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# Board Presentation

May 26<sup>th</sup> 2026



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# June Billing Internet Connections

<b>NEC:</b>	<b>7,271 + 68</b>
<b>AEC:</b>	<b>18,009 + 153</b>
<b>MCEC:</b>	<b><u>21,978 + 59</u></b>
<b>TOTAL:</b>	<b>47,258 + 280</b>



# May Non-pay Disconnects

<b>NEC:</b>	<b>133</b>
<b>AEC:</b>	<b>464</b>
<b><u>MCEC:</u></b>	<b><u>384</u></b>
<b>TOTAL:</b>	<b>981</b>



# Active Voice June Billing

**875 lines/ 820 customers  
+ 26 lines**



# MCEC June Billing Overview

Total Internet Connections – 21,437 (+ 55 )

Residential – 21,025

Business – 412 (-2)

Total Metro-E Connections – 13

Total Voice Connections – 250 (+9 )

Residential – 201

Business - 49



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# MCEC CC Services June Billing Overview

Total Internet Connections – 541 (+4 )

Residential – 515

Business – 26 (+0)

Total Metro-E Connections – 0

Total Voice Connections – 11 lines

Residential – 8

Business - 3



# NEC June Billing Overview

Total Internet Connections – 6,788 (+58)

Residential – 6,554

Business – 234 (+2)

Total Metro-E Connections – 9

Total Voice Connections – 108 lines (+5)

Residential – 73

Business - 35



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# NEC CC Services June Billing Overview

Total Internet Connections – 483 (+10)

Residential – 478

Business – 5 (+0)

Total Metro-E Connections – 0

Total Voice Connections – 7 lines

Residential – 4

Business - 3



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# AEC June Billing Overview

Total Internet Connections – 15,560 (+123)

Residential – 15,196

Business – 364 (+3)

Total Metro-E Connections – 2

Total MDU Connections - 61

Total Voice Connections – 405 (+10)

Residential – 329

Business - 76



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# AEC CC Services June Billing Overview

Total Internet Connections – 2,449 (+30)

Residential – 2,298

Business – 151 (+4)

Total Metro-E Connections – 0

Total Voice Connections – 93 lines (+2)

Residential – 52

Business - 41



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## APRIL DISCONNECTED AGREEMENTS

	MCEC	MCEC CC	NEC	NEC CC	AEC	AEC CC	TOTAL:
CUTTING COSTS	1	0	0	0	2	0	3
DECEASED	2	0	0	0	1	1	4
NON PAYMENT	30	0	13	1	43	10	97
MOVING	53	2	10	1	48	6	120
NO LONGER NEEDED	7	0	2	0	14	1	24
UNHAPPY WITH SERVICE	0	0	0	0	1	0	1
OTHER	0	0	0	0	0	1	1
NEW PROVIDER	20	0	1	0	16	5	42
<b>TOTAL:</b>	<b>113</b>	<b>2</b>	<b>26</b>	<b>2</b>	<b>125</b>	<b>24</b>	<b>292</b>

