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WIRELESS IN 2012

ANNUAL CONTRACTS



UPGRADE LIMITATIONS



GLOBAL ROAMING FEES



STUCK IN CONTRACTS



OVERAGES & OVER PAYING



THE CARRIERS

THE UN-CARRIER



T··Mobile·®

THE UN-CARRIER


ANNUAL CONTRACTS
STUCK IN CONTRACTS
CONFISCATING
DATA YOU PAID FOR
OVERAGES
MEANINGLESS
LOYALTY REWARDS
PRICE HAGGLING
UPGRADE RUNAROUNDS
SLAMMED
WITH MUSIC DATA CHARGES
COMPLICATED
BUSINESS PRICING
GLOBAL
ROAMING FEES
NO COVERAGE
WHERE IT MATTERS MOST
VIDEO STREAMING
LIMITS


SIMPLE CHOICE™
Free yourself from wireless restrictions.
Unlimited talk, text & data on our network.
No annual service contracts.
No data overages. Ever.
MOBILE WITHOUT BORDERS
Get 4G LTE data and unlimited calls and texts when in Mexico and Canada – at no extra charge.
JUMP!
Get the phone you want, when you want.
Nothing upfront, nothing at upgrade, nothing out the door.
CARRIER FREEDOM
With Contract Freedom, we paid off your Family's early termination fees. Now, we pay off your phones and buy out your annual service contracts.


MUSIC
FREEDOM
Stream all the music you want.
Data charges do not apply.
WI-FI
UN-LEASHED
Make Wi-Fi calls beyond the reach of cellular networks. Talk and text from anywhere there's a Wi-Fi connection.
DATA
STASH™
It's your data. Keep it. Now all your data rolls forward for 12 months.


BUSINESS
UN-LEASHED
Our best price is our only price – no haggling required. Benefits extend to the families of employees.
#GETTHANKED
BINGE ON
Video now streams free without watching your data.
T-MOBILE TUESDAYS
Introducing T-Mobile Tuesdays. Get thanked with free stuff and epic prizes, every week, just for being customers.
STOCK UP
Now T-Mobile customers are T-Mobile owners.
POP
SODA



MOST IMPORTANT TECHNOLOGY IN OUR LIFETIME



MOST IMPORTANT TECHNOLOGY IN OUR LIFETIME

AGE OF THE EMPOWERED CONSUMER



LISTEN TO CUSTOMERS




JOIN THE
CONVERSATION


ELIMINATE
PAIN POINTS

...AND
INTRODUCING

#GETTHANKED

T-MOBILE® TUESDAYS

GET THANKED. GET THE APP.

STOCK UP™

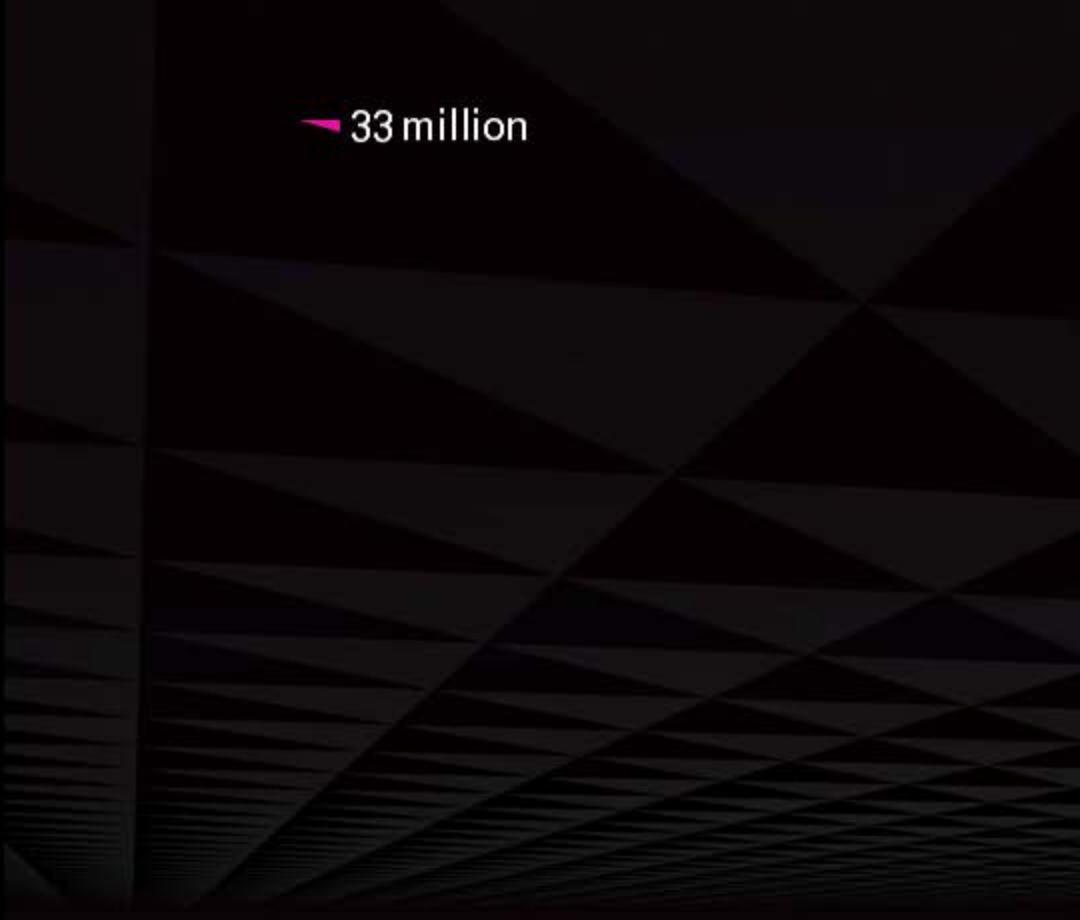


RADICALLY SIMPLIFY FOR A DIGITAL FUTURE



EMPOWER EMPLOYEES




33 million

...AND INVESTING MORE IN OUR SERVICES

INCREASED REVENUE

76%

All results are pro forma combined.


309M PEOPLE COVERED
2014

EMPOWERING CONSUMERS

THE UN-CARRIER **REVOLUTION**

LISTEN TO **CUSTOMERS**

JOIN THE **CONVERSATION**

ELIMINATE PAIN POINTS

TAKE RISKS & BE AGILE

RADICALLY SIMPLIFY FOR A **DIGITAL FUTURE**

EMPOWER EMPLOYEES

WE WON'T STOP

LET'S TALK



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