

How to maximise the value of your tower assets

Whether you are seeking to retain, carve-out, sell or have already sold your towers, TowerXchange offers MNOs valuable insights, information and introductions to help you optimise efficiency or monetise passive infrastructure – and our services are free to MNOs!

Introducing the global TowerXchange community for tower strategists

TowerXchange is a research firm and community host for 16,000 telecom tower strategists worldwide. Our community includes over 2,500 Director to C-level executives at MNOs, 1,591 decision makers from 166 tower companies worldwide, who between them own over 2mn of the world's 3.3mn towers. We also track over 1,500 investors and advisors. TowerXchange maintains the world's most comprehensive and detailed who's whos of passive infrastructure equipment and service providers.

TowerXchange brings together all the key stakeholders in the telecom tower ecosystem at annual networking-driven Meetups for the top 250 decision makers on each continent. We also publish the renowned bi-monthly TowerXchange Journal which tracks the pipeline of tower transactions, interviews thought leaders, and profiles proven suppliers. TowerXchange Meetups, the TowerXchange Journal and our research are FREE to fulltime employees of qualifying MNOs.



FREE: Over a million words of and tower strategy research at www.towerxchange.com



FREE: The quarterly TowerXchange Journal keeps you abreast of tower transactions and best practices



FREE: TowerXchange Meetups attract the top 250 tower strategists from each continent

The TowerXchange community engages with three key MNO groups

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The office of the CTO:

The CTO, Head of Infrastructure, Network Director and Rollout Manager

What's in it for me? Top 10 reasons for engagement:

1. Accelerate network rollouts and extensions by partnering with independent towercos
2. Use TowerXchange expos and who's whos ensure you reach out to the 'whole of the market' while accelerating the shortlisting of RFP recipients for all infrastructure
3. Share opex reduction best practices with other MNOs and towercos
4. Identify build-to-suit and turnkey infrastructure partners to optimise rollouts, extensions, densification and nextgen technology projects
5. Deepen your understanding of how to plan networks in the shared infrastructure era; when to co-locate, when to build
6. Network with peers from other MNOs who have formed successful partnerships with towercos
7. Understand the economics of the tower business to empower your negotiation of lease rates
8. Share success stories on how to liaise with state and local regulators to accelerate the permitting of new sites
9. Evaluate different options for management of cell site energy, security and O&M
10. Save months of the time it would take to meet all the key stakeholders by meeting them all at the annual TowerXchange Meetup!

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The office of the CFO:

The CFO, Head of M&A, Chief Strategy Officer, General Counsel and Head of Government Relations

What's in it for me? Top 10 reasons for engagement:

1. Understand who is going to sell their towers, who has sold, and what your towers are realistically worth
2. Identify how to structure a tower transaction to meet your objectives (including, where applicable, who should manage energy and on what terms)
3. Determine the optimum balance of capital released versus opex reduction
4. Learn what works and what doesn't work from MNOs who have sold towers
5. Get the timing right! Determine whether to be a first mover, a fast follower (and avoid last mover disadvantage) or decide to retain towers indefinitely
6. Understand how to carve out your own towerco or create a joint venture towerco
7. Understand how towers are valued and what you can do to make your towers more valuable
8. Learn how to accelerate tower transactions: improving asset registers, securing stakeholder buy-in et cetera
9. Share opex reduction best practices with other MNOs and towercos
10. Hours of free advice from the investment bankers, lawyers and consultants who have advised on most of the world's tower transactions

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The procurement function:

TowerXchange is an indispensable resource for anyone involved in the procurement of passive infrastructure equipment and services

What's in it for me? Top 10 reasons for engagement:

1. Use TowerXchange who's whos to accelerate the shortlisting of RFP recipients for all passive infrastructure
2. Expos at TowerXchange Meetups provide a one stop shop of credible, proven vendors
3. Save months of the time it would take to meet all the key stakeholders by meeting them all at the annual TowerXchange Meetup!
4. Share opex reduction best practices with other MNOs and towercos
5. Identify build-to-suit and turnkey infrastructure partners to optimise rollouts, extensions and densification projects
6. Learn which technical innovations are working for the towercos and which aren't
7. Explain your procurement priorities, processes and requirements
8. Make price, quality and credibility comparisons among providers of towers, batteries, DGs, hybrid and green energy, RMS, ILM, access control systems and O&M services
9. Evaluate towercos as prospective build to suit and co-location providers
10. Tap into TowerXchange's deep research into the key categories of passive infrastructure equipment and service provision to ensure you have considered 'whole of market'