



Q2 New Customer Acquisition Offers

Impacted Sales Channels

All Consumer Sales

Overview

Timeline: April 1, 2026 – June 30, 2026

Our Famously Fast Fiber Internet offers continue, with a few updates! ⚡ Optimum Internet continues to start at **\$25/month for 300 Mbps for 5 years (\$25 a month, for 5 whole years 🎵)**. Customers can also save an additional **\$10 per month on Internet** when they add Unlimited or Unlimited Max Mobile, making now a great time to join Optimum.

*Our **Famously Fast Fiber**-powered Internet is faster, more reliable, and has more consistent speeds than **Flaky 5G Home Internet**.*



Click the image to watch the **"\$25/month for 5 Years"** Marketing Campaign.



Goal: Gross adds, bundle take rate, & 1G+ speed sell in.

Check out the details below 



Overview

Summary: Maintain Q1 Phase 2 aggressive pricing with improved incentive pricing and bundling structure.

- **Internet Pricing Remains the Same** 🇺🇸:
 - 300M for \$25, 500M for \$35, 1G for \$45 (Fiber/HFC), 2G for \$50, & 8G for \$90 (Fiber)
 - **Customers who add Internet at all speeds, 300M and above, continue to receive:**
 - **5 year Price Lock** (300M and above) **and**
 - **Free Gateway for 12 months**
- ***Updated* Value Added Services – VAS**
 - Total Care moves to an everyday pricing of \$10/month and Whole Home WiFi to \$5/month with no promo end date, while Total Care Plus and Total Care Max move to a promotional discount of \$15/month & \$20/month for 12-months (beginning month 13, customers pay the full \$20 & \$30/month).
 - ***Update* No Digital Subscriptions or Gift Cards:**
 - **HBO Max Free for 6 or 12 months** is no longer available

Internet Pricing, Price Lock, & Free Gateway

Fiber: *Reduced speed offerings combined with aggressive pricing and incentives – disrupting the competitive landscape*

HFC: *Reliable speeds starting as low as \$25 with a 5 Year Price Lock*

- **General Market Internet Prices (price below per month):**
 - **Entry speed with 300M as low as \$15/month with Mobile for HFC & Fiber**
 - **1G as low as \$35 locked for 5 years, HFC & Fiber**
 - **2G as low as \$40 locked for 5 years for HFC, Fiber, & Mid-Split**
- **Prices for New Build / Winback remain the same**

Please Note: 200M and 5G suppressed.

- **Customers who add Internet at all speeds, 300M and above, receive a:**
 - **5 year Price Lock** **and**
 - **Free Gateway for 12 months**



Pricing Update Value Added Services

- ***Updated* Value Added Services Pricing:**

Total Care

- Moving to everyday pricing of \$10/month
- Customers will continue to pay \$10/month ongoing (no promo end date)

Total Care Plus

- Standard price remains \$20/month
- New 12month promotional price of \$15/month
- Beginning in month 13, customers will pay the full \$20/month

Total Care Max

- Standard price remains \$30/month
- New 12month promotional price of \$20/month
- Beginning in month 13, customers will pay the full \$30/month

WHW

- Moving to everyday pricing of \$5/month
- Customers will continue to pay \$5/month for as long as they remain a customer (no promo end date)
-

[Click here](#) for more information on Whole Home WiFi.

Free Pro Install Continues

- **Free Pro Install in New Build/Winback:**



- **Business Rules:**
 - Customers who take 1P with Value Added Service (VAS) Bundle, 2P with video, 2P with Unlimited or Unlimited Max, or 3P bundle will receive **FREE Pro Install**.
- **Important: New Build & Winback get Free Pro Install automatically.**
 - These customers do NOT need to take VAS bundle to qualify.
 - The rate code for Winback/New Build free install has changed from +. to 9\$. After this date, continued use of the +. rate code will trigger a **critical lost sale error**. Please double-check orders and make sure to use 9\$.

