



## ***The Early Edge***

2Q '25

Welcome to ***The Early Edge***, a quarterly look at emerging mobile trends and a few thought starters to awaken your imagination.

Now that we are nearing the end of 1H '2025, the macro indicators are highlighting a shift in how our economy, government and technology industry will operate under the current administration.

### **Trends include:**

1. Less regulation
2. Increased engagement with the AI & technology ecosystem
3. Additional manufacturing & production capabilities to enable US made products & services

These trends coupled with the continued success of the mobile industry set us up for a strong 2025. The key will be for companies to stay disciplined in their Capex approach and continue to invest in innovation that will deliver medium to long term results vs. investing in narrowly focused segments or *"the shiny objects"* of '25.

To help our partners and future clients plan accordingly, **Mobile Edge Consulting** has started the year with engagements around the following topics:

1. **Satellite connectivity** including business models, expansion plans and end-user benefits.
2. **IoT & Wearables** including healthcare opportunities, telematics, and corporate use cases.
3. **eSIM** including international roaming economics, product positioning and GTM plans.

We anticipate a robust mobile industry in 2H '25 anchored on continued success for the majority of MNO's and select MVNO's. Key areas of focus for the mobile ecosystem include:

- 1) clear communication of value propositions
- 2) expansion of value-added services
- 3) creative marketing with AI generating certain activations in record time

Navigating the different ecosystems, regulations and new technologies will require employees to be energetic yet disciplined. Finding the right combination of **being innovative, staying true to your core competencies and delivering excellent customer service** should create immense opportunities for growth.

We're here to support and foster the ideas to make this growth happen! Whether it's locally or globally, Mobile Edge Consulting is ready to help drive innovation one partner at a time.

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