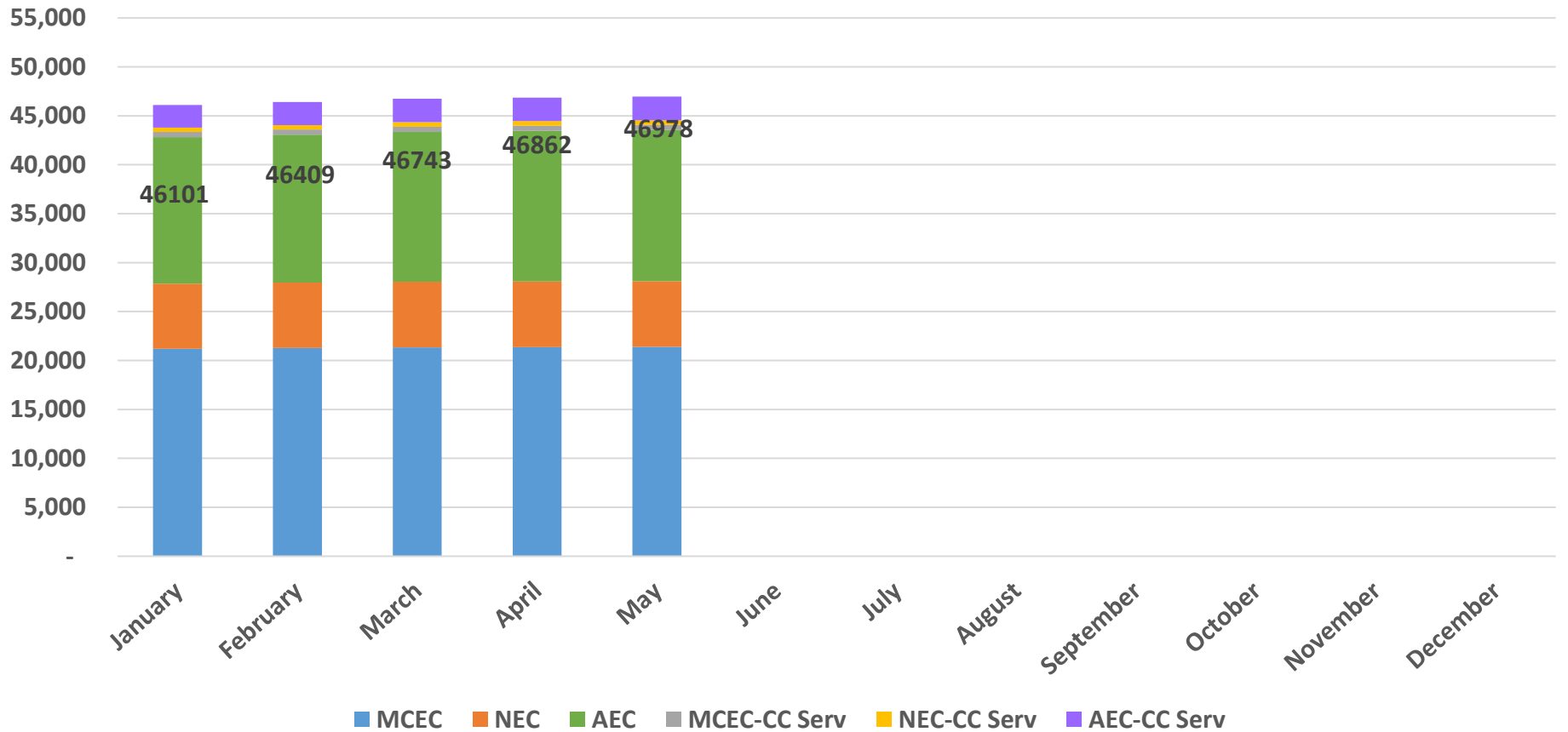


## April Order Cancellations Before Install

	MCEC	NEC	AEC
Customer did not want to wait for drop work.	0	1	0
Customer staying with current provider due to pricing.	0	0	1
Unhappy with drop work.	0	0	0
Can no longer afford.		0	0
Moving	0	0	0
Unable to serve per Co-op	0	0	0
Other – No reason provided.	2	0	4
<b>Total:</b>	<b>2</b>	<b>1</b>	<b>5</b>



# 2026 Internet Customers Billed



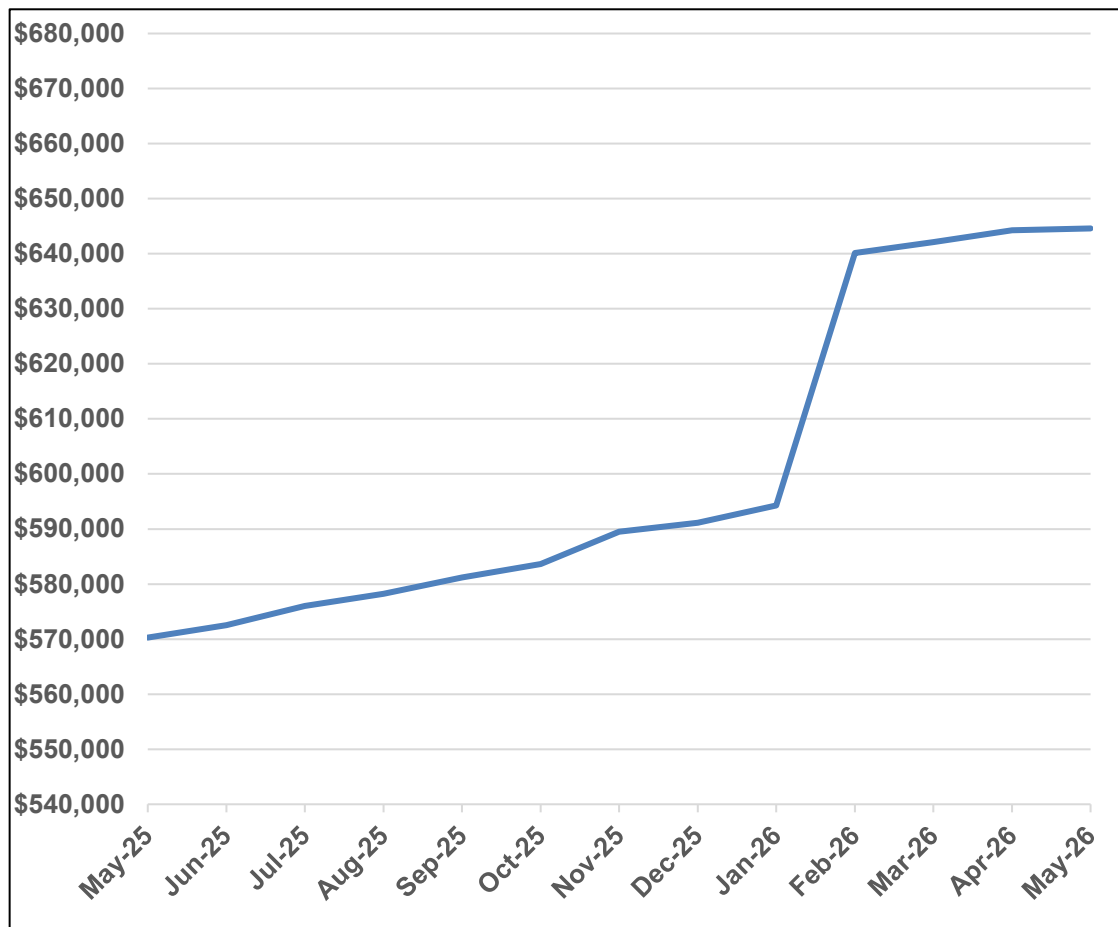
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# Revenue Share MCEC

