

NTLS-000001 – NTLS-000099 Redacted as Confidential

NTLS-000100 – NTLS-000112 Redacted as Highly Confidential

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Q4 Holiday Promotion



GET MORE FOR THE HOLIDAYS 



Samsung GALAXY S5

\$25
PER MONTH

2 GB DATA

UNLIMITED TALK & TEXT 

\$0 DOWN
ON ALL SMARTPHONES



SHOP ONLINE OR FIND A STORE NEAR YOU. EXTENDED HOLIDAY HOURS.

ntelos.com
1.800.427.0850

\$0 DOWN

Get the iPhone you want at a price you'll love.



iPhone 6

50% OFF ACCESSORIES WITH \$0 DOWN PURCHASE*

ntelos.com
1.800.427.0850

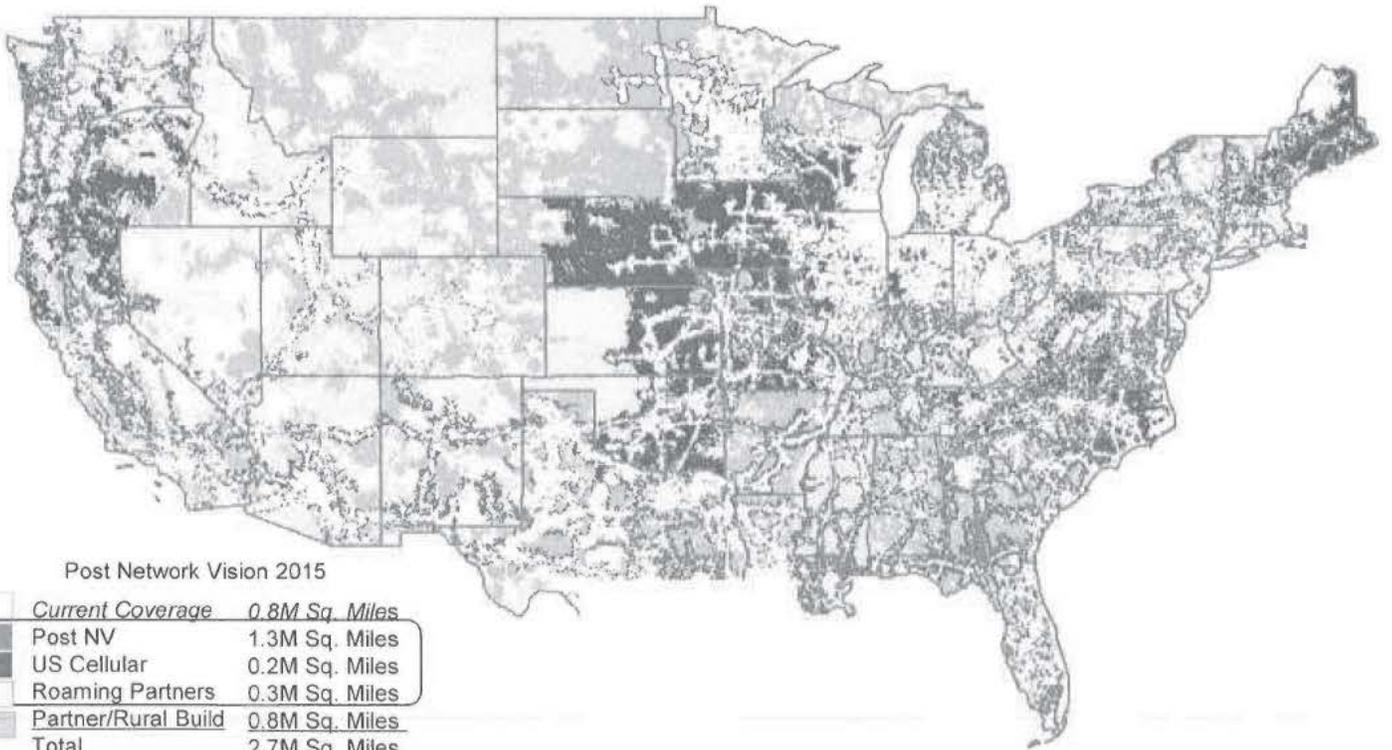
   

NTLS-000114 – NTLS-000127 Redacted as Highly Confidential

Sprint US Coverage Map

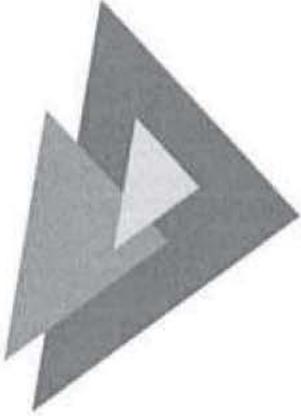


Nationwide Voice & Data Roaming Network on Sprint (yellow/red)



NTLS-000129 – NTLS-000151 Redacted as Highly Confidential

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Spectrum Update

July 24, 2014

Confidential
Draft for Discussion Purposes

NTLS-000152

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AWS 3- Auction 97 Update

1. The FCC sought comments on Auction Structure on May 19, 2014. Recommended structure was consistent with past auctions:
 - a) Simultaneous Multiple-Round (SMR)
 - b) Anonymous Bidding
 - c) Activity Rules
 - d) Minimums and Round Increments
 - e) Reserve price set at \$10+B
2. Final order has not been released yet but expect something in mid-August to meet the November 13, 2014 start date. This will probably set an application deadline of mid-September which would start the quiet period.
