WELCOME HOME!

WARSAWA, 12.09.2017
EVERY HOME NEEDS STRONG FOUNDATIONS

REMINDER: OUR STRATEGY
T-MOBILE POLSKA DIRECTION: FROM MOBILE TO INTEGRATED

MOBILE  FMS  FMC
EVERY HOME NEEDS STRONG FOUNDATIONS

ACTIVE MARKET PLAYER: WE SEE IT WORKS

SUPERNET VIDEO
ONE OF A KIND SERVICE
IN MOBILE BUSINESS

TERAZ MOŻESZ!
VIDEO BEZ LIMITU DANYCH

TERAZ MOŻESZ!
ROZMOWY, SMS Y, MMS-Y
I INTERNET BEZ LIMITU DANYCH

T-MOBILE 1 - BEZ LIMITU
TOP SELLING TARIFF
IN TMPL PORTFOLIO

PRE-PAID IS STABILIZING
BACK TO GROWTH

JOINED FORCES WITH T-SYSTEMS
NEW COMPETENCES IN B2B

LIFE IS FOR SHARING.
MOBILE RULES...

BROADBAND MARKET IN POLAND

MOBILE BROADBAND (% of HH)
RANKED #5 TH AMONG EU COUNTRIES

FIXED BROADBAND (% of HH)
RANKED #3 RD AMONG EU COUNTRIES

...FROM THE END

Source: EU Scoreboard Broadband market developments in the EU 2017
... BECAUSE POLAND IS STILL UNDERSERVED

BROADBAND MARKET IN POLAND

20% OF BUILDINGS STILL NOT CONNECTED TO ANY FBB INFRASTRUCTURE

~30% OF FBB USERS WITH 10 MBIT/S OR SLOWER CONNECTION

32% OF BUILDINGS CONNECTED TO FBB FASTER THAN 30 MBIT/S

Source: EU Scoreboard Broadband market developments in the EU 2017
UKE Telco Market Report 2016
GROWING DEMAND MEETS LACK OF INFRASTRUCTURE

1,3 MLN MORE HOUSEHOLDS TILL 2030

33 OF 39 OF THE BIGGEST CITIES (OVER 100 K OF CITIZENS) WILL SHRINK IN POPULATION BY 2030

ON BLUE: POVIATS, WHERE NUMER OF PEOPLE WILL GROW MORE THAN 10% BY 2030

LIFE IS FOR SHARING.
ALL YOU NEED IS A GOOD APPROACH

WE CHECKED IT
BRZEG AND SANOK CITIZENS AS FIRST TO EXPERIENCE QUALITY OF FMS SOLUTION

TRUE POTENTIAL REVEALED
3 DIGITS GROWTH OF SALES

CITY A

CITY B

FMS MMA offer

LIFE IS FOR SHARING.
WE CHECKED THE PEOPLE'S NEEDS
BRZEG AND SANOK CITIZENS AS A FIRST TO EXPERIENCE QUALITY OF FMS SOLUTION

SATISFIED CUSTOMERS: 93%

63% OF USERS RECOMMENDING THE PRODUCT

TOP MARKS: GREAT QUALITY, GOOD SPEED, ATTRACTIVE OFFER

ALMOST NO RETURNS DURING THE TRY&BUY PERIOD
OUR NETWORK IS READY FOR CUSTOMERS DEMANDS

OVER

99.8% OF POPULATION IN RANGE OF T-MOBILE LTE NETWORK

END OF 2017

10,100 LTE SITES (CURRENTLY 9900)

4,125 CARRIER AGGREGATION (CURRENTLY 2800)

LIFE IS FOR SHARING.
WE SATIATE THE NEED FOR SPEED

MAXIMUM SPEED 545 Mbps in 2017

LTE NETWORK CAPACITY +105% in 2017

CARRIER AGGREGATION 47% by the end 2017
READY TO „OWN THE HOME“
NEW MEMBER OF THE FAMILY
UNLIMITED HOME INTERNET

WORKS EVERYWHERE
THANKS TO THE BEST NETWORK
NEW MEMBER OF THE FAMILY

UNLIMITED HOME INTERNET

JUST PLUG & SURF
NO DRILLING
NO INSTALLATION NEEDED

WE COULDN'T MAKE IT EASIER 😊

OPEN THE BOX
TAKE THE CUBE OUT
PLUG AND SURF

LIFE IS FOR SHARING.
NEW MEMBER OF THE FAMILY

CHOOSE THE BEST OPTION

SIMPLE PRICING 45 zł 55 zł

SPEED OPTION [UP TO]: 20 MB/S 60 MB/S

UNLIMITED DATA ON 4G/3G NETWORK

NO SPEED REDUCTION

NO EXTRA COSTS NO ACTIVATION FEE

UNLIMITED HOME INTERNET

199 zł

HUAWEI

4G ROUTER B529

1 zł

HUAWEI

4G ROUTER B525

LIFE IS FOR SHARING.
# NEW MEMBER OF THE FAMILY

SERVE THE FULL HOUSE

## UNLIMITED HOME INTERNET

**UNLIMITED TALK, UNLIMITED SMS/MMS, UNLIMITED DATA**

<table>
<thead>
<tr>
<th>Plan</th>
<th>DLA CIEBIE</th>
<th>DLA DUETU</th>
<th>DLA RODZINY</th>
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<tbody>
<tr>
<td><strong>UNLIMITED HOME INTERNET</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 Mb/s</td>
<td>95 zł</td>
<td>125 zł</td>
<td>135 zł</td>
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<td></td>
<td>50 zł + 45 zł</td>
<td>50 zł x 2 + 45 zł</td>
<td>50 zł x 3 + 45 zł</td>
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<td>60 Mb/s</td>
<td>105 zł</td>
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</table>

**LIFE IS FOR SHARING.**
NEW MEMBER OF THE FAMILY
AS EASY GOING AS YOU

GIVE IT A TRY WITH NO RISK
DEVICE COST REFUNDED IN CASE OF RETURN
NO ACTIVATION FEE
MONTHLY FEE CALCULATED PROPORTIONALLY

UNLIMITED HOME INTERNET

ADJUST IT TO YOUR NEEDS
SWITCH BETWEEN THE OPTIONS
FREE OF CHARGE
MONTHLY FEE CALCULATED PROPORTIONALLY

LIFE IS FOR SHARING.
NEW MEMBER OF THE FAMILY
UNLIMITED HOME INTERNET
COUNTRYWIDE AVAILABILITY
IT'S ABOUT THE SERVICE
INDIVIDUAL ADJUSTMENTS
CONDITIONS ON CERTAIN ADDRESS
Pojęcie „Nielimitowany Internet domowy” dotyczy dostępu do mobilnego Internetu w zasięgu sieci Operatora i oznacza możliwość korzystania z usługi bez limitu objętości danych oraz bez zmiany deklarowanej szacunkowej prędkości maksymalnej przez cały czas obowiązywania umowy. Szacunkowa maksymalna prędkość pobierania danych w technologii LTE oraz 3G, w ramach wskazanej opłaty wyniesie nie więcej niż 20 Mb/s. Router dostępny w ofercie na raty, z opłatą na start. Podana opłata miesięczna obejmuje abonament i ratę za sprzęt oraz uwzględnia rabat na zgody marketingowe. Szczegóły w warunkach oferty promocyjnej „Internet Domowy na raty przez 24 miesiące w T-Mobile” i na www.t-mobile.pl.
FILM (CAMPAIGN)
THANK YOU