

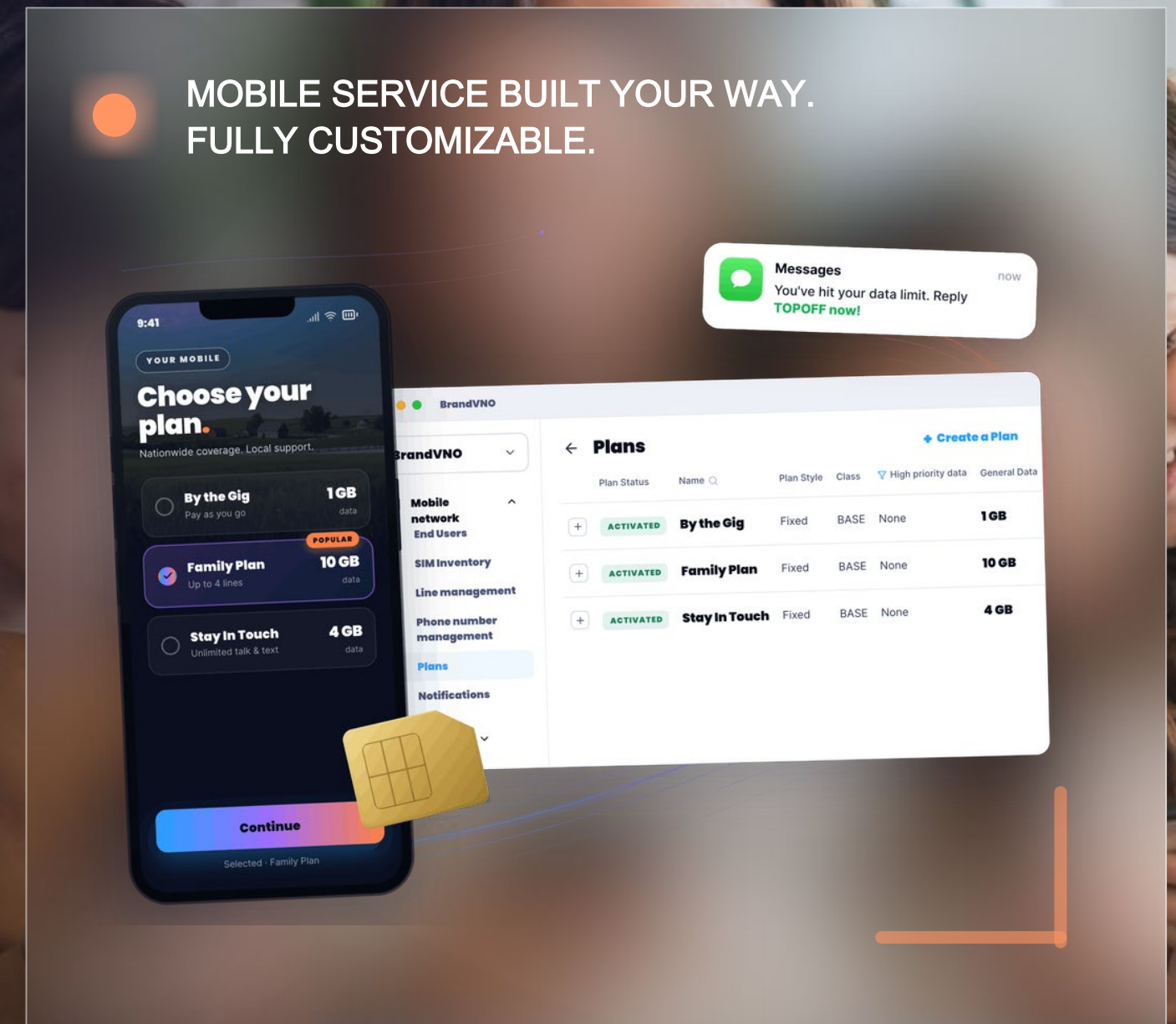
LaunchMyMVNO

A new mobile solution built for regional providers.

How bundling broadband and cellular cuts churn, and what it takes to launch mobile under your own brand.



Presented by Tea Salamone
Comtrend · Business Development Manager



Rooted in rural. Growing with you.

35+ YEARS

Trusted by service providers for 35+ years.