3. Auction participation expected to be robust:
 - a. Sprint/TMUS participation could be impacted by merger discussions
 - b. AT&T and Verizon sought larger bands but generally accepted the band plan
 - c. C Spire and US Cellular supported the band plan but have not publicly stated intent
4. Expected winning bid range between \$23mm-\$26mm for CMA's covering our non-SNA territory.

NTLS-000154



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600 MHz Spectrum

1. The FCC has not released any official announcements since its May 15, 2014 vote on the spectrum holdings plan.:
 - a) Established reserved and unreserved spectrum blocks
 - b) Reserved spectrum is available for carriers that do not hold 45 MHz below 1 GHz
 - c) FCC maintains ability to modify the screen if ... "significant changes in the market place occur" ...
 - d) Auction will consist of a "Reverse" session and a "Forward" session
2. Expect rules to be issued in Q1 '15 with Reverse session starting in Mid 2015 followed by the Forward session.
3. Forward Auction participation coming into focus:
 - a. Recently reported that Sprint/TMUS plan to bid through a JV with \$10B of funding
 - b. Dish has announced that their participation will be "meaningful"
 - c. AT&T selective market participation
 - d. Rules are generally favorable for smaller carriers
4. Expected winning bid range between \$50mm-\$55mm for licenses covering our non-SNA territory. Range could be favorably impacted by reserved spectrum structure.

