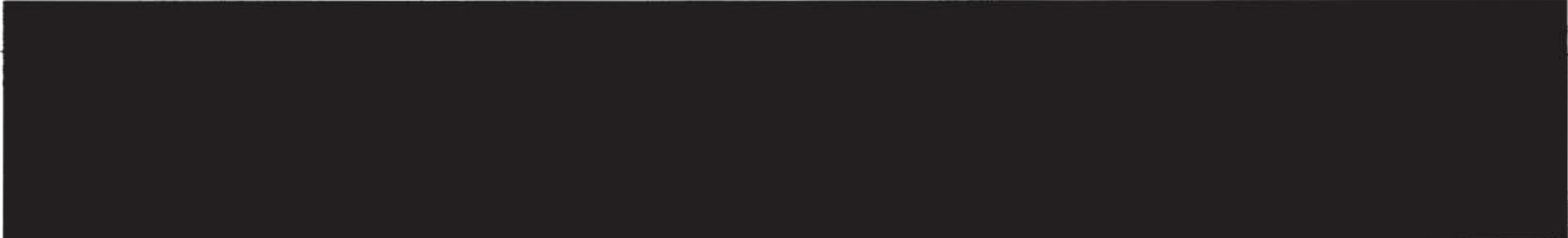
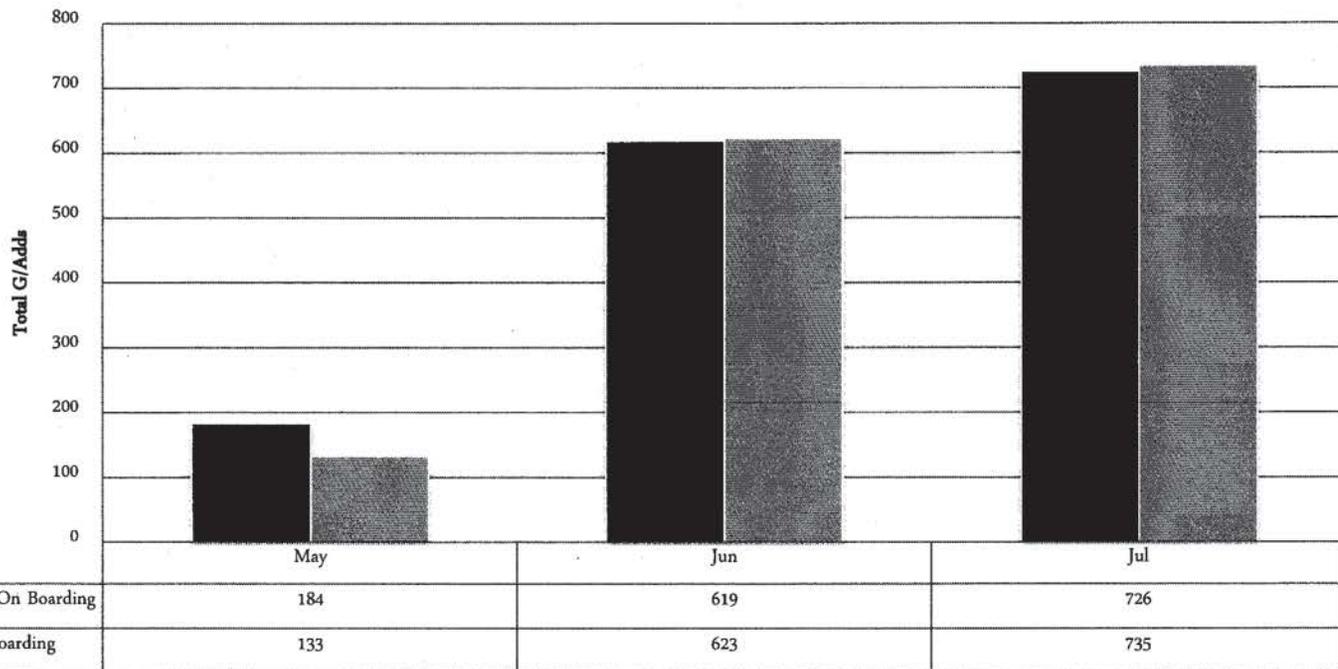


- 3,020 total enrollments (51% above forecast of 2,016)
- 2,725 or 89% of enrollments made on June & July
- By week10 (July 1-6) the forecast was achieved



