



SOCIAL IMPACT

2023/2024 REPORT

TABLE OF CONTENTS

A MESSAGE FROM OUR CEO 1

A NOTE FROM OUR CHIEF PEOPLE OFFICER 2

ABOUT UScellular® 3

GIVING BACK TO OUR COMMUNITIES 4

DIVERSITY AND INCLUSION 12

SUSTAINABILITY 2023 15

SUPPLIER DIVERSITY 17

TOTAL REWARDS 18

TRAINING 19

RESPONSIBLE MARKETING 22

PROTECTING YOUR INFORMATION 23

A MESSAGE FROM OUR CEO

For many people, it's hard to imagine a world without connectivity. It brings us closer to loved ones, creates a sense of community and makes the world feel within reach. It connects us to endless amounts of information, entertainment and education within seconds. It powers tomorrow's technology and innovation, like the building of LTE, which created a network that supported the development of innovative apps like Uber, Zoom and Instagram. Connectivity has transformed our daily lives and will continue to for years to come.

We recognize the power of connectivity and UScellular's impact on communities, the economy and innovation. This is why we focus on connecting people to what matters most. For the past 40 years, we've brought connection to where we believe it's needed most—building wireless networks from the ground up, focusing on often overlooked small towns and cities where wireless service can be challenging. And 40 years later, we still believe connectivity matters. As we look to the future, we believe connectivity needs to become a national priority. This can be achieved through increased access to spectrum, investments in infrastructure to support emerging technologies and finding new ways to collaborate and innovate.

The connections we make with and for our customers, our associates and our local communities are what matters most. We strengthen our networks to help customers make reliable connections with family and friends. We celebrate our associates' passion for giving back to our local communities and create an environment of career growth and openness to connect with diverse perspectives. And we connect thousands of youths to the tools and resources they need to expand their future opportunities.

We know building connections—whether it's a wireless network or with people—is a process. It takes care, attention and the ability to evolve. We invite you to check out our progress in our second *Social Impact Report* and join us as we develop our connections.

Laurent “LT” Therivel
President and Chief Executive Officer



A NOTE FROM OUR CHIEF PEOPLE OFFICER

At UScellular®, our 4,300 associates care deeply about our people, customers, communities and shareholders, which is why I can confidently say I have the best job. I get to support passionate and highly engaged people who deliver exceptional outcomes every single day. Throughout this *Social Impact Report*, you will see examples of the meaningful difference we are making by working together.

Being inspired by our people and championing each other's ideas no matter the person's level within the organization is integral to our culture. We trust and empower each other to make sure we're all doing whatever we can to understand and support our people, our customers and our local communities' needs. From starting a parent and caregiver associate resource group, sharing a STEM career journey with young women, to supporting our communities during natural disasters, our passion and commitment shines through.

I'm proud to work for UScellular, and I'm proud of the many accomplishments you'll find in this year's *Social Impact Report*. Congratulations, and thank you to our associates who made all this goodness happen.

Kevin Lowell

Executive Vice President, Chief People Officer



ABOUT UScellular®

As the fourth-largest full-service wireless carrier in the United States, UScellular provides national network coverage and industry-leading innovations designed to help customers stay connected to the things that matter most.

Through a wide range of communication services—including 5G unlimited and prepaid plans, small business packages and high-speed home internet—we provide a strong, reliable network supported by the latest technology. We offer services that enhance consumers' lives, increase the competitiveness of local businesses and improve the efficiency of government operations.

Our incredible team of 4,300 full and part-time associates across the United States is dedicated to fulfilling our mission—connecting people to what matters most.

COVERAGE MAP



■ Data Coverage
■ No Coverage
* Compatible device required

Data coverage map shown.

For the most up-to-date voice and data coverage including 5G, visit us at uscellular.com/coverage-map

WHAT DRIVES US

Dynamic Organization

[newsroom.uscellular.com/
leading-a-dynamic-organization](https://newsroom.uscellular.com/leading-a-dynamic-organization)



FAST FACTS

• **Founded:** 1983 • **Customers:** 4.6 million • **Revenue (2023):** \$3.04 billion • **Associates:** 4,300

AWARDS

In 2023, UScellular was recognized with many awards.