NTLS-000155

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Appendix

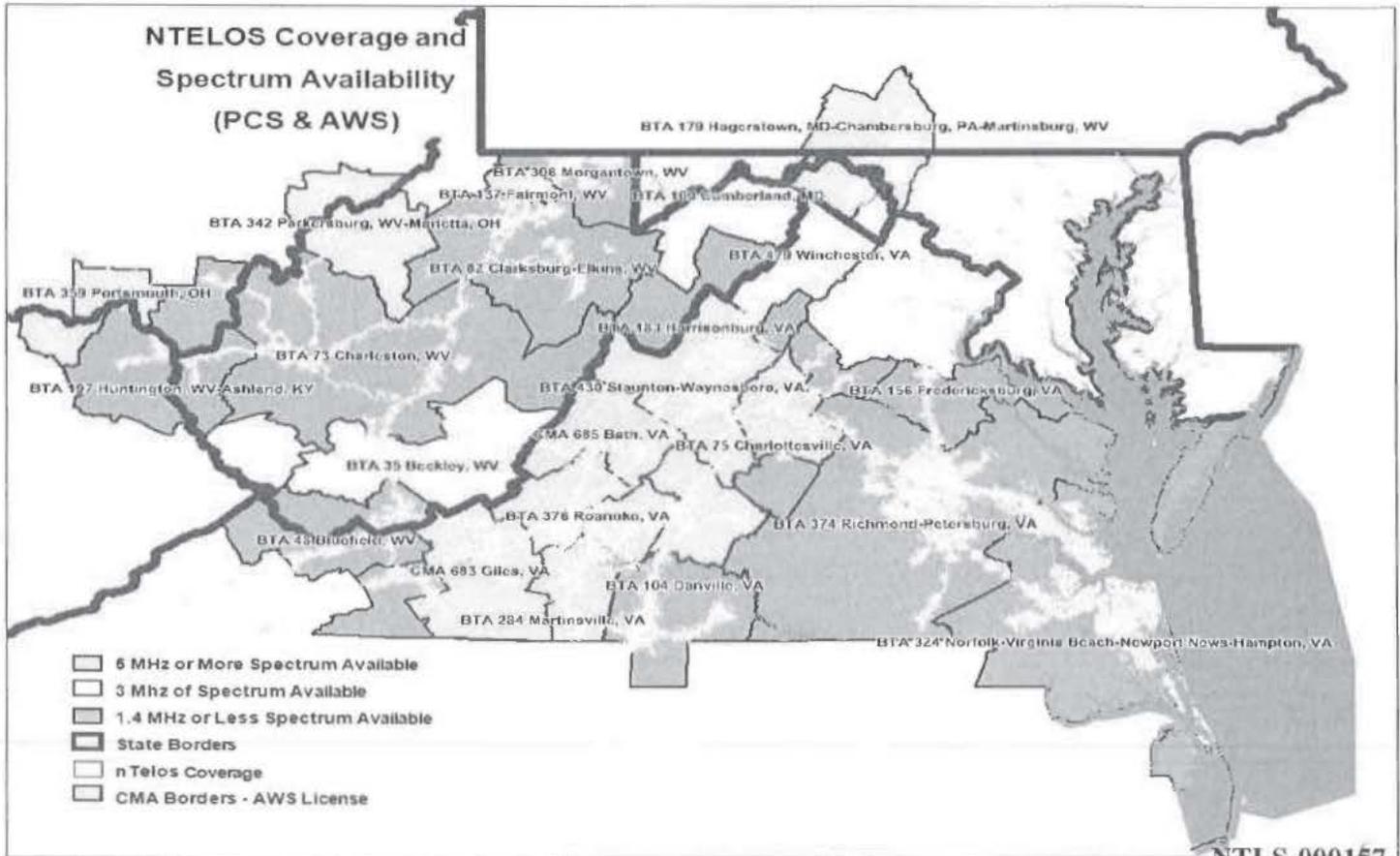
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NTLS-000156



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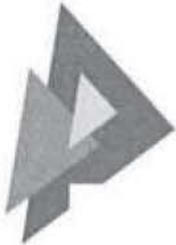
PCS & AWS Heat Map