From xDSL and fiber CPE to Wi-Fi gateways, our hardware has been in provider networks for decades. Mobile is the next box we build for you.

XDSL

FIBER & PON

WI-FI CPE

MOBILE

WHAT WE GUARANTEE



Easy Escalation

Direct access to your support team, and to management when you need it.



Flexible Solutions

No one-size-fits-all. We build around your unique needs and make it your way.



Strategic Growth Support

Help navigating market challenges, optimizing procurement, and driving long-term growth.



LaunchMy**MVNO**

COMTREND x **OXIO**

Bringing better mobile to regional & rural providers

Through our partnership with OXIO, we're delivering a mobile solution designed specifically for rural and regional service providers.

OXIO QUICK FACTS

2M+

Activated Lines in North America

4

Global Office Locations

New York, NY

Headquarters

51-200

Company size (employees)

2018

Founded

20M+

OXIO is co-leading a US-based consortium acquiring Movistar Mexico subscribers

The Partnership

WHY WE BUILT THIS WITH OXIO

THE QUESTION

“How do we compete when the bundle becomes the standard?”

THE GAP

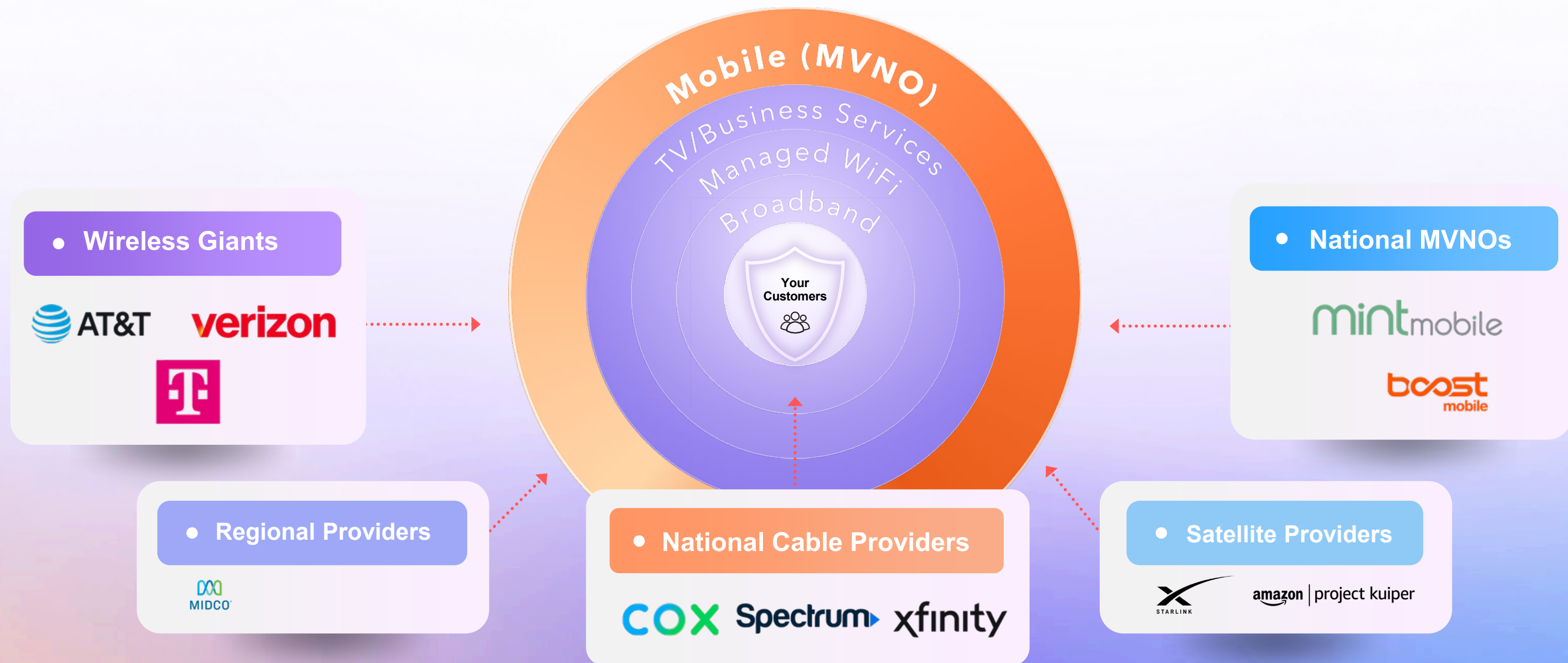
Every option was cookie-cutter, standard plans.

