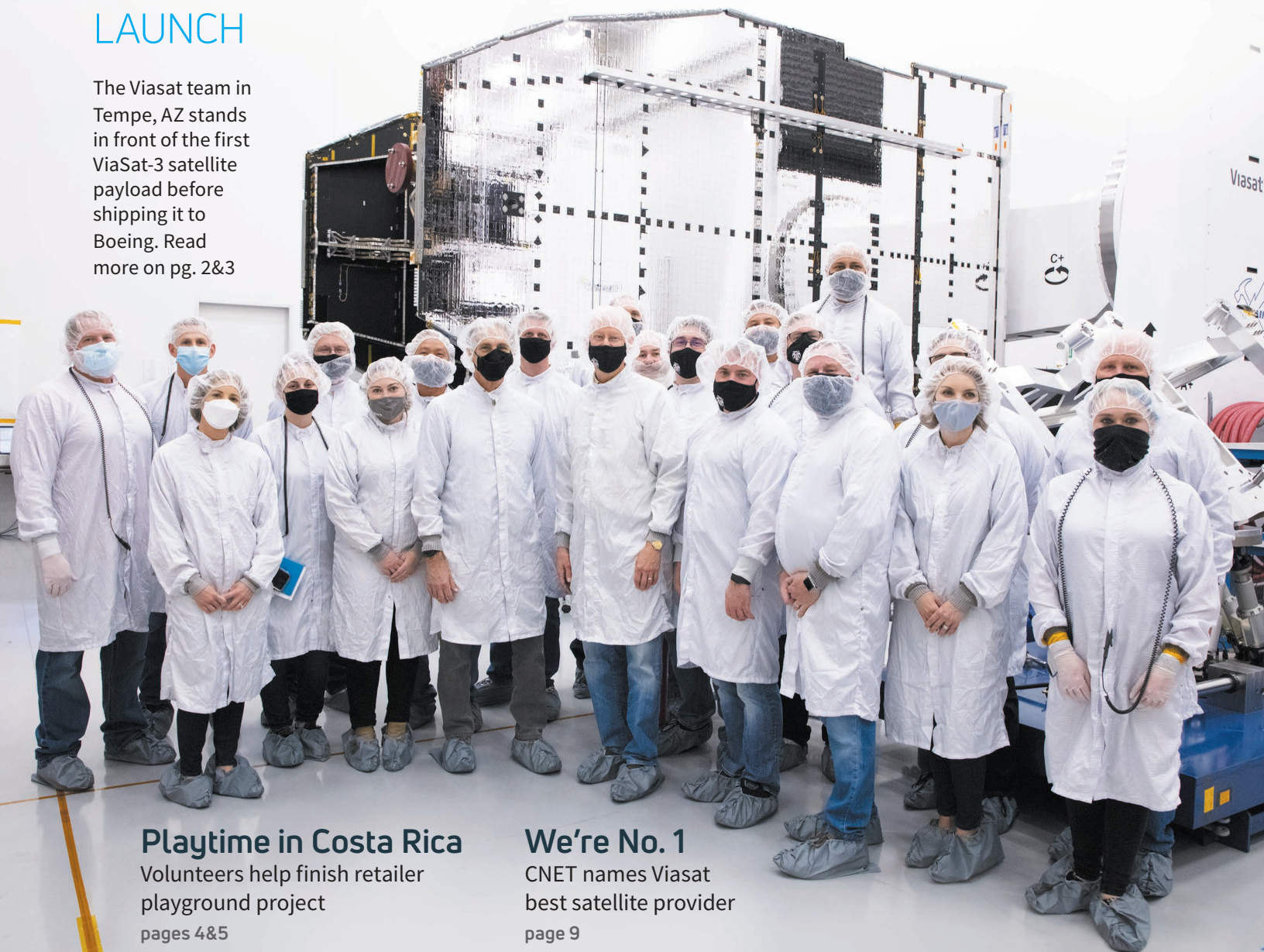


ALL IN ON VIASAT-3

MOVING TOWARD
LAUNCH

The Viasat team in Tempe, AZ stands in front of the first ViaSat-3 satellite payload before shipping it to Boeing. Read more on pg. 2&3