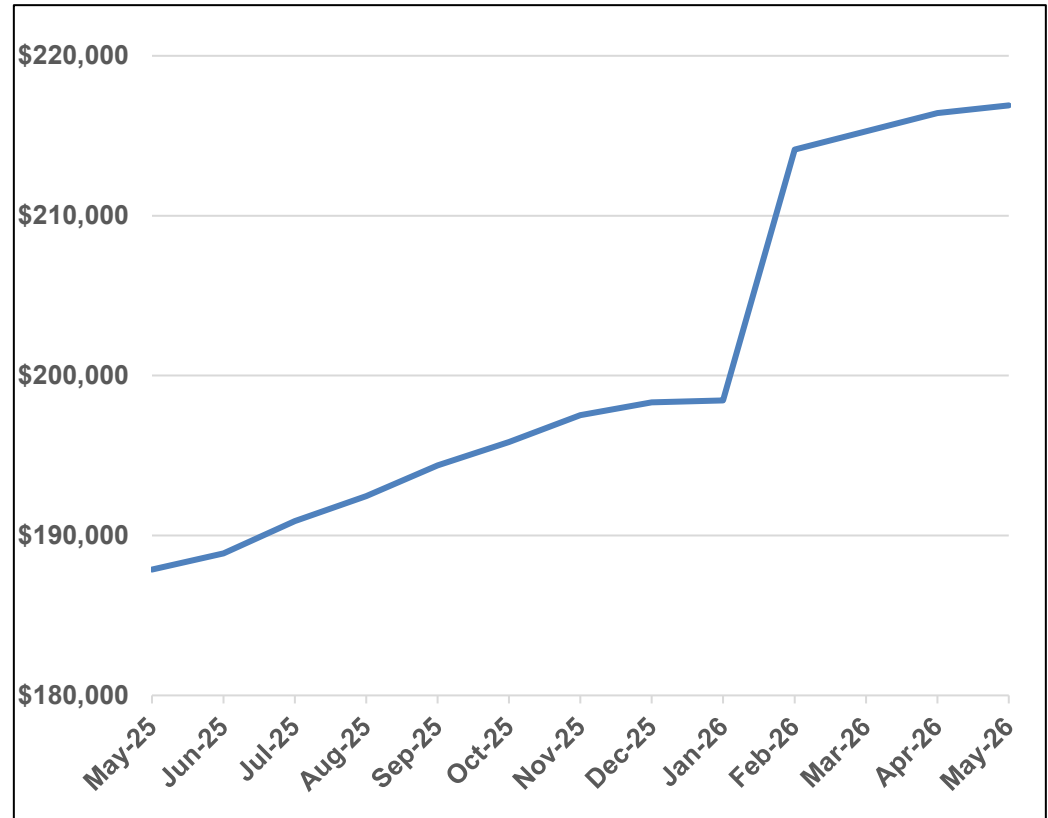
**Revenue Share: 617,093**  
**Metro E: 5,690**  
**CC Services: 15,400**  
**Surcharge: 4,898**  
**VOIP: 1,513**  
**Total: 644,594**

