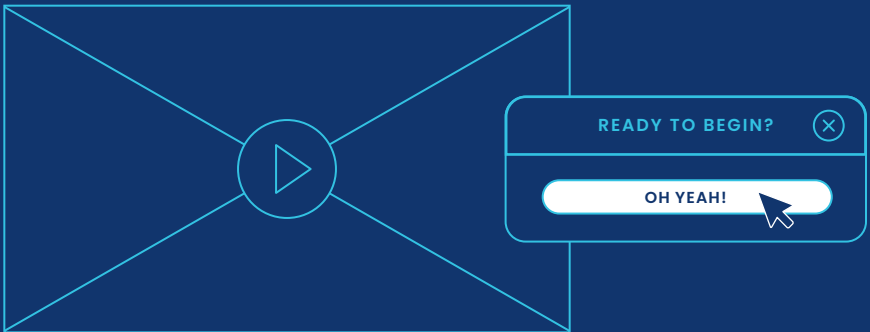


THE BLUE PRINT

THE GUIDE TO GATEWAY





Welcome to the Gateway Fiber team!

We are excited to have you on board. From the start, our focus has been on bringing the best people together to deliver the best internet experience for our customers. We are redefining what people expect from their internet service provider one community at a time. And now you're part of that mission.

The Blue Print is designed to get your career here off to a great start. Think of it as a guide to Gateway, including our history, company purpose, values, and core value propositions. All these things are ingredients to our secret recipe.

So if you're a long-tenured employee or just starting your first week, we hope your Gateway experience is the most rewarding chapter in your career. You're invited to be an active participant in who we are, who we become, and most importantly, how we treat each other and our customers. If you have any questions about The Blue Print or want to learn even more about our mission, ask around. We're here to help.

A Brief History



Gateway was founded in 2019 to bring high-speed fiber internet to underserved areas in Greater St. Louis. Co-founders Bob and David Glarner saw the opportunity when they experienced challenges getting internet service into their new home development in Wentzville, MO.



They met the Sellenriek family, who had 40 years of experience constructing networks. The partnership formed as the founders recognized that consumers were unhappy with their current internet providers and that fiber internet was the future. Gateway built its first network in Winfield, MO with the first customers coming online in January 2020.



Gateway saw a broader opportunity to reach many thousands of homes and businesses in St. Louis with its service. The company invested in building the organization, hiring key positions in late 2020. Significant growth started in 2021 with new markets in four Missouri counties, lighting our 10,000th customer in July 2023.



Building off the success in St. Louis, Gateway formed a vision to expand our impact nationally. We continued to invest in our team, processes, and systems for expansion success. We entered the Minneapolis market in 2023, lit our first customer in December, began construction in Massachusetts in 2024, and reached our 20,000th customer by September.



In 2025, Gateway merged with Kansas-based E-Rate provider WANRack and its residential subsidiary KWIKOM to form a nationwide fiber internet company operating in 25 states. We also launched Fargo, the first North Dakota market. The new combined company is set to transform the way customers view their internet provider across the country.

Our Offering



FASTER

Fiber is far faster than any other existing internet technology.



SCALABLE

Fiber can accommodate increased demands for decades to come.



MORE RELIABLE

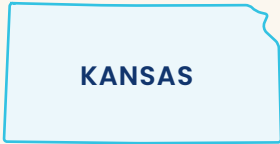
99.998% uptime makes fiber internet more reliable than any other internet technology currently on the market.



MEETS MODERN NEEDS

Smart homes, streaming, cloud servers, remote working, social media, and online gaming run better on fiber.

Our Markets



LAUNCHED 2004



LAUNCHED 2019



LAUNCHED 2023



LAUNCHED 2024



LAUNCHED 2025



GOALS

Why does Gateway Fiber exist?

What's our reason for being? How can we drive clarity in our decision-making and aspirations as a company? Our company purpose is defined as a simple thought to help us remember why we do what we do.

Helping communities
thrive through a
fairer, friendlier, faster
internet experience. 

OUR VALUE PROPOSITION I

Our value proposition articulates the benefits we offer to our customers, the problems we solve, and the advantages Gateway Fiber has over our competitors.



We're fairer through a simple, competitive pricing model.

THE PROOF:

- Transparent flat-rate pricing, with no inflating price hikes over time
- "All-in" monthly cost includes equipment
- No hidden fees, no contracts, no installation fees, no data caps



We deliver a friendlier customer experience.

THE PROOF:

- 68+ NPS score (compared to an average score of 2 for competitors like AT&T and Spectrum)
- 4.7 out of 5 Average Score on Google from all 3 locations



We're faster (and more reliable) than the competition.

THE PROOF:

- 99.98% uptime
- Offer AND deliver faster speeds than the incumbents
- Symmetrical download and upload speeds
- Reduced latency for improved gaming, streaming, and work-from-home-ing



FAIRER



OUR VALUES I



What makes us...us?

Part of what makes Gateway special is our culture and the values we uphold. Our values are a framework for how we work, what we ask of our team, and help serve as a guide for all Gatewayers to help us further our purpose and deliver an exceptional customer and employee experience.

Our values can be summarized by a simple acronym to help us remember where we're going and what we're trying to achieve: S.A.F.E. While we never arrive at these values, it's up to all of us to aspire towards these standards as they reflect the fabric of our culture.

OUR S.A.F.E. VALUES:

Service

Authenticity

Fun

Empowerment

Service

WE SERVE OTHERS FIRST

We put other people's interests ahead of our own. We seek to understand, finding the best ways to support our colleagues and serve our customers.



