

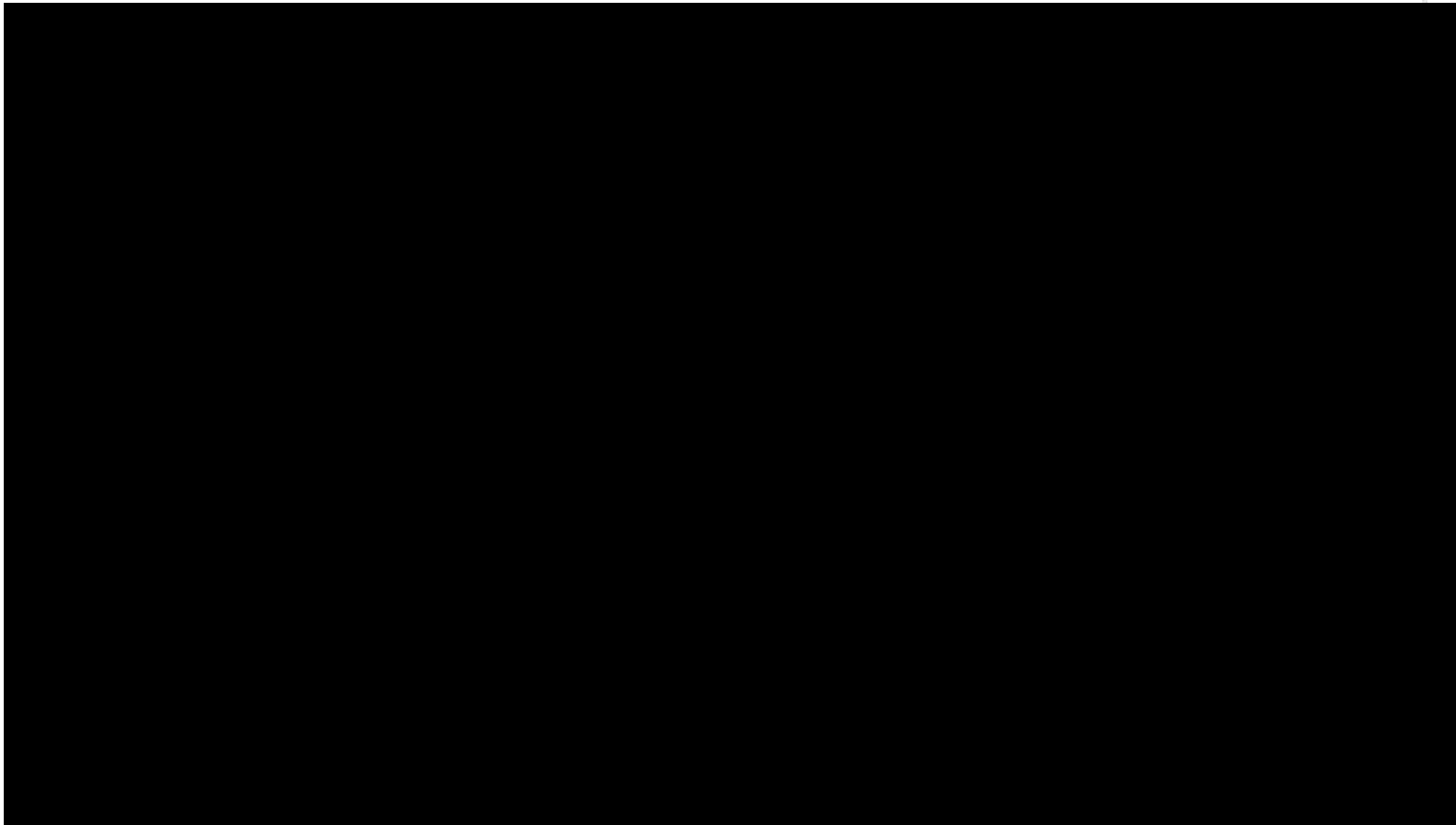
How Broadband Can Enable Energy & Cost Savings in Rural America