Playtime in Costa Rica
Volunteers help finish retailer
playground project
pages 4&5

We're No. 1
CNET names Viasat
best satellite provider
page 9

Our goal is to provide tips, information and marketing ideas to boost your business, plus interesting features on our organization as well as our sales partners. We welcome story ideas and suggestions. Have a sales, marketing or installation tip to share with other partners? Let us know!

You can reach us at viasatvision@viasat.com.

MOVING TOWARD LAUNCH

First ViaSat-3
satellite heads
to Boeing for
integration
and testing

In June, the first satellite in the ViaSat-3 global constellation was shipped to Boeing Satellite Systems where it will be integrated with the rest of the spacecraft — the “bus” — which includes the propulsion, attitude control, power subsystems and solar arrays.



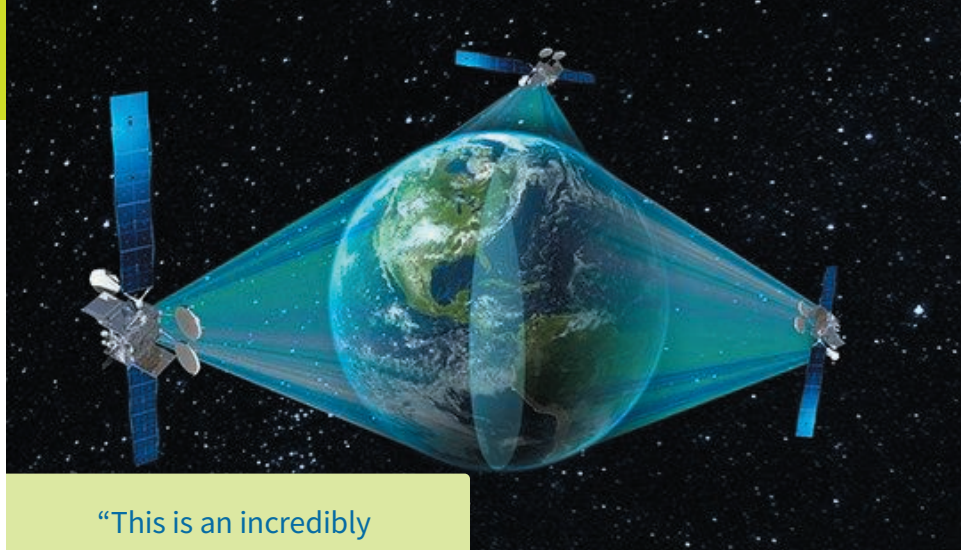
The payload — the heart of the satellite which includes communications antennas, receivers, and transmitters — was constructed at Viasat's Tempe, AZ campus. The bus — built at Boeing — supports the payload by adding a structure, power, telemetry, the right thermal environment, radiation shielding and attitude control.

Engineers finished their own payload integration and performance testing in Tempe before shipping it to the Boeing Satellite Systems facility in El Segundo, Calif. There, it is being integrated with the bus. It then undergoes a series of environmental tests that simulate the rigors of launch and operation in the harsh environment of space.

Launch of the first ViaSat-3 satellite is targeted for early calendar year 2022. The satellite will cover North and South America, and surrounding ocean regions.

"This is an incredibly exciting time for Viasat as the first of the three high-powered ViaSat-3 satellites in our global constellation enters the final stages of production," said Dave Ryan, Viasat's president of space and commercial networks. "Once complete, we will be ready to put the world's highest-capacity single satellite into geostationary orbit to serve the world by delivering broadband to the hardest-to-reach areas anywhere — on the ground, in the air and at sea."

