

Realising the potential for Rooftop Portfolio Management

Earn revenue from
your towers and rooftops





Understanding your needs

The insatiable consumer appetite for data is combining with the roll-out of 5G technology to offer landlords and buildings portfolio owners new opportunities to realise the value of their rooftops.

As mobile network operators race to meet their coverage obligations, the dead space of an urban rooftop can provide the perfect site for cellular equipment.

Mobile Network Operators (MNOs) can place their radio equipment on structures and sites where agreement is gained from the site or building owner.

This is mutually beneficial. MNOs get to enhance their networks with well-located sites, while

portfolio owners can access a revenue stream, and building users receive better mobile services.

But while many building portfolio owners recognise the opportunity, much of their valuable rooftop real estate lies unexploited. Marketing space to MNOs isn't always the easiest thing to do: relationships can be difficult to manage; the need to preserve the utility of assets is critical; and extracting maximum value can be difficult when it isn't core business.

Cellnex makes this a reality – by simplifying and owning the process, managing the relationship, and delivering the infrastructure for the MNO and revenue for portfolio owners.

Key elements of Site Share require

- A landlord willing to offer a site.
- An end sharer, such as an MNO, requiring a suitable antenna location.
- A management company who not only manages all aspects of delivering financial benefits direct to the landlord, but proactively invests in the infrastructure.



Understanding markets, trends and technology

Here we take a look at the key issues driving ever-higher demand for new sites.

Growing demand for urban sites

In the MNO arena, the national trend has been one of consolidation and site reduction. Currently however, demand for new sites, especially in densely populated areas, is growing. Here, continued data growth from smart devices and data hungry applications such as video streaming, as well as the high concentration of residential and commercial customers, are the primary demand drivers.

MNO coverage obligations

MNOs are coming under increasing pressure to augment their coverage further. Coverage targets are expected to become more stringent – with specific reference to both geographic coverage and indoor penetration. This will further drive the requirement for additional sites.

The evolution of 5G

With 5G now a reality, it promises much – more connected devices, faster speeds and highly resilient service levels. All of which will drive new use cases and business sectors – from connected vehicles to healthcare, from connected devices and gadgets to public transportation – and the corresponding demand for new sites.



The Cellnex approach

As an expert Critical National Infrastructure Provider, with a long heritage in partnering with MNOs, Cellnex has developed a simple proposition designed to address the needs of operators while enabling building portfolio owners to realise their revenue opportunities.

Cellnex invests in infrastructure deployment on rooftops and provides a revenue stream to the portfolio owner. This is designed to maximise value to all stakeholders in the current Code environment.

We don't just deliver and manage the infrastructure, Cellnex proactively markets your portfolio. We engage directly with MNOs on your behalf – our dedicated account

managers showcase your locations helping potential MNO sharers identify available sites to meet their needs. We also market sites to other network owners. Once Cellnex has secured a new sharer, our dedicated project team ensure the successful delivery for all parties.

Alongside our technical and service delivery expertise, we fully understand the needs of every MNO – having worked with each since their inceptions. Now, as an infrastructure provider under the Code, and through our tailored process, commercial terms and design approach, we are uniquely placed to deliver for our portfolio owner partners.



From site marketing, through completion of the installation to ongoing maintenance, portfolio partners can be confident we will own the entire lifecycle





Why work with Cellnex

Cellnex takes care of everything, keeping you free to focus on your core business. Here we outline the features of our solution, and the business benefit for building portfolio owners:

Solution Features

A dedicated portfolio director

Proactive marketing of your site

Commercial agreement with all MNOs

Collaborative approach to siting and design – all backed up with community relations and planning specialists

End-to-end management of sharer applications for both MNOs and other customers

Routine Maintenance regime, reporting and structural checks

Safe maintenance access for landlords with defined walkways around installations

Site access portal to process and govern all sharer visit requests

Portfolio Owner Business Benefit

Single point of contact to simplify the relationship

Optimising revenue generation

No need to conduct negotiations with multiple parties

Protecting the appearance of a building and relationships with neighbours

Eliminates the management pain from portfolio partner

The reassurance of knowing that Cellnex looks after it all

No need to worry when access to equipment is required

Removes the headache of managing multiple access requests





The expertise and experience to deliver

Our relationships with MNOs – stronger by the day

Our market leading experience and understanding of the requirements of portfolio owners, the MNOs and other network providers, enables us to achieve the best outcome for everyone - maximising the number of sharers on site, and expertly translating MNO requirements into sympathetic solutions. With installation all managed from start to finish.

We are a Critical National Infrastructure Provider

Cellnex is a key piece of the telecoms jigsaw throughout Europe. Every day, as a Critical National Infrastructure Provider and a leading independent telecoms site partner, emergency services organisations, telecoms operators and many others count on us to connect millions of people to the world.

25

Managing portfolios for 25 years

4

Commercials in place with all 4 MNOs

250

c. 250 site sharing customers





Get in touch

We believe that we can enable you to move into the future with confidence, based on a trusted relationship with the teams at Cellnex.

Contact us! Visit www.cellnextelecom.com and contact us. We are happy to schedule a meeting or an appointment with you.

