



STARRY™

STARRY CONNECT

Advancing digital equity and inclusion in public and affordable housing communities

STARRY'S MISSION

We believe digital equity is imperative for our communities to thrive.

Our mission is to connect as many families as possible to affordable, high-quality broadband internet service using our innovative fixed wireless technology.

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Company Overview



High-capacity fixed wireless broadband, with a customer-first focus

Corporate Overview

Founded in 2014 by
Chet Kanojia and 20 of the
former team from Aereo



Active in **7 U.S. markets** and
headquartered in Boston



750+ employees across
engineering, customer care,
manufacturing, marketing,
deployment, and more



Ranked on **TIME's 100 Most
Influential Companies** of
2022 List

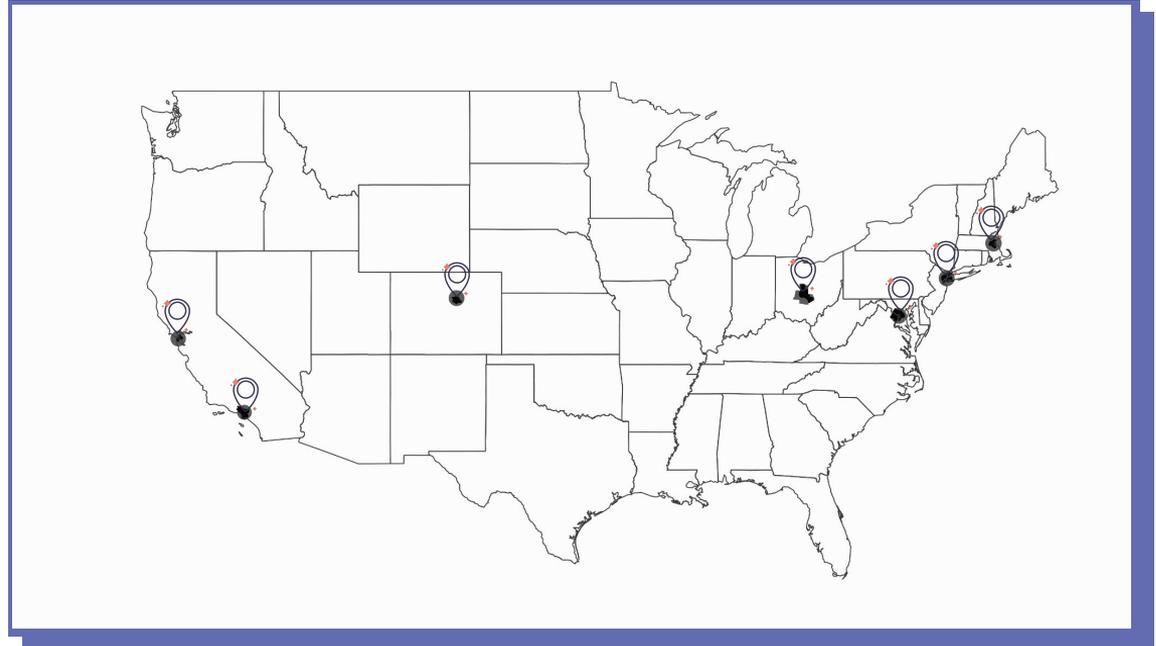


In March 2022, Starry
became a publicly
-traded company on
the NYSE as **\$STRY**