Each ViaSat-3 satellite is expected to



"This is an incredibly exciting time for Viasat as the first of the three high-powered ViaSat-3 satellites in our global constellation enters the final stages of production."

— Dave Ryan
President of space and commercial networks, Viasat

generate over 20kW of payload power, making it among the highest-power commercial satellites ever built.

Together, the three satellites will cover nearly the entire globe, delivering an expected 3,000-plus Gigabits per second of capacity — or 3 Terabits per second total. That's roughly eight times more capacity than Viasat's current fleet combined.

Such vast amounts of bandwidth are needed to address increased demand for high-speed internet access — particularly in the video streaming realm.

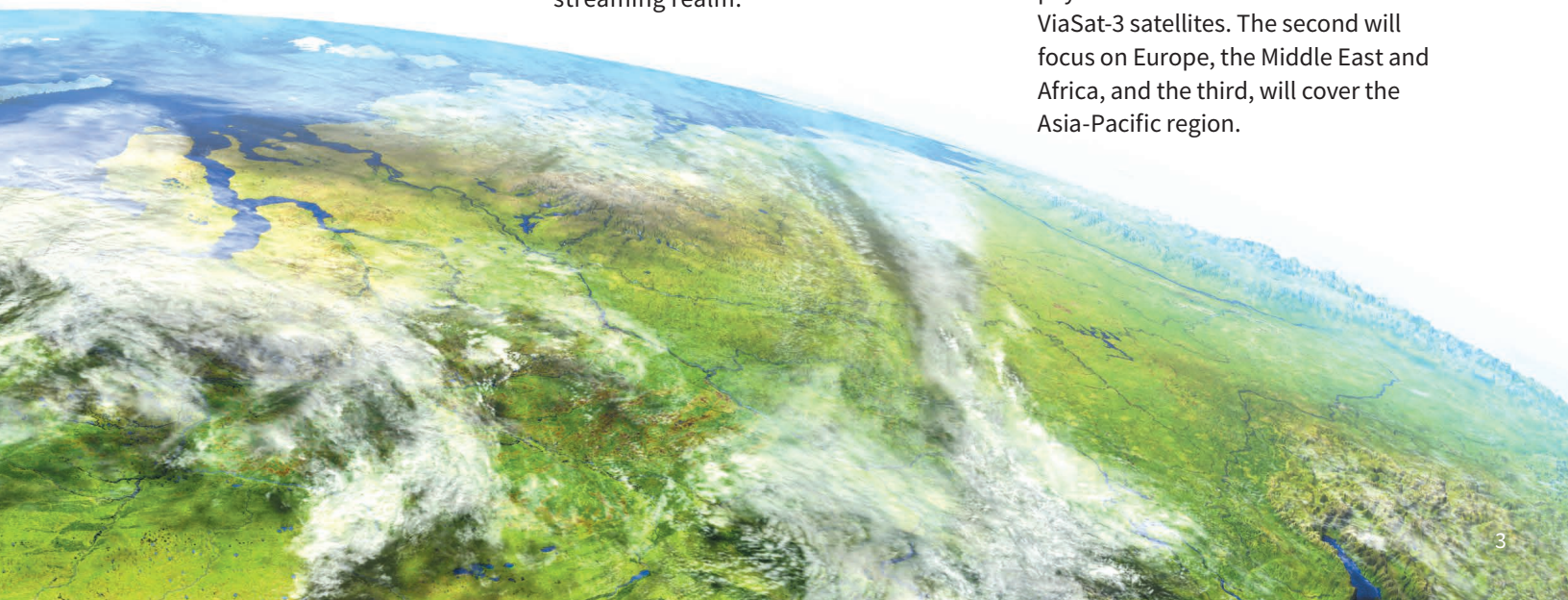
ViaSat-3 represents a major advancement in Viasat's mission to extend broadband internet service to the many places around the world that don't have it.

