



# N MVNO NATION LIVE 2022

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# fizz at a glance



Subsidiary of > VIDÉOTRON (1.7 million mobile subscriber / Quebec Population 8.5 M)

- FIZZ was launched in less than 10 months
- FIZZ went over 100 K subs in less than 12 months

## Current Offering :

- Mobile & Internet

## Target market Segment : Smart Digitals

- Always connected,
- Independent and resourceful,
- Curious and open-minded,
- Urban

## Tone :

- Transparent, Authentic, Refreshing, Engaging

## Differentiators :

- Built around the concepts of community and play
- 100% Digital
- Enables autonomy
- Loyalty program
- Flexibility and adaptability



**End to end alignment on Customer :  
Customer centric Strategy,  
Business Model,  
Ecosystem &  
Enterprise Architecture**



# MNO Takeaways

- We proved we can do things differently
- We challenged existing constraints
- We had the courage to draw the line on legacy
- Digital and MVP are the way to go
- Stay away from full data migration
- Use the right eco-system as a strategic enabler