

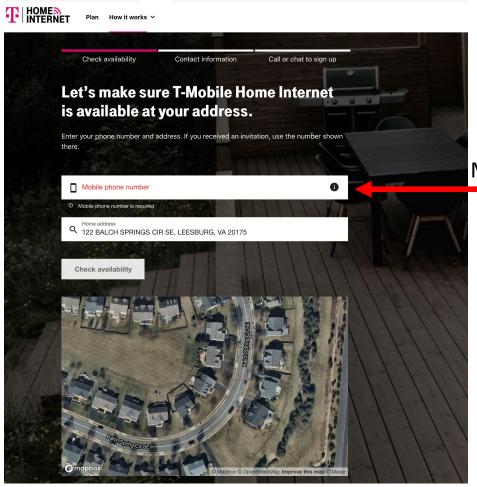
Initial Competitive Assessment



### Initial Market Size and Forecasted Growth

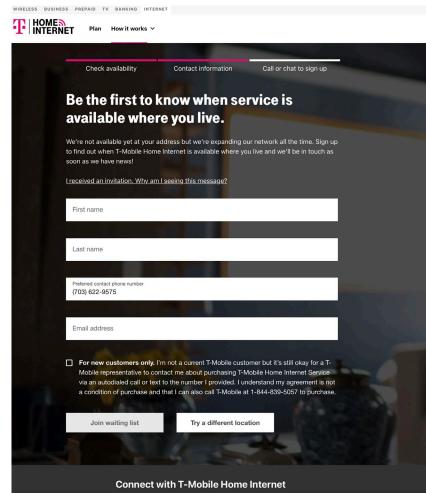
- 30 Million "homes passed" at launch
  - 10 million are rural
  - 20 million suburban/urban
- 100,000 existing 4G LTE Fixed Wireless subs
- Forecasting 500,000 combined with 5G by YE 2021
- 7-8 Million within 5 years per T-Mobile guidance

# Signing Up on Online...Serviceability Check



Mobile # Capture

Opt-in for using Mobile to contact prospects







### **Product & Pricing Details**

- \$60/Mo with Autopay
- 50-100 MB Downstream depending on network and traffic
- 10-25 MB Upstream depending on network and traffic
- Real world avg: mid-30s MB Down / 8-10 MB Up
- No Data caps (restrictions on permissible use in Ts&Cs
- No apparent limit of streaming video resolution
- No annual contract
- Don't have to be a T-Mobile wireless subscriber
- Self-install
- Not a hot spot can't move it to another location

#### With us, everything is included. Period.

Our fixed price includes everything-no surprises. Compare that to the other guys

	T HOMEN INTERNET	Comcast Xfinity	Charter Spectrum	AT&T Home Internet	Verizon FioS
Fixed price	<b>✓</b>	-	-	-	$\checkmark$
Wi-Fi equipment included	<u>~</u>	-	-	-	-
No annual service contracts	<b>✓</b>	Sometimes	$\checkmark$	$\checkmark$	$\checkmark$
No data caps	$\overline{\mathbf{v}}$	Sometimes	$\checkmark$	Sometimes	$\checkmark$

Based on advertised pricing as of 1/13/2

#### **Get started in three easy steps:**





Confirm coverage at your address.

Receive our WiFi Gateway device.

Download our mobile app to set up the

service.



Check availability >

Device details >





### **Competitive Assessment and Analyst Reaction**

- Seems principally a near-term threat to DSL and Satellite Internet providers
- Potentially a threat to lower tier and price conscious Cable broadband subscribers
- New Street Analyst: "There won't be demand for the service in fiber and upgraded cable markets where the service is no better and the price is not meaningfully lower..."
- T-Mobile's Dow Draper says the global chipset shortage could limit gateway supply
- Analysts note the revenue per GB of usage is magnitudes better for wireless use
- Potential weakness: the downstream/upstream ratio of 10:1 is shrinking toward 5:1 due to changes in at-home behavior since COVID-19

## Competitive Messaging: Conversation Starters

- Continue telling our best story reliability, capacity, simplicity, security, safe/trusted
- We were/are here when it mattered most working, playing, schooling
- No direct mention by name?
- What does de-positioning look like?
- Targeted treatment to at-risk subscribers?
- MSO research on highest propensity to switch by segment?

## Press Coverage

- <a href="https://arstechnica.com/information-technology/2021/04/t-mobile-5g-home-internet-60-a-month-100mbps-speeds-and-no-data-cap/">https://arstechnica.com/information-technology/2021/04/t-mobile-5g-home-internet-60-a-month-100mbps-speeds-and-no-data-cap/</a>
- <a href="https://www.lightreading.com/opticalip/four-questions-dogging-t-mobiles-5g-fixed-wireless-ambitions/a/d-id/768606?">https://www.lightreading.com/opticalip/four-questions-dogging-t-mobiles-5g-fixed-wireless-ambitions/a/d-id/768606?</a>
- <a href="https://www.msn.com/en-us/news/technology/i-signed-up-for-t-mobiles-2450-unlimited-home-internet-service-heres-what-happened/ar-BB1dYo4l">https://www.msn.com/en-us/news/technology/i-signed-up-for-t-mobiles-2450-unlimited-home-internet-service-heres-what-happened/ar-BB1dYo4l</a>
- <a href="https://www.lightreading.com/5g/a-closer-look-at-cable-vs-5g-fixed-wireless/a/d-id/768112">https://www.lightreading.com/5g/a-closer-look-at-cable-vs-5g-fixed-wireless/a/d-id/768112</a>
- <a href="https://www.t-mobile.com/news/un-carrier/t-mobiles-next-un-carrier-move-5gforall">https://www.t-mobile.com/news/un-carrier/t-mobiles-next-un-carrier-move-5gforall</a>