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October 26, 2026

Via Email

Leah Mohr
Executive Director
Public Utilities Commission
Capitol Building, 1st floor
500 E. Capitol Ave.
Pierre, SD 57501-5070
leah.mohr@state.sd.us

RE: SmartLess Mobile, LLC – Notice of Merger

Dear Ms. Mohr:

SmartLess Mobile, LLC (SmartLess Mobile or the Company) is registered with the South Dakota Public Utilities Commission (Commission) as a wireless telecommunications carrier. By this letter, SmartLess Mobile advises the Commission that on October 26, 2026, the Company merged with Affiniti Ventures, Inc. d/b/a Noble Mobile (Affiniti Ventures). It is SmartLess Mobile's understanding that prior Commission approval or notice was not required for the transaction. Therefore, SmartLess Mobile submits this letter solely for the Commission's information.

Affiniti Ventures is a private wireless telecommunications carrier that is incorporated in the State of Delaware with its principal business address at 262 West 38th Street, Suite 1002, New York, NY, 10018. Affiniti Ventures is registered as a wireless carrier with this Commission. On October 26, 2026, Affiniti Ventures acquired 100 percent of the membership interests of SmartLess Mobile from a group of investors that included: The Phone Company, LLC; SL Keane Capital, LLC; and Thomvest Holding US 1 LLC.

Effective October 28, 2026, all SmartLess Mobile customers will migrate to become Noble Mobile branded customers. All SmartLess Mobile customers received a notice on October 26, 2026, that their service would be provided under a new brand name, but that the change in brand name would not result in any loss or impairment of service. As a result of the merger, customers continue to receive their existing services at the same or better rates, terms,

and conditions than they received under the SmartLess Mobile brand. Thus, the transaction had no adverse effects for the Company's customers.

Finally, by this letter, SmartLess Mobile relinquishes its wireless registration. If the Commission requires SmartLess Mobile to take any further action to terminate its wireless registration or if the Commission has any questions regarding this submission, please contact undersigned counsel for SmartLess Mobile.

Respectfully submitted,



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