SERVICE

HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?
HOW CAN I HELP YOU?

HAVE A NICE DAY 😊

SERVICE

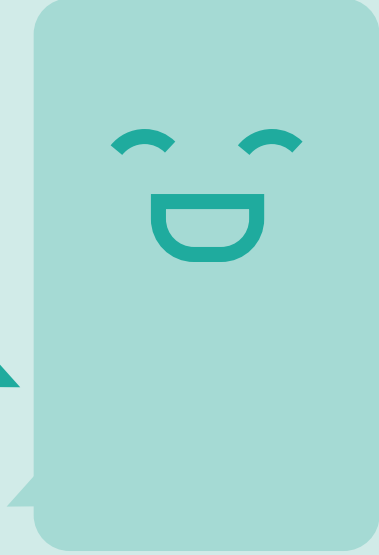


Authenticity

WE EMBRACE AUTHENTIC COMMUNICATION

Healthy, respectful candor is essential to our success. Encouraging diversity of thought and challenging the process, even when unpopular, enables better business outcomes.

AUTHENTICITY



AUTHENTICITY

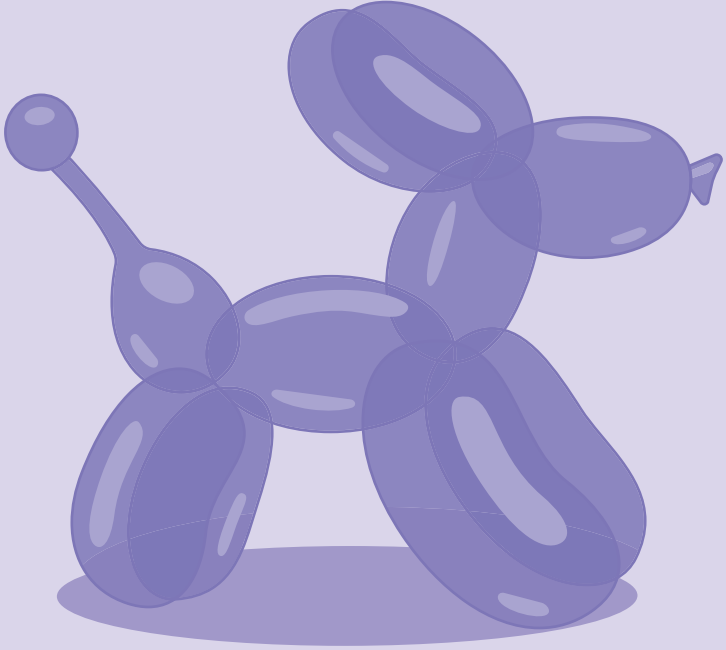
Fun

WE BREATHE FUN INTO THE DAY-TO-DAY

We don't take ourselves too seriously and seek the good in the work and each other. Every project, initiative, and idea are a building block in our shared success.



FUN



FUN



Empowerment

WE EMPOWER EVERYONE

We encourage all Gatewayers to “think big.” Creative ideas and calculated risks that support our purpose have the potential to transform our customers and communities.

EMPOWERMENT



EMPOWERMENT

S.A.F.E.

You are now an integral part of how we do things. Your input matters. You matter. Together we can achieve great things.

Let's Achieve Great Things

We are motivated to pursue a high standard in our work product, achieve strong results, and expand our impact. Here are the key metrics that tell us how we're doing:

Serviceable Passings: This is a count of homes and businesses that can take our service. It's an important measure of our reach.

Network Performance: Our customers enjoy 99.98% uptime, practically making outages a thing of the past.

NPS: Net Promotor Score is a one-question survey that asks customers how likely they are

to recommend Gateway Fiber to someone else. Our score typically hovers around 70 points higher than industry average.

Profitable Growth: Where the cash flows we earn are greater than the capital we invest in each passing or project. A positive return on investment drives sustainable growth for our business and our people.

CUSTOMER METRICS

Total Customers: How many residents and businesses currently have our service

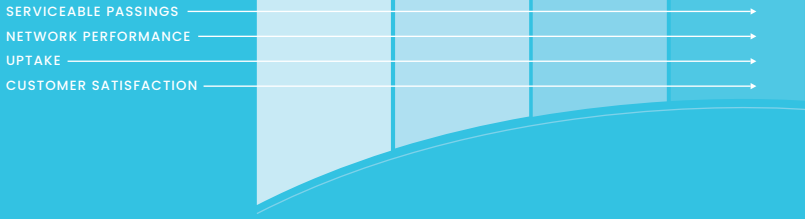
Uptake: What percentage of serviceable passings are now active customers

ARPU: Average Revenue Per Unit — the average revenue we make per customer

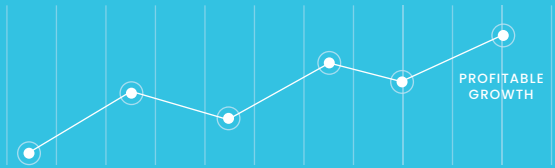
Churn: Percent of customers that disconnect every month

HOW WE MEASURE SUCCESS I

SUCCESS INPUTS



SUCCESS OUTPUTS



CELEBRATION SCALE



NEED MORE INSPIRATION? |



Nurturing Growth and Creativity

We've assembled a variety of movies, books, podcasts, and videos to fuel your creativity in driving our business forward. This list is always rotating, so feel free to make suggestions and check back frequently for new content.

If we can keep our people, our customers, and our communities at the center of everything we do, our future has no limitations.



