

Community Impact Report



Nsight Family
of Companies

Nsight

Cellcom //r

GLAS

**NSIGHT
TOWER**

For our neighbors and our community...

Because connection is strongest when people come together.



...for the future.

Because doing good isn't about one moment or one metric. It's about creating lasting impact.

A letter from our CEO

For more than a century, our company has been built by and for the communities we serve. From the neighborhoods where our employees live to the businesses, schools, and organizations that rely on our technology, we've always believed that connection is more than networks ... it's about people, communities, and progress.



Our impact is guided by a simple but powerful belief: We exist to be a force for good in an increasingly complex world. That means putting humanity first in every decision we make for our customers, our neighbors, and each other. This 2025 Community Impact Report reflects that commitment, one that extends well beyond telecommunications.

That understanding guides the choices we make every day: where we invest; how we respond when things don't go as planned; how closely we listen to the people who rely on us. It's why we work to build systems that are not only resilient and forward-looking, but human, bridging digital divides and delivering solutions that expand access, opportunity, and resilience for all.

Inside, you'll find stories that show how our people give their time and talents, how we invest resources where they can create lasting benefit, and how we continue expanding access and opportunity through thoughtful, long-term commitment. Every story in this report reflects who we are and how we serve. The trust you place in us fuels our commitment to partnership, reliability, and long-term impact.

More than anything, this report reflects a simple stance about who we are and how we show up: for the people who depend on us and for the communities we call home.

We are here — **for you, and for good.**

A handwritten signature in blue ink that reads "Brighid Riordan".

Brighid Riordan
CEO, Nsight and Cellcom

The logo consists of the words "for good" in a light blue, sans-serif font. The letter "o" in "good" is replaced by a smaller orange circle containing a white heart.

Investing where we live

This year, we supported more than **220 organizations** across the region, backing initiatives that strengthen education, health, economic development, and community resilience. These investments aren't transactional. They're rooted in partnership and a shared belief that strong communities are built together.



Baird Creek Preservation Foundation



Ray J. Riordan, Sr. Scholarship

Established in 1989, the Ray J. Riordan, Sr. Scholarship recognizes a Pulaski High School senior who serves as an editor for the Pulaski News, the oldest student-run community newspaper in the United States. Nsight proudly awarded Pulaski High School senior Madisyn Reed the scholarship of \$750 for her exceptional leadership and academics.





Glas Art Scholarships

In April, Glas Green Bay partnered with Bay Port High School art students on an NFL Draft-themed window art contest. After a public vote, the four students with the most votes were awarded a \$500 scholarship to be used for their education after high school. Congratulations Emily, Allison, Bailey and Olivia!

Artists:

Top Left: Emily Bulich
Top Right: Allison Mommaerts
Bottom Left: Bailey Kozlovsky
Bottom Right: Olivia Chaltry

"It's absolutely paramount to our organization to have community partners like Cellcom."

Tim Hess
Green Bay Sail and Paddle

Green Gifts

Turning old phones into new possibilities for Wisconsin.

The Green Gifts program uses funds from Cellcom's cell phone recycling program to support local green nonprofits. Customers and community members are encouraged to bring in old or unwanted phones to be reused and recycled.

Over the past 23 years, this program has generated more than **\$675,000** for local charities. In 2025 alone, **29 organizations** received a share of more than **\$30,000** in Green Gifts. From restoring the Fox River Watershed to creating food forests and expanding youth environmental education, these partners are helping build a more sustainable future for our communities.

29 Orgs
benefited in 2025

\$30,000
donated in 2025

\$675,000
total donated



Watch stories from grant recipients and how funding helps move their important work forward

UWGB Donation Game

As the official sponsor of two UWGB basketball games, Cellcom replaced a traditional giveaway with a "donation dollar," allowing fans to support one of three local non-profits. Cellcom then doubled each donation — reinforcing our commitment to giving back and being a force for good in the communities we serve.



Giving time & sharing talent

Our commitment to community goes beyond volunteering — it includes investing in the future of our environment, our workforce, and the next generation of innovators.



Green Bay NERR Partnership

Through our collaboration with the University of Wisconsin-Green Bay, we support cutting-edge research at the Green Bay National Estuarine Research Reserve (NERR). By powering UWGB's buoy project with our connectivity, researchers can monitor water quality in real time, helping protect the freshwater ecosystem right in our backyard.



Engineering Student Engagement

We partner directly with students through UWGB's senior engineering capstone program. This year, Nsight RF engineers Brayton Palmer and Jake Koepke worked alongside students to design a wireless sensor system using LoRaWAN technology to measure pH and moisture content — giving students hands-on experience while demonstrating how innovative wireless solutions support sustainability.

Building the Future Through Education, Innovation, and Environmental Stewardship

We invest our time, expertise, and technology to support education, innovation, and environmental stewardship in the communities we serve. Through partnerships with UW-Green Bay and NWTC, we help power real-time environmental research, give students hands-on experience with emerging technologies, and shape curriculum to align with future workforce needs — building a stronger, more sustainable future close to home.