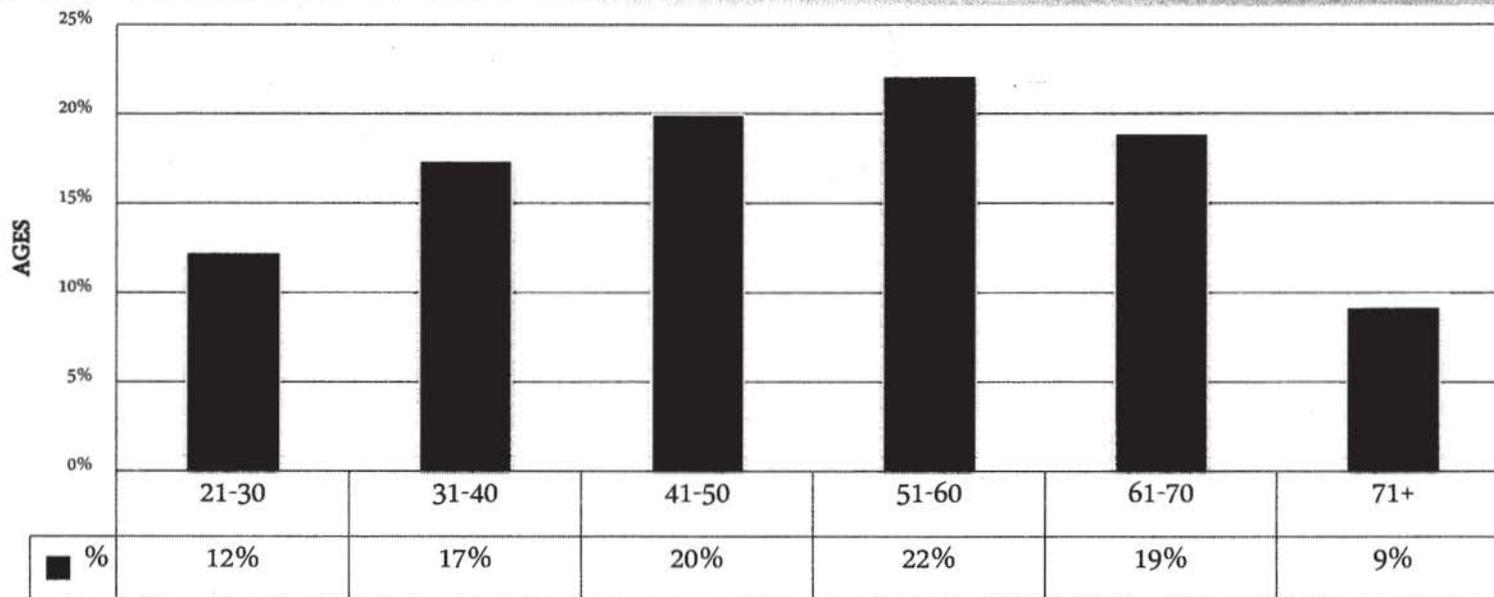
		Existing Customers			New Customers			TOTAL MBB GA	Deacts	Net Total
		Upgrade (LLV)	Migrations (non LLV) → Lifeline	New Voice (LLV) + MBB Feature	Smartphone Bundle	Router	Tablet			
May	1,473	171	18	125	2	4	1	321	4	317
June	5,400	106	33	1,080	3	23	9	1,253	11	1,242
July	5,046	99	23	1,321	3	24	2	1,472	11	1,461
Total	11,919	376	74	2,526	8	51	12	3,046	26	3,020
MIX		12%	2.43%	83%	0.26%	2%	0.39%			

- 2,526 new voice + MBB Feature 83%
- 2% Migrations (Non Lifeline Voice plan to Lifeline Plan)
- 2,725 or 89% of enrollments were performed on June & July – TV and Print ads
- 12% Upgrade (existing Lifeline Voice customer + MBB feature)
- <1% cancelled



Total	317	1,242	1,461	3,020
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- Non On boarding 51%
- On boarding 49%