Company Awards

- Brands That Matter; Fast Company
- Chicagoland Admin Awards—Founders Award

Workplace Awards

- Top Score of 100 on the Disability Equality Index; Disability:IN
- Top Score on the Corporate Equality Index; Human Rights Campaign
- America's Best Employers For Diversity; Forbes (Four consecutive years)
- America's Best Midsize Employers; Forbes

- The Inclusion Index; Seramount
- Veteran-Friendly Companies; U.S. Veterans Magazine
- Southeast Wisconsin's Top Workplaces; Milwaukee Journal Sentinel
- 100 Best Companies to Work For in Oregon; Oregon Business Magazine
- America's Best Places to Work for Hispanics / Latinos; Hispanic / Latino Professionals Association

PR Awards

- Best Newsroom; PRNEWS Platinum Awards
- Best Website Launch; PRNEWS Digital Awards



GIVING BACK TO OUR COMMUNITIES

At UScellular, our commitment to giving back is deeply ingrained in our culture. We believe success is measured by our positive impact in the communities where we proudly work and live.

We are focused on addressing gaps in Science, Technology, Engineering and Mathematics (STEM) education by connecting tomorrow's innovators

with the resources they need today to help shape their future opportunities. Through partnerships with nonprofit organizations, original research and associate volunteerism, we're addressing the digital divide and providing critical resources in local communities.

CLOSING THE STEM EDUCATION GAP

UScellular's social impact framework to close the STEM education gap begins with awareness. When youth know there are multiple places and paths to a meaningful career in STEM, they see a future with possibilities. We provide vital tools like access to reliable connectivity to help youth in rural and underserved communities explore and develop STEM skills to propel them into bright futures. And we partner with Boys & Girls Clubs of America and Girls Who Code to provide STEM education resources and curriculum in safe and encouraging environments to foster a future in a STEM career.

Since 2009, we've invested more than \$47 million in monetary donations, technology resources and experiences to support nonprofit organizations across the country.



COMMUNITY IMPACT 2023 BY THE NUMBERS



\$1.3 MILLION

invested in nonprofits with nearly
90% supporting STEM.



200,000

youth reached with STEM
resources to shape future
opportunities.



NEARLY 40,000

youth have Wi-Fi access through
our *After School Access Project*.



**\$10.5
MILLION**

in hotspots and
service donated.



13,500

volunteer hours contributed.



\$240,000

personal donations matched.



BOYS & GIRLS CLUBS OF AMERICA

For nearly a decade, UScellular has partnered with Boys & Girls Clubs of America to provide youth with essential tools to help them reach their full potential. We deliver a total of \$1 million in grants to local Clubs to support 170,000 youth with STEM education resources and experiences annually.

Our 2023 partnership commitment continued by enhancing STEM education and experiences for 20 Clubs across the country. UScellular provided new laptops and 3D printers, expanded programming to include digital citizenship and LEGO robotics, and enriched learning experiences with field trips and family STEM nights.

Find out more about our involvement with Boys & Girls Clubs of America by visiting:

newsroom.uscellular.com/boys-girls-clubs-of-america



CONNECTING THE NUMBERS TO IMPACT

48%

of youth in grades 4-12 became more curious about pursuing a STEM education and career.

**170,000
YOUTH**

provided with STEM education resources and experiences in the 2022-23 school year.

A 2022 BOYS & GIRLS CLUB SURVEY OF CLUB MEMBERS FOUND:

64%

of Boys & Girls Club members express high interest in STEM.

**NEARLY
50%**

of Boys & Girls Club members in grades 10-12 have high performance in STEM courses.

**NEARLY
50%**

of Boys & Girls Club members in grades 4-12 have high STEM efficacy.

**NEARLY
2/3**

of Boys & Girls Club members have confidence in their science-related problem-solving skills.



GIRLS WHO CODE

In 2023, UScellular funded a unique two-week experience through a virtual classroom during the Girls Who Code Summer Immersion Program. Throughout the summer each participant learned how to design their own video game through an introduction to UX design basics and JavaScript to create a fully-designed video game by the end of the session.

