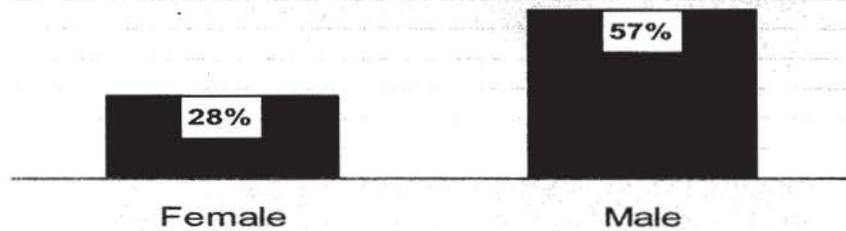


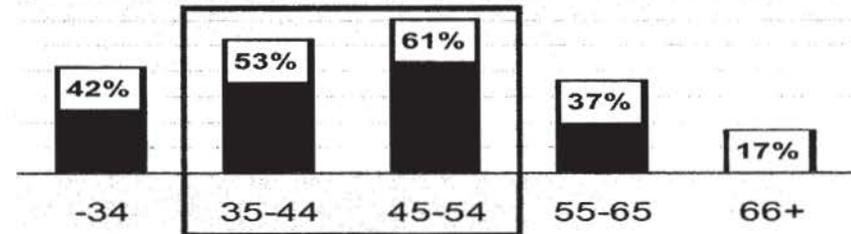
Demographics

Base: Motivates Much

Householder Gender



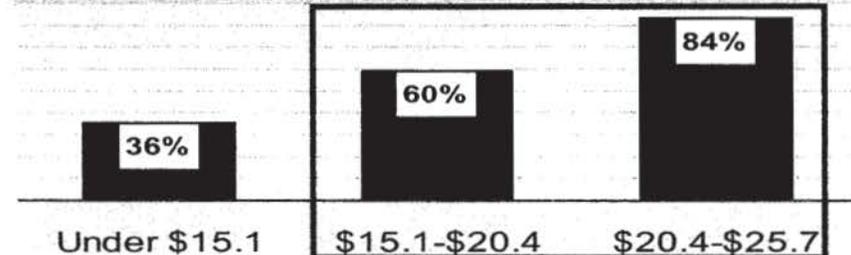
Householder Age

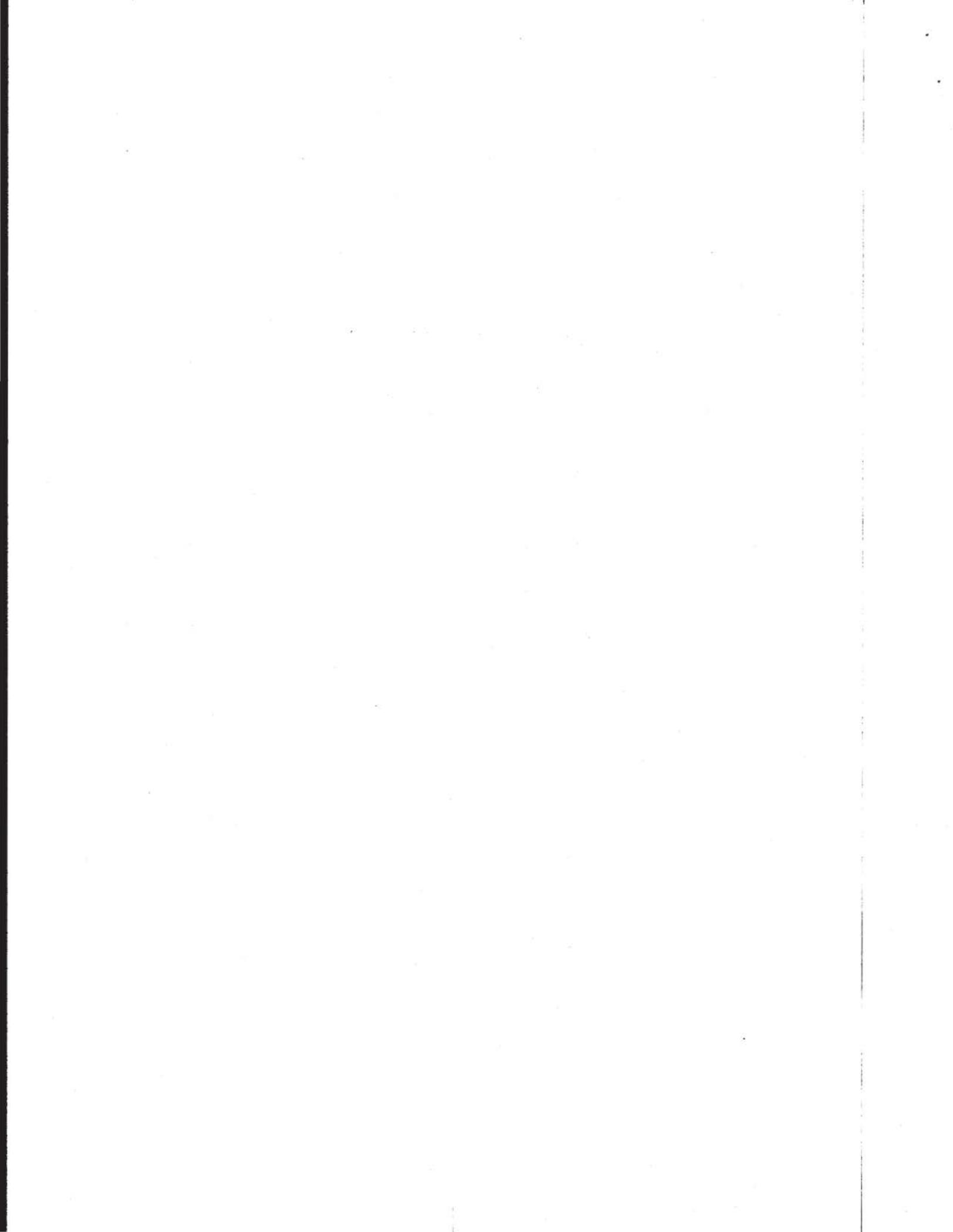


Geographical Region



Household Income (000)





Examining price sensitivity

Van Westendorp Price Sensitivity Meter

At what price do you begin to perceive the product as so expensive that you would not consider buying in?

Too expensive

At what price do you begin to perceive the product as so inexpensive that you would feel that the quality cannot be very good?

Too inexpensive

At what price do you perceive that the product is beginning to get expensive, so that it is not out of the question, but you would have to give some thought do buying it?

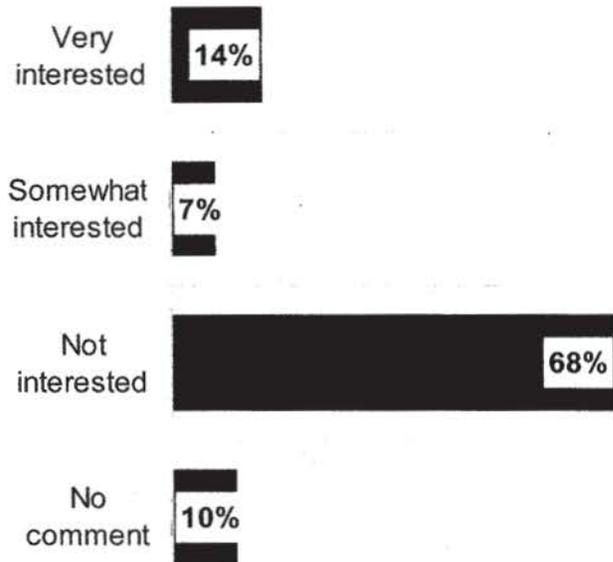
Expensive

At what price do you perceive the product to be a bargain – a great buy for the money?

inexpensive

Interest in a One Year Subscription Contract, and Amount Willing to Pay for a **Smartphone** plan that Includes Internet, Voice and Text

21% are very and somewhat interested



| Very and Somewhat Interested | Willing to Pay |
|------------------------------|----------------|
| Inexpensive | \$44 |
| Expensive | \$49 |
| Too expensive | \$54 |
| Too inexpensive | \$22 |
| Optimal price | \$43-51 |

| | |
|------------------------|-------|
| Willing pay for device | \$106 |
|------------------------|-------|