The payload construction was a companywide project. While the payload was assembled in Tempe, employees on several Viasat campuses had a hand in its creation. That included antenna expertise from engineers in Duluth, GA, software and systems engineering in Germantown, MD, and contributions from employees in Chennai, India, Lausanne, Switzerland and Carlsbad, CA.

"All of these teams worked together to come up with a totally unique way to not only build this spacecraft, but to test it in record time," Ryan said.

Other teams have also made significant strides working on the ViaSat-3 ground segment that will support the new satellites.

Viasat employees also continue working on construction of the payloads for the second and third ViaSat-3 satellites. The second will focus on Europe, the Middle East and Africa, and the third, will cover the Asia-Pacific region.



Bringing joy

Viasat donates equipment and funds to build playground at Costa Rica elementary school

THE BUDGET FOR COSTA RICA'S MATAPALO ELEMENTARY SCHOOL does not include a line item for recreation. Their funds simply don't stretch that far.

"A playground, from a North American perspective, is something every school should have; here, it's a luxury," said Lindsay Losasso, school board president. "We don't have enough money to do the basics in our school. The electric was really messed up, and we had to take out a loan to pay for that."

"The ministry of education doesn't have enough money for infrastructure. So if any school wants to do any maintenance or infrastructure improvements, they have to find the money themselves."

The Escuela De Matapalo has 210 elementary school students and a per-student budget of about 42 cents a day. By contrast, U.S. education spending for each public school student is about \$33 a day.

While kindergarteners have a very small playground, the older children entertained themselves on breaks playing soccer in a dirt field.

That all changed in June, when volunteers representing Viasat helped build a playground at the school. Viasat partnered on the project with Kids Around the World, a nonprofit that works with organizations to establish playgrounds in poverty-stricken communities.

The project was originally planned as part of the Club Viasat 2020 retailer incentive trip, with retailers set to build the playground. Due to the pandemic, the trip was canceled. But to the delight of the community's children, the playground construction moved forward.

Kids Around the World, which has experience doing similar projects in Costa Rica and in many other foreign countries, coordinated the refurbishing of a recycled playground in the U.S. The nonprofit shipped the equipment and related supplies to Costa Rica, and also managed the volunteers to help build the project.

Losasso, who is also director of a community nonprofit called Futuro Billante, helped coordinate the project.

"It was a huge logistical challenge," she said. "Everyone put so much effort into making this happen."

The equipment shipped in 2020, and has been in storage in the Matapalo Community Center since then — waiting, like the rest of the world, for life to regain some sense of normalcy. A group of about 16 volunteers worked June 9



Children from
a test run after





n Matapalo gave the new equipment
er the volunteers finished their work.



and 10 to install the equipment, dodging rain squalls and navigating around tree roots to do so.

"It was hard work, but now we have a really cool playground with very modern pieces," Losasso said. "You can tell it was super well-made and would have been expensive. Our children will give it another 15-20 years of use."

While school there won't start for a few more weeks, a handful of children happily volunteered to give the equipment a practice run. Their smiles told most of the story; their words finished it.

"I love the playground; it is so beautiful," said fourth grader Natasha. "Thank you very much!"

School officials echoed those sentiments.

"As a member of the Matapalo School Board, I am very happy with the playground installed in our school as it will give our students a place to play together with their friends," said school board secretary Laura Jaen. "I want to deeply thank the donors who made this project possible."

Losasso plans to be there when the students return to school in mid-July.

"They're going to go crazy," she said. "I want to be there the first day back to see their reaction."

"Our schools were closed for the better part of the year, so it's been really tough. Being able to provide some kind of joy, something fun for them at school, is very special. We're grateful for this opportunity, and that

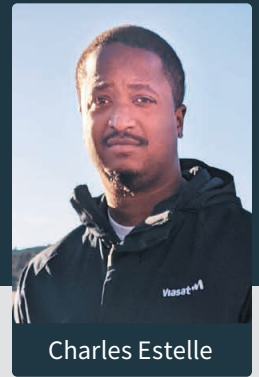
Viasat stuck with it."

