part of The Freedom Fibre Group, to enhance their home broadband experience. LilaConnect has chosen Genexis' Aura E650 Wi-Fi 6 gateway, and the Pulse EX600 mesh-extender, combined with the powerful CloudSight management platform, to deliver a superior broadband experience for their customers.

Meeting ISP needs with a tailored approach

LilaConnect chose Genexis because of the company's thorough understanding of the Internet Service Provider (ISP) landscape and consumers' needs. The Genexis CloudSight platform offers essential visibility into home network performance, enabling LilaConnect to improve its troubleshooting process and provide first-rate customer support. Furthermore, Genexis is tailoring its branding for LilaConnect, which includes the application of a LilaConnect logo on the device, bespoke packaging, and dual-branded instructions that reinforce the partnership between the two companies.

"At LilaConnect, our goal is to provide an outstanding full fibre broadband experience for our customers, and that starts with reliable, high-performance hardware and intelligent management tools. The Genexis' Aura E650 gateway, and the Pulse EX600 mesh-extender, combined with the CloudSight platform delivers the perfect combination of speed, coverage, and customisation. This partnership ensures that our customers will enjoy the best available Wi-Fi experience from the moment they're connected," said Matt Ogden, Director of Sales & Marketing at LilaConnect.

Innovation and software excellence

Genexis continues to stand out in the industry with its software expertise, offering ISPs fully customised support. CloudSight's flexibility allows LilaConnect to tailor their network

management experience to meet specific customer needs, delivering seamless deployment and better operational efficiencies.

"We are excited to partner with LilaConnect in their mission to provide high-quality full fibre broadband services. Our collaboration is grounded in our shared values of quality, reliability, and innovation focused on the consumer. With the Wi-Fi 6 products and CloudSight ACS Management Platform, we are equipping LilaConnect with the necessary tools to exceed customer expectations and deliver an exceptional connectivity experience," says Simon Higgins, Business Development Director for the U.K. and Ireland at Genexis.

As demand for high-performance broadband grows, this collaboration underscores the importance of intelligent Wi-Fi solutions and real-time network visibility. Genexis and LilaConnect are committed to pushing the boundaries of connectivity, ensuring UK homes benefit from the best possible broadband experience.

About LilaConnect

LilaConnect is a retail internet service provider (ISP) owned by The Freedom Fibre Group. Its aim is to bring the very best lightning-fast, stable digital connectivity to homes and businesses in the communities in which it trades.

As a specialist gigabit full fibre broadband company, LilaConnect provides Fibre to the Premises (FTTP) technology - a dedicated full fibre connection directly to the property, resulting in a higher quality connection for its customers.

In 2021, LilaConnect first stepped into the UK market to transform Stoke-on-Trent into a Gigabit city by offering high-speed internet connectivity. Over the past 4 years, LilaConnect has connected over 18,000 customers to its gigabit full fibre offering in Stoke-on-Trent, Bristol, Colchester, Wivenhoe, Crewe, Nantwich, Leek, and Uttoxeter, with plans to extend its footprint into Manchester, Shropshire and Cheshire.

About Genexis

Genexis brings the world to everyone's home. We enable people to participate in the digital society and access essential services and applications. Fast and user-friendly digital connectivity improves people's quality of life and positively impacts their world. By creating innovative, more sustainable, and intuitive products, we make it easy for homes to connect to the world.

Genexis is a leading European vendor of innovative broadband solutions for the home. Our customers are network operators, internet service providers, and fiber network installers. Genexis' portfolio consists of ONTs, residential gateways, extenders, open-source-based operating systems, and communication management software. We are a European company headquartered in Stockholm (SE) and Eindhoven (NL). Genexis has a Sustainability Linked Bond listed on Nasdaq Stockholm and has earned the EcoVadis Gold medal for sustainability.

www.genexis.eu

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