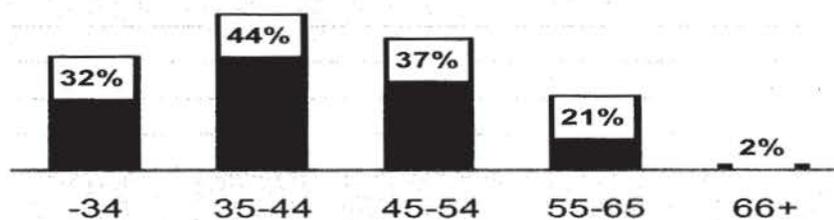
Demographics

Very interested / Somewhat interested in smartphones

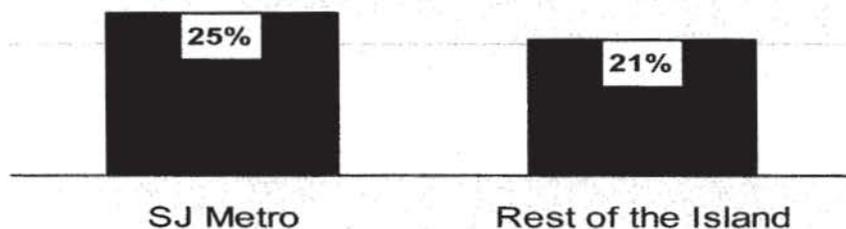
Householder Gender



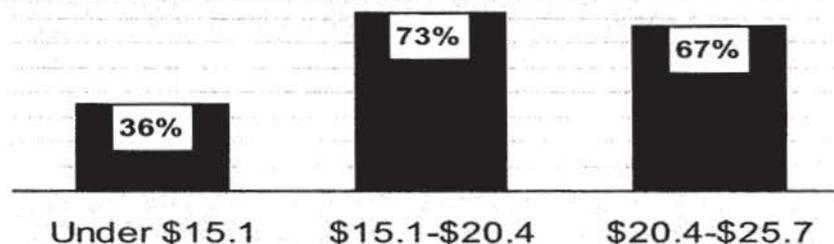
Householder Age



Geographical Region



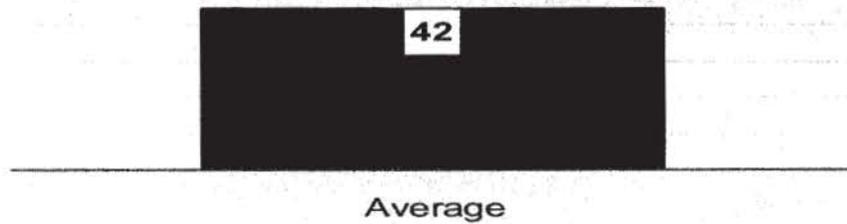
Household Income (000)