**Last month: 644,286**



# Revenue Share NEC

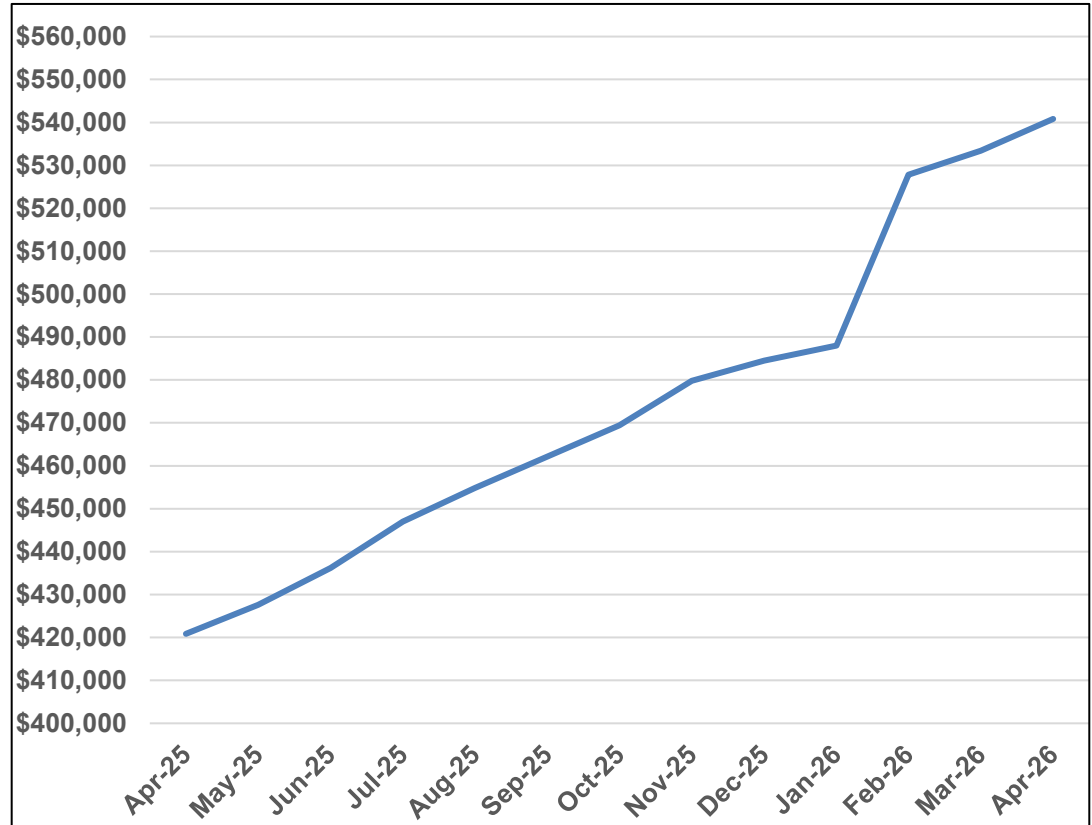
Revenue Share:	194,307
Metro E:	3,450
CC Services:	13,678
Surcharge:	4,717
VOIP:	<u>748</u>
Total:	216,900
Last month:	216,412



# Revenue Share AEC

**Revenue Share:** 443,776  
**Metro E:** 1,404  
**MDU :** 805  
**CC Services:** 68,764  
**AEC Surcharge:** 23,712  
**VOIP:** 3,034  
**Total:** 541,495

**Last month:** 540,813



# Admin Update

- **Telispire April billing included 272 mobile accounts, 468 lines.  
(+ 11 accounts, + 15 lines)**
- **We currently have 526 2.5G customers. We also have 75 8G customers.  
(+57 2.5G, +13 8G)**
- **June data collection for BDC(Broadband Data Collection) will be captured on the evening of June 30<sup>th</sup>. Coop territory map updates will follow, and all information will need to be submitted to the FCC by September 1<sup>st</sup>.**
- **FCC Form 481 is due by July 1<sup>st</sup>. This is a comprehensive filing required of ETCs(Eligible Telecommunications Carriers) that receive lifeline or high-cost support.**



# Operations Update

- **The new Calix E9 gear for TriCity and Springfield is up and we have made XGS services available at both sites. We now have 2.5 and 8 Gbps services available to 93.2% of all CarolinaConnect customers.**
- **Work continues on the new Cisco core switches. Gear has been installed at Lexington, Edmund, and Barr sites. We still have gear to install at Dutch Fork and there is cutover work to accomplish.**
- **The Calix Cloud functions are continuing to improve. The system has remained stable for a couple of weeks on the new Google platform. We have no remaining major issues that we are dealing with. At times the response still seems to be slow or sluggish. We continue to remain involved with Calix.**
- **We are very close to finalizing plans for upstream bandwidth. We will likely utilize connectivity through Home Telecom via the DC Blox regeneration site in Williston. We should have final plans in place before the next Board meeting.**



# Pending Drop Orders

Month ending	MCEC	NEC	AEC	Total	CC Pending Install or Sch.
2/27/26	64	18	80	162	68
3/27/26	59	17	68	144	161
5/1/26	53	20	83	156	125
5/15/26 Current	67	9	88	164	108



# Orders, Drops, Installs

Month	Ave. New Install Orders / week	Ave. Comp. Drops per week	Ave. New Installs per week
January	119.5	130.8	128.5
February	97.3	95.3	116.8
March	104.3	108.8	93.8
April	101	98.6	109.4
May (2 weeks)	105	101	109.5



# Upcoming Activities

- **Continue work on 2026 Calix and network projects as gear arrives.**
- **Finalize plan and begin implementation for additional/improved upstream bandwidth connections.**



# Marketing Board Report

## 5/26/26



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# Current Upgrades Report

## Upgrades

Cooperative Totals - 04/01/26 thru 04/30/26	Gain	Loss	Percentage Loss	Net Upgrade	Percent
MCEC	680	-60	8.82%	620	57.30%
NEC	111	-13	11.71%	98	9.06%
AEC	451	-87	19.29%	364	33.64%
<b>Total</b>	<b>1242</b>	<b>-160</b>	<b>12.88%</b>	<b>1082</b>	

## New Customer Orders

Historical Cumulative Speed Percentages		
350M		62.5
700M		21.6
1G		15.5
2.5G		0.0004
		too
8G		small