Beyond universities, our employees actively help shape the workforce of tomorrow through long-standing partnerships with Northeast Wisconsin Technical College (NWTC). For more than a decade, Adam Casperson, Install and Repair Operations Project Specialist, has served on NETC's IT Technology Support Advisory Committee, helping guide curricula to align with real-world industry needs. Terri Christenson (Human Resources) and Jon Berres (Director of Engineering) serve on NWTC's Electrical Engineering advisory board, meeting regularly with faculty to provide feedback on emerging skills, evolving technologies, and workforce expectations.

Leadership Service

Our people don't just work here, they serve where our communities need leadership most.

- Hospital Sisters Health System
- UWGB Council of Trustees
- Associated Bank Advisory
- Greater Green Bay Chamber
- Camp Tekakwitha
- CTIA Wireless Association
- Competitive Carriers Association
- Rural Wireless Association
- Access Wisconsin
- Associated Carrier Group
- NWTC Electrical Engineering Advisory
- Wisconsin State Telecommunications Association
- The Women's Fund
- Kimberly High School Incubator
- Girls on the Run
- Harbor House



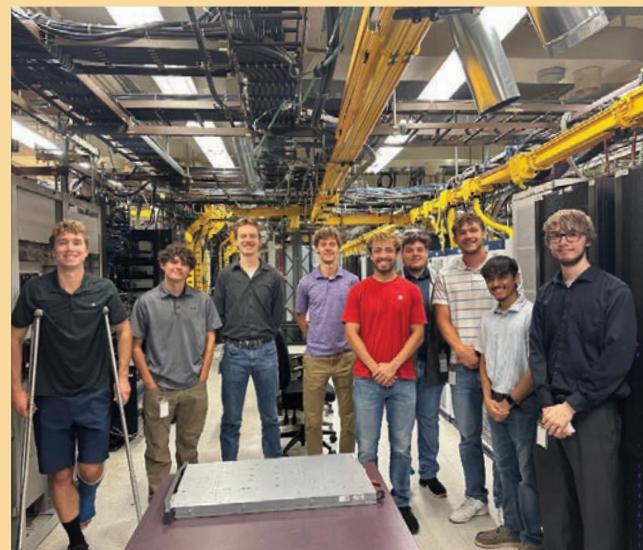
Women's Fund of Greater Green Bay

**we're
here.**



Adam Casperson, an Install and Repair Operations Project Specialist for Nsight Teleservices, has been helping the IT professionals of tomorrow for more than 10 years. Adam volunteers on NETC's (Northeast Wisconsin Technical College) Advisory Committee for the IT Technology Support program, helping shape the curriculum to prepare students for real-world success.

 **NORTHEAST**
WI Technical College



Nsight 2025 Interns

**for
good**

I'm  here.



"Giving back together is a powerful reminder of how much we can accomplish when we come together to help others."

Sarah Bootz
Human Resources



Nicole Pidgeon, Sales



**Powered
by our
people**



Our employees give back in ways that reflect what matters most to them — from supporting youth through faith-based programs and student athletics to fighting food insecurity and strengthening community organizations. Through Cellcom's volunteer program and community sponsorships, employee time, talent, and passion are amplified into real impact — helping keep programs accessible, strengthen local nonprofits, and create opportunities for the next generation. It's one more way we invest in the communities we're proud to call home.



"Knowing my time is supported and multiplied makes serving my community even more meaningful."

Nic Beining
Marketing



Human Resources Team

600+ Hours
Time Volunteered

Oneida Nation FWA Launch



Hodag Music Festival



Lifefest Music Festival



Connecting Rural Wisconsin

Nsight continues to invest our own time, money, and energy to provide universal technology and broadband connectivity to our Wisconsin rural communities. With new commitments to overbuild in even more counties, we plan to increase our serviceable area by nearly 3000 locations. Most recently in **December 2025 we collaboratively launched new fixed wireless access with the Oneida Nation**; empowering residents with reliable access for remote work, education, telehealth, and economic opportunities.

Cellcom also partnered with Pulaski Schools to improve in-building wireless coverage by **installing custom booster systems at no cost**. This collaboration reflects Cellcom's long-standing commitment to supporting local schools and ensuring reliable communication for faculty and families.

While others talk about connecting rural Wisconsin, we continue to do it quietly, steadily, collaboratively, and reliably.



Christkindlmarkt



Door County Cherry Drop



Technology as a force for good

As innovators, we recognize that technology can either widen gaps or close them. We choose the latter. By expanding access, improving reliability, and designing solutions that meet people where they are, we work to ensure technology creates opportunity — not barriers.

Powering Community Moments

From Wisconsin traditions like **Lifest**, **Hodag**, the **Door County Cherry Drop**, and **Christkindlmarkt** to events that put our state on the world stage, we're proud to support the connectivity that keeps communities running smoothly behind the scenes.

In 2025, the NFL Draft hosted more than 600,000 people over three days in Green Bay. To meet the moment, our engineers made significant network enhancements in and around Lambeau Field, adding new equipment on both sides of the stadium, deploying high-capacity 5G repeaters inside the bowl, and activating new rooftop sites nearby. **These upgrades quadrupled network capacity and enabled fast 5G+ service.**

Whether it's a hometown celebration or one of the largest events in the country, we're committed to helping communities stay connected with confidence.