RESULTS

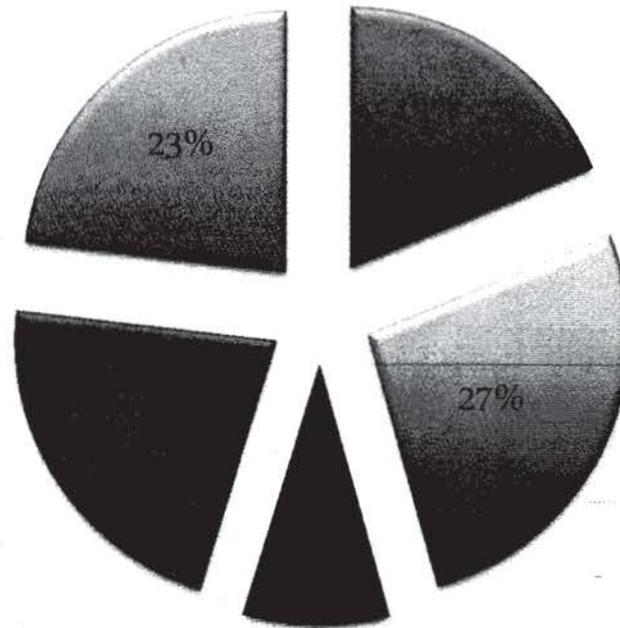
- 22% of highest enrollments were from customers from 51-60 years
 - 99% selected 2GB Data Feature
 - 1% selected Router or Tablet Plan
- Gender Distribution:
 - 72% Female (2,201)
 - 28% Male (819)

North -

Plaza del Norte
Plaza Vega Baja

West -

Centro Novios
Plaza Isabela



Metro -

Plaza Las Américas

South -

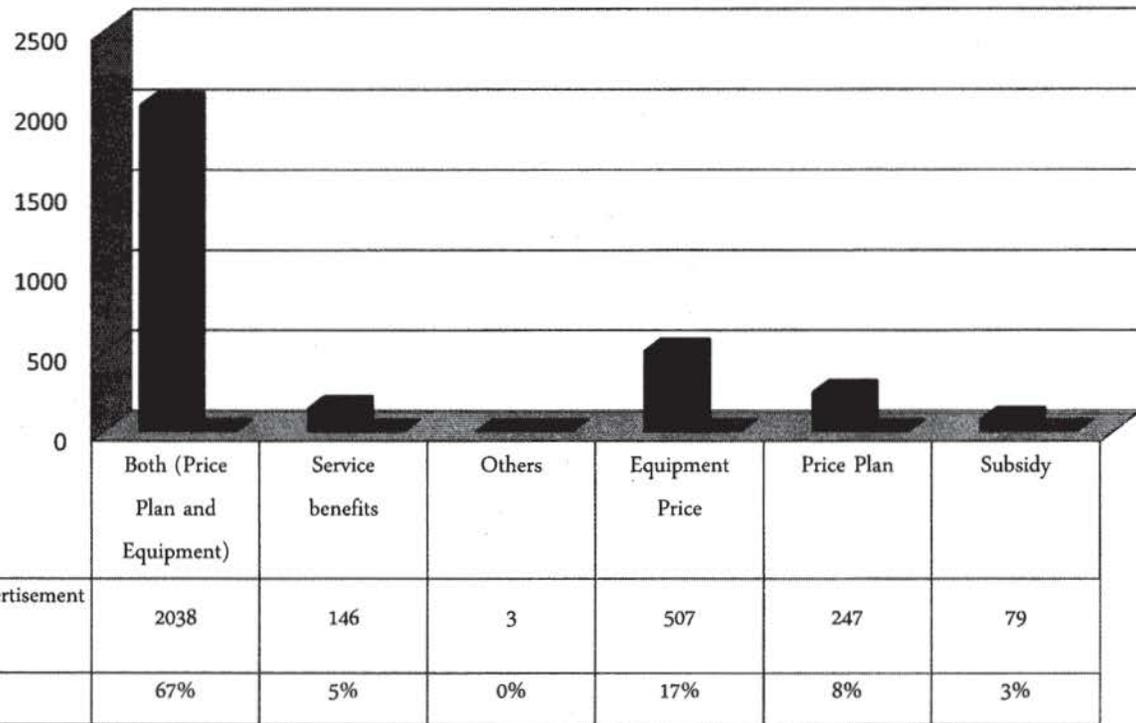
Plaza Cayey,
Monte Town Center,
Plaza Centro