Throughout the two-week session, 55 young women joined UScellular associates to:

- Learn the steps to secure an internship from UScellular's interns.
- Hear about nontraditional career paths to STEM roles.
- Communicate their story to promote their final video games from UScellular's media relations and social media teams.
- Receive tips and guidance from UScellular associates who are early in their career journeys.

Overall, Girls Who Code students connected with UScellular associates to see what a STEM career could look like. "It was cool to hear from a college student's perspective since college is so close by," said one of the students.

Find out more about how we are closing the STEM education gap by partnering with Girls Who Code by visiting:

newsroom.uscellular.com/girls-who-code



73%

of participants said they are more interested in pursuing a tech career.

85%

became more aware of computer science career pathways.

89%

shared they want to intern or work for their partner company.

eliminating racism
empowering women
ywca

YWCA

In 2023, UScellular donated \$100,000 to YWCA USA to support the update of their TechGYRLS® curriculum. YWCA TechGYRLS was created to support economic empowerment for underserved girls through a combination of technology and community involvement.

Through UScellular's *After School Access Project*, we donated \$4.7 million in wireless hotspots and service to 17 YWCA locations across the country to help youth access the connectivity they need outside of the classroom.

Learn more by visiting:

newsroom.uscellular.com/ywca



AFTER SCHOOL ACCESS PROJECT

UScellular extended its commitment to help connect youth in 2023 with up to \$13 million in new funding to address the homework gap in the United States. The company's initiative, *After School Access Project*, provides mobile hotspots and two years of service to nonprofits that support youth after the school day has ended, and offers safe and reliable internet access for homework and education.

UScellular created the *After School Access Project* in 2021 in response to the "homework gap" among youth who lack access to reliable internet outside the classroom. To date, the company has donated more than 18,000 in hotspots and service worth over \$23 million.

The youth and leaders of the Boys & Girls Club of Cedar Valley in Waterloo, Iowa, shared what this program has helped them accomplish from homework help, accessing online math games, and learning about plants, insects and nature on a field trip to a local state park.

youtube.com/watch?v=uWFjyD9PM_k

AfterSchoolAccessProject.com



SUPPORTING OUR ASSOCIATES AND COMMUNITIES

Our associates are deeply committed to engaging with their communities and UScellular shares their passion. We offer a range of programs to support these charitable endeavors, including personal donation matching, a Dollars for Doers grant and skills-based volunteerism. In 2023, associates volunteered nearly 13,500 hours across our communities.

CONNECT YOUR CAUSE

As part of our Connect Your Cause initiative, we invited our associates to nominate and vote for nonprofit organizations they support. We were thrilled to donate a total of \$46,000 to seven incredible organizations selected by our associates, including:



SKILLS-BASED VOLUNTEERISM

UScellular associates put their knowledge and skills to use to help nonprofits solve some of their biggest challenges. From 2022 through Q2 2023, our nonprofit partner Common Impact, coordinated more than 70 UScellular associates to participate in four skills-based volunteer projects, including one-day pitch competitions and long-term consulting projects. These volunteer projects benefited STEAM Engine, Project SYNCERE and Math Circles of Chicago.

Our associates made a long-lasting impact on these nonprofits giving nearly 650 hours of volunteer time, equal to more than \$200,000 in donation value. The experience had a significant impact on our associate volunteers. Over 90% found volunteering valuable for their professional development and made them more likely to recommend UScellular as an excellent place to work.

April National Volunteer Month

In honor of UScellular's 40th anniversary, our associates hosted more than 40 acts of service in 2023 throughout National Volunteer Month to give back and make meaningful connections with our local communities. Their volunteerism included participating in a nonprofit skills-based pitch competition, assembling dental hygiene kits, preparing thousands of meals at food banks and shelters, and so much more.

Throughout April, associates volunteered nearly 2,000 hours across our communities with an equivalent estimated value of almost \$59,000.

In the spirit of giving back, we also recognized nine associates for their significant volunteer service in 2022. For their philanthropic efforts, they each received the President's Volunteer Service Award, a prestigious honor from the Office of the President of the United States. This award acknowledges individuals whose service positively impacts communities in every corner of the nation and inspires others to take action.

PREPARED MEALS

for individuals and families
in Manchester, NH;
Bangor, ME; and
Sterling, IL.