Demographics

Very interested / Somewhat interested in smartphones

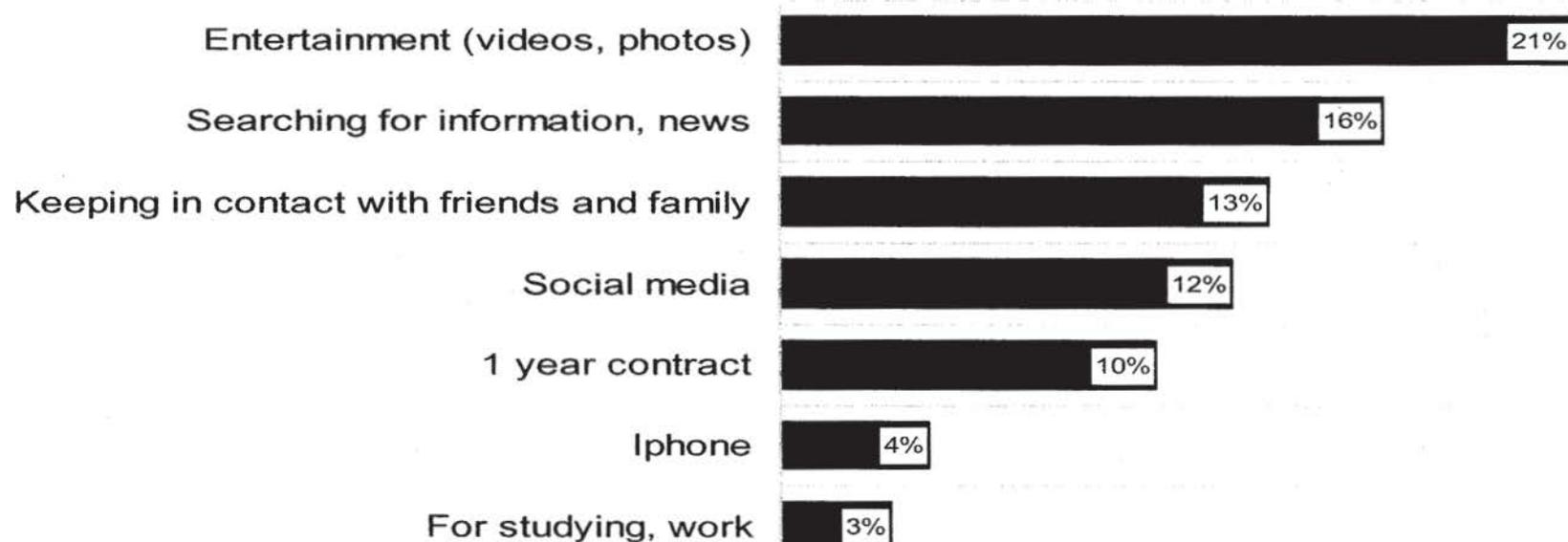
Householder Median Age



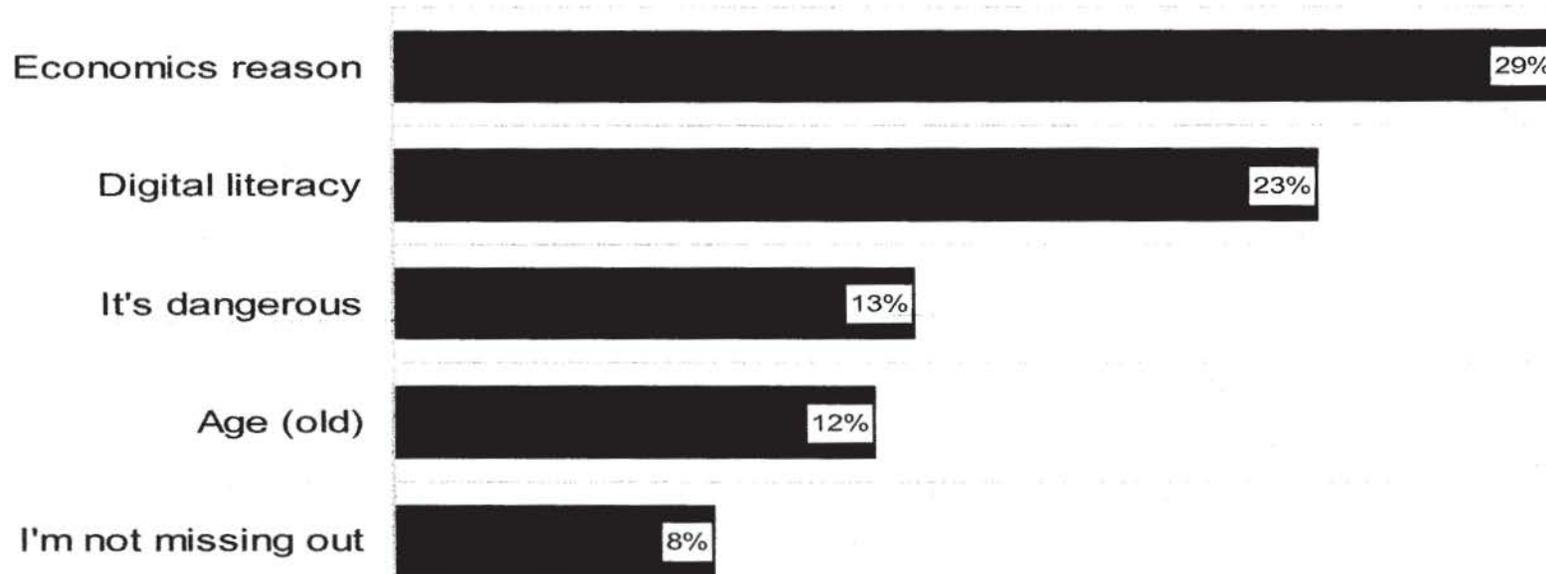
Population in Household (Persons)



Most important reasons for subscribing to a smartphone service

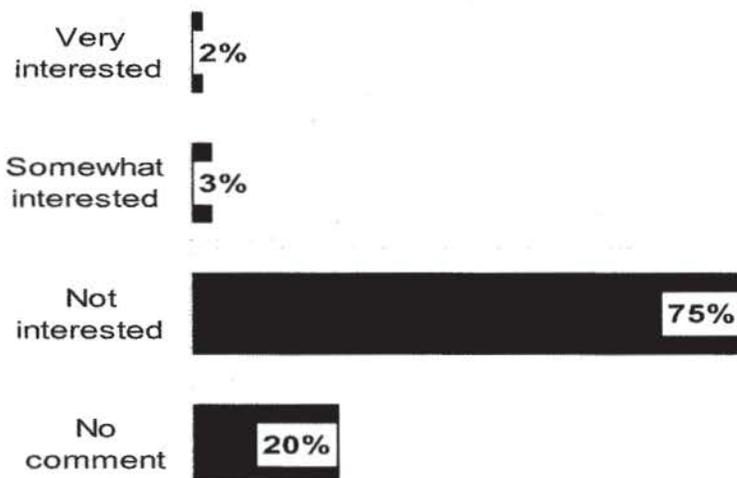


Most important reasons for not subscribing to a smartphone service



Interest in a 1-year contract, and amount willing to pay for a monthly plan for a tablet

