LINX127

CEO Update

Jennifer Holmes

19th November 2026

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2026 – 2028 LINX Company Strategy

01

Strengthen UK Market Leadership

02

Diversify Revenue from Product and Service Expansion

03

Build Organisational Resilience Through Operational and Cultural Excellence

04

Long-term Growth through targeted Global Expansion

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UK MARKET LEADERSHIP

London Metro Resilience pricing

How it works

PRIMARY

LON1

Existing service

mirrored on →

RESILIENCE

LON2

60% OFF



£180,000

total discount returned to the members July – October 2026

A **60% discount** on LON2 services that mirror LON1 service.
Launched in July 2026.

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UK MARKET LEADERSHIP

Growth across our UK LANs

PEAK TRAFFIC MILESTONES SURPASSED

LON1 peak traffic — **10 Tbps**



LON2 peak traffic — **1 Tbps**



Manchester peak traffic — **1 Tbps**



LONDON LANS

+24%

Connected port capacity increase so far this year

Also launched **CloudConnect in Manchester**

Continued to support the growth and organisation of **NetUK**

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GLOBAL EXPANSION

Center3 Partnership, Saudi Arabia

Providing managed IXP services

Riyadh

TRAFFIC

over 1 Tbps

Jeddah

TRAFFIC

over 900 Gbps

Dammam

STATUS

New

RECENTLY LAUNCHED

- Services undisturbed by the geopolitical unrest so far this year
- All build / refresh work this year delivered by third parties, co-ordinated with our UK teams, and all gone well

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GLOBAL EXPANSION

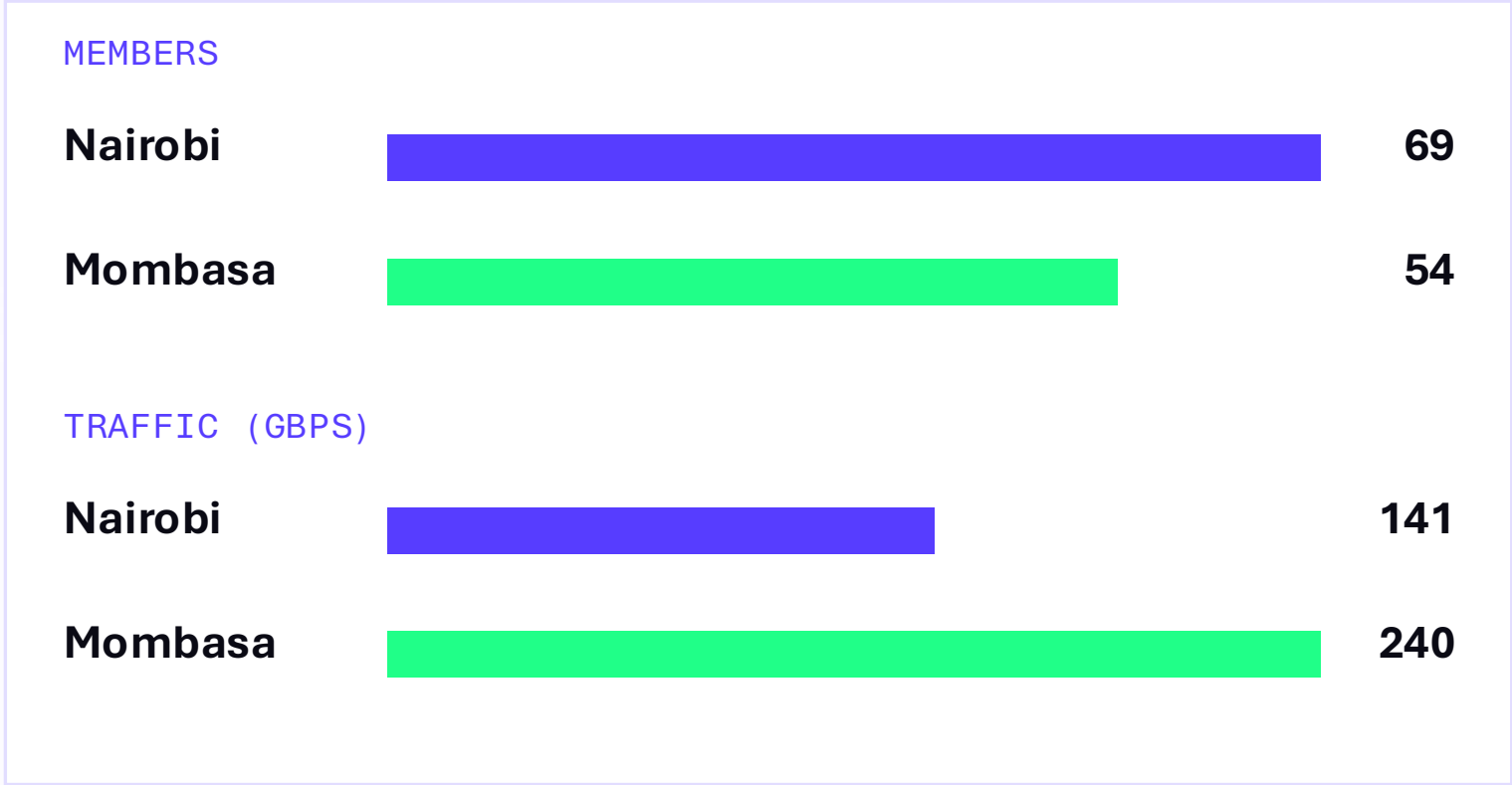
Kenya: Nairobi and Mombasa

+50%

increase in revenue so far this year

+150%

Connected capacity so far this year



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GLOBAL EXPANSION

How “Other” Revenue Comes Back to Members

01 · REVENUE

£££

02 · OFFSET

Supplements our costs in the UK

03 · MEMBERS

Delivers back to the membership

e.g. London Metro Resilience Pricing

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MEMBERSHIP SURVEY

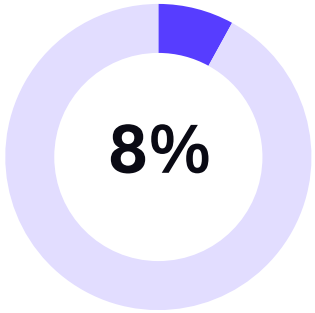
Membership Survey

NET PROMOTER SCORE

58

Much higher than the industry average

RESPONSE RATE



of the membership completed it this year, with the response rate **steadily declining** over the years

Responses still very positive

Quality of Service and technical expertise scoring very high

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MEMBERSHIP SURVEY

What Members are Asking For

More flexible bandwidth options

Smoother capacity upgrades

Enhanced maintenance alerting

Enhanced alerting systems for maintenances

HIGH DEMAND

DDoS mitigation and detection

Quite a high level of requests for enhanced DDoS mitigation / detection services

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Questions, Comments, Thoughts?