PLANTED VEGETABLE GARDENS

with Boys & Girls Club kids
in Winterville, NC and
Brigade Boys & Girls Club
in Wilmington, NC.

FILLED BACKPACKS

with food and supplies for
families in Quincy, IL.

ASSEMBLED HYGIENE KITS

for Boys & Girls Club
kids in Chicago, IL.



DIVERSITY AND INCLUSION

At UScellular, we recognize that a diverse and inclusive workforce contributes to our success. By embracing a range of perspectives and experiences, we can better serve our communities, attract top-tier talent and create an environment that fosters innovation and growth.

We are committed to ensuring all of our associates, customers and suppliers feel valued, respected and supported. We understand that promoting diversity and inclusion requires ongoing effort and investment. In everything we do, we strive to value and celebrate our differences, including but not limited to race, color, age, religion, sexual orientation, gender identity, national origin, disability, veteran status and pregnancy.

As evidence of our commitment, we're proud to be recognized by the Human Rights Campaign on their Corporate Equality Index and as a Best Place to Work for Disability Inclusion by earning a top score on the Disability Equality Index.

ASSOCIATE RESOURCE GROUPS (ARGs)

We encourage our associates to bring their authentic selves to work through UScellular's nine Associate Resource Groups (ARGs), which are aligned with our vision and values. These groups foster engagement, empowerment and professional development opportunities, providing a space for associates to connect with others

who share similar experiences and backgrounds. We are committed to supporting our ARGs and ensuring they remain a valuable resource for associates. In 2023, more than 1,800 associates were registered for ARGs.

PARTNERSHIPS

In our ongoing efforts to nurture top talent, support our ARGs and extend our outreach efforts, we forge external partnerships and collaborate with organizations such as Disability:IN, Hispanic Alliance for Career Enhancement, National Black MBA Association, Out & Equal, Society of Women Engineers and Upwardly Global.



Asian American Network (AAN)



Latino Associate Network (LAN)



PRIDE



CapAble Associate Network (CAN)



Next Generation Empowerment Network (N-Gen)



Veterans & Associates Leading Organizational Results (VALOR)



Empowering Parents and Caregivers Together (EmPACT)



Network of Black Associates (NBA)



Women in Action (WIA)

OUR 2023 GENDER NUMBERS BY LEVEL*



INDIVIDUAL CONTRIBUTOR	MANAGER	DIRECTOR	EXECUTIVE
41%	41%	45%	45%
59%	59%	55%	55%

OUR 2023 DIVERSITY NUMBERS*

WHITE	68%
HISPANIC OR LATINO	11%
BLACK OR AFRICAN AMERICAN	9%
ASIAN	8%
OTHERS	4%

*These numbers represent data tracked by UScellular's Human Resources Department and reflects more current data than EEO-1 data.

ANNUAL INCLUSION SUMMIT

UScellular's annual Inclusion Summit provides an opportunity for associates across the company to learn new perspectives and take action to build an environment of inclusion, understanding and belonging for all.

As part of our effort to create an inclusive culture where differences are embraced, UScellular hosted the Inclusion Summit for the fourth consecutive year. The 2023 Summit, titled "The Inclusion Experience," provided more than 1,400 associates with sessions covering Diversity Equity & Inclusion (DE&I) topics and providing resources on diversity in the workplace.

Sessions Included:

- *Welcome to Shelbyville: A Discussion on Diversity Dynamics in Small Town America*
- *Oops! I Made a Mistake: Practicing Inclusive Behavior with the LGBTQ+ Community*
- *The Joy of Showing Up Authentically*

- Engaging with Supplier Diversity
- Real People, Thinking Differently: A Discussion on Neurodiversity
- Announcement of 2023 DE&I Award Recipients

PAY EQUITY

Everyone should be fairly compensated for their work, which is why we conduct periodic pay equity reviews at all levels. UScellular's methodology is objective and accounts for factors such as job function, level and location. By conducting these regular reviews, we ensure that we compensate our associates fairly while continuing to build a culture where everyone can thrive.



“You can choose to hide who you are, or you can choose to own it, and show it to the world UNAPOLOGETICALLY. That is what will make you IRREPLACEABLE.”

