

Surf2Sawa by Converge furthers drive for affordable internet services, surpasses 500,000 active prepaid broadband subscribers

Leading fiber broadband and technology provider Converge ICT Solutions Inc. has marked steady growth in its prepaid brand Surf2Sawa (S2S) as it recently reached 500,000 active subscribers just two years after its rollout to provide affordable and inclusive broadband internet.

Converge CEO and Co-Founder Dennis Anthony Uy said this reflects the strong adoption of the market to prepaid broadband services which have started to become mainstream, with more customers looking for budget friendly and on-demand connectivity.

“It's been over two years since Converge introduced the prepaid model and we are pleased that this resonated deeply with consumers, as shown by the numbers. We see competitors have followed our example and introduced their own prepaid offerings. We see this as a win for wider broadband access. More than a milestone, this is a big step in advancing digital inclusion as well as meeting the changing needs of customers. We are only just getting started in our commitment to bringing every Juan, Maria, and Pedro -- every Filipino -- to be online and ready for the future, through S2S Prepaid,” added JP Aguilar, Officer-in-Charge (OIC) and Head of Consumer and SME at Converge.

Surf2Sawa, a brainchild of Uy, was launched in end-2022 to cater to the connectivity needs of the mass market, known to be more budget-sensitive and often unable to avail entry-level postpaid internet plans.

Addressing their specific needs, S2S features flexible top-up options from P50 to P700, unlimited internet, minimal installation requirements and fees, and a contract-free setup. It accommodates up to six connected devices, serving an average speed of up to 50 Mbps.

“For years, many Filipinos have had to rely on wireless alternatives that, while useful, often fall short in offering reliable connectivity. S2S fills in that gap, and we're glad to see that more customers are embracing this. The growth runway for us is still wide, as we continue to improve awareness and accessibility of our brand,” said Converge VP and Product Management Business Unit Head of Surf2Sawa Conrado “Dhing” Pascual.

He added that the demand for S2S has been particularly strong in major urban centers in the National Capital Region (NCR), as well as South and Central Luzon, where many homes are experiencing fiber connectivity for the first time. It has also been picking up steam in different regions in Visayas and Mindanao, supported by the firm's growing network presence and continuous rollout of fiber infrastructure.

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Pascual mentioned that the customers' reception to S2S can also be attributed to their innovative approach to marketing which include grassroots promotions through BRGY. S2S, or those fiesta-style events in select communities for residents to know about Surf2Sawa firsthand.

The company also introduced an all-mom P-pop girl group MAMAMO, composed of celebrity moms Melai Cantiveros-Francisco, and former SexBomb Girls Rochelle Pangilinan-Solinap, Jopay Paguia-Zamora, Sunshine Garcia-Castro, and CheChe Tolentino, to represent Surf2Sawa as brand ambassadors.

Converge celebrated its half-million-prepaid-subscriber achievement last September 9 through an engagement activity with employees in its headquarters in Pasig. The company had a ceremonial countdown to watch in real-time the subscriber count climb of S2S. Some players from Converge FiberXers joined the event, which included a karaoke contest, games, and prizes for employees.



Converge conducted a celebration activity in its headquarters in Pasig to mark its 500,000-prepaid-subscriber milestone last September 9. (From third from left) Converge Residential and SME Business Group OIC John Paul Aguilar, Converge VP and Head of Marketing Orange Ramirez, and Converge VP and Product Management Business Unit Head of Surf2Sawa Conrado "Dhing" Pascual led the ceremonial countdown to officially mark the milestone.

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IN PHOTO (from left): Converge FiberXers Guard Alec Stockton, Converge FiberXers Forward-Center Justine Baltazar, Converge Residential and SME Business Group OIC John Paul Aguilar, VP and Head of Marketing Orange Ramirez, Converge FiberXers Forward-Center Paolo Javillonar, Converge VP and Product Management Business Unit Head of Surf2Sawa Conrado “Dhing” Pascual, Converge FiberXers Forward and and Kevin Racal

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ABOUT CONVERGE ICT SOLUTIONS, INC.

Converge Information and Communications Technology Solutions, Inc. (PSE: CNVRG) is the fastest-growing broadband service and technology provider in the Philippines. It is the first to operate an end-to-end pure fiber internet network in the country, delivering simple, fast, and reliable connectivity to Filipinos across all major islands. In addition to connectivity services, Converge offers integrated data center, enterprise and network solutions.

With more than **862,000 kilometers** of fiber optic assets nationwide, Converge operates one of the most extensive fiber networks in the Philippines. Strengthening its global reach, Converge is a key partner in international subsea cable systems such as the Bifrost and SEA-H2X, enhancing transpacific and intra-Asia connectivity. These strategic investments fortify the Philippines’ position as a digital hub, providing businesses and consumers with faster, more resilient, and low-latency connections to the world.

Through its world-class infrastructure, Converge delivers amazing **digital experiences** for residential, enterprise, and wholesale customers.

For more information, visit www.convergeict.com

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