NTLS-000157

NTLS-000158 – NTL-000159 Redacted as Highly Confidential

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AWS 3 Band Plan as Approved

Unpaired uplink shared
with MetSat

1695		1700		1710	
Federal MetSAT	AWS-3 A1	AWS-3 B1		AWS-1	
	EA	EA			

Mobile Transmit/Base Receive

Paired uplink

1755		1760		1765		1770		1780	
AWS-1	AWS-3 G	AWS-3 H	AWS-3 I	AWS-3 J		Federal			
	CMA	EA	EA	EA					

Mobile Transmit/Base Receive

Paired downlink

2155		2160		2165		2170		2180	
AWS-1	AWS-3 G	AWS-3 H	AWS-3 I	AWS-3 J		AWS-4/MSS			
	CMA	EA	EA	EA					

Base Transmit/Mobile Receive

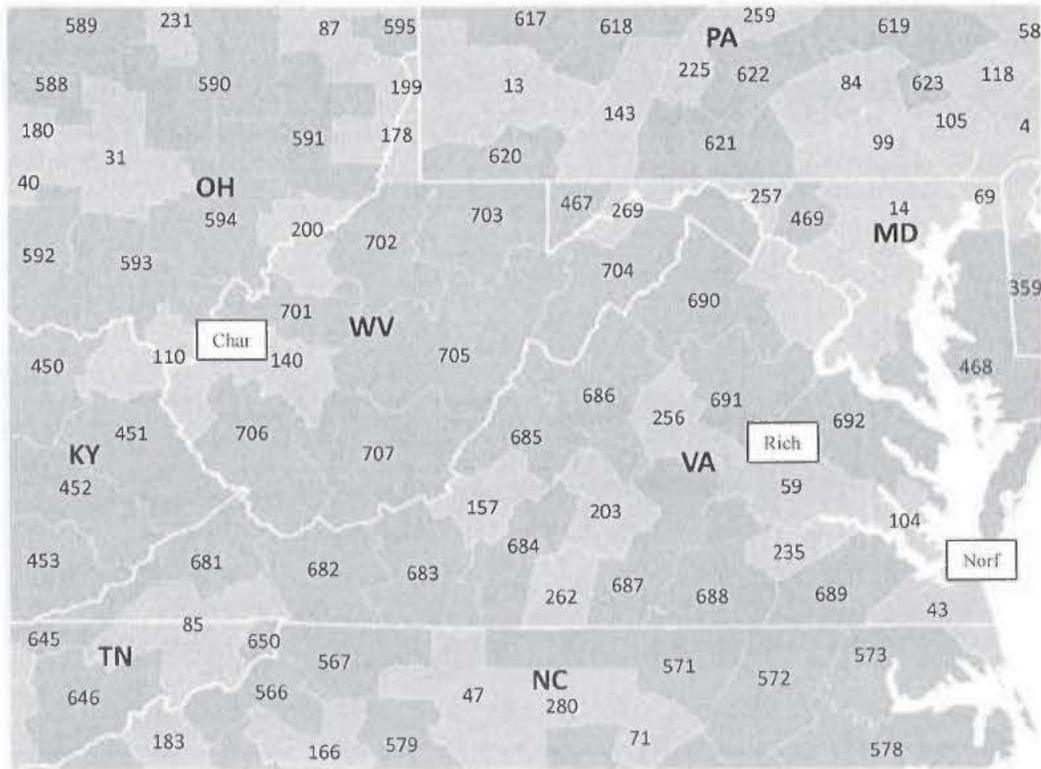
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NTLS-000160

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CMA's in VA and WV



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NTLS-000161

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Competitive Positioning



Limited time offer
2 SMARTPHONE LINES
\$100 MONTHLY ACCESS

Get 6 GB of data with Unlimited Talk & Text for \$100 monthly access on The MORE Everything Plan with Verizon Edge.

[Explore Plans](#)



RETHINKING
Rollover Data™
 The first plan that lets you roll over unused data to use next month.

[Learn More](#)



FREE
Samsung Galaxy S®6

With our new \$80 Unlimited Plus plan, get unlimited data, talk and text with the Samsung Galaxy S® 6 on a 24-month lease. Plus, you get to upgrade to a new phone each year. It's the first free phone lease in the wireless industry.

Galaxy S6 [Shop now](#)

Free after \$20/mo credit. Restrictions apply.



UNLIMITED
4G LTE DATA
2 LINES FOR \$100

EXCLUDES TAXES

Learn more about unlimited family plans.

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Competitive Prepay Plans In Market

FRAWG Price Changes On 1/22/15 To Match Competitors

										
Rate	\$30	\$35	\$35	\$40	\$40	\$40	\$45	\$45	\$45	\$45
Minutes	Unlimited	Unlimited	Unlimited	Unlimited						
Text	Unlimited	Unlimited	Unlimited	Unlimited						
2GData	Unlimited	Unlimited	Unlimited	1GB						
3GData	500MB	1GB	1GB	2GB	1GB	1GB	3GB	1GB	1GB	1GB
4GData	Yes	Yes	Yes	Yes						
Throttled Speed	128 Kbps	400 Kbps	128 Kbps	128 Kbps	128 Kbps	128 Kbps	64 Kbps	128 Kbps	128 Kbps	NA

- Cricket and Metro (with LTE) entered Charlottesville market in Q1
- New pricing also includes \$45 and \$55 plans throttled at 5GB and 10GB respectively