“Customer care is human-centric, so it evolves differently than technology. How we improve goes beyond adding a faster processor and more pixels to a new smartphone. Instead, it all starts with tapping into a very basic human feeling—empathy. Being able to understand customers’ emotions, thoughts and experiences is no easy task, but our team strives to do so with every single interaction.”

“We don’t always know how we can best support our colleagues at work. And that’s okay. Championing inclusion means embracing the responsibility to seek that knowledge.”

“To date, we’ve taught hundreds of associates on how to lead with empathy through our Customer Support Foundations training, which also includes learning about our customer experience approach and our customer interaction model.”

“Inclusivity is not about simply tolerating differences; it’s about embracing diversity, celebrating uniqueness and creating a tapestry of acceptance where every thread has value.”

– Nancy Fratzke,
Vice President, Customer Support

To learn more about our culture and commitment to our customers, visit
newsroom.uscellular.com/leading-with-empathy-our-commitment-to-customers

SUSTAINABILITY 2023

UScellular is on a journey to address our environmental impact throughout our company. From operations to supply chain, we are implementing sustainable practices. We're providing our associates with a healthy work environment and engaging in traditional and innovative partnerships to build a culture of sustainability to serve our communities.

RECYCLING TECHNOLOGY

Our company continuously evolves with new technologies. When introducing innovations like 5G, we prioritize retiring old solutions with sustainability in mind.

In 2023, we sunset our CDMA service, resulting in a reduction in energy consumption and carbon footprint. Shutting down 7,000 CDMA cell sites within a year saved an estimated \$7.5 million and reduced carbon emissions by over 21,000 metric tons. UScellular properly disposes of unused equipment following state, federal and local regulations.

TRADE-IN PROGRAM

Customers can trade in their old devices for a monthly discount on a new phone or receive a credit of up to \$650 on their account. In 2023, we recycled/repurposed 242,477 devices and diverted 109,110 pounds from landfills.

MANAGING ENERGY

One way our company addresses its environmental impact is through UScellular's Environmental Management System (EMS). EMS reduces our carbon footprint by minimizing utility usage after regular business hours or when stores are closed for holidays. In 2014, UScellular installed EMS at all of our retail stores to control and monitor HVAC and lighting systems, reducing energy usage and costs.

Our associates are trained on various EMS platforms to minimize utility consumption while maximizing operations. Our trainings include: OSHA (Occupational Safety and Health Administration) safety awareness training, fall protection, safety and health programs, health hazard standards training and safety training.



Additionally, we installed solar panels to power the main break room of our Knoxville Customer Care Center where we publicly share power and energy data, environmental benefits and weather information for the site. Since installing this technology in 2023, we have saved 99,000 pounds in carbon emissions—the equivalent of 749 trees planted.

TOTAL RECORDABLE INCIDENT RATE (TRIR)

UScellular works to provide a healthy environment for our associates. One of the ways we do this is by tracking and reporting all safety incidents to maintain compliance with OSHA. Based on the Total Recordable Incident Rate, a metric used by OSHA to compare the safety performance of companies within industries or groups, the UScellular TRIR for 2023 was 0.39. We continue to improve the safety focus areas of ergonomics, biological hazards and fall protection.

AWARDS

In 2023, UScellular was awarded Gold and Silver from Scor3card, The Sustainability Alliance for eight of our facilities.

RESULTS OF UScellular's SUSTAINABILITY EFFORTS IN 2023



RECYCLED

**3,400
POUNDS**
OF BATTERIES.



DIVERTED

**2.3 MILLION
POUNDS**
OF LED FROM BEING PUT
INTO LANDFILLS.



THROUGH OUR PAPER SHREDDING PROGRAM,
WE RECYCLED:



112 TONS OF PAPER AND AVOIDED



705 TRASH BAGS WHICH IS THE
EQUIVALENT TO:



4,270 BATHTUBS
OF WATER PRESERVED



2,697 TREES SAVED



1,351 RESIDENTIAL
REFRIGERATORS NOT RUN



119 GAS-POWERED CARS
OFF THE ROAD



INSTALLED
ELECTRIC VEHICLE

**CHARGING
STATIONS.**



UPGRADED

**LED
EQUIPMENT**
IN 10 DIFFERENT LOCATIONS.

SUPPLIER DIVERSITY

UScellular is committed to enhancing the use of certified diverse-owned businesses by proactively developing relationships with minority, women, veteran, service-disabled veteran, disabled, LGBTQ+, disadvantaged and small-owned businesses within our supply chain. Our Supplier Diversity Program is built on policies, processes and behaviors that together ensure engagement with diverse-owned businesses in our supply chain and procurement initiatives.