70%
of NFL Draft attendees were Cellcom Customers!

Organizations supported by Nsight and Cellcom in 2025

13th Annual Logging & Heritage Festival	Door County Maritime Museum & Lighthouse Preservation Society, Inc.	Jeremiah's Crossing	Pulaski Lions Foundation	St. James Lutheran School Booster Club
2025 PACC Golf Event	Down Syndrome Association of Wisconsin, Green Bay	L.H. Barkhausen Waterfowl Preserve	Pulaski Area Historical Society	St. Paul Lutheran Church & School
ABVM School	Downtown Green Bay, Inc	Lake Edge Learning Center	Pulaski Music Boosters	Stevens Point Area Festival of the Arts
ADRC of Brown County	Eau Claire Marathon	Lakeside Packaging Plus	Pulaski Wisconsin Lions Foundation	Suamico Bike Company
Ascend Golf Event 2025	Empowered Tutoring	LeadGB	Rahr Memorial School Forest	Suamico Elementary Parent-Teacher Organization
Ashwaubenon Dance Team	The Environmental Park Trust of Sheboygan	Literacy Green Bay	Manitowoc Public School District	Sundrop Dayz
Assumption BVM Congregation	Fox-Wolf Watershed Alliance, Inc.	Luxemburg-Casco School District	RCS Empowers, Inc.	Trees For Tomorrow, Inc
Baird Creek Preservation Foundation	Freedom House Ministries	Manitowoc County Historical Society	Red Raider Sports Booster Club	The Giving Tree of Howard-Suamico School District
Betley Farms Breeders Bash 2025 Event	Friends of Neshota Park	Marathon County Crime Stoppers	Red Smith School UW-Green Bay	The Greater Marinette Menominee YMCA
Big Brothers Big Sisters of East Central Wisconsin	Friends of Potawatomi State Park	Marinette Menominee Area Chamber of Commerce	Resource One Realty, LLC / Freedom House	The Salvation Army of Greater Green Bay
Big Brothers Big Sisters of Northcentral Wisconsin	Get Toby Home	Marshfield Youth Hockey Association	Rhinelander Partners In Education, INC.	ThedaCare Family of Foundations
Big Brothers Big Sisters of Northeast Wisconsin	GiGi's Playhouse of Wausau	MC United Soccer Club	Rooted In	University of Wisconsin-Green Bay Foundation
Big Brothers Big Sisters of WI Shoreline	Girls Preble Volleyball Booster Club	Military Officers Club of Northeastern Wisconsin, Inc	Rosholt Fair Association	Volunteer Fox Cities
Birder on Broadway	Glitter and Gold	Mishicot Youth Wrestling Corporation	Ruffed Grouse Society	WAMSCO
Boys & Girls Club of the Bay & Lakes Region	Good News Project, Inc	Miss Door County Scholarship Program	Safe Kids Oconto County	Waterboard Warriors Water Ski Show Team
Bradley Jordan Foundation	Greater Green Bay Chamber Foundation	Miss GBA Organization	saYPro	Wausau/Central Wisconsin Sports Authority
Brillion Fire and Rescue Association	Green Bay Botanical Garden	National MS Society	Shawano Area Young Professionals	West De Pere Middle School Dance Team
Brown County Dairy Promotions	City of Green Bay Conservation Corps	Navarino Nature Center	Shawano Business Improvement District	Wild Instincts
Brown County Home Builders Association	Green Bay East High School Parent Network	NEW Community Shelter	Shawano Country Chamber	Wisconsin Automotive & Truck Education Association
Catholic Charities of the Diocese of Green Bay	Green Bay Preble Music Department	New London Community Lights	Shawano County Brunch on the Farm	Wisconsin Missing Persons Advocacy, Inc.
College of the Menominee Nation	Green Bay Sail & Paddle, Inc	Niagara Mainstreet Makeover	Shawano County Farm Bureau, Shawano County Brunch on the Farm	Wisconsin Rapids Figure Skating Club
Congregation of Assumption BVM Parish	Green Bay Sluggers	North Lakeland Discovery Center	Shawano Downtown	Woodland Dunes Nature Center & Preserve
CP (Cerebral Palsy, Inc)	Green Bay Southwest High School	Oconto Copperfest Steering Committee	Shawano Pathways	YMCA of Greater Green Bay
Crivitz Rescue Squad	Greater Green Bay YMCA	Oconto Electric Coop	Shawano/Menominee Relay for Life	Youth Conservation Field Day
DAR Boys & Girls Club	Heckrodt Wetland Reserve	Town of Oneida Volunteer Fire Department	Southern Door Community Auditorium	
De Pere Chamber	HELP of Door County Inc	Open Door Bird Sanctuary	Sports Emporium	
Destination Sturgeon Bay	HSHS St Vincent/St. Mary's Foundation	PACE Christmas Tree 2026	St Thomas the Apostle Winterfest fundraiser	
		Village of Pulaski		

Green Gift Recipients

here
for you
for good