Current Cumulative Speed Percentages		
350M		60.8
700M		19.2
1G		18.8
2.5G		1.1
8G		0.002

APRIL- 2026			
	350M	194	48.26%
	1G	156	38.81%
	2.5G	40	9.95%
	8G	12	2.99%
		402	



# Focusing on Acquisitions and Upgrades



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# Digital Marketing – Q1 Analytics



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# Digital Advertising Performance/ Benchmarks

## Targets

### Prospect List

- Display (service address list)
- Social (eligible customer email list)

## Upgrade

- Display + Social (existing customer list grouped by current plan and price tier)

## Results (All Markets)

- Outperforming industry benchmarks
- Web Traffic up 20% over highest watermark in 2025
- 21% of web traffic coming from ads compared to an industry average of 9-12%
- Over 6000 views on 1G page
- Over 15,000 clicks on ads

## Benchmarks

- CTR (Click Thru Rate) for Display .10
- CTR for Social .62 (consumer services industry)



# Digital Display Advertising - Prospects



Clicks

**3,304**

+55.19% (2,129)



Impressions

**1,434,415**

+37.61% (1,042,392)



Click through rate (Goal is 0.10% or greater)

**0.23%**

+12.78% (0.20%)



CPM

**\$5.38**

-0.29% (\$5.40)



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# Facebook Advertising - Prospects



Clicks (all)

**3,522**

+12.34% (3,135)



Impressions

**195,572**

+14.83% (170,308)



Click through rate (Goal is 0.62% or greater)

**1.80%**

-2.17% (1.84%)



Frequency

**23.67**

+11.11% (21.30)



CPM (cost per 1,000 impressions)

**\$9.15**




-20.13% (\$11.45)



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# Digital Display Advertising - Upgrades

Clicks 2,281		Impressions 1,555,250		CTR 0.15%		CPM \$3.75	
1G		2.5 G		8 G			
 <p>For homes where devices outnumber people.</p>		 <p>For those with the smartest homes.</p>		 <p>For those who can't go fast enough.</p>			
Impressions	1,012,776	Impressions	527,011	Impressions	15,462		
Clicks	1,527	Clicks	729	Clicks	25		
CTR	0.15%	CTR	0.14%	CTR	0.16%		



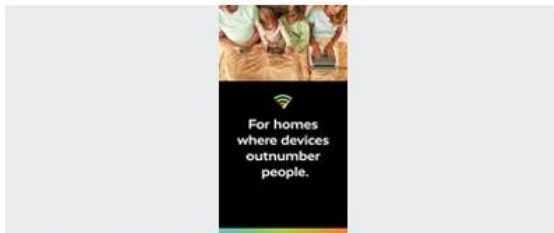
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# Facebook Advertising - Upgrades

 <b>Clicks (all)</b> <b>8,419</b>	 <b>Impressions</b> <b>243,219</b>	 <b>CTR</b> <b>3.46%</b>	 <b>CPM (cost per 1,000 impressions)</b> <b>\$10.35</b>
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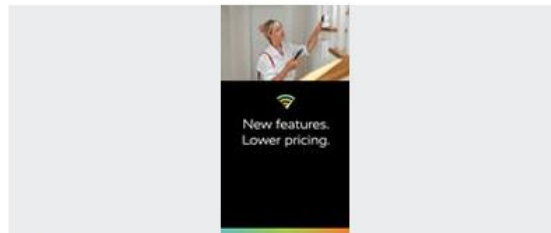
1G



Ad name: Connected Family Current (12.1.25)

Impressions	Clicks (all)	CTR (all)
214,604	7,481	3.49%

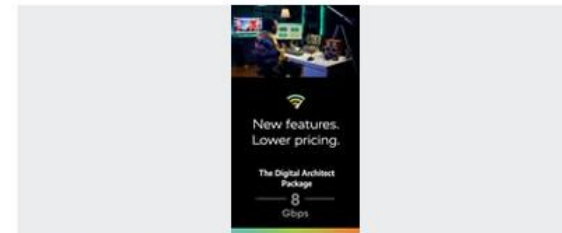
2.5 G



Ad name: Tech Enthusiast Current (12.1.25)

Impressions	Clicks (all)	CTR (all)
28,323	936	3.30%

8G



Ad name: Digital Architect Current (12.1.25)

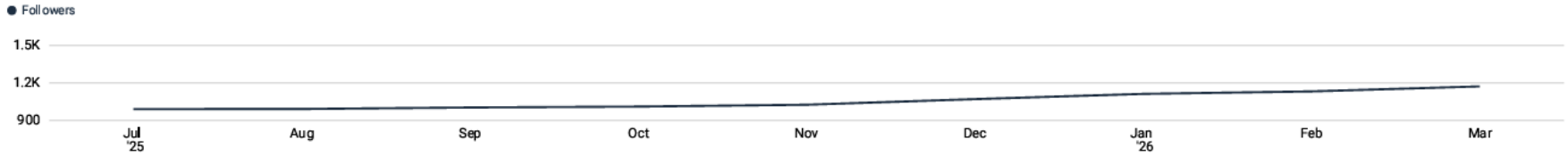
Impressions	Clicks (all)	CTR (all)
257	2	0.78%