WHY OXIO

OXIO is built to customize- not just rebrand.

The Battle for the Customer Relationship Has Changed

Competitors are using mobile and bundles to win



HOUSEHOLD ADOPTION

26%

of US households already bundle
broadband + mobile from one
provider ¹

The convergence wave is here.



Reduced
churn

lower likelihood of cancelling for bundled mobile +
broadband + TV customers — while lifting converged
ARPU per household ²



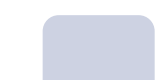
Convergence
ratio

830K



mobile
lines
added

280K



broadband
subs lost

mobile lines gained per broadband
sub lost, Q1 2026 ¹

¹ Parks Associates, Broadband Market Tracker, July 2026

² Optimum - commissioned consumer research, reported by CNBC, April 2025

A New Mobile Model

OXIO is different: it is the **carrier of record** & owns the **core network** infrastructure, which allows for a **higher level of control, customization, and flexibility** than more traditional models.

THIS ENABLES

-  Easier, faster path to launching mobile
-  Greater control over plan design
-  No need for major infrastructure investment





BrandVNO

One Portal. Total Control.

Build the mobile business you want to sell — then run it in real time.

BUILD AND LAUNCH USER PLANS

CONFIGURE AND ACTIVATE NEW LINES

TRACK SIM INVENTORY AND DISTRIBUTION

EASY NUMBER PORTING

CONFIGURE DATA ALLOWANCES

ANALYTICS: LINES, CONSUMPTION, PLANS

Comtrend

Mobile network