5% are very and somewhat interested



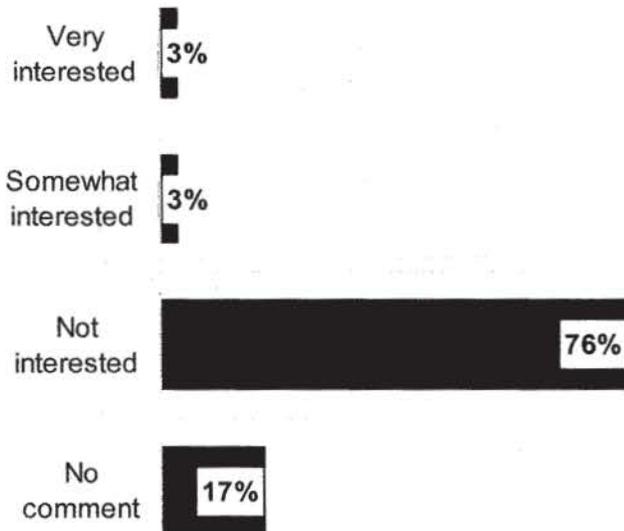
| Very and Somewhat Interested | Willing to Pay* |
|------------------------------|-----------------|
| Inexpensive | \$28 |
| Expensive | \$40 |
| Too expensive | \$55 |
| Too inexpensive | \$17 |
| Optimal price | \$29-42 |

Willing pay for device \$201

* Caution: small sample

Interest in a 1-year contract, and amount willing to pay for a monthly plan for a router

