

Welcome to the Lingo Partner Briefing
June 5, 2025

Your hosts today are

- James McHale —Director, Solutions Engineering
- Greg Corwin —Senior Director, Marketing
- Lisa Lynch —Channel Marketing Manager

- Current Promotions and Focus
- Product and Services Flyover
- Questions & Drilldowns as Requested

The Industry's BEST Path to POTS Replacement



POTS **Premier** Promotion

Step 1

Bring your POTS to Lingo

- AT DISCOUNTED RATES
- 12-MONTH RATE LOCK
- CONVERT AT ANY TIME



- Typical conv 7-14 days
- Seamless conversion, no downtime
- All in rate
- Rate-lock even if underlying carrier rates increase
- Convert at anytime, save 30%

1X
SPIFF + Residual

**INDUSTRY LEADING PRICE-VALUE,
NO HIDDEN FEES**

Step 2

Convert and save more

GET BETTER SERVICE AND SAVE MORE.



- Site surveys and professional installation charges are waived.
- Convert under your current term
- Dual-SIM wireless failover
- 12-hour battery backup
- Compliance built-in for PCI, HIPAA, UL, NFPA 72 and ASME A17.1B
- Integrated VoIP for voice-only lines w/ unlimited Domestic calling

1x SPIFF + Residual + **Install and Site Survey Charges WAIVED**

INDUSTRY LEADING PRICE-VALUE

Differentiators:

- No hidden fees (\$15)
- Lowest all-in POTS rate with 12-month lock
- Install and site surveys waived
- Convert under current term
- 1X SPIFF + Residual on everything

POTS Premiere Business Rules



POTS Premier Promotion

- 1) New business accounts
- 2) 3-year POTS service term
- 3) **Flat, ALL-IN rate** for qualified POTS lines, **NO HIDDEN FEES**.
 - a. Bronze \$82 - "Promo Bronze"
 - b. Silver \$84 - "Promo Silver"
 - c. Gold \$85 - "Promo Gold"
- 4) **12-month rate lock** whereby your client will not receive any rate increases.
 - a. After 12 months, your client may receive rate increases, as a result of any underlying providers' rate increases to Lingo.
- 5) Move a POTS line to POTS Replacement at any time during the Term and your client **will not incur any ETCs and Lingo will waive the standard installation and standard site survey fees**.
- 6) Any POTS lines moved to a Lingo POTS alternative or POTS replacement product will be allowed to be coterminous so long as your client completes the migration to Lingo POTS alternative or POTS replacement product within 18 months of the original term.
- 7) Your client will be allowed to disconnect any POTS lines no longer needed at a location that has completed a move to Lingo POTS alternative or POTS replacement product without ETCs as long as your client provides the required termination notice Lingo for these POTS lines.

POTS Plans



POTS Solutions

	Bronze	Silver	Gold
	Perfect for an alarm, elevator or fax line. No frills..	Features included.	Everything you need.
Unlimited Local Calling	✓	✓	✓
Unlimited "Local" Long Distance (IntraLata Long Distance)	\$0.049/min	✓	✓
Included Long Distance	0 minutes	0 minutes	1,500 minutes
LD Rate per Minute	\$0.049	\$0.049	\$0.049 (overage)
Hunting/Rollover	a la carte	✓	✓
Features Included	a la carte	12	12

- Bronze and Silver: select voice features needed, features included in flat rate.
- Gold: 1,500 LD mins/mo

Voice Service Features

- Caller ID Name /Number
- Distinctive Ring
- Call Tracing
- Call Forwarding
- Call Blocking
- Call Forwarding No Answer
- Three-way Calling
- Remote Access to Call Forwarding
- Call Return
- Repeat Dialing
- Call Forward Busy
- Hunting/Rollover

POTS Solutions Overview



POTS Solutions



POTS Immediate Cost Reduction

Lingo POTS Bill Conversion

BEST CHOICE FOR:

- Immediate cost reduction
- Lowest cost option for subsequent POTS Replacement

HOW IT WORKS:

- Simple bill conversion
- No installation required
- Choice of plans to fit your calling requirements
- Seamless conversion in 7-14 days
- Replacement with Install & site survey charges waived



Voice & Fax POTS Replacement

Lingo Cloud Phone & MS Teams

BEST CHOICE FOR:

- Replace Voice and fax-based services with Cloud Phone products and/or MS Teams
- Moving your voice services to a modern, more reliable, lower cost technology.