End Users

SIM Inventory

Line management

Phone number management

Plans

Notifications

Analytics

SIMs

Order, manage, and track SIMs

Hot

47

Warm

9

Cold

1,884

Search by ICCID

ICCID range

Status

SIM order

Type

SIM tag

Country

Import CSV

0 SIM selected

Select all 1,940 results

Generate CSV

Set SIM tag

ICCID

SIM status

SIM order

SIM tag

Country

Comtrend

Mobile network

End Users

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Plans

Build and manage the plans you sell

Activated

6

Draft

2

Retired

3

Search by plan name

Plan status

Plan style

Class

Data

Country

0 plan selected

Select all 8 results

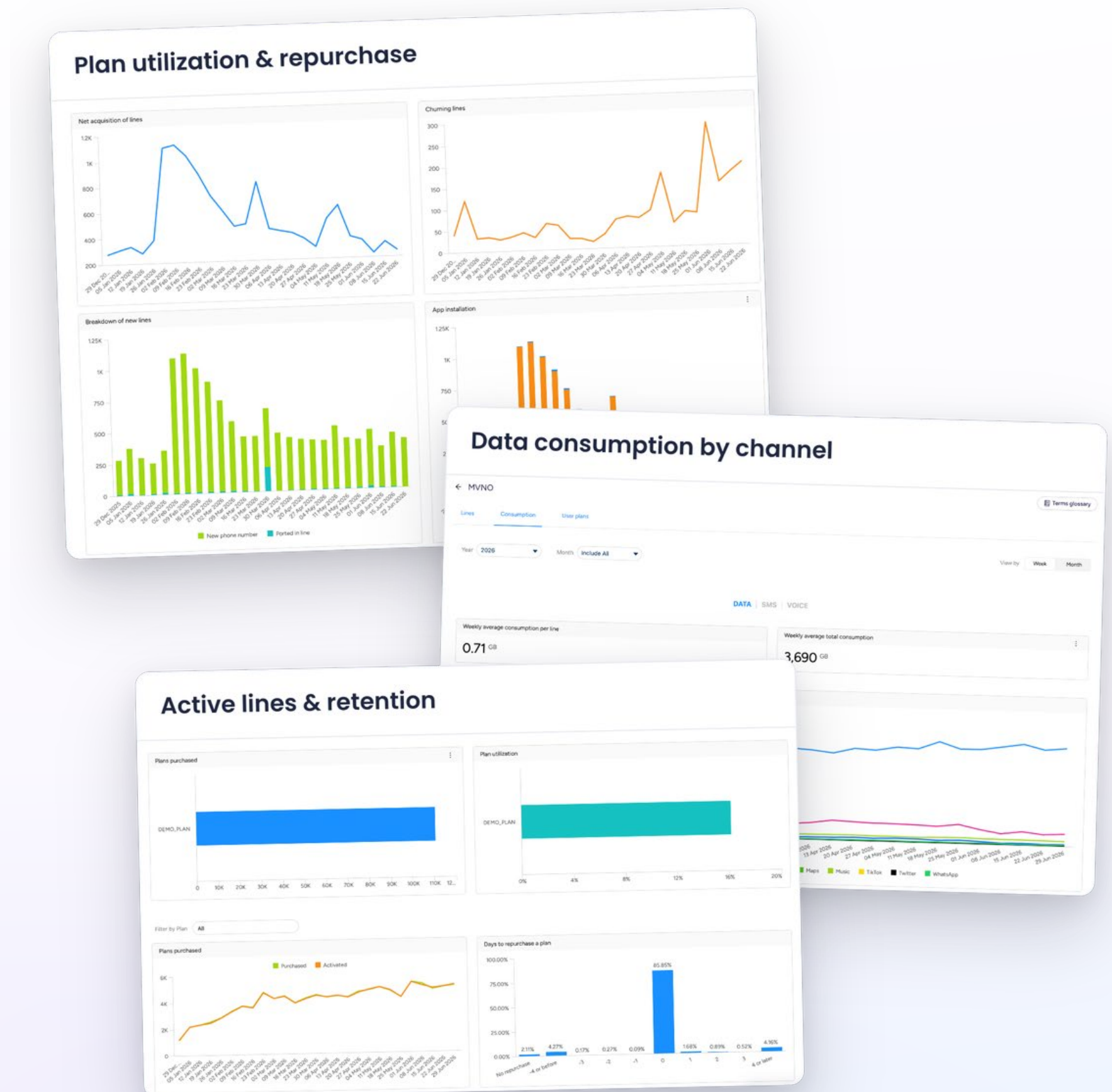
Generate CSV

Plan status	Name	Plan style	Class	High priority data	General data	
ACTIVATED	By the Gig	Fixed	BASE	None	1 GB	
ACTIVATED	Family Plan	Fixed	BASE	5 GB	10 GB	
ACTIVATED	Stay in Touch	Fixed	BASE	None	4 GB	
ACTIVATED	Hometown Unlimited	Tiered	PREMIUM	20 GB	50 GB	
DRAFT	Seasonal Saver	Fixed	BASE	None	2 GB	

Analytics & Reporting

Understand what's working.
Change what isn't.

- Plan purchases, activations, and repurchase rates
- Data, SMS, and voice consumption by subscriber
- Active lines, churn, and retention over time
- Usage by device, app, and time of day



Build mobile around your target markets.

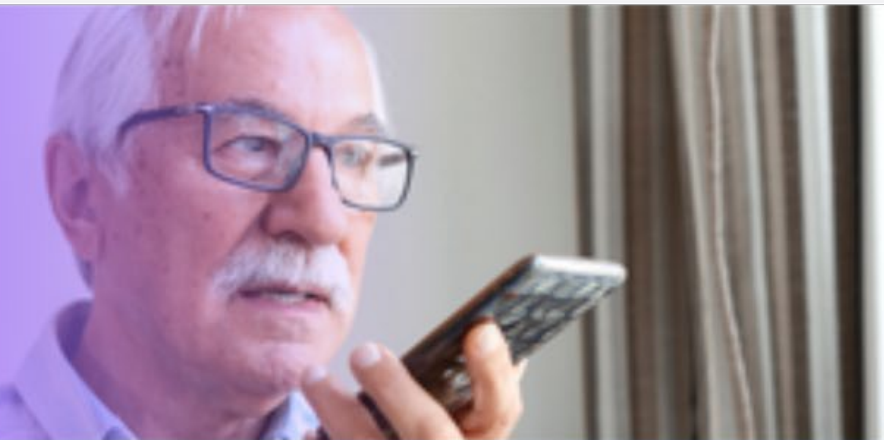
Mobile works best when it reflects the people in your community.