Viasat Event Planner Cassandra Muntz, who coordinated the project with Losasso and Kids Around the World, was gratified to hear the positive responses.

"This project was three years in the making and we were so happy we were finally able to deliver the playground to the kids of the community who had been patiently awaiting its arrival," she said. "Play is an important outlet for kids, and with the pandemic, it's crucial now more than ever."

The give-back events have become a tradition on Viasat's retailer incentive trips. Retailers built a playground for children in Tahiti in 2016, and donated a satellite internet connection, computers and medical equipment to the village of Pac Chen, Mexico in 2018.

Louisiana retailer credits Trost for business growth



Charles Estelle

AT THE AGE OF 20, Charles Estelle decided he would work for himself. Just seven years later, the Louisiana native employs four full-time technicians and several other part-time staff, and operates his Viasat business in six states.

"I make my own hours, and I'm in charge of how much money I make," Estelle said. "That's a positive motivator for me. I never use the excuse of 'It's too hard'. I have four kids, and I won't ever let them go hungry."

Estelle honed his sales skills by working for DISH Network, a position he held before launching his Viasat business in March 2019.

"I learned and researched how to become more skilled at making sales," he said. "And I enjoyed it. I like knowing someone has 'no' on their mind and that I can change it to a 'yes'."

Estelle also credits much of his business success to advice he received from Trost Marketing. Each time he completes an installation, Estelle and his technicians post yard signs in that area, and Trost automatically sends radius mailers to the nearest 75 homeowners.

Each set of 75 radius mailers costs \$36, making it a cost-effective approach — and one that keeps Estelle's business steadily building.

He began working with Trost Account Manager Alexis Stephens last year.

"She helped me figure out the best tactics to use to get more customers," he said. "Rather than just yard signs, she suggested radius mailers."

Stephens said Estelle already had the knowledge of the area and the drive to succeed; she only needed to provide some guidance.

"He knew the areas he wanted to target," she said. "My job was to come in and see what the lowest-cost way was to target that area."

When Stephens proposed radius mailers, Estelle was initially skeptical. He'd tried them before, sending thousands to a zip code he later discovered included many homeowners who already had high-speed internet service.

Stephens' proposal of a more targeted approach made sense to him, though. She suggested sending them to residences near recent installation sites, people who likely have the same internet service issues that attracted his original customer.

It worked.

Estelle began implementing the tactic in July 2020. His new tactics, coupled with the pandemic and increasing demand for home internet, significantly boosted his business. It's also made Estelle a believer in marketing.

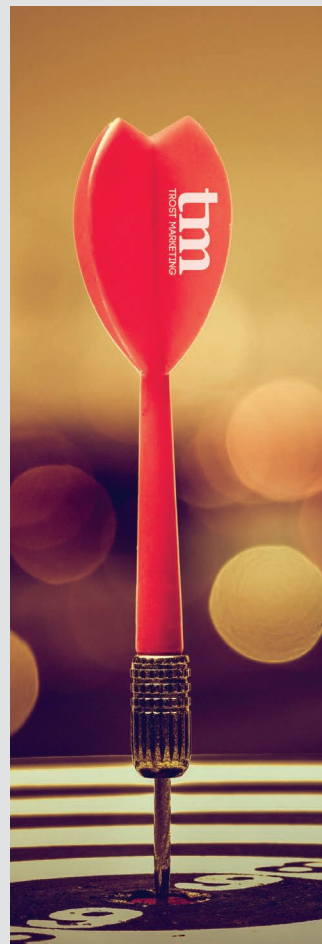
"Getting more sales gave me money so I could start finding other ways to make sales and capitalize on it," he said. "Now, the more money I make, the more I can spend on ads."

