



Wireless Industry Panel January 28, 2015

Presented to TFI

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Presented at *TFI Communications Technology Asset Valuation Conference*
January 28-29, 2015, Radisson Downtown, Austin, Texas

Headlines for 2014

- Sprint/T-Mobile deal called off (Aug '14)
- Marcelo Claure replaces Dan Hesse (Aug '14)
- Cease using WiMAX technology (around Nov '15)
- Cost Optimization

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Sprint's Network Goals for 2014

- Finish “rip and replacement” of 3G 1.9 GHz network
- Roll out HD Voice nationwide by July 2014
- Expand LTE footprint across all 3 bands:
 - 1.9GHz
 - 800MHz
 - 2.5 GHz
- Reach 100 million people with 2.5 GHz LTE by yearend

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Achievement of Goals During 2014

- July – “rip and replace” effort largely complete
- July – roll-out of nationwide HD Voice announced
- 4G service in over 550 markets – covering 260M
 - Mostly with LTE 1.9GHz
 - 62 markets covered with LTE 2.5GHz

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Focal Points

▪ Competitive Value Proposition

- Sprint Unlimited Plans
- Sprint Family Share Pack
- Sprint Business Share Plans
- iPhone for Life & other leasing plans introduced

▪ Network

- Consistent, reliable network experience
- Continued deployment of 4G LTE
 - ✓ Emphasis on completion of build-out of 800 MHz spectrum and expansion of 2.5GHz spectrum coverage
 - ✓ 2.5GHz rollout to focus on congested points of network
 - ✓ Followed by focus on select markets

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Other

- Earnings Release – Feb 5 (Fiscal 3Q 14)
- Sprint is now a 3/31 Fiscal Year Company
- Open to sale of wireline assets to allow focus on the wireless business

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