A NATIONAL CARRIER DESIGNS FOR SCALE

A RURAL PROVIDER CAN DESIGN WITH LOCAL CONTEXT

WHAT'S YOUR TARGET

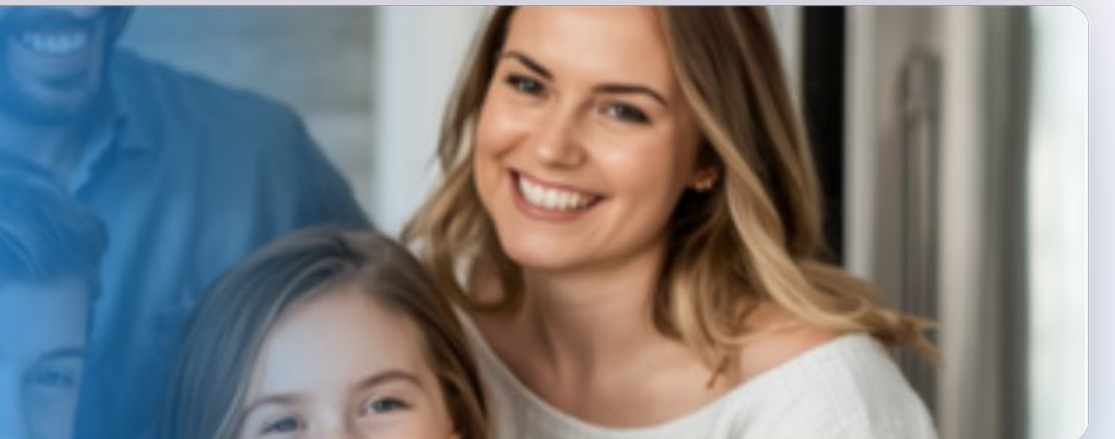
Seniors who value
simplicity & support



Immigrant
communities that
frequently call and
travel to specific
regions



Families with kids
who want talk & text
only



Zero rating traffic

Create local-first promotions

Apps or services excluded from a subscriber's data usage at the telco's discretion. The telco still incurs the cost.

YOU CONTROL THE OFFER

EASY, HIGH-IMPACT COMMUNITY VALUE

DIFFERENTIATES YOU FROM NATIONAL COMPETITION

LOCAL PROMOTION IDEAS

School districts — parent portals, grade apps, school livestreams

Medical systems — telehealth and local clinic apps

VA & federal support — VA portals and state-specific veteran resources

Promote unlimited access to the apps your town depends on.

BRANDVNO — TRAFFIC LABELS

Dedicated data

Data for specific apps or domains using Traffic Labels.

[Manage Traffic Labels](#)

Search by Traffic Label



EXAMPLES

School districts

StudentSquare

ParentSquare

Medical systems

HealtheLife

MyChart

VA & federal

VA: Health and Benefits

Veteran resources

FROM THE MARKET

What we're seeing across the providers we support.

MESSAGING

- Local ownership
- Local support
- Familiar faces

WHO THEY TARGET

- Existing subscribers
trust already built
- Senior residents
simplicity over features
- Low-income & seasonal
affordable, flexible

