

MVNA vs. MNO

Partnering to Deliver the Best MVNO
Experience in the U.S.

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2 June 2026

Background on the US Market

3 Major Operators

- AT&T
- T-Mobile
- Verizon

“On Net” MVNO’s

- Cricket
- Metro PCS
- Mint Mobile
- Visible
- Tracfone

Large Cable Operators

- Charter
- Comcast
- Cox

Large Direct MVNO’s

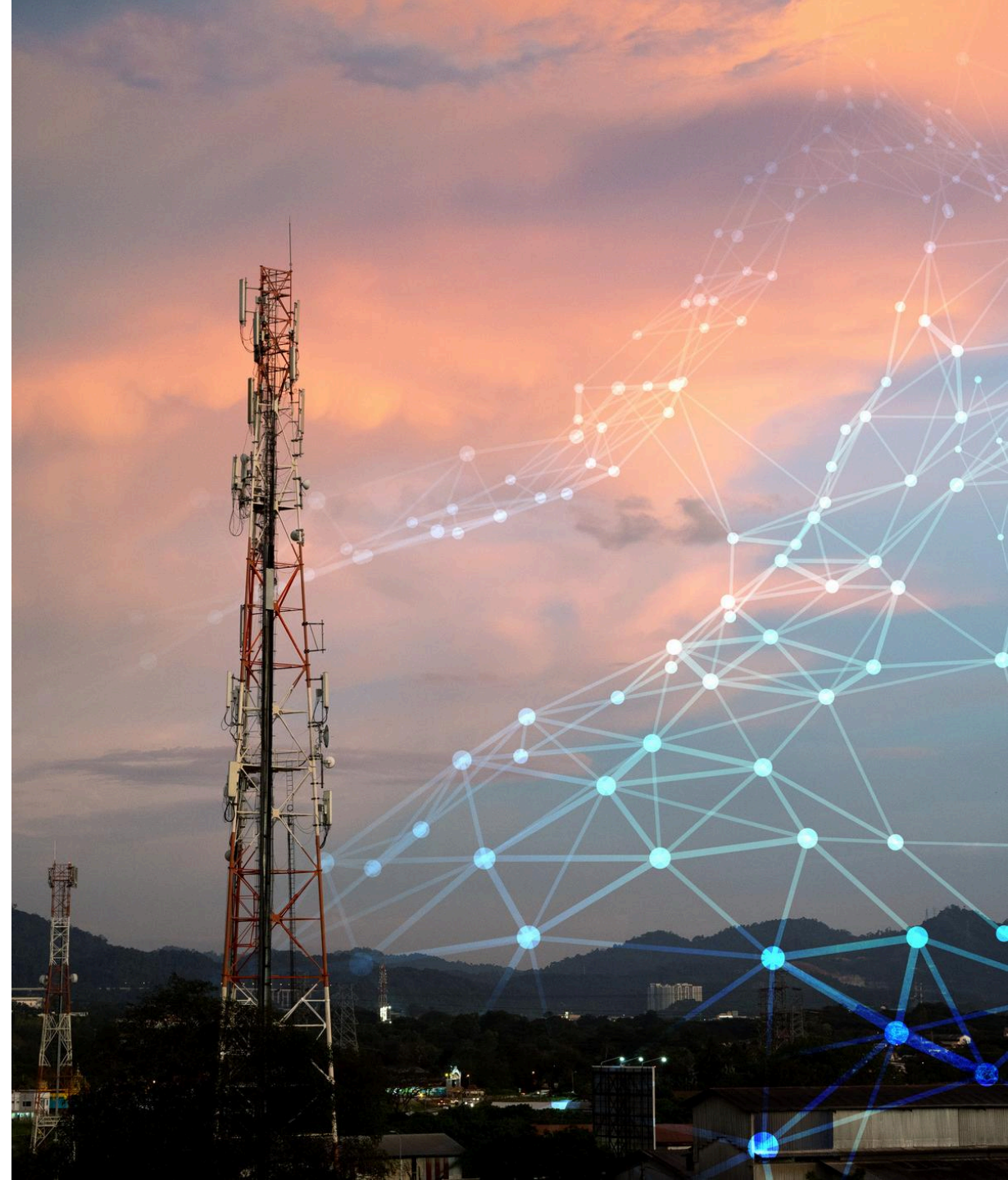
- Consumer Cellular
- Red Pocket
- Boost Mobile
- Lyca Mobile

MVNO’s via MVNA

- Lifeline Base
- Affinity Targeted
- Demographic /Vertical Focused

Why Pursue an MVNA?

- **Need for Financial Flexibility**
 - ✓ No large annual commitment
 - ✓ Cashflow alignment with operating expenses
 - ✓ Flexibility to Fast Fail
- **Technical/Process Limitations**
- **Treated Like a Big Fish in a Small Pond**
- **Diversifying Operator Partnerships**





What is Next with MVNA's?

New Entrants

- Local/Regional ISP's/Cable Operators
- Utilities
- Affinity Brands

Enterprise Focused Solutions

- Flexibility to provide solutions that Operators cannot support
- Private Networks
- Unique Voice Routing solutions

Need Simplified Solutions - MVNO in a Box

- MVNA plus MVNE combined to remove obstacles



MVNx Marketplace

MVNx Marketplaces are one-stop shops for all MVNO requirements and simplify how businesses discover and connect with telecom solutions and partners

For example, Plintron's MVNx Marketplace is a one-stop source for meeting all MVNO requirements with :-

- More than 30 service categories
- More than 300 curated products & services
- Accelerates integrations and service launches
- Unlocks scalable growth opportunities through one unified platform

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