

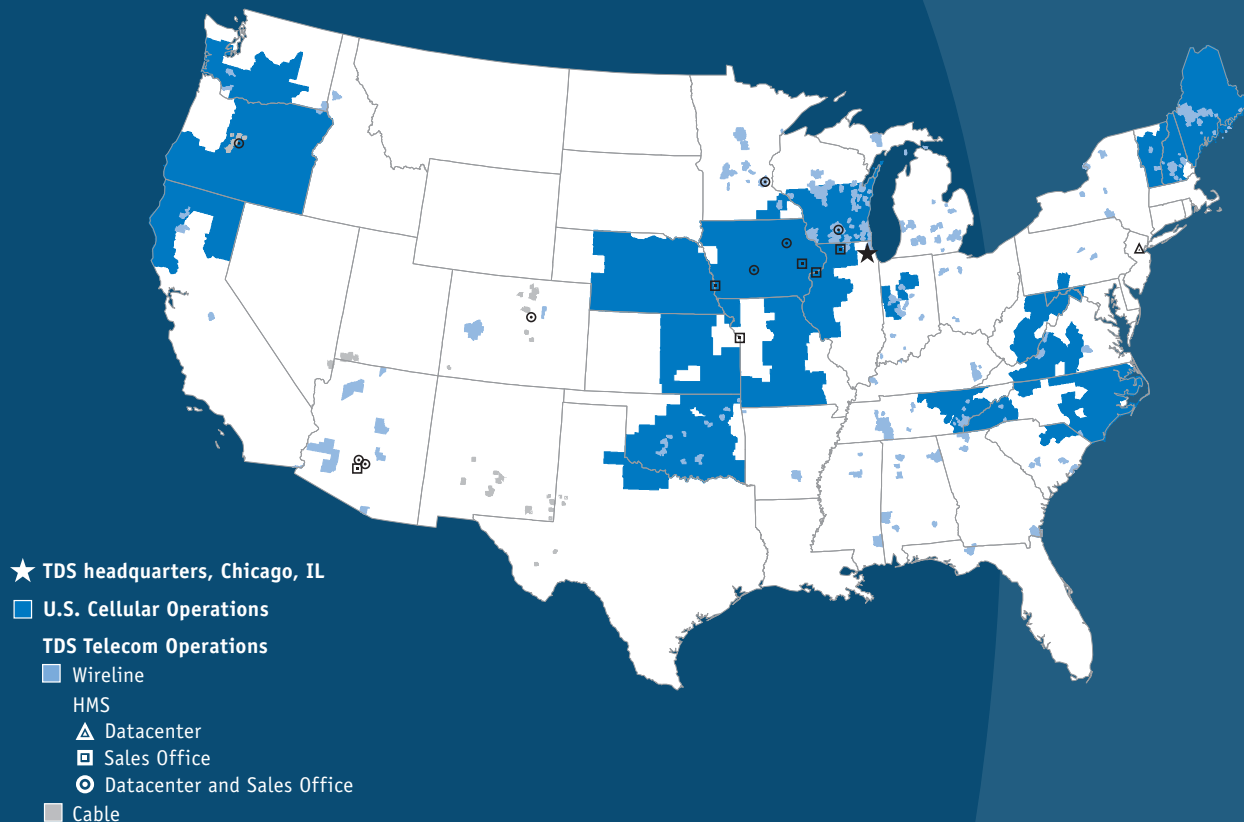


We provide outstanding communications services to our customers and meet the needs of our shareholders, our people, and our communities.

Rebranding to Support Our Future

In September, TDS adopted a fresh and modern look with the new brand identity that you see in this annual report. The bridge above the letters symbolizes our connection and our forward movement, and the value and integrity of the TDS brand name. It reflects who we are today and supports our long-term vision.

- Fortune® 1000 company
- Focus on long-term value creation
- 41 years of annual dividend increases



About Our Businesses



U.S. Cellular Provides outstanding wireless experiences to nearly five million customers, with a high-quality nationwide network, competitive devices, plans, and pricing. U.S. Cellular makes customers feel like neighbors, not numbers.



TDS Telecom Trusted provider of residential broadband, video, and voice services, and commercial VoIP (*managedIP*) phone and dedicated broadband services. TDS Telecom also manages the operations of:



OneNeck IT Solutions Offers comprehensive IT solutions, including colocation, cloud and hosting solutions, ReliaCloud enterprise cloud services,

managed services, ERP application management, professional services, and IT hardware.



Baja Broadband Delivers high-quality broadband, cable TV, and voice services to residential and commercial customers.

BendBroadband Offers an extensive range of broadband, fiber connectivity, cable TV, and voice services for residential and commercial customers.