# Hyperoptic accelerates UK full-fibre rollout with £255 million funding boost



Imagine streaming ultra-high-definition 4K movies while seamlessly video conferencing, gaming online, and backing up files to the cloud—all simultaneously without a hint of lag. For millions of households and businesses across the UK, this is no longer a distant fantasy but a tangible daily experience, largely thanks to Hyperoptic Full-Fibre Broadband. Originating from London in 2011, Hyperoptic has emerged as an influential challenger in the UK broadband market, offering internet speeds up to ten times faster than traditional broadband by deploying 100% fibre-optic cables directly to homes and businesses. Its network now spans over 1.9 million premises in 64 towns and cities, serving more than 400,000 customers, with ambitious plans to expand further.

The UK's broadband landscape is undergoing a dramatic transformation as full-fibre coverage surged from just 12% in early 2020 to over 78% by mid-2025, propelled by regulatory support and significant private investment. Hyperoptic exemplifies this shift, standing as a leading alternative network provider (alt-net) that specialises exclusively in full-fibre infrastructure. Unlike the traditional Openreach networks that often rely on ageing copper wires for the final mile, Hyperoptic delivers symmetrical upload and download speeds of up to 1 Gbps, suitable for the increasing demands of modern digital lifestyles such as remote working, 4K streaming, and smart home technologies.

Founded by Serbian entrepreneurs Boris Ivanovic and Dana Tobak, Hyperoptic initially targeted London's high-rise apartment buildings neglected by incumbent providers. This focus combined with technological foresight—betting on pure fibre-to-the-premises (FTTP) technology well before it became industry standard—has underpinned its rapid growth. As Dana Tobak remarked in a 2022 interview with TechCrunch, "We bet everything on pure fibre when others called it overkill. Now, it’s the gold standard." The company’s network coverage has steadily expanded from London and Manchester to encompass major urban centres like Birmingham, Leeds, Glasgow, and Liverpool, with ongoing trials aiming to extend 10 Gbps speeds and collaboration with Project Gigabit to bring service to 100,000 rural premises by 2026.

Hyperoptic’s product range reflects the diversity of user needs, from affordable 150 Mbps plans for remote workers priced at around £25 per month to 1 Gbps tiers appealing to tech enthusiasts at roughly £45 monthly. Business clients benefit from enterprise-grade solutions, including dedicated 10 Gbps leased lines and 24/7 support, demonstrating Hyperoptic’s broad market approach. This portfolio, combined with services such as free installations, Wi-Fi 6 routers with mesh networking, and static IPs for gaming, have helped drive rapid adoption—particularly during the pandemic-induced surge in hybrid working, which saw 1 Gbps plan uptake rise by 200%.

Independent assessments corroborate Hyperoptic’s strong market position and customer satisfaction levels. The firm boasts a 99.9% network uptime validated by Ofcom’s 2023 broadband performance report and was named “Best Customer Service” by Uswitch in 2024, with a Trustpilot rating averaging 4.5 out of 5 stars. Furthermore, Expert Reviews highlighted that nearly two-thirds of users are very satisfied with the speeds experienced, and 86% expressed contentment with customer service responsiveness. However, the provider’s current coverage of approximately 1.9 million premises is modest relative to major incumbents, a factor that underscores ongoing industry concerns about the sustainability and scalability of alt-nets despite their rapid growth.

Hyperoptic’s financing posture underscores its ambitions. The company raised £255 million in 2024 alone, including a £150 million injection from the UK Infrastructure Bank aimed at accelerating fibre rollout. To date, it has accrued over £1.1 billion in total funding and debt, supplemented by a majority stake acquisition by private equity giant KKR in 2019. This financial muscle supports plans to reach two million premises and grow the customer base to 500,000.

Technological innovation remains a core driver for Hyperoptic. Its research focuses on AI-powered network traffic management to optimise bandwidth during peak times and robotic fibre-laying machines which significantly reduce installation times. The company holds 12 UK patents, illustrating its commitment to pioneering fibre-splicing techniques that reduce signal loss in high-density environments. Strategic partnerships with technological leaders like Nokia and Calix ensure Hyperoptic’s hardware remains state-of-the-art, and the network is already 5G-ready, supporting backhaul needs for mobile operators.

Customer loyalty appears strong, with a retention rate of 92% reported in 2023, attributed to rapid engineer response times for outages, community outreach initiatives offering free broadband to low-income families, and flexible contract options including 30-day rolling plans. These factors have earned the provider a “Recommended Provider” badge from consumer champion Which? for three consecutive years.

Environmental sustainability also plays a significant role in Hyperoptic’s corporate responsibility strategy. The company’s 2024 Sustainability Report outlines a 45% reduction in emissions since 2020, verified by the Carbon Trust, achieved through energy-efficient network hardware consuming 30% less power than industry norms, a comprehensive router recycling scheme, and a commitment to carbon offsetting by planting five trees for every new customer.

Looking ahead, Hyperoptic envisions a future where full-fibre connections form the backbone of advanced digital infrastructure supporting emerging technologies like artificial intelligence, virtual reality, and smart city initiatives. CEO Dana Tobak encapsulated this forward-thinking ethos, stating, “Full-fibre isn’t the endpoint—it’s the foundation for AI, VR, and tech we haven’t imagined yet.”

