

The Beginning of the Un-carrier Era



2012 John Legere is appointed CEO of T-Mobile USA, Inc.

By the Numbers: 33.7M customers
December 2012 38,000+ employees

2013 T-Mobile purchases MetroPCS, adding 9 million prepaid customers.

2013 - 16 T-Mobile launches its Un-carrier campaign and revolutionizes the wireless industry.

By the Numbers: 72M customers
January 2017 50,000+ employees



metroPCS.





**72 Million
Customers**

50+ K
Employees

**Fastest LTE
Network
Reaching 313
Million PoPs**

TWO FLAGSHIP BRANDS:

T-Mobile

metroPCS

Customers Are Flocking to the Un-carrier!



TOTAL CUSTOMERS (IN MILLIONS)





SIMPLE CHOICE & MOBILE WITHOUT BORDERS

MARCH 2013

No annual service contracts, limits or overages

AMPED JULY 2015: coverage in three countries for the price of one.



SIMPLE GLOBAL

OCTOBER 2013

The world is your network—unlimited data and texting and 20¢/min calling in 140+ countries and destinations.



LIFETIME COVERAGE GUARANTEE

JUNE 2014

AMPED SEPT. 2015: Guaranteed satisfaction with your coverage for as long as you're a customer.



Wi-Fi UNLEASHED

SEPTEMBER 2014

Call and text over any Wi-Fi connection for seamless coverage where no cellular network reaches.



UN-CARRIER FOR BUSINESS

MARCH 2015

100% transparent pricing and benefits for businesses of all sizes.



#GETTHANKED

JUNE 2016

The carriers give you attitude. The Un-carrier gives you gratitude. No strings attached.



NEW RULES

JANUARY 2017

Ended the carriers' bogus monthly taxes & fees, abolished price hikes and pays you back for unused data.



JUMP! & JUMP! ON DEMAND

JULY 2013

Upgrade your phone when you want, not when you're told.

AMPED JUNE 2015: switch whenever you want and pay nothing upfront on base models.



CARRIER FREEDOM

JANUARY 2014

We'll pay your early termination fees or pay off your device when you switch.



MUSIC FREEDOM

JUNE 2014

Stream music without using your high-speed data.



DATA STASH

DECEMBER 2014

Roll your unused data forward for 12 months. Don't lose what you don't use!



BINGE ON

NOVEMBER 2015

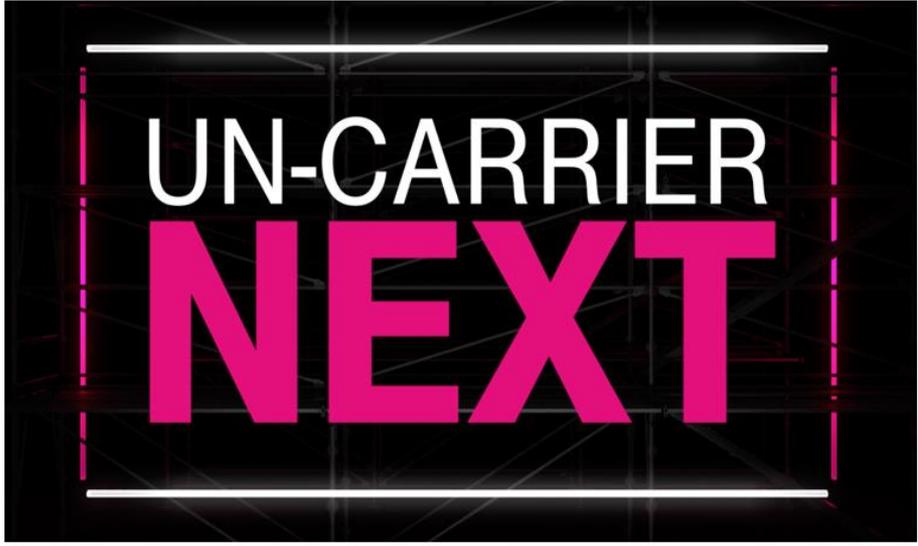
Stream unlimited video from dozens of providers without using high-speed data. Watch up to 3X more video from all other providers.



T-MOBILE ONE

AUGUST 2016

The Internet is meant to be Unlimited.



- **Taxes & Monthly Fees Included on T-Mobile ONE – What You See Should Be What You Pay**
 - The price customers see advertised is actually the price they pay – completely wiping away wireless service fees and even including all taxes
- **KickBack on T-Mobile ONE – You Shouldn't Have to Pay for What You Don't Use**
 - When customers use 2 GB or less in a month, they'll get an up to \$10 credit on their next month's bill per qualifying line
- **Un-contract for T-Mobile ONE – Only YOU Should Have the Power to Change What You Pay**
 - T-Mobile ONE customers keep their price until THEY decide to change it, and T-Mobile will never change the price they pay



Employees are Engaged with Leadership

- CEO, John Legere, and other executives are regularly accessible to employees by email and social media.
- John Legere also frequently visits frontline employees at T-Mobile and MPCS locations and hosts company-wide employee question and answer forums.
 - “On my very first day at T-Mobile, I demanded that every time I spoke publicly to the company, all employees across the country would be invited to watch’ ... Legere also has a section in his calendar book that contains a color-coded list of how many times he’s visited each of T-Mobile US’s 18 major call centers.”
 - **Business Insider**, October 6 2016
- T-Mobile has a highly engaged and enthusiastic workforce of nearly 50,000 employees.