SOCIAL RESPONSIBILITY

We pride ourselves on serving our customers, businesses and communities in our service territories. We know that there is more than a good way to do business—there's a right way.

INNOVATION AND DIVERSITY OF THOUGHT

Diverse businesses are viewed as valued and strategic partners that bring distinct skills, different perspectives and innovative ideas to make us more competitive in the marketplace.

ECONOMIC IMPACT

This program strives to foster awareness, enhance collaboration and provide support to diverse businesses and their respective communities while making an impact in cost savings and sales generation through improved supplier diversity performance.

GROWING PARTNERSHIPS

Building our partnerships both internally and externally is the strategic goal for UScellular's Supplier Diversity Program. The industry knowledge, programming and diverse supplier databases of our partners, like the ones listed below, provides UScellular the opportunity to engage with the diverse and small business community, championing each other and providing business opportunities to traditionally underrepresented groups.

- National Minority Supplier Development Council (NMSDC)
- Women's Business Enterprise National Council (WBENC)
- National LGBT Chamber of Commerce (NGLCC)
- National Veteran Business Development Council (NVBDC)
- Disability:IN
- Women's Business Development Center - Midwest (WBDC)
- Small Business Administration (SBA)

"Our Supplier Diversity Program at UScellular champions suppliers from diverse backgrounds, aiming to strengthen our supply chain while contributing to the economic empowerment of underrepresented communities. This initiative reflects our dedication to create a more resilient supply chain and inclusive business environment as we help our communities connect to what matters most."

– Laurent "LT" Therivel,
President and Chief Executive Officer



TOTAL REWARDS

OUR TOTAL REWARDS FRAMEWORK

UScellular is committed to promoting an environment that supports each associate achieving their fullest potential by enhancing physical, emotional, financial and social well-being. Our benefits and HR program encourage associates’:

- **Physical Well-Being:** Having the means to prevent or overcome illnesses and injuries through healthy eating and good exercise habits.
- **Emotional Well-Being:** Empowering associates to cope with challenges that distract from feeling fulfilled in work and life.
- **Financial Well-Being:** Providing the tools and knowledge to make decisions that result in feeling economically secure.
- **Social Well-Being:** Having a community where everyone belongs and contributes to a thriving culture.

Health Benefits

We extend our health benefits to spouses/domestic partners and children, and to eligible children of domestic partners and other dependents. These benefits include:

- Competitive medical, dental and vision plans. In 2023, 85% of associates participated.
- Paid parental leave.
- Short-term and long-term disability.

Financial Benefits

Financial well-being is vital for overall health. That’s why we offer our associates opportunities, such as:

- A 401(k) savings plan: Associate participation was at 94% in 2023.
- Tuition assistance for full-time and part-time associates, available after three months of continuous service.
 - Approximately \$1 million spent in 2023.
- A pension plan.
 - All employees are eligible for a pension following their second calendar year of employment.

Providing these benefits and services are just some of the many ways we support our associates.

Associate Engagement

Well-being takes many forms and our well-being priorities can shift through life. In October we hosted a *Focus on Well-Being* week encouraging all associates to “Take Action For A Better You” during eight different sessions covering topics including digital mindfulness, self-care, financial planning and preventing burnout.



RECENT RECOGNITION

Adoption Assistance

UScellular listed on the Dave Thomas Foundation for Adoption’s 100 Best Adoption-Friendly Workplaces

We are leading the way in providing benefits to help our associates become parents through adoption or foster care. The Dave Thomas Foundation for Adoption recognized our program because it includes financial assistance of up to \$10,000 in qualifying expenses per adoption after three months of service, and six weeks of paid parental leave to associates who have worked for at least six months when growing their family by birth or adoption. Associates also have free premium access to **care.com**, the world’s largest network of care providers.