6% are very and somewhat interested

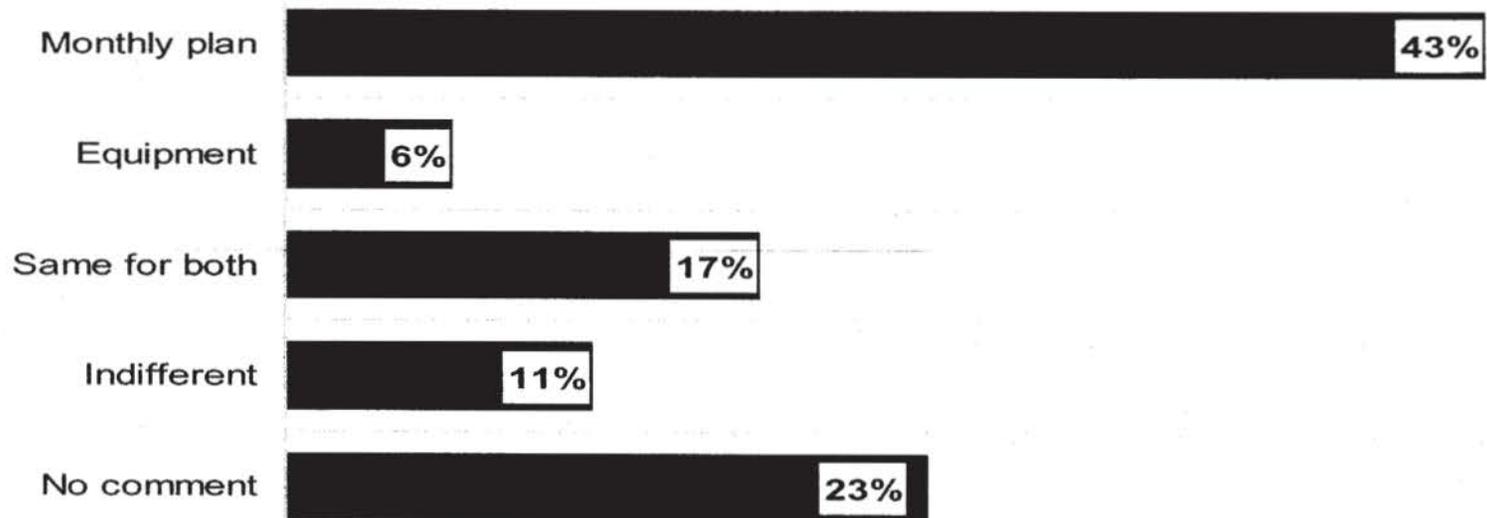


| Very and Somewhat Interested | Willing to Pay* |
|------------------------------|-----------------|
| Inexpensive | \$27 |
| Expensive | \$39 |
| Too expensive | \$54 |
| Too inexpensive | \$18 |
| Optimal price | \$28-40 |