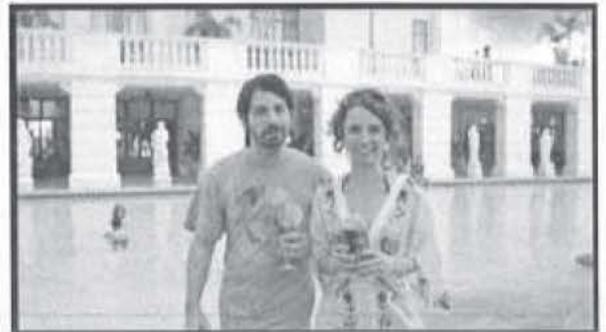
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Q1 New WFTP Creative



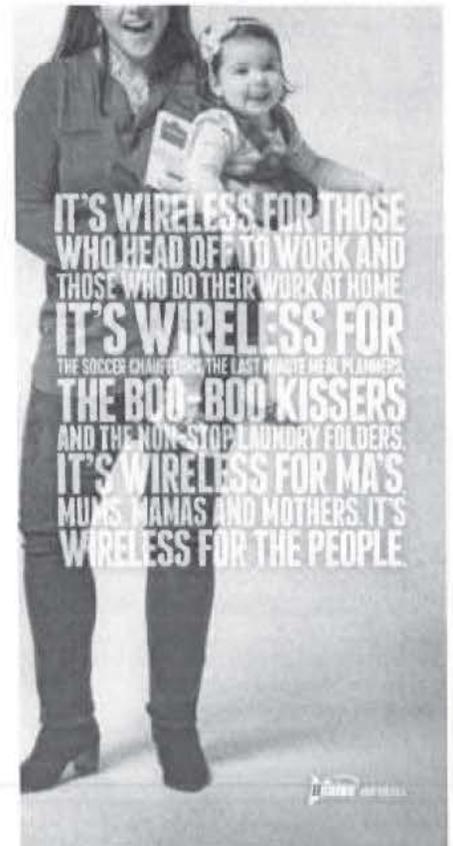
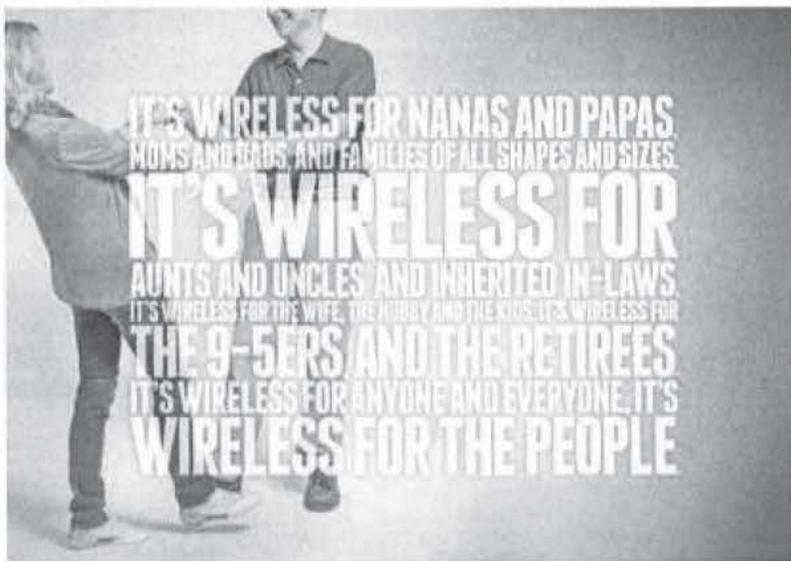
The tone of "Wireless for the People" has changed to position the brand to be more relatable and likeable.



Q1 New WFTP Creative



In store "Wireless for the People" has added life styles into the POP to make the environment warmer and the varied messages will relate to the targeted audiences.



NTLS-000991 – NTL-001004 Redacted as Highly Confidential

Competitive Positioning



Trade in your phone.
Buy a new one.
Get \$300.

Some phones on a Verizon network.

See Page 10 for more details. \$300 + \$200 rebate = \$500 off. Offer ends 12/31/13. Some restrictions apply. See offer details.