East -

Plaza Fajardo

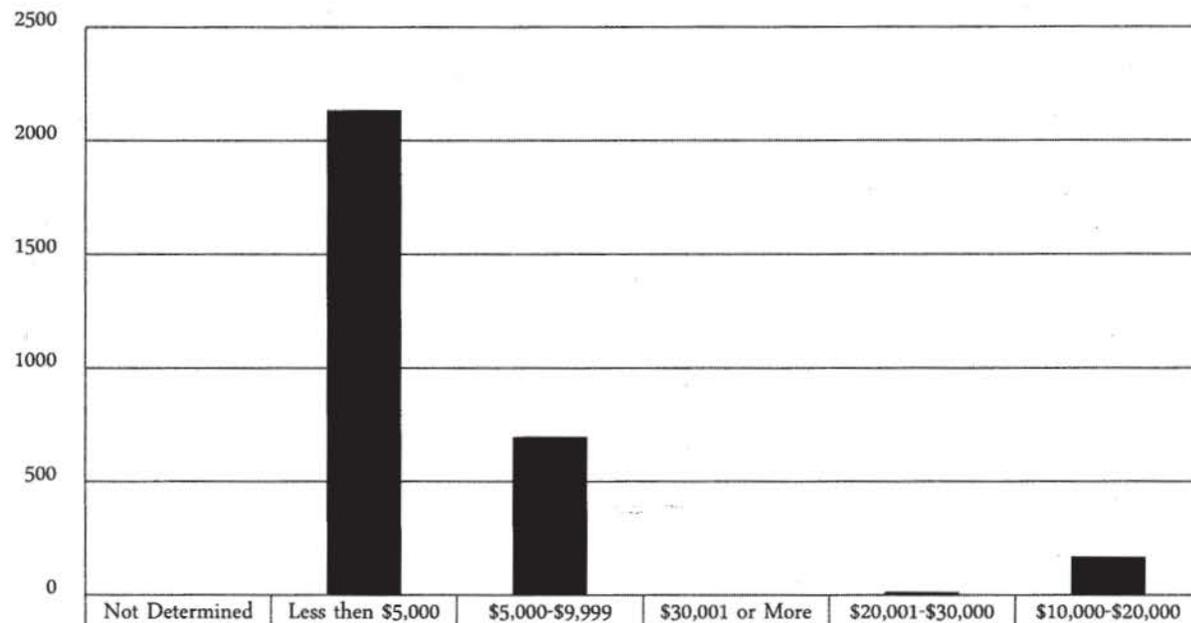
RESULTS

- To implement an effective enrollment program, presence is needed island wide.



RESULTS

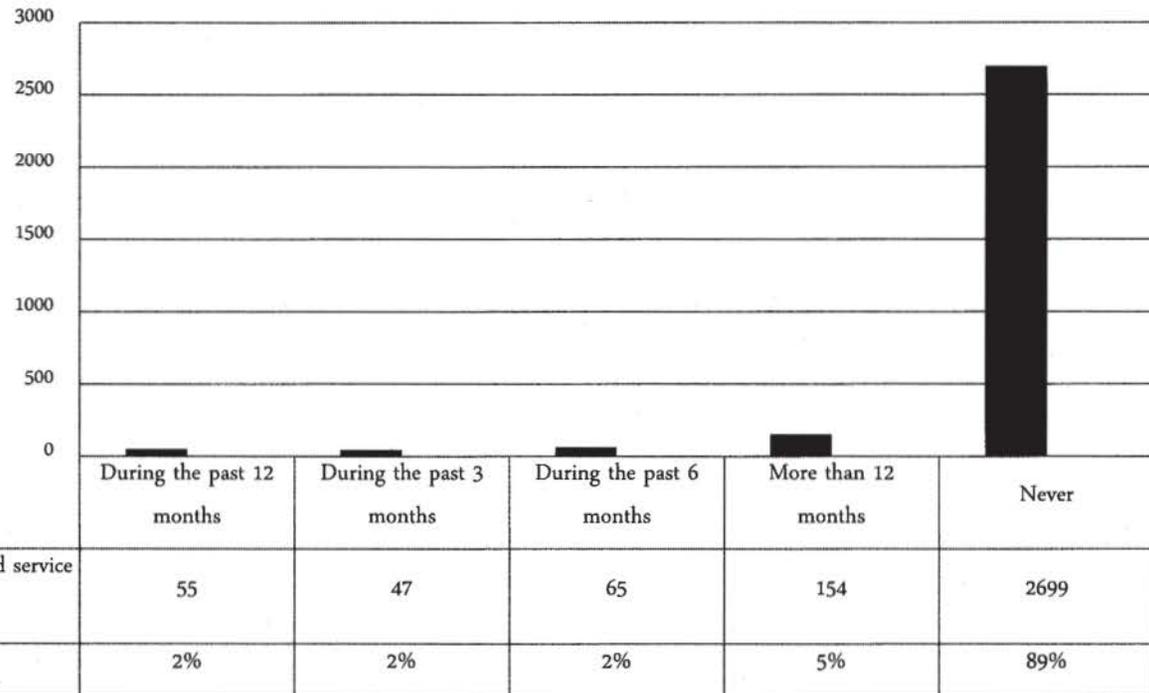
- 67% of customers said that the combination of **price , plan and equipment** caught their attention.
 - 66% of these customers selected 2GB Data Feature.
 - 1% of customers selected MBB Only (Tablet or Router).