Willing pay for device \$47

* Caution: small sample

Most important factor when activating

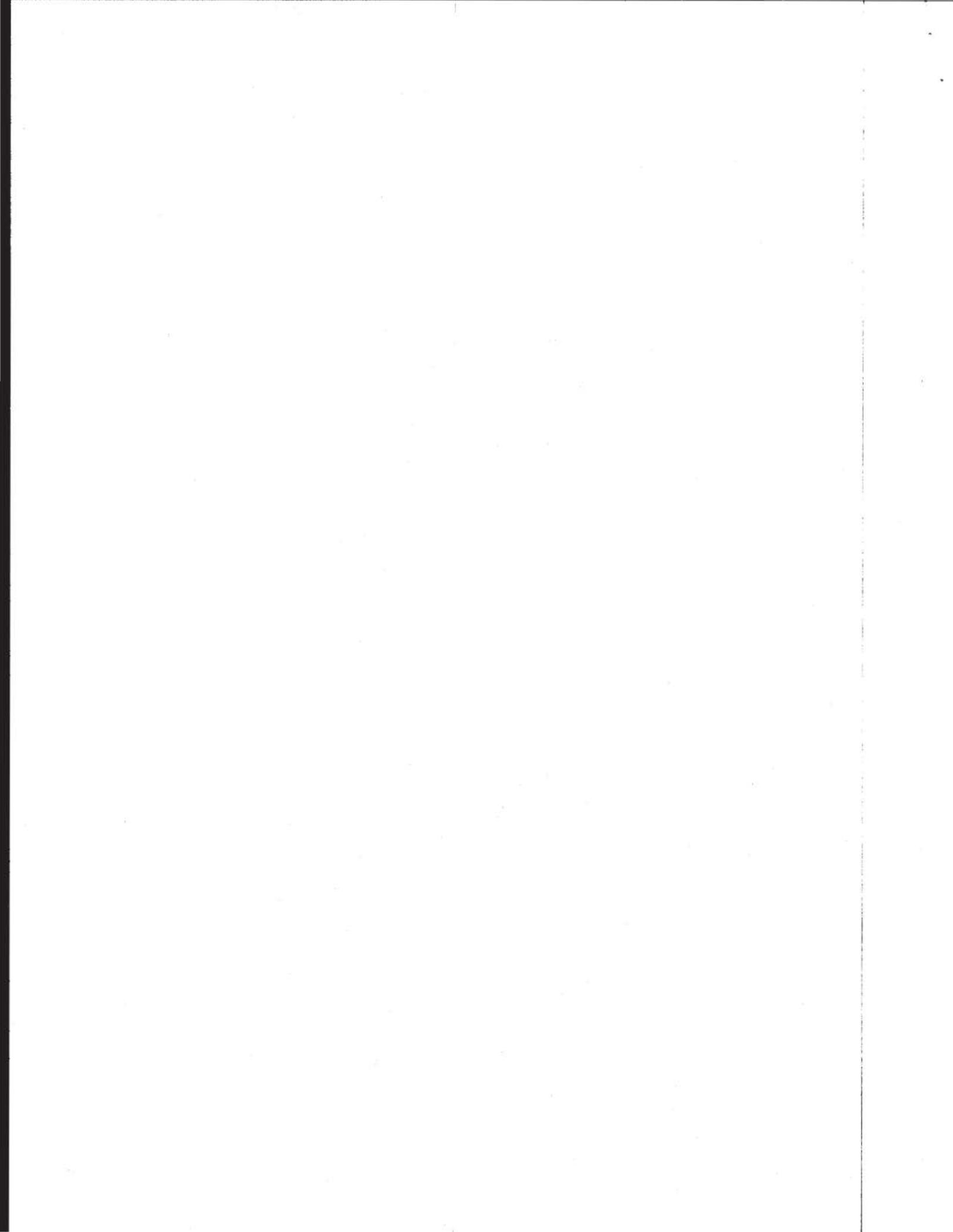


F · Mobile

CONCLUSIONS

Conclusions

- There is very little knowledge and awareness about smartphones, tablets and routers in the targeted group.
 - Product familiarity:
 - Router 9%
 - Tablet 14%
 - Smartphone 28%
- Interest in acquiring these is also very low.
 - Router 6%
 - Tablet 5%
 - Smartphone 21%
- Given these results, we decided to contact several survey respondents again (92) to get qualitative insight on their perception of the Internet, and smartphones:
 - Something complex, difficult to use.
 - Scared to use it
 - Too expensive
 - Carriers should educate more about how to use the Internet and smartphones
 - These are things for young people
 - Would like to access the news, the weather, Facebook
 - Can take pictures, save contacts' info



Strategy

- Marketing approach for advertising the T-Mobile FCC Pilot Program
 - Primary:
 - The Internet is for everyone
 - Educate consumers about what the Internet is, its benefits, and ease of use
 - Provide information about the different product features
 - Simple communication
 - Focus more on smartphones
 - Secondary:
 - Very affordable rate plans, and products
 - Tactical : Use a spokesperson that is trustworthy and familiar. Spokesperson well known by target group in making things that appear complex simple. Avoid “cutting edge” technology look which will likely turn off target group.

Appendix Print Ads

El Internet es simple

Desde tu celular tú también puedes

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo **\$11.49** al mes
Internet Ilimitado
300 minutos para hablar
Llamadas recibidas gratis



7-Eleven-Plus
GRATIS

REQUERIDO: PAÍS, DOMICILIO DE EMERGENCIA, SECCIÓN 8, TANQ, PROGRAMA DE COMERCIO EXTERNALES O SI ESTÁS BAJO LOS EFECTOS DE NIVELES DE POBREZA, SEGÚN ESTABLECIMIENTO DE LAS OMAS FEMENALES DE POBREZA.

Si recibes una de estas ayudas puedes calificar:
REQUERIDO: PAÍS, DOMICILIO DE EMERGENCIA, SECCIÓN 8, TANQ, PROGRAMA DE COMERCIO EXTERNALES O SI ESTÁS BAJO LOS EFECTOS DE NIVELES DE POBREZA, SEGÚN ESTABLECIMIENTO DE LAS OMAS FEMENALES DE POBREZA.

Llama para orientarte 1-877-886-8886

T-Mobile

Ofertas participativas: 101 Miles Plaza Las Américas / 11 Miles Torre Centro, Ponce / Plaza del Norte, San Juan / Plaza Centro, Caguas / Centro Viejo, Mayagüez / Plaza del Sur / Plaza Centro / Plaza Vega Baja / Plaza Fajardo

El Internet en tablet sí es para ti

Haz en tu tablet todo lo que puedes hacer con una computadora desde cualquier lugar

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo **\$19.99** al mes
Internet Ilimitado



Tablet con Internet
7-Mobile-Springboard
con pantalla de 7" **\$99.99**
Primeros meses

Si recibes una de estas ayudas puedes calificar:
REQUERIDO: PAÍS, DOMICILIO DE EMERGENCIA, SECCIÓN 8, TANQ, PROGRAMA DE COMERCIO EXTERNALES O SI ESTÁS BAJO LOS EFECTOS DE NIVELES DE POBREZA, SEGÚN ESTABLECIMIENTO DE LAS OMAS FEMENALES DE POBREZA.

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REQUERIDO: PAÍS, DOMICILIO DE EMERGENCIA, SECCIÓN 8, TANQ, PROGRAMA DE COMERCIO EXTERNALES O SI ESTÁS BAJO LOS EFECTOS DE NIVELES DE POBREZA, SEGÚN ESTABLECIMIENTO DE LAS OMAS FEMENALES DE POBREZA.