Current Operations

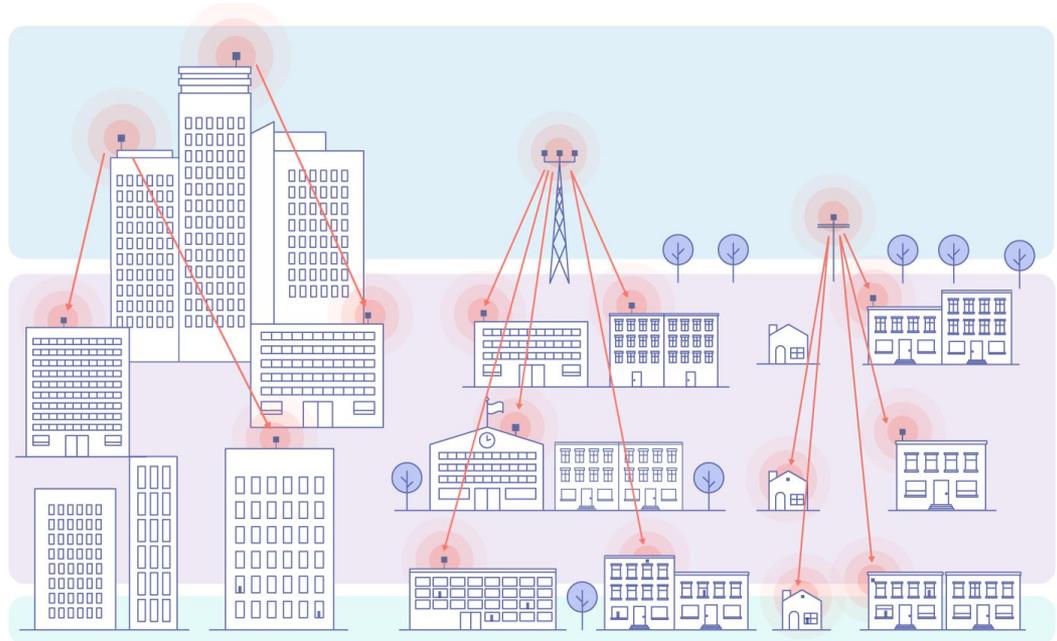
- Boston, MA
- Columbus, OH
- Denver, CO
- Los Angeles, CA
- New York City
- San Francisco, CA
- Washington D.C.

Today, Starry's network covers more than 5.5 million households across all our markets. We continue to grow and expand our network each quarter.



Innovating Delivery Of Fiber-Quality Broadband Without Digging Up Streets And Sidewalks

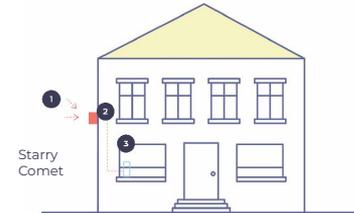
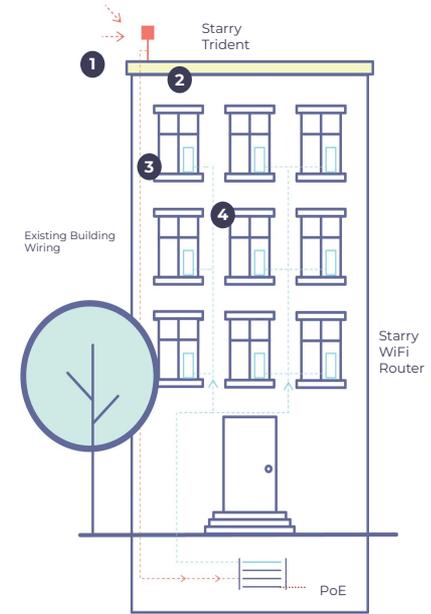
- Our 'last-mile' connection to homes is wireless, which means we can build our network with little-to-no disruption to the communities we serve.
- We utilize licensed, high-frequency spectrum (37 GHz & 24GHz) to deliver high-capacity, fiber quality connectivity to homes.
- Starry's Titan base stations are point-to-multipoint, enabling a quick and efficient build and ability to easily scale the network to serve customers, relative to fixed wireline or FTTH.



STARRY'S TECHNOLOGY

How It Works: Large & Small Apartment Buildings

- Starry's network of Titans transmit internet across a city
- For large MDUs, a Starry Trident is placed on the roof and receives the signal. Starry then connects to the building's existing wiring to bring connectivity into individual apartment units. Installation is simple and unobtrusive, and we do not need to rewire the building.
- For small buildings and single family structures, Starry Comet is professionally installed on the outside of the subscriber's home and receives the wireless internet signal. Comet then connects via coaxial cable to the Starry router inside the home. Starry Comet can be shared across up to 16 residences – reducing the need for multiple antennas on row homes or small multifamily dwellings, easing the install process.
- For all implementations, a Starry WiFi router is installed in each home, where residents follow a few simple steps, and they're quickly online.



