

Network Claims

5/6/2022

NOTES

This document is a repository of network claims, not creative direction, or claim prioritization. This is a living document and is constantly updated. It's published with a date stamp on it. If you are using a version that is more than a month old, consult the network marketing team to ensure you have the latest. Any claim with a "P" bullet indicates a priority claim. All claims in each section are listed in priority order.

[REDACTED]

[REDACTED]

5G NETWORK EXPERIENCE

- Download apps, games, entire playlists, and TV episodes in seconds
- Enjoy seamless video calling when you're out and about
- Easily upload and email big files while you work on the go
- Stream your favorite podcasts and songs from coast to coast
- Experience cloud gaming on the go with less lag than ever before

5G LEADERSHIP

P T-Mobile has More 5G Bars in More Places

- Based on having the most 5G coverage and the only nationwide standalone 5G network
- Should not be localized, only applicable at the national level
- Disclaimer: T-Mobile has America's largest 5G network. Capable device required. Some uses may require certain plan or feature; see T-Mobile.com.

• T-Mobile is America's largest and fastest 5G network

- Other alternative claims:
 - T-Mobile is America's 5G leader. Largest. Fastest
- Disclaimer: Capable device required for 5G; coverage not available in some areas. Some uses may require certain plan or feature; see T-Mobile.com. **Fastest:** Based on median, overall combined 5G speeds according to analysis by Ookla® of Speedtest Intelligence® data 5G download speeds for Q1 2022. Ookla trademarks used under license and reprinted with permission.

- Shortened Disclaimer (for use in TV/Radio): Capable device required; coverage not available in some areas. Some uses may require certain plan or feature; see T-Mobile.com. **Fastest:** Based on median, overall combined 5G speeds according to analysis by Ookla® of Speedtest Intelligence® data 5G download speeds for Q1 2022.
- **T-Mobile is America's 5G leader**
 - Should only use where we are listing examples of why this is true (at minimum speed and coverage)
 - As example: T-Mobile is America's 5G leader with the largest 5G network and 5G access included in every plan
 - Based on coverage, 5G included in every plan, only nationwide SA 5G, 3 dedicated spectrum bands and nationwide standalone 5G, NR carrier aggregation
- **T-Mobile is the most awarded 5G Network**
 - Disclaimer: T-Mobile's is America's Most Awarded 5G Network with the most individual awards for nationwide 5G metrics in public reports from independent industry experts
- **T-Mobile has the most advanced 5G network**
 - Can be used as a standalone claim, but please provide examples wherever possible
 - 3 dedicated spectrum bands, NR carrier aggregation, nationwide SA 5G
- **T-Mobile was the first to launch nationwide 5G Standalone**
 - For use in TFB and PR ONLY
- **T-Mobile has the most 5G towers**

5G (In general)

Coverage

Coverage is still a vital story to tell as we still are not given credit for the size of our network. 5G gives us the opportunity to change that perception once and for all.

- **95% of Americans covered**
- **T-Mobile has 5G coverage in all 50 states**
- **T-Mobile 5G covers 315 million people across 1.8 million square miles**
 - For use in PR and TFB only
- **T-Mobile 5G covers the most highways in America**
- **T-Mobile 5G covers nearly 90% of highways in America**
- **T-Mobile has more 5G coverage on highways than AT&T and Verizon**

Speed

- **America's fastest 5G network**
 - Disclaimer: Capable device required for 5G; coverage not available in some areas. Some uses may require certain plan or feature; see T-Mobile.com. Based on median, overall combined 5G speeds according to analysis by Ookla® of Speedtest Intelligence data 5G median download speeds for Q1 2022. Ookla trademarks used under license and reprinted with permission.
 - Above disclaimer applies to all "fastest 5G" claims
- **T-Mobile's 5G speeds are 5x faster than its 4G LTE nationwide and rolling out speeds as fast as Wi-Fi with Ultra Capacity 5G**
 - 5x speeds based on internal data.
 - Disclaimer must link to a map of 2.5 GHz or Ultra Capacity 5G coverage
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results from cities with 2.5GHz speeds vs mobile wi-fi results for Q1 2022. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission
- **Fast 5G speeds in the most places (nationwide)**

- **[Using our new Sprint network assets] We're rolling out 5G speeds that are as fast as Wi-Fi with Ultra Capacity 5G**
 - Can be used with or without the parts in parenthesis
 - Comparing speeds to wi-fi is much more effective than saying it is faster than 4G.
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results from cities with 2.5GHz speeds vs mobile wi-fi results for Q1 2022. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission
- **Fulfilling the 5G promise by bringing true mobility to speeds as fast as Wi-Fi on Ultra Capacity 5G**
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results from cities with 2.5GHz speeds vs mobile wi-fi results for Q1 2022. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission

Latency

Latency is not a big story yet. It can be used to showcase a benefit of 5G over 4G LTE but should not be used on its own. Note: Latency claims are the same for 5G, Extended Range 5G and Ultra Capacity 5G. UC 5G specific claims will be developed as the technology matures.