Count of What was the annual household income in 2011?	Not Determined	Less than \$5,000	\$5,000-\$9,999	\$30,001 or More	\$20,001-\$30,000	\$10,000-\$20,000
	2	2134	697	3	15	169

RESULTS

- 71% of overall customers stated an annual income of less than \$ 5,000 for 2011.
- 94% of overall customers stated an annual income of less than \$ 10,000 for 2011.



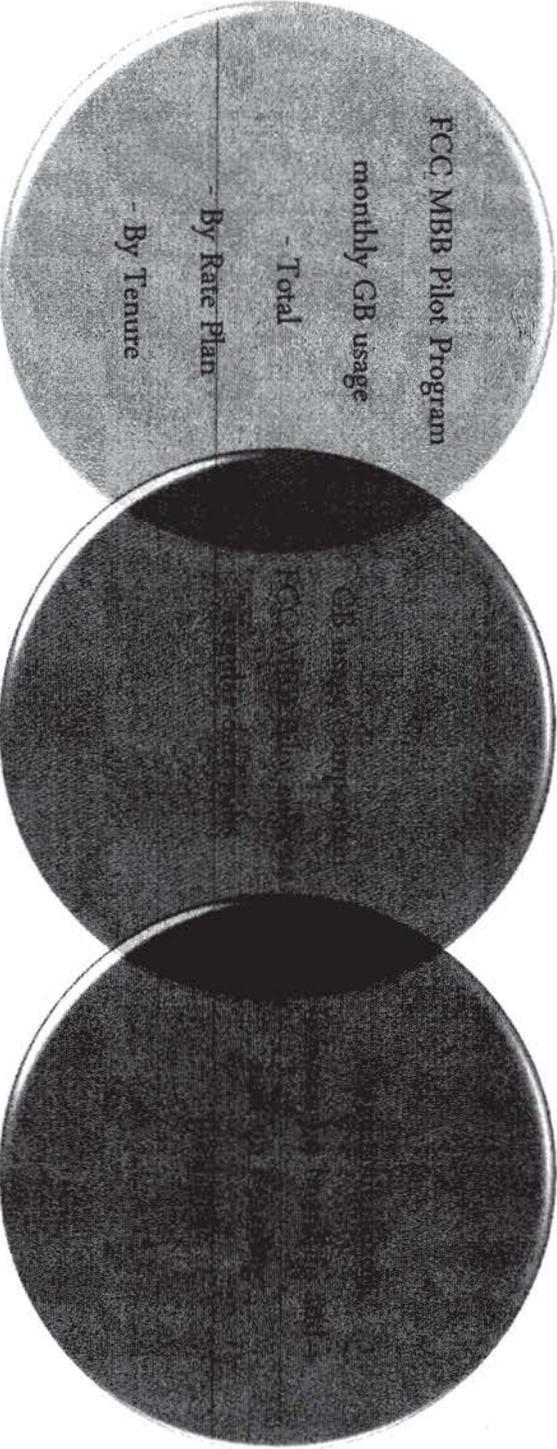
RESULTS

- 89% of overall customers answered they never had broadband service in the past.
- 6% of overall customers answered not had broadband service in the last year.
- 5% of overall customers answered had more than 12 months without broadband service.