Internet Service, Redefined.

Home broadband is essential, but it is notoriously cumbersome and expensive.

Starry delivers a completely redefined internet service experience with transparent plans and pricing. Our goal is to delight, not frustrate our customers.



All-in flat pricing, no hidden taxes or fees.



Ridiculously reliable and fast speeds



Friendly tech support from real humans



Free WiFi router and installation



No long-term contracts. No credit checks.



No data caps. Strong Privacy Protections.

Simple, Transparent Plans.

STARRY CONNECT

\$15/MO

No credit checks or individual eligibility requirements, and enough bandwidth for families to reliably work and learn from home.

Speeds up to

▼ 30 Mbps ▲ 30 Mbps

STARRY SELECT

\$30/MO

Delivers fast, speeds, perfect for: Streaming and working from home.

Speeds up to

▼ 100 Mbps ▲ 50 Mbps

STARRY PLUS

Most Popular

\$50/MO

Ultra-fast download and upload speeds for video calls, 4K streaming, and gaming.

Speeds up to

▼ 200 Mbps ▲ 100 Mbps

STARRY PRO

\$65/MO

Max out your bandwidth with multiple devices and more people under one roof.

Speeds up to

▼ 500 Mbps ▲ 250 Mbps

STARRY GIGABIT

\$80/MO

More speed than you'll ever need. Peace of mind with gigabit fast internet.

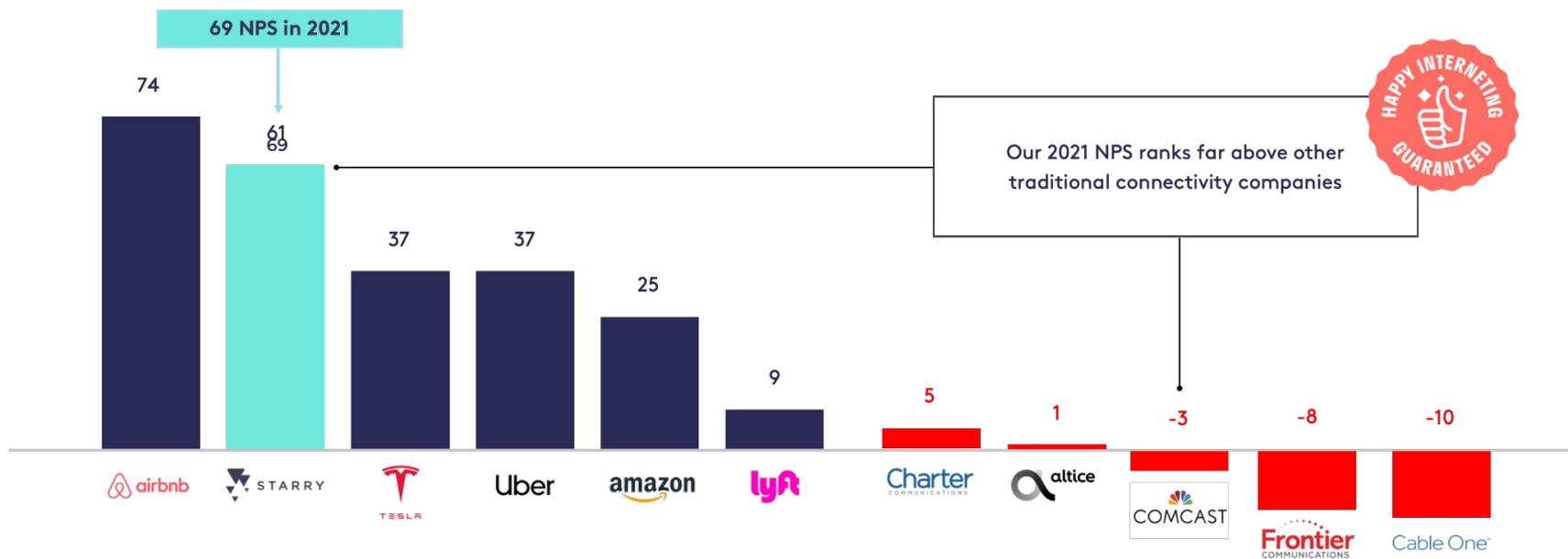
Speeds up to

▼ 1 Gbps ▲ 500 Mbps

Plans available exclusively for Starry Connect partners.

