

# Letter from David L. Cohen

The Internet is arguably the most important technological innovation in history. It has had massive impacts on our quality of life; transformed access to health care, government service, education, and our economy; radically changed the way we communicate and conduct business; and has created new industries, while altering existing ones. Comcast has proudly been at the forefront of this remarkable change and we see every day that the ability to access and navigate the Internet is the most fundamental skill for all people to compete in the 21st century economy.

In 2011, we launched Internet Essentials, our signature high-speed Internet adoption program for low-income families to ensure that all households in America had access to the power of an Internet connection, regardless of their income or the zip code in which they live. We are proud that eight years after its launch, it is the nation's largest, most comprehensive, and most successful broadband adoption program and the company's number one community impact initiative. The results of this investment are amazing. As of June 2019, Internet Essentials has connected more than 8 million low-income people (in 2 million households) to the Internet at home.

Over the past eight years, we've made more than 40 enhancements to the program, including expanding eligibility to our Internet Essentials community 12 times. These enhancements have brought Internet Essentials to new audiences—including seniors, veterans, residents of public housing, and community college students—improved the quality of our service and the equipment we provide our customers, and offered a steadily increasing array of educational resources through our online Learning Portal and our network of thousands of community partners nationwide.

This year, we are taking perhaps our biggest step in the history of the program by offering the life-changing potential of an Internet connection to ALL low-income people, wherever Comcast offers service. We estimate this expansion, the largest we've ever made, will double the number of Internet Essentials eligible households (from 3.2 million to nearly 7 million), benefitting millions of newly-eligible people around the country.

This expansion is the culmination of an audacious goal we set eight years ago, to meaningfully expand Internet access and significantly close the digital divide for low-income people.

We are thankful for the collaboration and commitment of our tens of thousands of nonprofit, school district, and civic partners. The true power of this program comes from the on-the-ground partnerships between Comcast and the communities we serve. Together, we have made tremendous progress in closing the digital divide, and our resolve strengthens with each passing year. We invite everyone who shares that vision to work with us to create even more opportunities in the years ahead.

Sincerely,

**DAVID L. COHEN**

Senior Executive Vice President & Chief Diversity Officer