.....Mobile

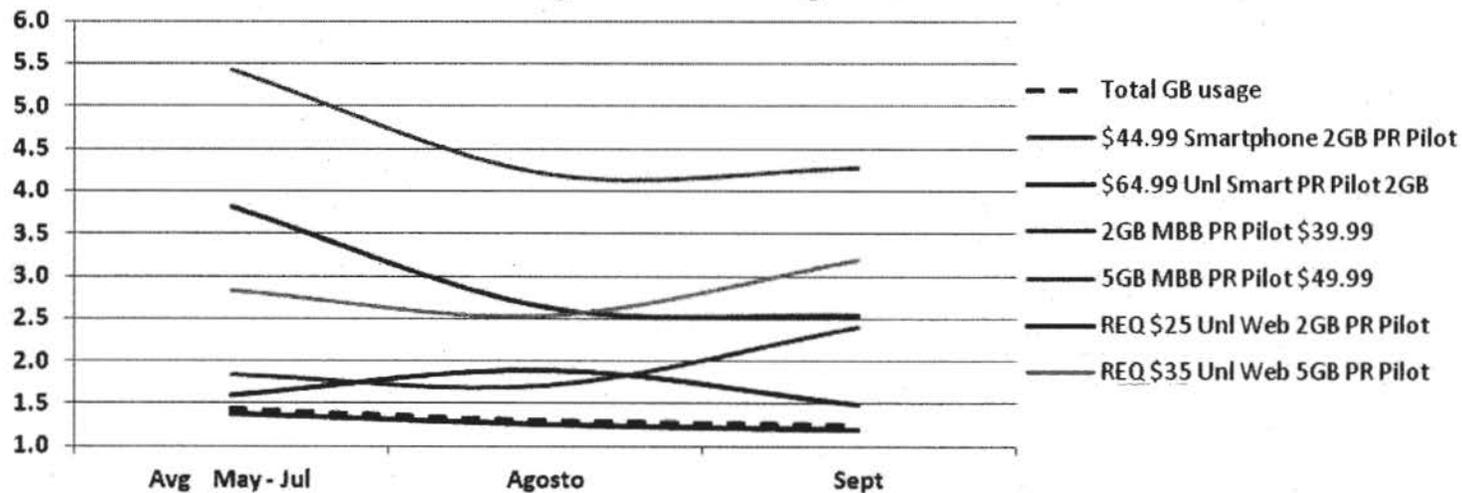
Kilobytes Usage Reporting

FCC Pilot Initiatives



			Avg May - Jul	Aug	Sept	YTD
Total GB usage	Rate Plan	Base Mix	1.4	1.3	1.2	1.3
\$44.99 Smartphone 2GB PR Pilot	Bundle rate plan	0.2%	1.8	1.7	2.4	2.0
\$64.99 Unl Smart PR Pilot 2GB	Bundle rate plan	0.1%	1.6	1.9	1.5	1.7
2GB MBB PR Pilot \$39.99	MBB	1.1%	3.8	2.6	2.5	3.0
5GB MBB PR Pilot \$49.99	MBB	0.4%	5.4	4.2	4.3	4.6
REQ \$25 Unl Web 2GB PR Pilot	Add on soc	97.3%	1.4	1.3	1.2	1.3
REQ \$35 Unl Web 5GB PR Pilot	Add on soc	0.9%	2.8	2.5	3.2	2.9

GB Usage of BB Pilot Program Customers





Avg GB Usage - YTD Sept 2013			May Activations	June Activations	July Activations
Total GB usage	Rate Plan	Base Mix	1.1	1.4	1.4
\$44.99 Smartphone 2GB PR Pilot	Bundle rate plan	0.2%	-	1.7	2.3
\$64.99 Unl Smart PR Pilot 2GB	Bundle rate plan	0.1%	1.2	-	2.7
2GB MBB PR Pilot \$39.99	MBB	1.1%	1.2	3.7	2.3
5GB MBB PR Pilot \$49.99	MBB	0.4%	4.0	4.1	5.9
REQ \$25 Unl Web 2GB PR Pilot	Add on soc	97.3%	1.0	1.3	1.3
REQ \$35 Unl Web 5GB PR Pilot	Add on soc	0.9%	2.2	2.5	3.6

MAY ACTIVATION		Avg May - Jul	Agosto	Sept	YTD
Total GB usage	Rate Plan	1.1	1.0	1.2	1.1
\$64.99 Unl Smart PR Pilot 2GB	Bundle rate plan	1.0	1.1	1.3	1.2
2GB MBB PR Pilot \$39.99	MBB	1.4	1.4	0.8	1.2
5GB MBB PR Pilot \$49.99	MBB	4.0	4.2	3.7	4.0
REQ \$25 Unl Web 2GB PR Pilot	Add on soc	1.1	0.9	1.1	1.0
REQ \$35 Unl Web 5GB PR Pilot	Add on soc	2.4	2.1	2.0	2.2

JUNE ACTIVATION		Avg Jun - Jul	Agosto	Sept	YTD
Total GB usage	Rate Plan	1.8	1.2	1.2	1.4
\$44.99 Smartphone 2GB PR Pilot	Bundle rate plan	1.5	1.7	2.0	1.7
2GB MBB PR Pilot \$39.99	MBB	5.3	2.8	3.1	3.7
5GB MBB PR Pilot \$49.99	MBB	6.7	2.5	3.3	4.1
REQ \$25 Unl Web 2GB PR Pilot	Add on soc	1.7	1.2	1.2	1.3
REQ \$35 Unl Web 5GB PR Pilot	Add on soc	2.9	2.3	2.3	2.5