Customer-First, Always.

Rare in the world of internet service providers, Starry puts our customers at the heart of everything we do: from **support**, to **service**, to **pricing** – we aim to **delight**. And it shows.



Starry Connect



Digital equity for public and affordable housing communities

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Connectivity is a Powerful Equalizer for Families and Communities

- Core to our mission is a commitment to expanding digital equity in communities chronically underserved by incumbent internet providers
- Too many families remain unconnected because broadband is too expensive or just unavailable
- We created our Starry Connect program to address the barriers keeping families from accessing the broadband they need to thrive



What is the Starry Connect Program?

- In 2018, we launched Starry Connect to offer an ultra-low-cost, low-barrier, high-quality, broadband alternative specifically for families living in public and affordable housing
- By partnering directly with public and affordable housing owners, we tie qualification for our program to the home address, eliminating the need for onerous individual eligibility requirements.
- Importantly, Starry Connect does NOT require credit checks or equipment deposits from residents.
- **Today, Starry Connect reaches more than 63,000 units of public and affordable housing across the country**



Our Starry Connect Commitment



- ✓ No resident credit checks, ever
- ✓ No need for residents to individually qualify for, or participate in, other federal welfare or assistance programs
- ✓ No extra equipment or installation fees or deposits required
- ✓ No data caps, no long-term contracts
- ✓ No long application process or long wait time for service
- ✓ White-Glove, human customer support, 24/7
- ✓ FCC Qualified Provider for the Affordable Connectivity Program
- ✓ **\$0 cost to building owners to install Starry for your community**

Starry Connect's Simple Plans and Pricing Fit Every Family's Budget and Needs

STARRY CONNECT: \$15
30 MBPS / 30 MBPS

STARRY SELECT: \$30
100 MBPS / 50 MBPS

STARRY PLUS: \$50
200 MBPS / 100 MBPS

Tiers in pink available only in Starry Connect Communities and fully covered under the FCC ACP program. Availability of additional speed tiers varies by market.

- ✓ Unlimited Data
- ✓ Free Wi-Fi Router
- ✓ Free Installation
- ✓ No Hidden Fees

ALWAYS
ONE FLAT PRICE

Benefits of the Starry Connect Partnership

Starry's local teams collaborate with you to **maximize resident broadband adoption and digital participation** – from our white glove installation and setup process to enabling low-cost device access and digital literacy programs - our focus is on serving your community well with the goal of building a connected and digitally inclusive community.



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Starry Connect Benefits: Automatic ACP Eligibility

- ALL Starry Connect communities in New York, California, Colorado, Virginia, New Jersey, DC, Ohio and Massachusetts, automatically qualify for the FCC's Affordable Connectivity Program (ACP) and can have the entire cost of their broadband covered by the benefit.
- The ACP is a long-term broadband affordability program funded by the federal government. The ACP provides a \$30/mo subsidy towards home broadband service for eligible households.
- With the Starry Connect program, getting the benefit of the ACP is a simple opt-in with D.O.B. process for the resident. No additional application is needed from the resident. For example, a National Lifeline Verifier ID is not required if you live in a Connect community.



Starry Connect Benefits: Resident Engagement Strategies That Work

Building A Foundation of Trust Across Entire Communities is Paramount to a Successful Partnership



LISTEN FIRST, ACT SECOND

- We take a “listen first, act second” approach with our Starry Connect partners. Every community is different, so we want to understand each community’s specific needs and tailor our approach to marketing and community engagement accordingly.



CONSISTENT & TRANSPARENT COMMUNICATION

- We establish strong working relationships with executive leadership, local property managers, and resident association leads to ensure consistent communication and feedback.