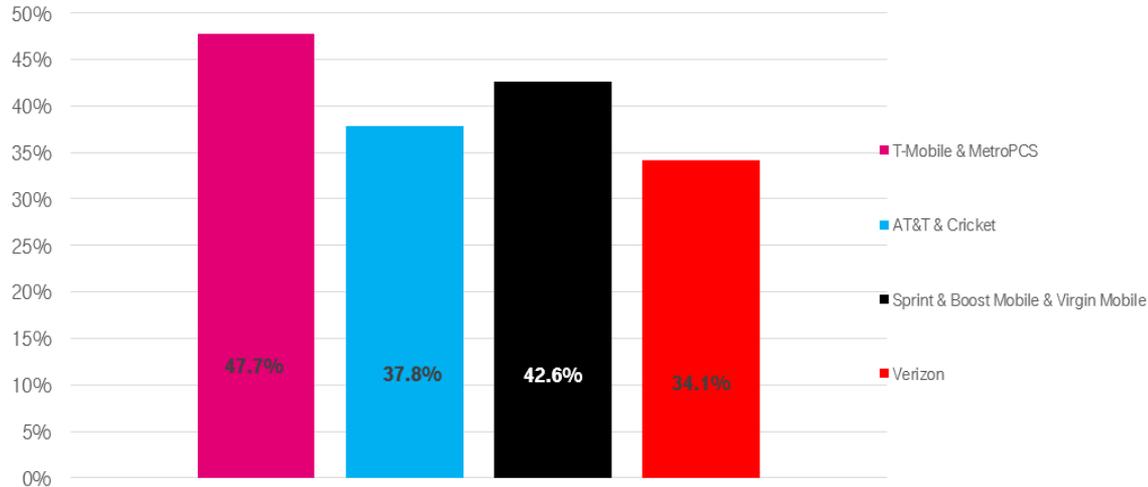
Team: Employee Engagement



T-Mobile & MetroPCS Smartphones Are Vital for Online Access



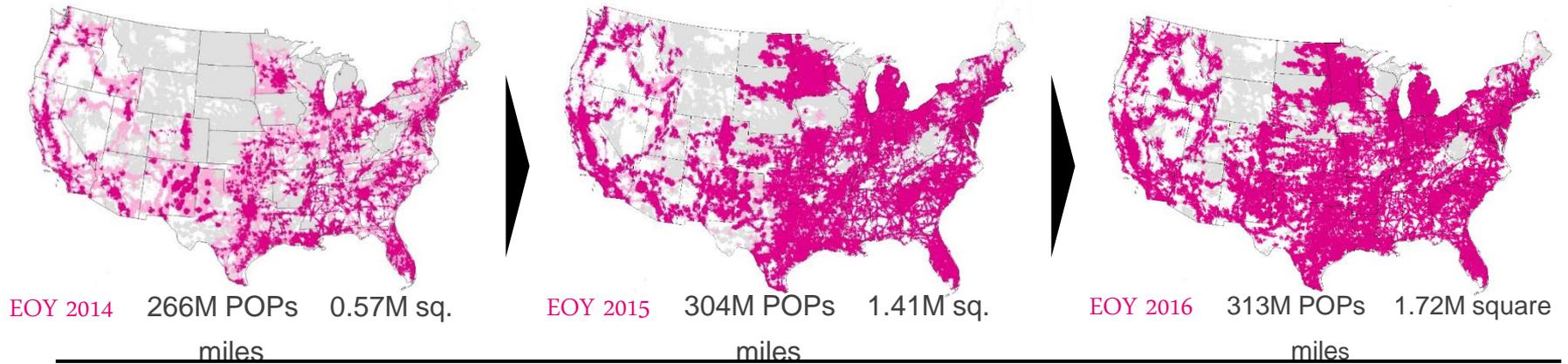
T-Mobile: Putting the Internet Into the Hands of More People Who Need It Than Any Other Carrier



Among national carriers, T-Mobile & MetroPCS have more “smartphone dependent customers,” defined as customers who both lack internet access at home and are limited in their ability to get online outside of their smartphones.

Source data based on a T-Mobile analysis of Nielsen Mobile Insights self-report survey of over 170,000 mobile subscribers during September 2015 to March 2016.

T-Mobile Network: Three Times the Coverage in Three Years



Anticipated EOY 2017 320M POPs





- We are committed not just to bringing our customers the best LTE network, but also to offering network innovations that other carriers later copy
 - Jun 2007: First to launch Wi-Fi Calling with T-Mobile Hotspot @Home, allowing call handoffs from 2G to Wi-Fi.
 - May 2014: First to launch VoLTE* for faster call connections, fast LTE data speeds while on a call, HD Voice and seamless transitions between 2G/4G and LTE networks
 - Sep 2014: First with Wi-Fi Calling worldwide allowing you to move seamlessly between our LTE network and any available Wi-Fi connection (VoLTE w/ eSRVCC*).
 - Feb 2016: First to trial deployment of License Assisted Access*, an exciting innovation that will increase network efficiency and throughput speeds using unlicensed spectrum
 - Oct 2016: First to deploy AWS-3 (Band 66), providing even more spectrum capacity for calls, texts, streams, and file uploads and downloads.

Backhaul Basics