HOW THE PLAN IS SHAPED

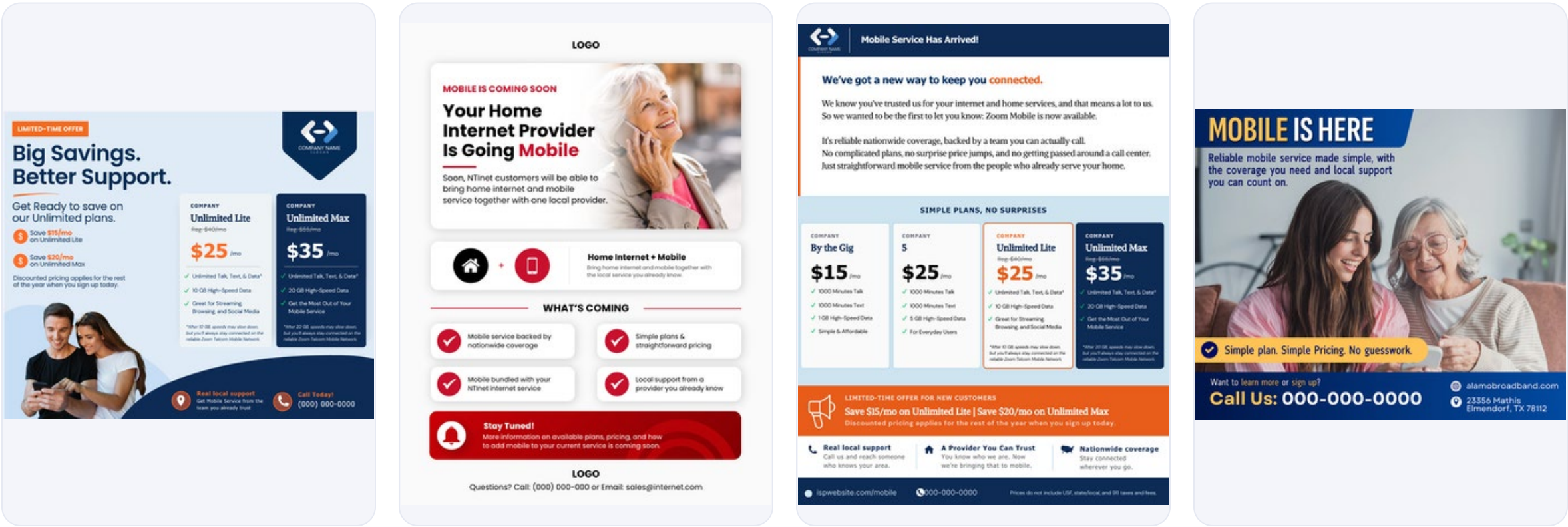
- One flat price for talk & text — no tiers to decode
- Prepaid add-ons with easy top-ups when needed
- Bundled with internet, not sold standalone

HOW THEY GET THE WORD OUT

- Direct mail & billing inserts to the base
- Local radio, email & social, town by town
- In-person at the counter & community events

We support you with go -to-marketing launch strategy, plan design, offer architecture, ongoing optimization, and ready -to-run marketing campaigns.

CUSTOMER EXAMPLES



Sample creative from providers— logos and specifics removed for privacy

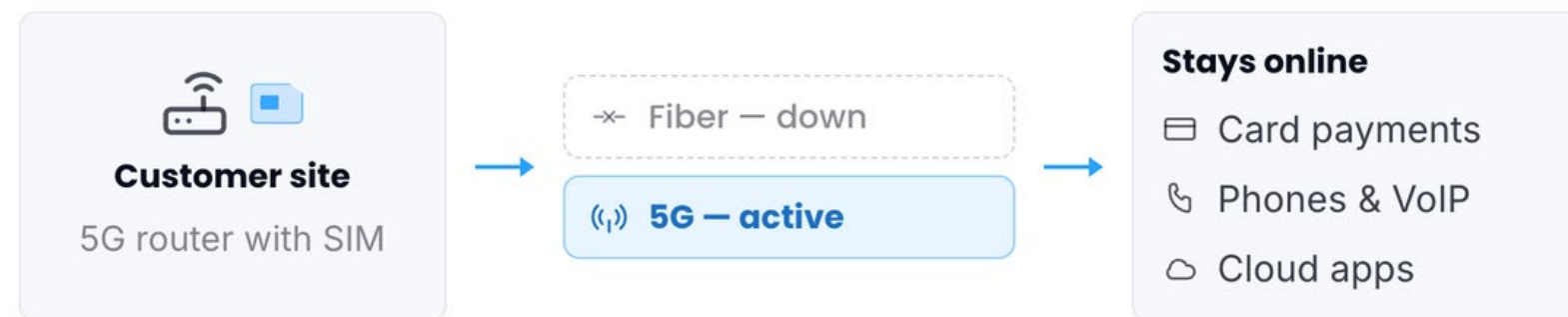
Additional Applications

5G failover

When the wired connection drops, 5G takes over automatically.