RESIDENT ENGAGEMENT – CUSTOMIZED FOR YOUR COMMUNITY

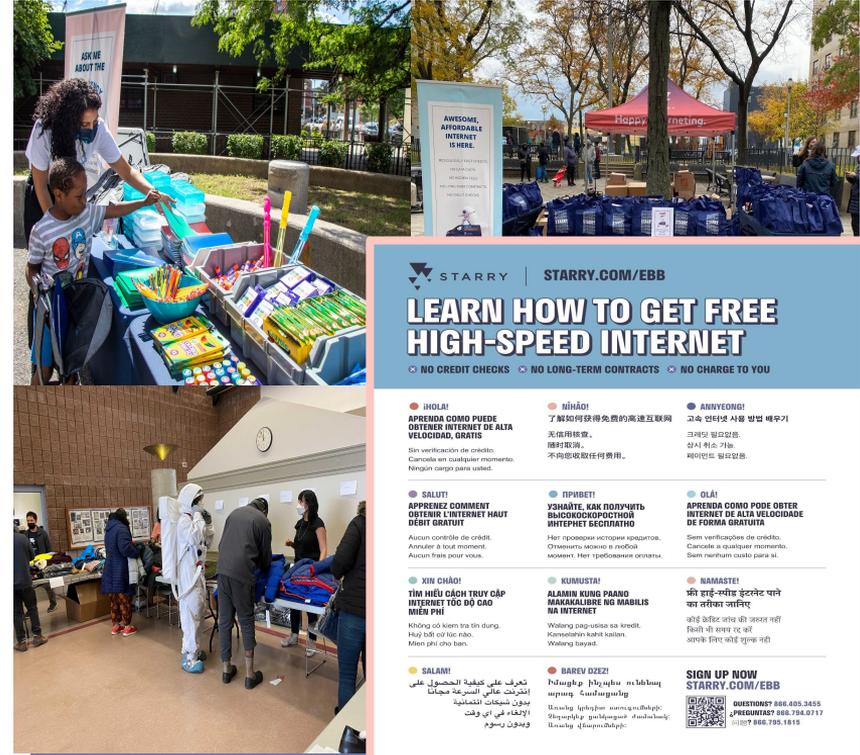
- We host on-site community engagement & sign-up events where our teams can meet directly with residents.
- We also communicate with residents through other activities such as email, text, direct mail, or door knocking / canvassing.
- We work with our communities to create the most effective resident outreach strategy and will create bespoke (and creative!) outreach programs for our partners.



Starry Connect Benefits: Community Events

We collaborate with your onsite teams to design events that are engaging and supportive of your communities. A sample of past activities include:

- **Broadband & Backpacks** - A back-to-school event hosted with NYCHA to get public school students supplies & home broadband access
- **Thanksgiving Food Distribution** - Food security event hosted with HACLA & NYCHA, coupled with home broadband sign ups through the EBB
- **Connectivity & Coats** – Hosted with the Cambridge Housing Authority. Coat drive distributed approximately 200 new coats and signed up residents for broadband through the ACP
- **Office Hours** - Teams routinely host “office hours” events to help residents navigate basic digital literacy



Pictured at Right: Example of Multilingual Marketing Collateral

Starry Connect Benefits: We Leverage Our Partners to Benefit Your Community

- Starry Connect serves 45+ different public and affordable housing owners, including nonprofits and public housing authorities.
- We leverage our corporate partners such as Microsoft and Ziff-Davis and nonprofit partners such as Human I-T and PCs for People, to expand access to affordable devices and digital literacy programs.
- We also leverage additional corporate partnerships to support other community priorities such as food security and warm winter clothing.



Starry Connect Partner Qualification Process

In order to qualify as a Starry Connect Community, a residential property must fall within one of the following categories:

- 90%+ units must be subsidized by federal, state or local funding.
- The community is 100% owned by a public housing authority or other government entity.
- 100% of all units are either subsidized by federal, state or local funding and/or are income limited (income thresholds), so as to qualify as regulated affordable or workforce housing in the local municipality.
- 90%+ units are rent-controlled, rent-stabilized or participate in another State or City mandated affordable housing preservation program.



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Learn more at [Starry.com](https://starry.com)

Partner with us at: Connect@starry.com