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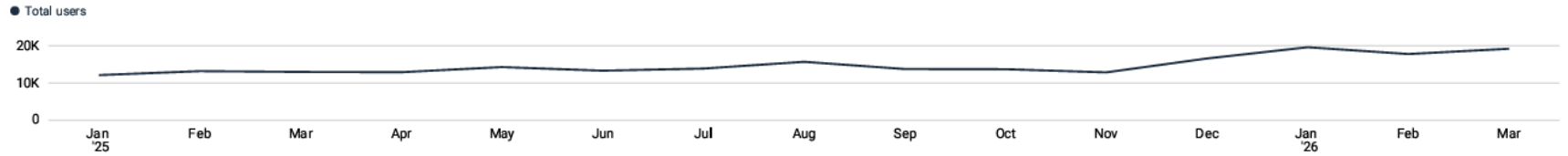
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### Facebook Page Followers

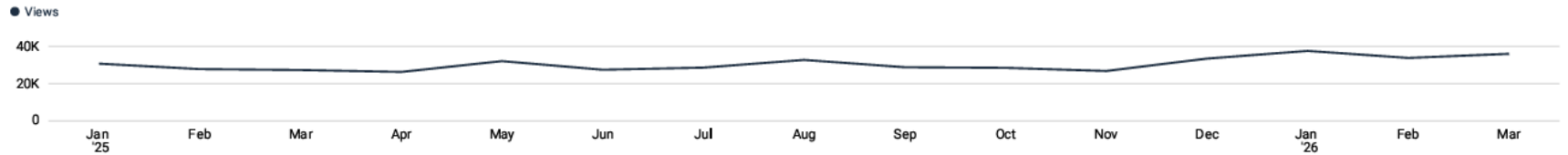


### Website Traffic

#### Users



#### Views



# Not everyone hates their internet provider.



CarolinaConnect customers enjoy the highest customer service scores in the industry.

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## Local service is better service.

CarolinaConnect customers report satisfaction scores six times higher than the industry average. That's the difference a local provider with superior value and impeccable service can make. So don't spend another month frustrated with your internet. Take advantage of your Aiken Electric membership and switch to internet made better today.



# 6x

## Higher Customer Satisfaction

16 is the average Net Promoter Score among internet service providers. CarolinaConnect's score is 90.



9/10 CUSTOMERS RECOMMEND



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Aiken Electric Cooperative, Inc.



P.O. BOX 1647 LEXINGTON, SC 29071



MAIL CODE  
MR RYON EDWARDS  
OR CURRENT RESIDENT  
750 MEETING STREET  
LEXINGTON SC 29072-7240



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# Kicked Off CTV Campaign



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# **CTV (ConnectedTV) – 15 second spots**

**CTV Choice inventory (curated inventory including Samsung TV Plus, SlingTV, PlutoTV, DIRECTV, Fox News, Comedy Central, Paramount Network, AMC, Hallmark TV, The Weather Channel, CBS News, Lifetime, A&E, History Channel, HGTV)**



# Started Keyword Contextual Campaign



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# Results for CTV and Keyword Campaign

## Display for Keyword Contextual Campaign

**Impressions**  
1,042,603

**Clicks**  
1239

**CTR**  
0.12%

## CTV

**Impressions**  
234,786

**Devices Reached**  
78,654

**Related Website Traffic**  
1,191



# Continued Adding to the Website



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Separated Residential and Business  
 Tools and Resources Under Residential  
 Outdoor WiFi Under Residential  
 WC Partnership Under Business  
 Phone Page Under Residential



Tools & Resources

Tips and Tools to get the most out of your internet service.

Explore our ever-expanding library of resources, curated to continue enhancing your internet service. And get started by learning more about the Connect CC app that puts a better wireless experience right at your fingertips.

**Scalable Control**  
 No more menu maze. Our new dashboard control puts your tools at your fingertips.

- dashboard view
- parental controls
- network information

**Parental Controls & Security Features**  
 Personalized controls and security tools to manage and protect network usage.

- pause the internet at bedtime
- block shady sites
- fend off hackers

**Real-Time Alerts & Performance Stats**  
 Information to keep you in the know.

- Wi-Fi network status
- performance stats
- security alerts

**Important note: If your Wi-Fi network wireless SSID name and password is already configured, be sure to skip that step in the setup process.**

Take your Wi-Fi to the next level. Download the all-new Connect CC app from the App Store or Google Play today.