"I'm working with Trost to see how far they can help me go. Every new marketing item they have — even if they're testing something — I'll try it. Everything she's thrown at me or tried has been right so far."

Trost draws from a wealth of detailed data that shows retailers the best areas to target — those that don't have access to cable or fiber. And then works with the retailer to find the best marketing method for their business.

"I love what we do here — helping retailers grow and expand their businesses," she said. "Working behind the scenes, my goal is always to make sure they get the best price and results for their marketing dollar."

"It's so great to see them succeed. There are so many things we can do to help, and we thoroughly enjoy it. We've been doing Viasat marketing for so long, it's a passion of ours."



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Former marketing head adds sales to his management portfolio

Viasat executive Steven Mesnick recently expanded his duties to include management of the sales department.

IT'S AN IDEAL ROLE FOR MESNICK, who relishes the challenge of boosting sales.

"I wake up every single morning, and I get a number that tells me how many sales we did the day before," he said. "If we didn't hit the sales number we targeted, that's my fault. I have 100% ownership."

"When I started in a corporate role, I was supporting the businesses. Now, being within the business unit, I have greater accountability. I prefer to be closer to the customer and closer to the salespeople."

It's good news for the overall business, including our partners. Mesnick says he's committed to increasing residential and business sales in all channels — from direct sales that come through the company's in-house call centers to independent retailers and other strategic partners.

Mesnick now manages Head of Partner Performance Matt Shearer. Both say they are committed to further strengthening the company's partnership with its retailers — and readying them for ViaSat-3.

"We're focused on communicating more efficiently with our sales partners overall," Mesnick said. "We'll also have much more capacity for them to sell when ViaSat-3 launches; areas where

we've been full we'll be able to sell again. Our sales partners have a lot to look forward to."

Another challenge in his new role is to ensure all future sales plans and marketing campaigns are developed in tandem, at home and abroad. In addition to U.S. sales and marketing, he's charged with reviewing marketing budgets and sales plans in Mexico, Brazil and Europe.

Mesnick, who holds a law degree from Duke University, has steadily broadened his influence since joining Viasat in 2016. He worked in similar positions for Verizon for 10 years before joining the company.

In his five years with Viasat, he's watched the company take a more customer-focused approach to its business. He believes that's reaping rewards and says he's also proud of the company's overall mission of bringing connectivity to the underserved and unserved.

"I have kids, and as you get older, you start thinking, 'What am I doing for the world? Am I doing anything that will benefit my children in the future?'" Mesnick said. "What our company does has a significant benefit on the lives of people, and that is reassuring. I know the work we're doing is benefitting the



"What our company does has a significant benefit on the lives of people, and that is reassuring."

– Steven Mesnick

social good.

"Beyond that, Viasat is really good to its employees. It's been difficult during the pandemic, but we've bent over backwards to try to do the right thing for the employees. I know our CEO Rick Baldrige and Executive Chairman Mark Dankberg really care if employees are satisfied."

Viasat launches new ad campaign

“Look What You Can Do” focuses on the possibilities created by satellite internet.

VIASAT’S MARKETING DEPARTMENT

recently kicked off a new ad campaign that’s right in step with the times. The “v” campaign ads showcase the opportunities that come with having internet, and how Viasat is able to make that happen for its users — wherever they live. The idea is perfectly suited to satellite internet’s unique ability to reach people in remote locations.

A video from the campaign features colorful images of a barefoot girl laying on the floor, smiling as she does homework, and a woman diving with a sea turtle, her body moving in sync with the turtle’s fins. Phrases included with each image read, “From biology class to marine biologist ... satellite internet available where you live today, for wherever life takes you tomorrow.”

The print rendition is similar.

Project Manager Josh Satterfield said the team worked to refocus its

marketing efforts as the pandemic’s impacts became clear. In early 2020, Viasat was running an ad campaign called “The Invisible Line”, built around the company’s ability to connect people on the other side of the digital divide.