Switch to Verizon



Get any iPhone on
AT&T NextSM and
get iPad miniTM 2
for \$199.99 on a
2-year agreement*



*Ltd. time offer. 16GB iPad mini 2 only. Wireless svc. req'd on both devices. If upgrading, bundle is not avail. online. Activation/upgrade (up to \$40) & early termination (up to \$150) fees; other charges & restr. apply. See offer details.

Sprint

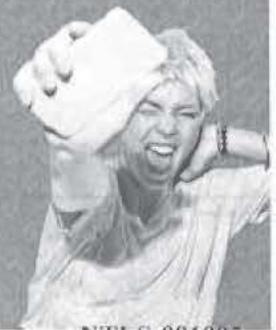


All-In.

Smartphone + Unlimited Plan = \$80/mo.

T-Mobile

GET THE PHONE YOU WANT
WHEN YOU WANT
UP TO 3X A YEAR



NTLS-001005

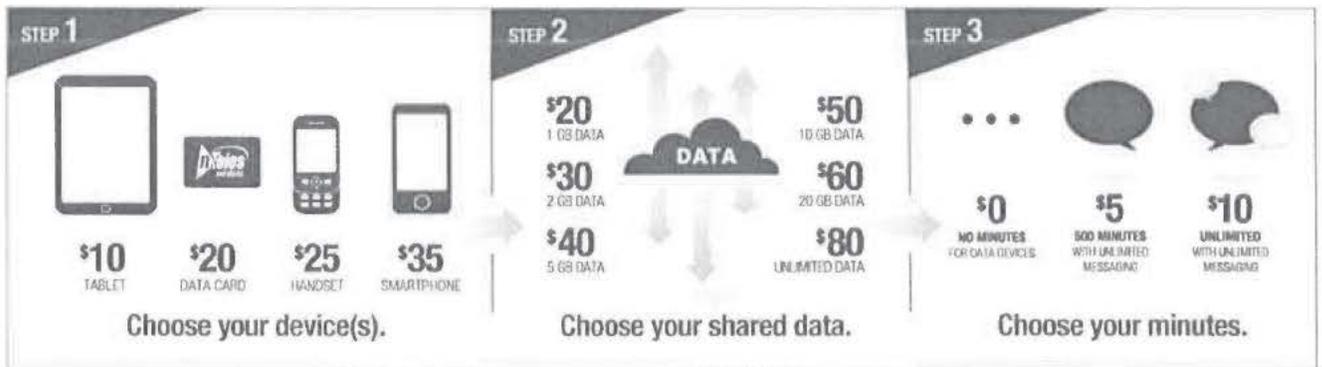
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nControl 2.0 Launched on 6/10



- Simplify nControl by eliminating the need to add Voice/Text
- Unlimited Minutes and Messaging now included in all data plans
- EIP Discount reduced from \$15/line to \$10/line
- Increasing Data Coverage from \$10/GB to \$15/GB on July 17
- Eliminated Unlimited Data

Was:



Current:



NTLS-001006

Q3 Promos



Double Down

TWO iPhone 6 Lines
Unlimited Talk
Unlimited Text
20GB Shared Data
\$199 Down



All In Pricing: \$100/month

Promo Details

- \$99.99 iPhone 6 (2-YR Price)
- \$99.99 iPhone 6 (2-YR Price)
- \$35 Smartphone Device Fee
- \$35 Smartphone Device Fee
- \$30 monthly 20GB Plan
- Total Price with Plan = **\$100/month**

Dynamic Duo

iPhone 6 and an iPad Air 2
Unlimited Talk
Unlimited Text
5GB Shared Data
\$99 Down



All In Pricing: \$79/month

Promo Details

- \$0 Down EIP on iPad
- \$99.99 iPhone 6 (2-YR Price)
- \$24.99 monthly EIP for iPad Air 2
- \$35 Smartphone Device Fee
- \$10 monthly 5GB Plan
- \$10 Tablet Device Fee
- Total Price with Plan + Devices = **\$79.99/month**

NTLS-001008 – NTLS-001072 Redacted as Highly Confidential