



Supplementary information to KCOM Group Limited Annual Report And Accounts FY24

This document is attached as an addition to KCOM Group Limited Annual Report And Accounts FY24.

As a user of the Annual Report And Accounts FY24 our Strategic Report and Directors' report is where you will find key non-financial information. To further facilitate you in understanding this information, we would like to bring your attention our Sustainability report on our website: <https://www.kcom.com/responsibility/corporate-governance/reporting/>.

Strategy

Details of our strategy can be found in the business review section of the Strategic report (page 2 of the KCOM Group Limited Annual Report And Accounts FY24) and page 4 of our Sustainability report on our website.

It can also be found on our website <https://www.kcom.com/about-us/strategy/>.

Business model

Details of our business model can be found in the business review section of the Strategic report (page 2 of the KCOM Group Limited Annual Report And Accounts FY24) and page 4 of our Sustainability report on our website.

Trends and factors affecting future development, performance or position

Our success and financial performance are dependent on our ability to continue to provide leading products, services and connectivity for our customers. Our performance benefits from long term macro trends including:

- Customers demanding higher speed of fibre to their homes (FTTH).
- Data consumption continues to grow for customers increasingly making copper and cable offerings insufficient (e.g. streaming services and online gaming).
- To remain competitive, significant investment is required in Infrastructure to fulfil the demand mentioned above.

KCOM has invested in expanding and upgrading its network to provide full fibre broadband to many remote, rural and coastal communities previously left behind by high-speed connectivity as well as its existing areas.



Social, community and human rights issues

Details of social and community issues can be found in the Statement on engagement with suppliers, customers and others in a business relationship with the company section of the Directors' report (page 7 of the KCOM Group Limited Annual Report And Accounts FY24) and page 5 to 15 of our Sustainability report on our website.

Details of human rights issues can be found on our website

<https://www.kcom.com/responsibility/corporate-governance/modern-slavery-statement/>.

Gender diversity information

Details of gender diversity information can be found in the Employees section of the Directors' report (page 6 of the KCOM Group Limited Annual Report And Accounts FY24) and page 11 of our Sustainability report on our website.

Non-financial KPIs

KCOM has adopted a comply or explain approach for non-financial KPIs as detailed disclosure is deemed to be prejudicial to our commercial interests.

As highlighted above KCOM continues to provide an overview of its strategy, business model, trends and factors affecting future development, performance or position within its strategic report. Following review the Company has however streamlined the information provided within the report where it believes more detailed disclosure could be prejudicial to our commercial interests.