“Once COVID-19 hit, it made that campaign obsolete,” he said. “But we didn’t want to focus on the pandemic because we felt a lot of people had COVID fatigue, and were tired of thinking about what you can’t do. The new advertising has taken this more uplifting turn and is focused on positivity and hope.”

Art Director Tara Stone said the campaign will include a series of ads illustrating locations and ways satellite internet subscribers can use the service, several of which are still in development.

“They are mostly relatable environments — living rooms, home offices, backyards,” Stone said. “What’s interesting is that these are relatable

scenes for people and have an element of inspiration — inspiring outcomes they can experience from using our service.”

The theme of ‘Look What You Can Do’ also gives us the opportunity to build many other story lines,” she said. “The team is really excited about this. We always try to understand what our customer’s state of mind is, what they are feeling, and doing something uplifting post-COVID seemed right on target.”

The ads will focus not just on residential customers, but small business subscribers as well. In addition to video and print ads, the campaign will include ads created for direct mail, billboards, digital and social media.

The broad, uplifting theme means the campaign can also easily carry through into the ViaSat-3 era.

“It’s really showing what people can do, and with ViaSat-3, they’ll be able to do even more,” Stone said.



Ads that are part of the new campaign are upbeat and positive, focusing on how satellite internet opens doors for its users.



CNET Names Viasat 'Best Satellite Provider' of 2021 for U.S. Rural Internet Service

OCCUPATIONAL THERAPIST JENNIFER LO moved to rural Jefferson County, CO a few years ago to escape the growing congestion of Denver. Seeking a setting that better matched her athletic, outdoor-oriented lifestyle, she was immediately sold on the peace and beauty of her new home. But she was far from content with her first satellite internet provider.

"I hated it; I couldn't Zoom, I couldn't do anything," she said.

Two years ago, she switched to Viasat, and her online experience finally matched the rest of her chosen lifestyle.

"It's faster, it's more consistent," she said. "I can stream Netflix and Hulu. I couldn't do that with my other service. Viasat is a lot better."

It's the experience of customers like Lo that landed Viasat the top spot on [CNET's 2021 list of best rural internet providers](#). The popular technology website recently named Viasat "best satellite provider."

It lauded Viasat for plans that come "with more data and, in some locations,

more speed, than competing satellite internet companies." Viasat offers more affordable Wi-Fi equipment rental costs compared to its competitors, making it "one of the more affordable wireless internet providers," the article said.

As part of its evaluation of rural ISPs, CNET's editorial review team compared several key internet factors including broadband availability, pricing, data volume and customer satisfaction. CNET ultimately named seven companies to its 2021 list of recommended U.S. rural ISPs.

Viasat is among just seven rural ISPs recommended on CNET's list, which considered each company's availability, pricing, data volume and customer satisfaction.

"We thank CNET for their recognition of Viasat," said Steven Mesnick, Viasat's vice president of sales and marketing. "The COVID-19 pandemic has shown the world the importance of home internet connectivity as a means to stay connected to work, school, information, friends and family.

"We are committed to closing the

digital divide in the U.S. by offering consumers more reliable and affordable high-speed internet options and we are working hard to bring better broadband connectivity to more unserved and underserved areas nationwide."

[According to CNN](#), more than a quarter of rural U.S. households still lack access to high-speed internet — an absence keenly felt during the pandemic while adults and children worked and studied from home.

As a satellite internet provider, Viasat is uniquely positioned to fill those coverage gaps.

Viasat has worked to dramatically improve the speed, reliability and data capacity of its network. It's expected to take another [huge leap in performance with ViaSat-3](#).

"The delivery of our next-generation satellite constellation should enable us to have eight times more bandwidth than we have in orbit today," Mesnick said. "That in turn will allow us to deliver more data and higher speeds to more communities across the U.S."