Here is the chart with more information:

4.1.26		Self-Setup Kit - Available & Unavailable				
		Self-Setup (Lead with SSU where available)	Pro Install \$			
Channel (General Market)	All Categories	Internet Only	Internet + Total Care (any tier) & Whole Home WiFi	Internet + Mobile (Unl or MAX Only)	Internet + Video (any tier)	Install Credit (if applicable)
Ecomm	Free	Free	Free	Free	Free	1K
D2D (Direct Sales)	Free	\$100	Free	Free	Free	9\$
Inbound	Free	\$100	Free	Free	Free	9\$
Outbound	Free	\$100	Free	Free	Free	9\$
Retail	Free	\$100	Free	Free	Free	9\$
Indirect Sales	Free	\$100	Free	Free	Free	9\$
Acquisition Offers (All Channels)	All Categories	Internet Only	Internet + Total Care (any tier) & Whole Home WiFi	Internet + Mobile (Unl or MAX Only)	Internet + Video (any tier)	Install Credit (if applicable)
Fiber Acquisition	N/A	\$100	Free	Free	Free	9\$
Movers	Free	\$50	Free	Free	Free	6\$ / 9\$
BTU	Free	\$100	Free	Free	Free	9\$
FASTPASS/OAI	Free	Free	Free	Free	Free	9\$
Big Apple Connect	Free	Free	Free	Free	Free	9\$
Winback	Free	Free	Free	Free	Free	9\$
New Build	Free	Free	Free	Free	Free	9\$
Base Offers (All Channels)	All Categories	Internet Only	+Total Care (any tier) & Whole Home WiFi	Internet + Mobile (Unl or MAX Only)	Internet + Video (any tier)	Install Credit (if applicable)
Fiber Migrations (Proactive)	N/A	\$50	Free	Free	Free	6\$ / 9\$
Fiber Migrations (Care / Retention)	N/A	Free	Free	Free	Free	5\$
Forced Fiber Migration	N/A	Free	Free	Free	Free	5\$
PSU Upgrades	Free	\$50	Free	Free	Free	6\$ / 9\$
Speed Upgrades w/ Equip	Free	\$50	Free	Free	Free	6\$ / 9\$



Digital Subscriptions

Update No Digital Subscriptions or Gift Cards:

- **HBO Max Free for 6 or 12 months** no longer available

Gateway Included

Gateway Included for 12 months:

	Gateway Included
Speed Requirement	200M and above
MSRP	\$14/mo.
Discount	\$14/mo.
Fee to Customer	Free
Promo Roll	Equipment Fees subject to change at any point post first 12 months
Benefits	✓ Align with competitors offering Gateway included above entry speed tier

Additional Offers That Continue

- **Optimum Complete:**
 - \$10/month Bundled Internet Discount when new or existing customers add Internet at 300M/T2 and above, and/or at least one Unlimited or Unlimited Max line.
 - The discount comes off the customer's Internet price.
 - [Click here](#) for more information on Optimum Complete.
- **Everyday Low Pricing 3rd Line Free** (2 qualifying lines to get the 3rd line free or more qualifying lines)



- [Click here](#) for more information on Everyday Low Pricing.
- **Cloud DVR Incentive:**
 - **\$9.99 Discount on Cloud DVR** at **any Internet speed** when customers take Extra TV (Core/Value and Select TV) or Everything TV (Premier TV)

Cloud DVR Incentive

4.1 – 5.17

	1G and above
MSRP	\$9.99
Cost	Pending
Discount	Included
Requirement	2P w/ Extra TV and above
Promotional Price	N/A
Duration	12 Months
Promo Roll	Month 13
Benefits	✓ Align with competitor offerings with included cloud DVR ✓ Automatically included at new acquisition when taking video 2P Extra TV and above (No Basic or Entertainment TV)