Robert L. Hance
President & CEO

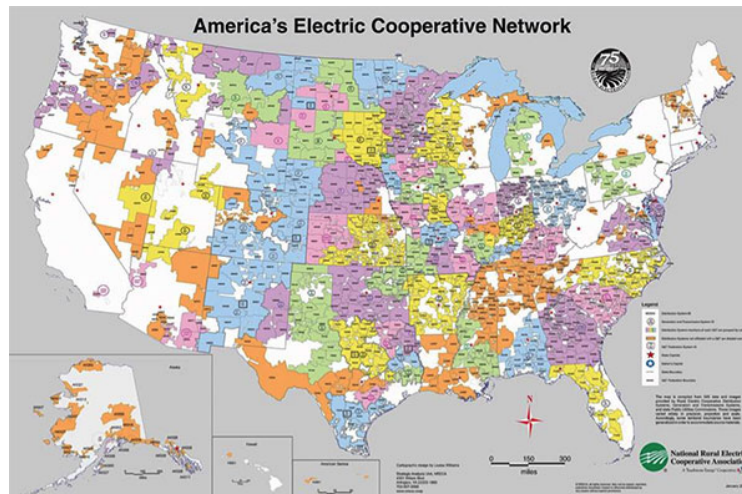
ACEEE 2018 Rural Energy Conference Program
Monday, October 22, 2018

The Evolving World of Energy



Rural America in 2018

- 15% of the United States population lives in rural America
- This is the area served by America's electric cooperatives
 - 42 million people in 47 states
 - 13% of our nation's meters
- It worries us that, for the first time in our history, rural areas are losing population (USDA Annual Report on Rural Economic and Population Trends - 2017)

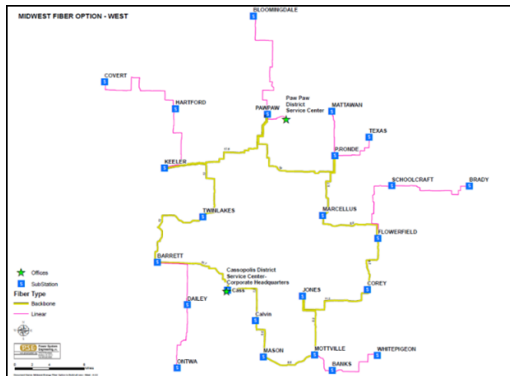


One Reason for Rural Decline

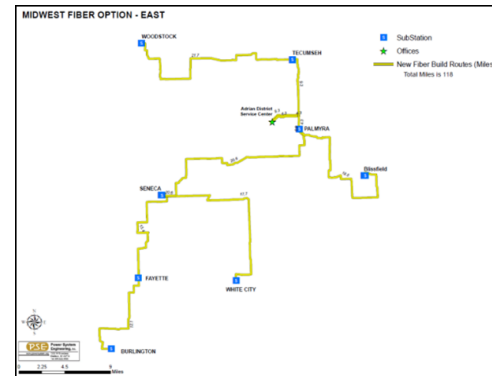
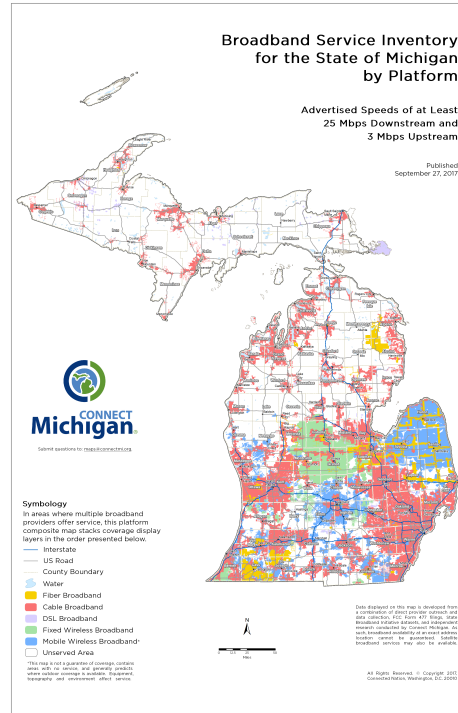
- Roughly 25 million people in the U.S. have little or no access to high-speed/high-capacity broadband
- A definite rural/urban digital divide exists in this country and we're only beginning to address it
- A high-speed broadband connection is the new expected utility
- If you don't have it, you move or struggle
 - Telehealth
 - Telecommuting
 - Libraries & Schools
 - E-Commerce
 - Whole Home Automation
 - Precision Farming (Fiber-to-the-Farm)
 - Daily Life