- **T-Mobile's 5G is being built to have a superior response time to 4G LTE, for a more real time experience**
- **T-Mobile's 5G has 25% less latency on average than its 4G LTE**
 - May be used as a standalone network statement.
 - Should not be combined with any specific use cases unless previously approved.

Capacity

- **T-Mobile 5G has more capacity than ever before, so you can share your experiences in the moment even at big events like games, festivals, and fairs.**

EXTENDED RANGE 5G

Extended Range 5G is defined as nationwide dedicated 5G spectrum that is low band (600 MHz). This is our coverage layer that gives us broader reach.

Coverage

Coverage is still a vital story to tell as we still are not given credit for the size of our network. 5G gives us the opportunity to change that perception once and for all.

P America's largest 5G network

P More 5G Bars in More Places

- **T-Mobile has Extended Range 5G coverage in all 50 states**
 - Need to be careful not to imply that our Alaska coverage is part of our native network
- **T-Mobile's Extended Range 5G covers 315 million people across 1.8 million square miles**
 - For use in PR and TFB only
- **95% of Americans covered with Extended Range 5G**
 - For use in PR and TFB only

Speed

Extended Range 5G is NOT our primary speed story. This should be used primarily by the web team.

- **T-Mobile has fast 5G Speeds in the most places**
- **The best availability of 5G speeds**
 - For use in PR. Not recommended for marketing use

ULTRA CAPACITY 5G

Ultra Capacity 5G is defined as nationwide dedicated 5G spectrum that is mid band or higher (including mmWave). This is our performance layer that gives us enhanced 5G speeds.

Coverage

Coverage is still a vital story to tell as we still are not given credit for the size of our network. 5G gives us the opportunity to change that perception once and for all.

- **Upgrading over a thousand towers per month to Ultra Capacity 5G. And more towers every week**
 - Monitoring progress to ensure we can continue to say this claim
 - “More every week” validated by Maria St. Jean
- **Only T-Mobile makes the full power of Ultra Capacity 5G available nationwide**
 - Must use the word “makes” to keep it in present tense since our competitors will eventually have it.
- **Ultra Capacity 5G covers 225 million people**
 - For use in PR and TFB only
- **Ultra Capacity 5G is now nationwide, covering over 65% of Americans**
 - For use in PR and TFB only

Speed

Supplement our coverage story with our Ultra Capacity 5G story wherever possible. It's a huge part of our competitive advantage, and 5G momentum story. Ultra Capacity 5G is our secret sauce, and we're the only ones who make it available nationwide today.

- **We're rolling out even faster 5G speeds, as fast as Wi-Fi on your phone with Ultra Capacity 5G**
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results compared to mobile wi-fi results from cities with 2.5GHz speeds for Q1 2022. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission.
 - Disclaimer must link to a map of 2.5 GHz coverage.
- **We're rolling out speeds as fast as Wi-Fi nationwide on Ultra Capacity 5G**
 - **Other alternative claims:**
 - **The 5GUC icon means your area has speeds as fast as Wi-Fi**
 - **T-Mobile's Ultra Capacity 5G brings speeds as fast as Wi-Fi nationwide: averaging over 200Mbps (FRONTLINE RETAIL/CARE ONLY – NOT FOR MARKETING CONTENT)**
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results from cities with 2.5GHz speeds compared to mobile wi-fi results for Q1 2022. Ookla trademarks used under license and reprinted with permission. Nationwide based on T-Mobile analysis of population covered
- **Fulfilling the 5G promise by bringing true mobility to speeds as fast as Wi-Fi on Ultra Capacity 5G**
 - Disclaimer: Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results compared to mobile wi-fi results from cities with 2.5GHz speeds for Q1 2022. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission.
 - Disclaimer must link to a map of 2.5 GHz coverage.