Fire, Life & Safety POTS Replacement

Lingo Safeline Alert+

BEST CHOICE FOR:

- Moving fire, life and safety POTS services to a modern, more reliable, lower cost technology
- Achieving maximum savings for current Lingo POTS customers

HOW IT WORKS:

- Site surveys and professional installation charges are waived.
- Dual-SIM wireless failover
- 12-hour battery backup
- Compliance built-in for PCI, HIPAA, UL, NFPA 72 and ASME A17.1B



POTS Replacement over Cable

Lingo Safeline LINC

BEST CHOICE FOR:

- Price stability and fast, easy conversion over existing Broadband connections.
- Moving your voice services to a modern, more reliable, lower cost technology

HOW IT WORKS:

- VoIP service via Lingo cable partners Spectrum, Comcast and Cox
- Professional installation and Site Survey (if required) charges are waived.
- Works with all analog phones & devices

2X Connectivity Promotion



2X Connectivity

Promo Summary:

When you sell any of the following broadband connectivity products, we'll pay you 2X MRC for circuits \geq \$400, 1X for circuits under \$400

Qualifying Products:

- 5G Wireless Broadband
- Cable Internet
- Ethernet
- Ethernet over Copper
- Ethernet over Fiber
- Wireless Broadband

Sample Math:

A \$350 circuit sale = \$350 SPIFF

A \$2,100 circuit sale = \$4,200 SPIFF

For the qualified 2x SPIFF circuits, 1x SPIFF is paid out on the normal schedule and the additional 1x will be paid after 12 months of service

36-month term

Differentiators:

- 150+ providers for true Nationwide Coverage
- NO HIDDEN FEES

2Q25 Incentive Lineup



2025 Incentives

35%
RESIDUAL

- Hosted PBX
- SIP & PRI Trunks
- Integrated Voice

3X
M R C

- Hosted PBX
- SIP & PRI Trunks
- Integrated Voice
- MS TEAMS
Direct Routing

1X/2X
M R C

- 5G Wireless Broadband
- Cable
- Ethernet
- Ethernet over Copper
- Ethernet over Fiber
- Wireless Broadband

Product	12-Month	36-Month	60-Month	NRC % Payout
5G Wireless Broadband		1x / 2x		
Cable		1x / 2x		
Ethernet		1x / 2x		
Ethernet over Copper		1x / 2x		
Ethernet over Fiber		1x / 2x		
Wireless Broadband		1x / 2x		
Cloud Fax		1x		
Direct Routing (MS Teams)		2x	3x	
HPBX Nationwide Unlimited		3x	3x	
IV (Integrated Voice) Nationwide Unlimited		3x	3x	
IP-PRI Trunk		3x	3x	
POTS	\$10	1x		
POTS Alternative (New)	\$10	\$50	\$60	
POTS Replacement (Existing Clients)		1x		
SD-WAN V3	1x	1x	1x	
SIP Nationwide Unlimited		3x	3x	
Sophos	1x			
TSaaS (Site Assessment)				7%
TSaaS (Technical Support)				7%
Virtual Voice Mail		3x	3x	
VoIP Toll Free		1x	1x	
VTN		1x	1x	
VTN Anywhere		1x	1x	
Zscaler		1x		

Product and Service Flyover



Product and Service Portfolio

Cloud/UC

- Cloud Unified Communications
- Auto-Attendant
- Virtual Number
- Digital Voice Portal
- MS Teams Direct Routing
- Integrated Voice
- SIP Trunking
- IP Phones & Hardware
- Virtual Phone System
- Virtual Receptionist

Cloud Solutions

- Unified Communications
- Contact Center
- Wireless Failover

Security Services

- Cloud Security (Zscaler)
- Firewalls (Sophos)
- Endpoint Detection Response (Sophos)
- Security Awareness (Sophos)
- Encryption and Email Security (Sophos)



Connectivity Service

- Bandwidth Aggregation
- Cable
- T1
- Fiber
- VPLS
- Fixed Wireless
- Wireless Failover
- Wireless Internet Access
- DIA
- WAVE

Traditional Phone Service

- Local & Long-Distance Service
- PRI
- Structured Cabling

Managed Services

- IP VPN
- Audio/Web Conferencing
- Managed Router & Firewall
- Security
- SD-WAN
- Audio Recordings
- Rebilling
- PCI Enablement

Online Management Tools

- Telecom Expense Management Portal
- Support Ticketing
- Digital Voice Portal
- Reporting