**Getting the best out of internet made better.**



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# Next Steps



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## **Launch Back to School Campaign (July)**

- Acquisition – All Prospects DM, Email, Digital
- Upgrades – All Existing Customers DM, Email, Digital

## **Further Develop and Deploy CTV**

## **Neighborhood and Area Specific Targeting with Geofencing and Digital Campaigns**

## **Exploring Business Pricing and Plan Revisions**

## **Exploring Retention Efforts**



# Business Rate Change Proposal



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# Current CarolinaConnect Pricing and Competition Pricing for Business Customers

	Less than 500M	500M+	1Gbps	2Gbps	5Gbps+
CarolinaConnect	\$79.95 (350)	\$139.95 (700) \$65 (500), \$95 (750)	\$199.95 (1Gbps)	259.95 (2.5Gbps)	\$349.95 (8Gbps)
Spectrum	\$65 (500)		\$115 (1Gbps)		
Kinetic/Windstream	\$64.99 (300)		\$99.99 (1Gbps)		
Google Fiber			\$100 (1Gbps)	\$250 (2Gbps)	
Comporium	\$84.98 (400)	\$134.98 (600)	\$199.98 (1Gbps)	\$224.98 (2Gbps)	\$244.98 (5Gbps)
AT&T/Gigapower	\$40 (300)	\$80 (500)	\$130 (1Gbps)	\$155 (2Gbps)	\$255 (5Gbps)
Lumos		\$75 (500)	\$85 (1Gbps)	\$125 (2 Gbps)	
Ripple	\$95 (100), \$125(300)	\$225 (500)	\$400 (1Gbps)		
Upcountry	\$75 (250)	\$100 (500)	\$125 (1Gbps)	\$150 (2.5Gbps)	\$250 (8 Gbps)
Breezeline	\$39.99 (100), \$64.99 (300)	\$89.99 (600)	\$119.99 (1Gbps)		

CarolinaConnect Proposal	\$79.95 (350)	move 700 to 1G	\$129.96 (1Gbps)	\$159.95 (2.5Gbps)	\$249.95 (8Gbps)
Price Change		\$0	(\$70)	(\$100)	(\$100)



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# Revenue Loss per Month

	<u>Customers</u>	<u>Current Price</u>	<u>Current Revenue</u>	<u>New Price</u>	<u>New Revenue</u>	<u>Difference</u>
B350	493	\$79.95	\$39,415	\$79.95	39,415	0
B700	120	\$139.95	\$16,794	\$129.95	15,594	-1,200
B1G	127	\$199.95	\$25,394	\$129.95	16,504	-8,890
B2.5G	7	\$259.95	\$1,820	\$159.95	1,120	-700
B8G	<u>5</u>	<u>\$349.95</u>	<u>\$1,750</u>	<u>\$249.95</u>	<u>1,250</u>	<u>-500</u>
Total	752		\$85,172		73,882	-11,290



# CarolinaConnect Cooperative, Inc.

## Balance Sheet

### April 2026

<u>ASSETS</u>	<u>April</u>	<u>March</u>	<u>VARIANCE</u>
<b>Current Assets:</b>			
Cash and Equivalents	421,842	455,648	(33,806)
Receivables	2,662,215	2,660,195	2,020
Prepayments and Deferred Taxes	26,041	39,428	(13,387)
<b>Total Current Assets</b>	3,110,098	3,155,271	(45,173)
 <b>Non Current Assets:</b>			
 Plant Under Construction	112,737	915,461	(802,724)
 <b>Net Operating Plant:</b>			
Operating Plant accounts	37,280,985	36,152,770	1,128,215
Reserve for Depreciation	(21,130,648)	(20,653,932)	(476,716)
<b>Total Net Operating Plant</b>	16,150,336	15,498,838	651,498
 <b>TOTAL ASSETS</b>	19,900,169	20,096,567	(196,398)



# CarolinaConnect Cooperative, Inc.

## Balance Sheet

### April 2026

<u>LIABILITIES AND EQUITY</u>	<u>April</u>	<u>March</u>	<u>VARIANCE</u>
<b>Current Liabilities</b>			
Accounts Payable	1,839,440	1,913,082	(73,642)
Advanced Billing and Prepayments	2,944,982	2,931,525	13,457
Customer Deposits	224,900	224,300	600
Accrued Taxes	240,431	180,315	60,116
Other Current Liabilities	736,172	676,569	59,603
Other Long-Term Liabilities,	402,147	417,193	(15,046)
<b>Total Current Liabilities</b>	<u>6,388,072</u>	<u>6,342,985</u>	<u>45,087</u>
Long Term Debt	33,302,918	33,365,957	(63,039)
Equity	(19,053,655)	(19,053,655)	-
Net Income/Loss	(737,166)	(558,720)	(178,446)
<b>TOTAL EQUITY</b>	<u>(19,612,375)</u>	<u>(19,612,375)</u>	<u>-</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<u><u>19,900,169</u></u>	<u><u>20,096,567</u></u>	<u><u>(196,398)</u></u>