TRAINING

UScellular has comprehensive training programs focused on developing employees' skills and supporting their career development. As a learning organization, we provide foundational and ongoing development for all employees starting on the first day of the employee lifecycle. Diversity and inclusion training is a primary focus of these programs and is required for all new hires and included in the annual training for all associates. Our training enables UScellular employees to lead, innovate and support the communities where they live and do business.



2023 INVESTMENTS

Employee Training and Development Programs

NEARLY

\$5.5 MILLION

Total Hours of
Employee Training

NEARLY

80,000

Total Hours of Diversity
and Inclusion Training

4,600

Tuition Assistance

APPROXIMATELY

\$1 MILLION

Investment per Associate

\$900 – \$1,000

FOUNDATIONAL/NEW HIRE TRAINING

Newly hired associates learn how to achieve career goals and become productive team members through the foundational education provided by our operations, training and development. Within each program, we implement the content, activities and assessments necessary to accomplish the learning objectives. To meet our associates' learning needs, we vary the learning techniques and interaction types throughout our programs. We also survey associates on their experience to help ensure their overall learning provides a professional learning experience.

MORE TRAINING

We offer additional programs designed to give newly hired associates with a path toward becoming productive contributors to UScellular's long-term success. These include customer support training, retail wireless consultant training and telesales training.



TRAINING OBJECTIVES



Use tools and resources to assist customers.



Connect with customers and show we care.



Provide individual support when needed by associate learning partners, new hire coaches and mentors.



Protect customer privacy during each interaction.



Give coaching access to associates during practice role plays and skill checks.



Use technology to create a virtual cohort.

ONGOING DEVELOPMENT

Ongoing development throughout our careers helps us grow our expertise and become better at serving the needs of customers. In order to meet those needs, we provide a variety of development training, including:

P2W:

A program that tracks individualized monthly action plans created by each store and associate. This tracking assists associates in setting daily goals while allowing them to monitor daily and monthly pacing to ensure they are on track for hitting their sales targets.

Upduo:

A virtual peer-to-peer coaching platform that pairs associates across the organization to complete short role plays on topics related to sales skills.

Lifehacks:

A virtual meeting where the Enablement teams bring together selected audiences to teach best practices and updates on our tools, including SalesNow CRM, ECSG, Plan 2 Win, Back of House Whiteboards, Appointment Scheduling and Queuing.

Associate-centric development goals enable associates to remain engaged in their role while celebrating new experiences and skill developments throughout their career journey. These plans lead to increased productivity, higher associate engagement, positive customer outcomes and stronger business results for the organization.



AVERAGE NUMBER OF TRAINING HOURS BY POSITION:

140

hours for new retail
wireless consultants

240

hours for new Customer
Service representatives

AVERAGE NUMBER OF TRAINING HOURS BY LEVEL:

20

hours to complete
associate onboarding

30

hours to complete
leader onboarding

28

hours to complete
director onboarding

RESPONSIBLE MARKETING

UScellular seeks to be a fully transparent company and builds trust with the communities we serve. Foundational to this approach is our commitment to comply with relevant local and national marketing standards, laws and regulations including adopting industry self-regulatory best practices.

RESPONSIBLE MARKETING PRINCIPLES



BE TRANSPARENT IN OUR COMMUNICATIONS



PROTECT THE PRIVACY OF OUR CONSUMERS



PRIORITIZE CONNECTIONS WITH RESPONSIBLE PARTNERS



PROMOTE DIGITAL HEALTH FOR CHILDREN AND TEENS



PRIORITIZE CONTENT ALIGNMENT



PROMOTE FLEXIBILITY

PROTECTING YOUR INFORMATION

We help give you peace of mind by focusing on protecting the privacy and security of your information so you can rest easy. UScellular uses a variety of methods to safeguard your personal information.

- We have policies and procedures about the protection of personal information.
- We train our employees to protect personal information.
- Access to personal information is controlled and proportionate to the specific business purpose.
- Employees and service providers are obligated to protect personal information and may be penalized if they fail to meet their obligations.
- UScellular adopts leading practices from organizations such as the Center for Internet Security.

Our privacy policy is publicly available at
Privacy Policy | UScellular

