

## **2021 DIRECTOR NOMINATION APPLICATION OF KELLY PRITCHARD**

**1. Explain from your perspective what VANIX does and why it matters.**

VANIX is an internet exchange point (IXP) physically located in Vancouver, BC. It is a microcosm of the Internet where Internet Service Providers (ISPs), Content Delivery Networks (CDNs) and other network operators connect and exchange traffic. This matters because IXPs help improve the quality of the Internet for all Canadians by improving performance, decreasing costs, increasing resiliency, gaining better access to global content and keeping Canadian data in Canada.

**2. Please describe your understanding of the role of a Director on the VANIX Board.**

The role of a Director on the VANIX Board is to help administer the affairs of the Corporation as it fulfils its mandate as an Internet Exchange. This is done by helping to provide strategic direction and oversight while striving to achieve the corporation's vision.

**3. Why do you want to be on VANIX's Board of Directors? In responding, please indicate the specific skills and experience you have that makes you a qualified candidate.**

I want to be on the VANIX Board of Directors because I want to give back to the community I live in and help improve the Internet for all Canadians. I have spent the majority of my career working for ISPs in Western Canada in a variety of sales, marketing and leadership roles. I am a connector by nature and believe my extensive industry knowledge coupled with my strong communication, sales and marketing skills can help VANIX achieve their key objectives.

**4. What do you think are the top 3 challenges and opportunities facing VANIX in the next 3 to 5 years? What approach would you take to addressing these issues?**

As I learn more about VANIX and I think that the top 3 opportunities facing VANIX over the next 3 to 5 years are:

1. Participation growth specifically with Content Delivery Networks
2. Ever increasing demand for the Internet as it becomes more and more of an essential service
3. Establishing VANIX as one of the top 10 exchanges in North America

The top 3 challenges facing VANIX over the next 3 to 5 years are:

1. Execution of Strategic Plan including achievement specific objective outcomes
  2. Maintaining Financial Stability
  3. Increasing value for new participants and existing participants
5. **If elected as a Director, can you make the required time commitment to contribute significantly to VANIX in accordance with what is generally expected of Directors?**

Yes

6. **If elected as a Director, are you prepared to abide by the VANIX Articles of Incorporation, By-laws, Board Resolutions and Policies, as amended from-time-to-time?**

Yes

7. **Do you agree to abide by the VANIX process for candidate nominations for the election of Directors that has been described to you?**

Yes