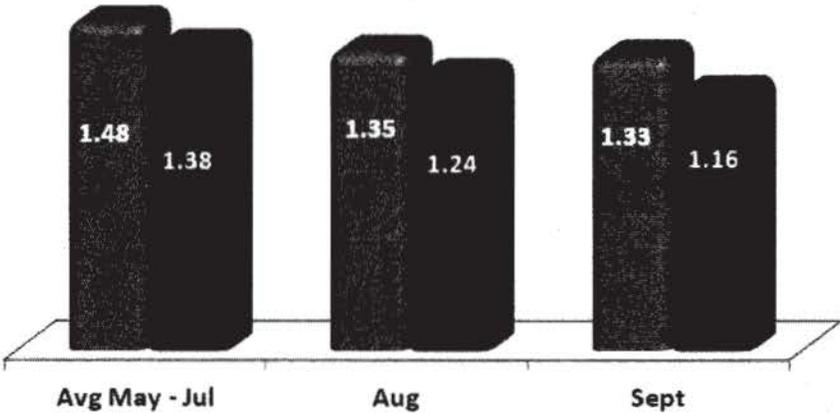


JULY ACTIVATION		July	Agosto	Sept	YTD
Total GB usage	Rate Plan	1.3	1.4	1.3	1.4
\$44.99 Smartphone 2GB PR Pilot	Bundle rate plan	2.3	1.7	3.0	2.3
\$64.99 Unl Smart PR Pilot 2GB	Bundle rate plan	2.7	3.4	1.9	2.7
2GB MBB PR Pilot \$39.99	MBB	2.2	2.7	2.1	2.3
5GB MBB PR Pilot \$49.99	MBB	4.3	7.7	5.8	5.9
REQ \$25 Unl Web 2GB PR Pilot	Add on soc	1.3	1.4	1.3	1.3
REQ \$35 Unl Web 5GB PR Pilot	Add on soc	3.5	4.1	3.3	3.6