Cloud DVR Offer: 4.1.26 – Ongoing

Cloud DVR on us

- Any Internet speed w/ Extra TV (Value and Select TV)
 - Customer will receive Cloud DVR included for 3 months
 - Cloud DVR will roll to full pay on Month 4
 - Open to all Internet speed tiers
 - Any downgrade below Extra TV (Value and Select TV) will forfeit free DVR incentive
- Any internet speed w/ Everything TV (Premier TV)
 - Customer will receive Cloud DVR included for 6 months
 - Cloud DVR will roll to full pay on Month 7
 - Open to all Internet speed tiers
 - Any downgrade below Everything TV (Premier TV) will forfeit free DVR incentive
- **Qualification**
 - Customer must maintain qualified Video Package w/ internet in order to remain eligible for incentive
- **Eligible Markets/Channels**
 - Offer available to all Markets and Channels



• Video Prices Remain the Same:

- Customers who take **Internet & Video** get a **\$5 Video Bundle Discount**
 - \$5 Discount** to internet when adding Video Entertainment TV and above or Core and above at 300M+
- Please note:** The \$5 Video discount can be applied to any video package except Core and Basic.
- 1st STB (set top box) is included with Video add with 12 month promo term

E-TV Packages:

- Entertainment TV: ACQ – \$30 / Rate Card – \$30
- Extra TV: ACQ – \$95 / Rate Card – \$130
- Everything TV: ACQ – \$150 / Rate Card – \$170

Legacy Video:

- Basic: ACQ – \$50 / Rate Card – \$53
- Core: ACQ – \$150 / Rate Card – \$150
- Value: ACQ – \$115 / Rate Card – \$155
- Select: ACQ – \$135 / Rate Card – \$170
- Premier: ACQ – \$155 / Rate Card – \$190

* Note: Legacy Video at Acquisition Rates only available in West Un-Encrypted Markets. West Encrypted and East markets will see Rate Card pricing for Legacy Video packages

[Click here](#) for the Pricing Offer Grids (or see below).

Example Q1 Phase 2 Campaigns:

Q2 Campaign Fiber East/West

- Add 1 Line Unlimited Mobile – \$45
- Add Video (Entertainment TV, Extra TV, Everything TV, Value, Select, and Premier products only) - **\$5 Discount**
- Example w/ 2G internet / 1 Line Unlimited / Entertainment TV:
 - 2G Internet: \$50 +
 - 1 Line Unlimited Mobile: \$45 +
 - Entertainment TV: \$30 +
 - Total before Discounts: = \$110
 - Mobile Discount: **-\$10**

Q2 Campaign HFC East/West

- Add 1 Line Unlimited Mobile – \$45
- Add Video (Entertainment TV, Extra TV, Everything TV, Value, Select, and Premier products only) - **\$5 Discount**
- Example w/ 1G internet / 1 Line Unlimited / Entertainment TV:
 - 1G Internet: \$45 +
 - 1 Line Unlimited Mobile: \$45 +
 - Entertainment TV: \$30 +
 - Total before Discounts: = \$120
 - Mobile Discount: **-\$10**



- Video Discount: **-\$5**
- **Triple Play Bundle Total after discounts: \$110**

- Video Discount: **-\$5**
- **Triple Play Bundle Total after discounts: \$105**

Pricing Offer Grids



East & West: GM (All Clusters)

Offer Availability Window: 4/1/26 – 6/30/26

Acquisition		300	500	1G	2G	8G
1P	Internet Only	Free Gateway for 12 months (on month 13 rental fee starts at \$5, with equipment fees subject to change at any point post first 12 months)				
		Price includes \$10 ACH Autopay discount				
		\$25	\$35	\$45	\$50	\$90
2P	W/ Mobile (1 Unlimited Line)	\$45	\$45	\$45	\$45	\$45
		+ \$25 - \$10(OC) = \$60	+ \$35 - \$10(OC) = \$70	+ \$45 - \$10(OC) = \$80	+ \$50 - \$10(OC) = \$85	+ \$90 - \$10(OC) = \$125
	W/ Video (Entertainment TV)	\$30	\$30	\$30	\$30	\$30
		+ \$25 - \$5(vid discount) = \$50	+ \$35 - \$5(vid discount) = \$60	+ \$45 - \$5(vid discount) = \$70	+ \$50 - \$5(vid discount) = \$75	+ \$90 - \$5(vid discount) = \$115
3P	W/ Mobile & Video	\$25 + \$45 + 30 - \$5(vid discount) - \$10(OC) = \$85	\$35 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$95	\$45 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$105	\$50 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$110	\$90 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$150
Price Lock for internet		5 Years				

*Mobile Disclaimers: Optimum Complete discount of \$10 is applied to the fixed internet price. || Mobile activation fees and taxes not included.