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T-Mobile

Ofertas participativas: 101 Miles Plaza Las Américas / 11 Miles Torre Centro, Ponce / Plaza del Norte, San Juan / Plaza Centro, Caguas / Centro Viejo, Mayagüez / Plaza del Sur / Plaza Centro / Plaza Vega Baja / Plaza Fajardo

El Internet es para todos en tu casa

Conecta hasta 6 equipos de Internet con un Wi-Fi Hotspot para

- Ver noticias
- Buscar información
- Saber el clima
- Jugar

por solo **\$19.99** al mes
Internet Ilimitado



Si recibes una de estas ayudas puedes calificar:
REQUERIDO: PAÍS, DOMICILIO DE EMERGENCIA, SECCIÓN 8, TANQ, PROGRAMA DE COMERCIO EXTERNALES O SI ESTÁS BAJO LOS EFECTOS DE NIVELES DE POBREZA, SEGÚN ESTABLECIMIENTO DE LAS OMAS FEMENALES DE POBREZA.

Si recibes una de estas ayudas puedes calificar:
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T-Mobile

Ofertas participativas: 101 Miles Plaza Las Américas / 11 Miles Torre Centro, Ponce / Plaza del Norte, San Juan / Plaza Centro, Caguas / Centro Viejo, Mayagüez / Plaza del Sur / Plaza Centro / Plaza Vega Baja / Plaza Fajardo

Appendix

Out of Home (In Mall Displays)

El Internet es simple

Desde tu celular tú también puedes

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo **\$11.49** al mes
Internet Ilimitado
300 minutos para hablar
Llamadas recibidas gratis



Programa
Cablearte
Jóvenes,
Innovador y
Educativo

Si recibes alguna ayuda del gobierno, llama al **1-877-866-5690** a ver si calificas.



Teléfono con Internet **T-Mobile Prepaid GRATIS**

Solo en tiendas participantes

T-Mobile

Appendix

In Store Material – Flyers & Banners

INTERNET DATA ILIMITADA VOZ



**T-Mobile Prism
GRATIS**
*Por \$9.99

T-Mobile

4G powered by Verizon

Algunas prohibidas manejar solo el Internet cuando gobiernas y donde gobiernas.

Tu nuevo Plan Libreline incluye:

- 200 minutos para hablar cuando quieras.
- Llamadas nocturnas ilimitadas.
- Servicio con datos ilimitado para ver tus programas favoritos. Hay e-mails y Wi-Fi gratis.
- Datos de mensajes, Servicio Clientes, Servicio de respuesta, transferencia de archivos GRATIS.
- Cobertura 3G y 4G.

¡Activar participación en el programa Libreline en tu dispositivo móvil!

*El servicio de Internet de T-Mobile Prism requiere un dispositivo compatible con 3G o 4G. El servicio de Internet de T-Mobile Prism requiere un dispositivo compatible con 3G o 4G. El servicio de Internet de T-Mobile Prism requiere un dispositivo compatible con 3G o 4G. El servicio de Internet de T-Mobile Prism requiere un dispositivo compatible con 3G o 4G.

INTERNET DATA ILIMITADA VOZ



**T-Mobile Prism
GRATIS**
*Por \$9.99

T-Mobile

4G powered by Verizon

Algunas prohibidas manejar el Internet cuando gobiernas y donde gobiernas.

Tu nuevo Plan Libreline incluye:

- 200 minutos por noche cuando quieras.
- Llamadas nocturnas ilimitadas.
- Servicio con datos ilimitado para ver tus programas favoritos. Hay e-mails y Wi-Fi gratis.
- Datos de mensajes, Servicio Clientes, Servicio de respuesta, transferencia de archivos GRATIS.
- Cobertura 3G y 4G.

¡Activar participación en el programa Libreline en tu dispositivo móvil!

