

News Release

Vantage Towers attends EuroShop 2023: Enabling the future of retail with 5G indoor coverage solutions and Mobile Private Networks

- Brick-and-mortar retail is taking on online shopping: Vantage Towers joins experts at EuroShop 2023 to discuss the future of retail
- Vantage Towers offers high-quality 5G indoor connectivity for retail stores
- Indoor coverage infrastructure open to all network operators

Düsseldorf, 28 February 2023 – Vantage Towers, a leading tower company in Europe, met up with industry experts at EuroShop 2023 in Düsseldorf today to discuss the future of the retail sector. The company announced to provide high-quality 5G indoor connectivity for retail stores. With its neutral host approach, Vantage Towers enables indoor coverage across all mobile network operators.

Digital brick-and-mortar innovations require state-of-the-art connectivity. High-quality uninterrupted mobile coverage even in complex environments is key to deliver efficient workflows, innovative services, and new customer experiences. Indoor coverage solutions and Mobile Private Networks (MPN) connect people and devices by 5G technology enabling new “phygital” retail experiences.

Sonia Hernandez, Chief Commercial Officer at Vantage Towers: “The rapid growth of e-commerce poses a major challenge for stationary retail. Retailers must provide not only a convenient but unique, immersive customer experience to lure shoppers away from online shopping and back to the stores. 5G indoor coverage plays a big part in achieving that since it connects the physical and digital worlds of retail. With our portfolio, we offer shopping centre owners and developers a solution that provides resilient and fast network coverage across all network operators.”

Vantage Towers indoor solutions overcome the key challenges that operators, building owners and retailers typically face when trying to build and extend mobile network coverage in indoor spaces: They bring consistent coverage and ensure indoor-connectivity even in the most complex buildings and increase the capacity in crowded places such as malls and shopping centres. Distributed antenna systems (DAS) consist of a network of antennas strategically deployed throughout buildings to provide uniform coverage and network capacity even in the most crowded areas.

About Vantage Towers

Vantage Towers is a leading tower company in Europe with around 83,000 sites in ten countries, connecting people, businesses and devices in cities and rural areas.

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The company was founded in 2020 and is headquartered in Düsseldorf. Vantage Towers has been listed on the Deutsche Börse's Prime Standard in Frankfurt since 18 March 2021. The shares are included in the MDAX, TecDAX, STOXX Europe 600 and FTSE Global Midcap Indices.

Vantage Towers' portfolio includes towers, masts, rooftop sites, distributed antenna systems (DAS) and small cells. By building, operating and leasing this infrastructure to MNOs or other network providers such as IoT companies or utilities, Vantage Towers is making a significant contribution to a better-connected Europe.

While already 100% of the electricity that Vantage Towers uses to operate its infrastructure is obtained from renewable energy sources, green energy is increasingly being generated directly on site with the help of solar panels, micro wind turbines and in future also hydrogen solutions. This fits well into the overall strategy of the company to drive a sustainable digitalisation in Europe and to support partners through technological innovation in decarbonisation and achieving their climate goals.

For more information, please visit our website at www.vantagetowers.com, follow us on Twitter at @VantageTowers or connect with us on LinkedIn at www.linkedin.com/company/vantagetowers.

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