FCC MBB Pilot Program
Avg GB Usage

■ Non Onboarding ■ Onboarding



...Mobile

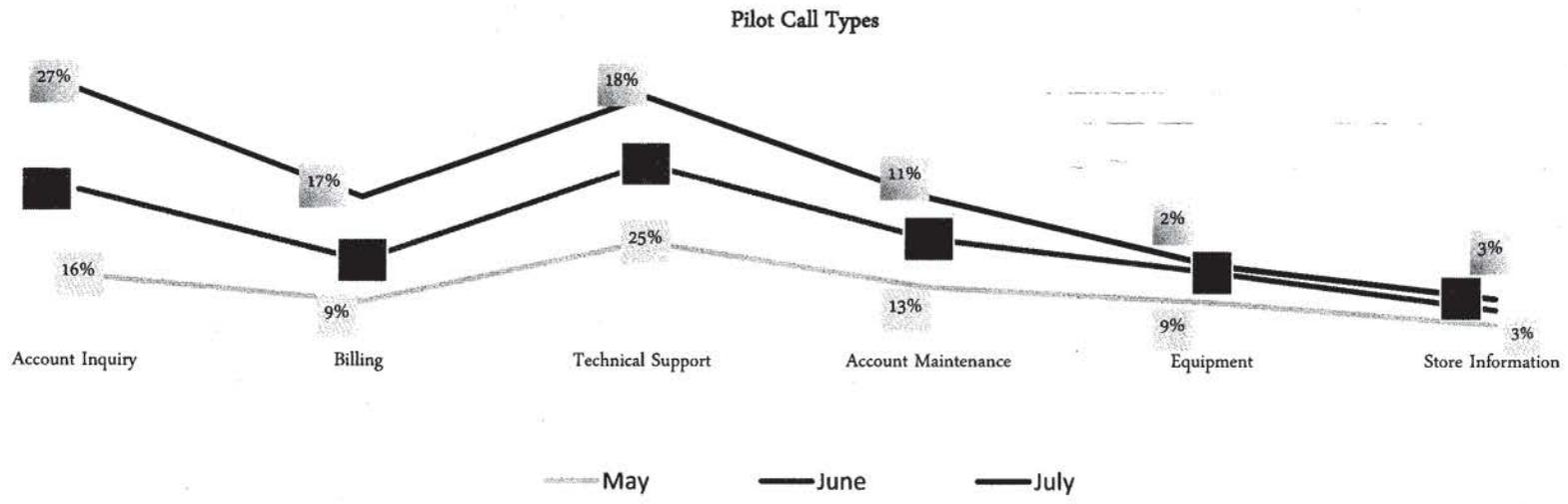
Call Center Analysis

FCC Pilot Initiatives



Month	Technical Support	Account Inquiry	Billing	Account Maintenance	Equipment Eligibility	Store Information
May	25%	16%	9%	13%	9%	3%
June	21%	23%	11%	13%	8%	4%
July	18%	27%	17%	11%	2%	3%

- Technical support calls were approximately +10p.p. higher than regular T-Mobile customers. No significant variance on other call typologies.

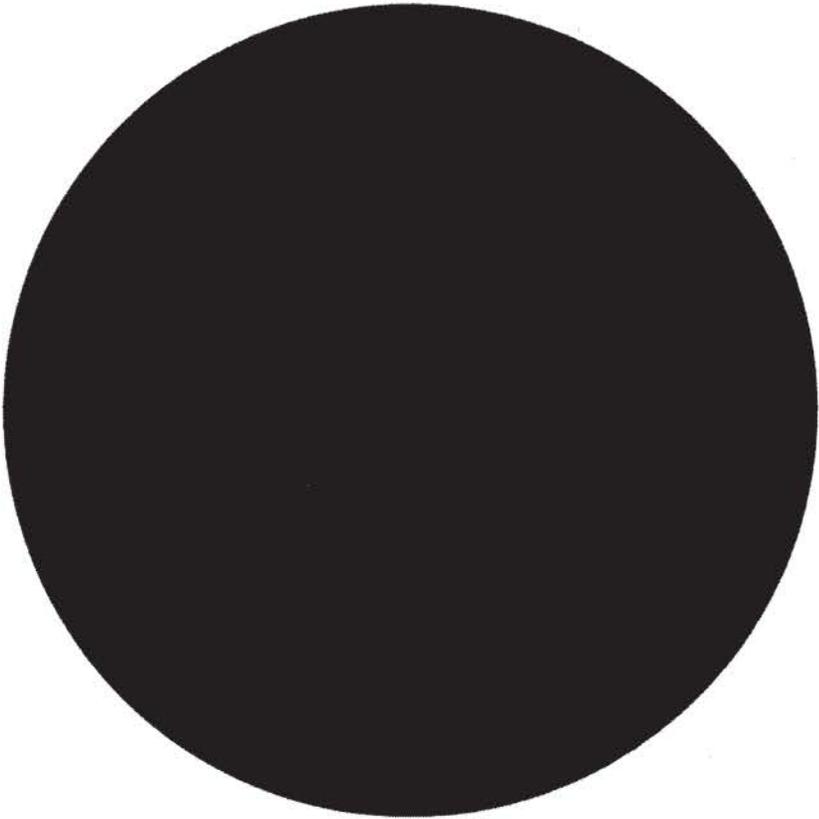


Row Labels	May-13			Jun-13			Jul-13		
	NON Onboarding	On Boarding	Grand Total	NON Onboarding	On Boarding	Grand Total	NON Onboarding	On Boarding	Grand Total
Account Inquiry:	7	3	10	35	19	54	85	85	170
Account Maintenance:	10	1	11	12	16	28	49	18	67
Billing:	9	3	12	13	9	22	56	37	93
Equipment Eligibility:	1	2	3	5	0	5	6	2	8
Information about stores:	1	0	1	6	3	9	9	10	19
Technical Support:	9	4	13	29	21	50	68	39	107
Grand Total	37	13	50	100	68	168	273	191	464
%	74%	26%		60%	40%		59%	41%	

Technical support calls into Gen Care by non On Boarded customers were markedly higher than Boarded customers.



All Lifeline Calls	NON On Boarding	On Boarding
May	74%	26%
June	62%	38%
July		



Tendencies:

During May, June & July, calls by Non On Boarded clients represented 65% of the pilot calls to Gen Care, while On Boarded clients represented 35%.

Conclusions:

Clients that were On Boarded were significantly less likely to call into Gen Care.

Technical support calls into Gen Care by Non On Boarded customers was markedly higher than On Boarded customers.

■ Non Onboarding ■ On Boarding

.....Mobile.....

End of Report Phase 1

Thank You!