# CarolinaConnect Cooperative, Inc.

## Income Statement

### April 2026

				YEAR TO DATE		
	April	March	DIFFERENCE	ACTUAL	BUDGET	DIFFERENCE
<b>OPERATING REVENUES</b>						
Customer Revenues	3,051,223 **	3,054,030 **	(2,807)	12,132,716 **	12,143,979	(11,263)
Miscellaneous Revenues	5,760	5,537	223	18,939	10,600	8,339
Uncollectible Revenues	<u>(27,000)</u>	<u>(30,500)</u>	3,500	<u>(107,200)</u>	<u>(85,008)</u>	<u>(22,192)</u>
<b>Total Operating Revenues</b>	<b>3,029,983</b>	<b>3,029,067</b>	<b>916</b>	<b>12,044,455</b>	<b>12,069,571</b>	<b>(25,116)</b>
<b>OPERATING EXPENSES</b>						
Plant Operations Expense	2,065,890 **	2,182,406 **	(116,516)	8,469,434 **	8,278,009	191,425
Depreciation	477,178	458,517	18,661	1,836,964	1,830,000	6,964
Customer Operations Expense	295,167	330,673	(35,506)	1,205,888	1,254,604	(48,716)
Corporate Operations Expense	<u>170,566</u>	<u>188,714</u>	<u>(18,148)</u>	<u>692,871</u>	<u>733,883</u>	<u>(41,012)</u>
<b>Total Operating Expenses</b>	<b>3,008,801</b>	<b>3,160,310</b>	<b>(151,509)</b>	<b>12,205,157</b>	<b>12,096,496</b>	<b>108,661</b>
<b>Net income from Operations</b>	<b>21,182</b>	<b>(131,243)</b>	<b>152,425</b>	<b>(160,702)</b>	<b>(26,925)</b>	<b>(133,777)</b>
<b>OPERATING TAXES</b>	<b>60,100</b>	<b>61,642</b>	<b>(1,542)</b>	<b>243,232</b>	<b>300,000</b>	<b>(56,768)</b>
<b>NON-OPERATING INCOME</b>						
Non-Operating income/expense	2,359	220,508	(218,149)	228,586	80,000	148,586
Interest and Fixed Charges	<u>(141,889)</u>	<u>(145,214)</u>	3,325	<u>(561,818)</u>	<u>(599,750)</u>	<u>37,932</u>
<b>Total Non-Operating income/expense</b>	<b>(139,530)</b>	<b>75,294</b>	<b>(214,824)</b>	<b>(333,232)</b>	<b>(519,750)</b>	<b>186,518</b>
<b>TOTAL NET INCOME/LOSS</b>	<b>(178,448)</b>	<b>(117,591)</b>	<b>(60,857)</b>	<b>(737,166)</b>	<b>(846,675)</b>	<b>109,509</b>

\*\* Does not include \$499,971 in Grant received and paid out to AEC in Feb. 2026 or \$966,262 in Grant received and paid out to NEC in Mar. 2026 or \$184,119 in Grant received and paid out to NEC in Apr. 2026



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# Cash Flow

## April '26

	<u>This Period</u>	<u>This Year</u>
<b>OPERATING ACTIVITIES</b>		
Net Income	-178,445.96	-737,165.88
<b>Total Funds from Operations</b>	<u>-178,445.96</u>	<u>-737,165.88</u>
Temporary Investments	0.00	0.00
Receivables	-2,019.79	-46,337.24
Supplies	0.00	0.00
Prepayments and Deferred Taxes	13,387.02	47,999.95
Other Current Assets	0.00	0.00
<b>(Increase)/Decrease in Operating Assets</b>	<u>11,367.23</u>	<u>1,662.71</u>
Accounts Payable	-73,641.97	-507,237.22
Advanced Billings and Payments	13,457.20	82,221.95
Current Maturities	0.00	0.00
Accrued Taxes	60,115.22	240,390.96
Other Current Liabilities	44,556.42	101,090.91
<b>Increase/(Decrease) in Operating Liabilities</b>	<u>44,486.87</u>	<u>-83,533.40</u>
<b>CASH FROM OPERATING ACTIVITIES</b>	<u>-122,591.86</u>	<u>-819,036.57</u>
<b>INVESTMENT ACTIVITIES</b>		
Noncurrent Assets	0.00	-69,114.09
Telephone Plant Under Construction	802,723.11	176,954.45
Net Operating Plant	-651,498.63	-475,489.77
Net Amortizable Assets	0.00	0.00
<b>CASH FROM INVESTMENT ACTIVITIES</b>	<u>151,224.48</u>	<u>-367,649.41</u>
<b>FINANCING ACTIVITIES</b>		
Customer Deposits	600.00	-400.00
Long Term Debt	-63,038.85	466,730.16
Other Liabilities and Deferred Credits	0.00	0.00
Stockholder's Equity	0.00	0.00
<b>CASH FROM FINANCING ACTIVITIES</b>	<u>-62,438.85</u>	<u>466,330.16</u>
<b>CASH FROM ALL ACTIVITIES</b>	<u>-33,806.23</u>	<u>-720,355.82</u>
<b>TOTAL CASH BEGINNING OF PERIOD</b>	<u>455,647.94</u>	<u>1,142,197.53</u>
<b>TOTAL CASH END OF PERIOD</b>	<u><b>421,841.71</b></u>	<u><b>421,841.71</b></u>



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# Report on Legal Matters to the Board of CarolinaConnect



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# QUESTIONS?

J. David Black  
Maynard Nexsen





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