- Business continuity for commercial accounts
- Backup residential connectivity

EXAMPLE — RETAIL STORE DURING A FIBER OUTAGE

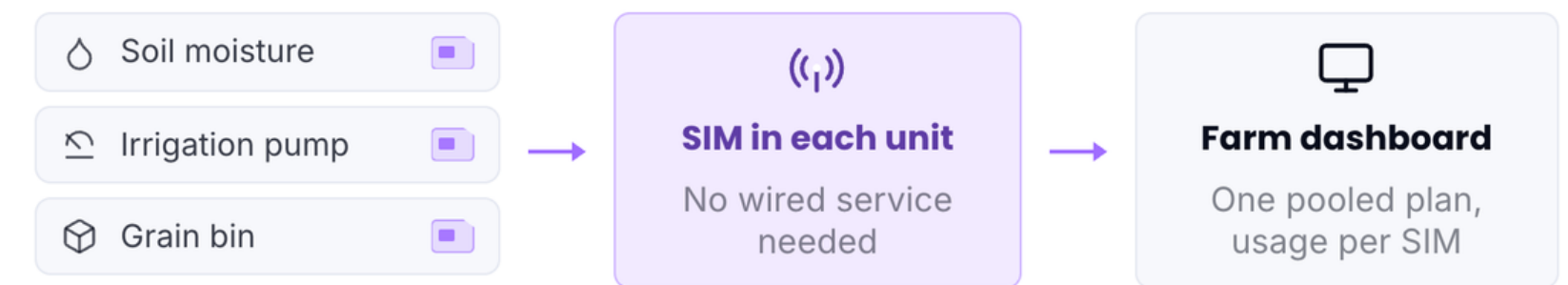


Machine to machine (M2M)

Low-data usage connectivity for equipment.

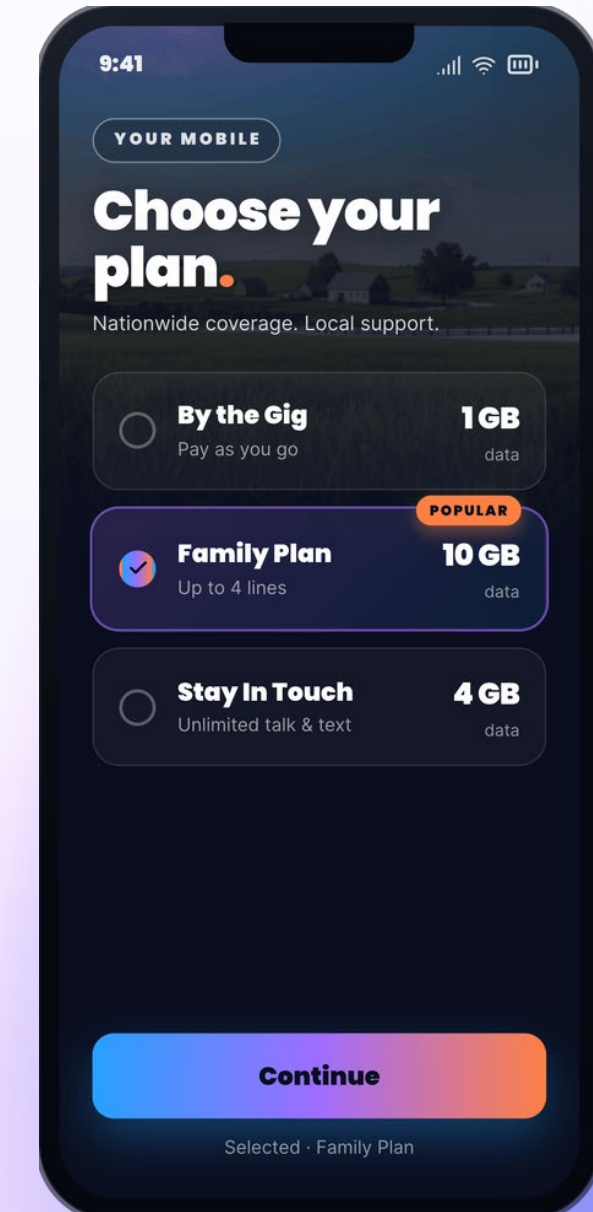
- Extend your ISP network beyond the premises
- Connect every site, vehicle, and machine off-network

EXAMPLE — FARM SENSORS ACROSS THE FIELDS



Three Things to Take Home

- **The market has shifted:** National carriers, cable companies, and MVNOs are all using mobile to win the whole household, not just one service.
- **The model matters:** How much control you have over plans, pricing, and data depends on who owns the telecom core. Not all MVNO models are built the same.
- **Local context is the advantage:** National carriers design for scale. Regional providers can design plans, zero-rated apps, and offers around the actual community they serve.



Thank you!

Interested?

Happy to answer questions or share more details.

GET IN TOUCH



EMAIL

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SCAN

View the
webpage