*Fixed Services Disclaimer: Video discount is applied to the fixed internet price and is eligible for all video packages except Basic. Video price lock and discount are for 12 months only. || 5G is suppressed in all systems. (Available as last resort if customer insists)

East & West: Winback & New Build

Offer Availability Window: 4/1/26 – 6/30/26

Acquisition		300	500	1G	2G	8G
1P	Internet Only	Free Gateway for 12 months (on month 13 rental fee starts at \$5, with equipment fees subject to change at any point post first 12 months)				
		Price includes \$10 ACH Autopay discount				
		\$25	\$35	\$45	\$50	\$90
2P	W/ Mobile (1 Unlimited Line)	\$45	\$45	\$45	\$45	\$45
		+ \$25 - \$10(OC) = \$60	+ \$35 - \$10(OC) = \$70	+ \$45 - \$10(OC) = \$80	+ \$50 - \$10(OC) = \$85	+ \$90 - \$10(OC) = \$125
	W/ Video (Entertainment TV)	\$30	\$30	\$30	\$30	\$30
		+ \$25 - \$5(vid discount) = \$50	+ \$35 - \$5(vid discount) = \$60	+ \$45 - \$5(vid discount) = \$70	+ \$50 - \$5(vid discount) = \$75	+ \$90 - \$5(vid discount) = \$115
3P	W/ Mobile & Video	\$25 + \$45 + 30 - \$5(vid discount) - \$10(OC) = \$85	\$35 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$95	\$45 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$105	\$50 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$110	\$90 + \$45 + 30 - \$10(OC) - \$5(vid discount) = \$150
Price Lock for internet		5 Years				
Free Pro Install		Yes				

*Mobile Disclaimers: Optimum Complete discount of \$10 is applied to the fixed internet price. || Mobile activation fees and taxes not included.

*Fixed Services Disclaimer: Video discount is applied to the fixed internet price and is eligible for all video packages except Basic. Video price lock and discount are for 12 months only. || 5G is suppressed in all systems. (Available as last resort if customer insists) || Free Pro Install not to be proactively offered/limited where avail.



- [Click here](#) for the Pricing Offer Grids.

Pricing / Speed Displays in Tools

Display in Tools – East & West

All Clusters						
HFC Speed	Price	IDA Quick Picks	ISA	E-Comm	One Agent	AVA Sales
100M/20	\$15	No	Yes	via landing page	Yes	Yes
300M	\$25	Yes	Yes	Yes	Yes	Yes
500M	\$35	Yes	Yes	Yes	Yes	Yes
1G	\$45	Yes	Yes	Yes	Yes	Yes
2G	\$50	Yes	Yes	Yes	Yes	Yes

All Clusters						
Fiber Speed	Price	IDA Quick Picks	ISA	E-Comm	One Agent	AVA Sales
100M/20	\$15	No	Yes	via landing page	Yes	Yes
300M	\$25	Yes	Yes	Yes	Yes	Yes
500M	\$35	Yes	Yes	Yes	Yes	Yes
1G	\$45	Yes	Yes	Yes	Yes	Yes
2G	\$50	Yes	Yes	Yes	Yes	Yes
5G	\$75	No	No	No	No	No
8G	\$90	Yes	Yes	Yes	Yes	Yes

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Confidential

Talking Points, Competitive Cards, & Business Rules

Click the links below for more information:

- [Click here](#) for the Pricing Offer Grids.
- [Click here](#) for the Business Rules.
- [Click here](#) for the Acquisition Talking Points.
- [Click here](#) for the Competition Cards.