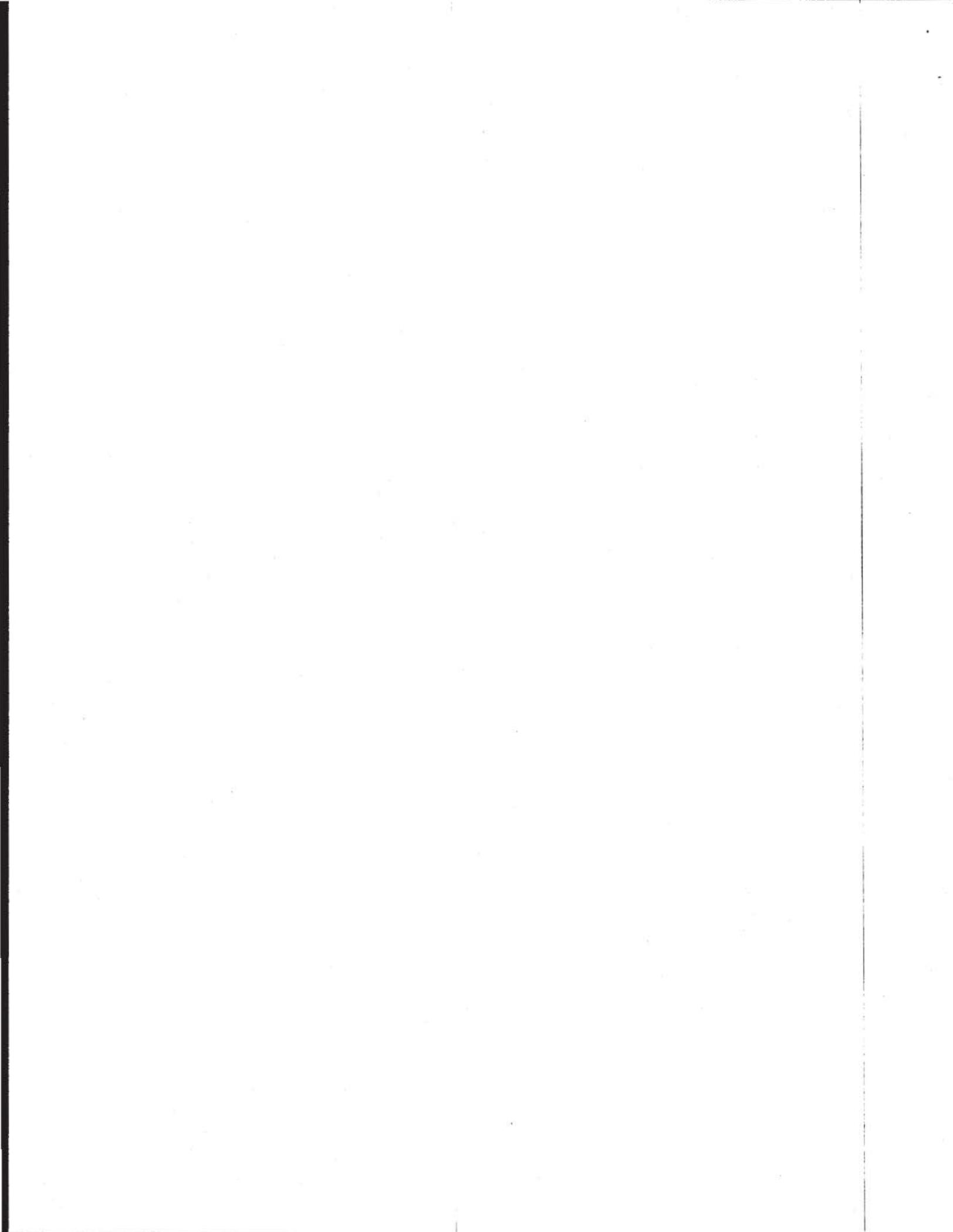
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heidi.lankau

 **Microsoft Outlook - Memo Style**
 **05/18/15 11:37 AM**

XEROX®



Heidi Lankau

To: Alexander Minard
Subject: FW: CAF II question

From: Joshua Rosen [<mailto:jrosen@actiipartners.com>]
Sent: Monday, May 18, 2015 11:23 AM
To: Heidi Lankau
Subject: FW: CAF II question

Hi Heidi - I apologize I didn't introduce myself on the phone - I work at an investment fund in New York focused on the media & telecom sectors, and am just digging into the mechanics of the change in subsidies and the effect on the public companies that receive funding. Below are the questions I had on CAF II and the transition. Thanks for your help.

Best,
Josh Rosen

From: Joshua Rosen
Sent: Thursday, April 30, 2015 11:46 AM
To: 'alexander.minard@fcc.gov'
Subject: CAF II question

Hi Alexander -

I am an investment analyst at Act II Capital, and am trying to better understand some of the nuances of the CAF II order and transition. Any help or guidance you could provide would be greatly appreciated. If this doesn't make sense or its easier - happy to talk through it on the phone.

- Do the disbursements of cash not commence until after August 27th or if a company accepted earlier, they would start to receive the CAF II amount?
- Is there a catch-up in 2015 for a company receiving LESS from CAF II model support than CAF I.
 - ie: the company would receive the CAF II model support for the full year (including the 75% year 1 transition) - or do they receive the CAF I frozen support through the date of the order (or date they accept) - and then the CAF II transitional amount for the latter half.
 - example - assuming June 30 transition for simplicity - A company received \$10 million in CAF I frozen support annually - through 6/30 they received \$5 million. They accept the model support which only is \$2 million annually. So the 2015 transition amount would be $\$2 + (\$10 - \$2) * 75\% = \8 mm for 2015. In the 2H of the year - do they only receive \$8 less the \$5 million already received --> \$3 mm. Or do they get 1/2 the run rate of the annual transitional amount of \$8 million in the 2H of the year - \$4mm
- If a company does not accept model support - do they receive the full amount of frozen CAF I support through the time when the Auction takes place?

Again - thank you for any guidance you can provide.
Best Regards,

Josh Rosen
Senior Analyst
Act II Capital, LLC
Direct (646) 737-1003
Main (212) 247-2990
Fax (212) 957-0073
jrosen@actiipartners.com