How MEC is Addressing Rural Decline



243 Miles Through Substations & Facilities
 1,800 Miles of Primary Lines
 15 Miles of CAF Phase II
 2015 - 2019

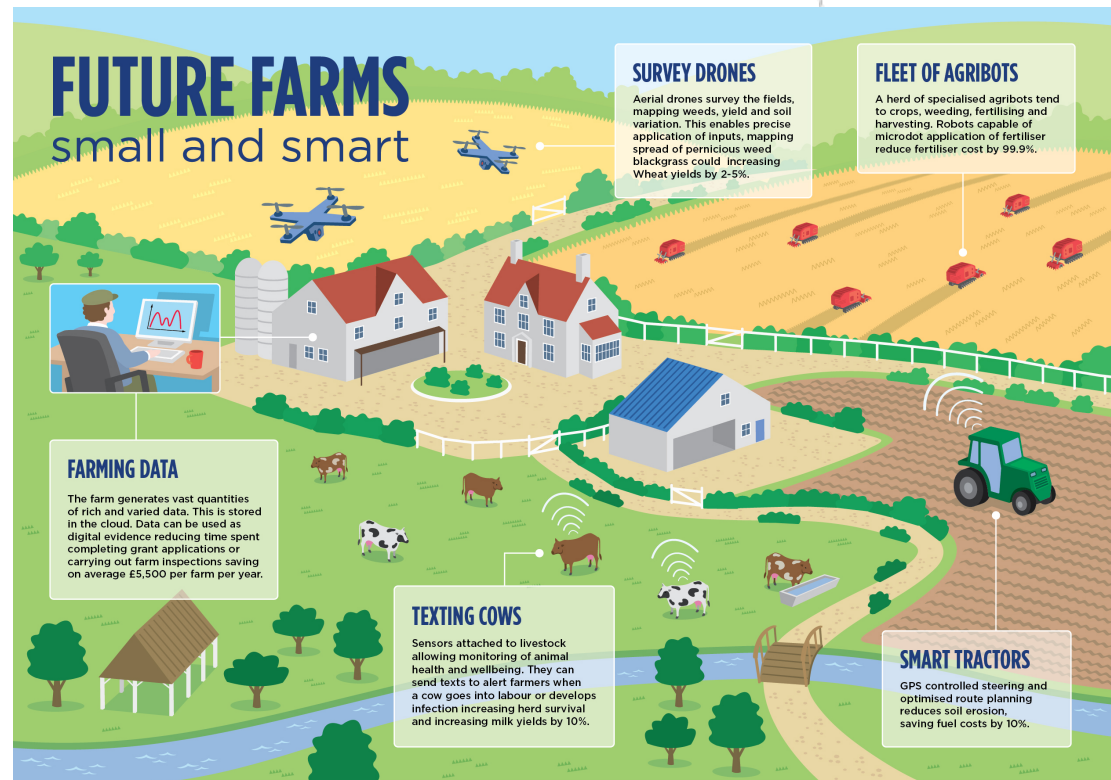


118 Miles Through Substations & Facilities
 400 Miles of Primary Lines
 85 Miles of CAF Phase II
 2019 - 2021

Benefits of Fiber Optic Broadband

- **Fiber for Voice, Data and Video**

- Aging in Place (Telemedicine)
- No More Trips to McDonald's For WiFi
- Whole Home Automation & IoT
 - “Alexa, close my drapes.”
 - NEST Devices
 - Connected Appliances
- Precision Farming
 - Connected Cows
 - Smart Tractors
- Work/Life Balance
 - Telecommute From The Lake
- Cut the Cord
 - Video Options Beyond Cable



VISION
*Vibrant, relevant, and sustainable
rural communities.*

MISSION
*Deliver first-in-class innovations and solutions
where others won't.*

Questions?

“When you live out in the country, you learn that not all things are easy, not all things are accessible at a moments notice. The country teaches you patience and understanding. Today, with a blink of an eye, something we were told would never happen to the rural people actually happened. We have internet, not by a tether of a phone, or an air card with an astronomical price tag on it. Thank you Midwest for being the stand-up people that you said you were. I can not thank you enough.” – Laura W.