Viasat expanding service to new industries

RigNet acquisition offers inroads into energy, shipping, mining, and government sectors

With an eye toward service expansions that will come with ViaSat-3, Viasat recently acquired a company with a mission remarkably similar to its own. RigNet provides connectivity and related services to oil rigs, ships and other tough-to-reach sites.

The acquisition opens the door for Viasat to provide service in some entirely new industries, and that's good news for retailers.

"Anytime Viasat is expanding and further diversifying our business, all of our partners benefit," said Matt Shearer, Viasat's head of partner performance. "Acquiring RigNet is a great example of how Viasat is focused on growth and expansion, and will continue to be for the next several years."

Headquartered in Houston with operations that span the globe, RigNet is a managed communications services provider working in a variety of industries including energy, shipping, maritime, construction, government and mining. RigNet provides its customers a host of sophisticated telecommunications and networking solutions, including machine learning analytics, cybersecurity and real-time monitoring apps.

“Acquiring RigNet is a great example of how Viasat is focused on growth and expansion, and will continue to be for the next several years.”

– Matt Shearer

Head of partner performance, Viasat

Its core service, and the impetus for the company’s 1979 founding, is providing communications — today’s connectivity — to tough-to-reach sites.

Imagine an oil rig off the coast of Texas that needs an internet connection — not only for its operations but for the crew. A shipping vessel that uses big data to help reduce fuel consumption, and monitor the humidity and temperature of the containers it’s transporting. Or an energy company executive that uses RigNet’s tools to view remote work sites, analyze equipment performance and control operations anywhere in the world.

Cable or fiber may not serve these kinds of locations, but RigNet can.

It can draw from options including satellite, microwave network, 4G/5G LTE and others, all aimed at serving the most remote regions of the planet.

RigNet first creates packages to meet each customer’s remote operations needs. It then partners with a satellite provider for telecommunications offerings, providing fast, secure sharing of critical real-time data, voice and video to these remote sites all over the world.

RigNet also connects the operator’s employees. Far from home on an oil rig or a vessel at sea, crew members can stay in touch with family and friends via video calls and other communication tools, as well as tapping into entertainment options like streaming movies and music.

Beyond those core services, RigNet has expanded over the years to offer a suite of complimentary products: apps, cybersecurity and a sophisticated data-monitoring platform called Intelie Live. All function over the top of the network, a method that conserves bandwidth

while adding value and efficiency.

All this makes RigNet and its customers a natural fit for Viasat’s high-capacity satellite network, and its commitment to connecting people in the air, on land and at sea.

Add ViaSat-3’s unprecedented, global satellite capacity to RigNet’s existing global presence and industry expertise, and we’re poised to reach an extraordinary number of users.

“RigNet will bring extensive sector expertise, an established customer base and a global communications delivery infrastructure to help further accelerate Viasat’s ability to provide high-quality, ubiquitous, affordable broadband connectivity and communications to the hardest-to-reach locations around the globe,” said Rick Baldrige, Viasat President and CEO.

Viasat streamlines VOIP activation process

FOR TECHNICIANS, TIME IS MONEY. And Viasat’s introduced a change to its VOIP home phone with internet service installation that simplifies its process — saving some of that precious time.

With a Viasat Wireless Gateway or SurfBeam 2+ modem, VOIP can now be provisioned simultaneously with residential internet.

Previously, if a customer ordered VoIP service along with internet, the two had to be activated separately — internet first, and then VoIP.

When using either of the newer modems, technicians installing VOIP will no longer need to return to the installer portal after activating the satellite internet. Instead, VOIP work orders will be programmed to automatically activate the service in the background, along with the internet service.

This process also applies to a service call for a modem replacement.

Cutting out the extra step will shave 10–15 minutes off the installation process.

There are a few exceptions. The change does not apply to:

- › Commercial work orders
- › When VOIP has been upsold to a customer through V360
- › SB2 modems with ATA

TECH TIP