While challenges remain in extending full-fibre broadband beyond urban centres and ensuring affordability and accessibility, Hyperoptic’s model showcases the potential of alternative networks to reshape the UK’s digital landscape. As the nation pushes toward over 95% full-fibre coverage by 2027, providers like Hyperoptic are pivotal in bridging the connectivity gap and unlocking the benefits of next-generation internet services for millions.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[4]](https://www.ispreview.co.uk/index.php/2023/10/isp-hyperoptic-top-300000-customers-on-uk-full-fibre-network.html), [[6]](https://www.ispreview.co.uk/index.php/2025/06/hyperoptic-to-extend-uk-fttp-broadband-coverage-via-openreach.html)
* Paragraph 2 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[2]](https://www.ft.com/content/4d25e026-d91d-4b86-9659-72142028df4e), [[4]](https://www.ispreview.co.uk/index.php/2023/10/isp-hyperoptic-top-300000-customers-on-uk-full-fibre-network.html)
* Paragraph 3 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[3]](https://www.expertreviews.co.uk/technology/broadband-mobile-networks/hyperoptic-broadband-review)
* Paragraph 4 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[4]](https://www.ispreview.co.uk/index.php/2023/10/isp-hyperoptic-top-300000-customers-on-uk-full-fibre-network.html), [[5]](https://www.datacenterdynamics.com/en/news/hyperoptic-secures-150m-from-ukib-to-boost-fiber-rollout/), [[6]](https://www.ispreview.co.uk/index.php/2025/06/hyperoptic-to-extend-uk-fttp-broadband-coverage-via-openreach.html)
* Paragraph 5 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[3]](https://www.expertreviews.co.uk/technology/broadband-mobile-networks/hyperoptic-broadband-review)
* Paragraph 6 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/), [[5]](https://www.datacenterdynamics.com/en/news/hyperoptic-secures-150m-from-ukib-to-boost-fiber-rollout/), [[6]](https://www.ispreview.co.uk/index.php/2025/06/hyperoptic-to-extend-uk-fttp-broadband-coverage-via-openreach.html)
* Paragraph 7 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/)
* Paragraph 8 – [[1]](https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/)

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## Bibliography

1. <https://inews.zoombangla.com/hyperoptic-full-fibre-broadband-uk/> - Please view link - unable to able to access data
2. <https://www.ft.com/content/4d25e026-d91d-4b86-9659-72142028df4e> - This article discusses the rapid expansion of full-fibre broadband in the UK, highlighting the role of alternative network providers like Hyperoptic. It notes that full-fibre broadband coverage increased from 12% in January 2020 to over 78% by mid-2025, driven by regulatory changes and private investments. Despite this growth, the uptake remains at 38%, raising concerns about market sustainability and potential consolidation in the sector. The article also projects that full-fibre coverage will reach over 95% of UK homes by 2027, bringing the country closer to European peers.
3. <https://www.expertreviews.co.uk/technology/broadband-mobile-networks/hyperoptic-broadband-review> - This review evaluates Hyperoptic's broadband services, highlighting its superior speed performance and symmetrical upload/download speeds. It notes that nearly two-thirds of customers are very satisfied with the speeds offered. The review also mentions that 86% of customers are satisfied with the contact centre's handling of issues. However, it points out that Hyperoptic's network currently reaches only 1.4 million UK homes, which is a limitation compared to larger providers.
4. <https://www.ispreview.co.uk/index.php/2023/10/isp-hyperoptic-top-300000-customers-on-uk-full-fibre-network.html> - This article reports that Hyperoptic's full-fibre network now covers over 1.4 million homes across 64 UK towns and cities, with a customer base of 300,000. It mentions that Hyperoptic aims to cover 2 million premises by 2024 and to grow its customer base to 500,000 in the near future. The article also notes that KKR acquired a majority (75%) equity stake in Hyperoptic during 2019, and the operator has secured £600 million in debt to fund its growth.
5. <https://www.datacenterdynamics.com/en/news/hyperoptic-secures-150m-from-ukib-to-boost-fiber-rollout/> - This article reports that Hyperoptic has secured £150 million from the UK Infrastructure Bank to further ramp up its full-fibre network rollout. The funding brings the total raised this year to £255 million, with a total of £1.1 billion raised to date. The article mentions that Hyperoptic's network currently spans 64 towns and cities, passing more than 1.73 million homes and serving 340,000 customers. The company aims to connect two million homes and reach 500,000 customers.
6. <https://www.ispreview.co.uk/index.php/2025/06/hyperoptic-to-extend-uk-fttp-broadband-coverage-via-openreach.html> - This article reports that Hyperoptic plans to extend its full-fibre broadband coverage by at least another 1 million premises using Openreach’s FTTP products. The article notes that Hyperoptic's network currently covers 1.9 million premises and has 400,000 active subscribers. It mentions that KKR acquired a majority (75%) equity stake in Hyperoptic during 2019, and the operator has a committed debt and loan facility of approximately £1.3 billion.
7. <https://www.computerweekly.com/news/366554654/Hyperoptic-reaches-customer-milestone/> - This article reports that Hyperoptic has reached a customer milestone, connecting more than 300,000 customers across the UK to its full-fibre infrastructure. The article mentions that Hyperoptic's network now passes more than 1.4 million homes across 64 towns and cities. It also notes that Hyperoptic was founded in 2011 with the intention to 'shake up' the UK broadband market with its full-fibre optic technology.