
SPRINT VELOCITYSM

Sprint.com/Velocity



AN INDUSTRY LEADING WIRELESS COMPANY

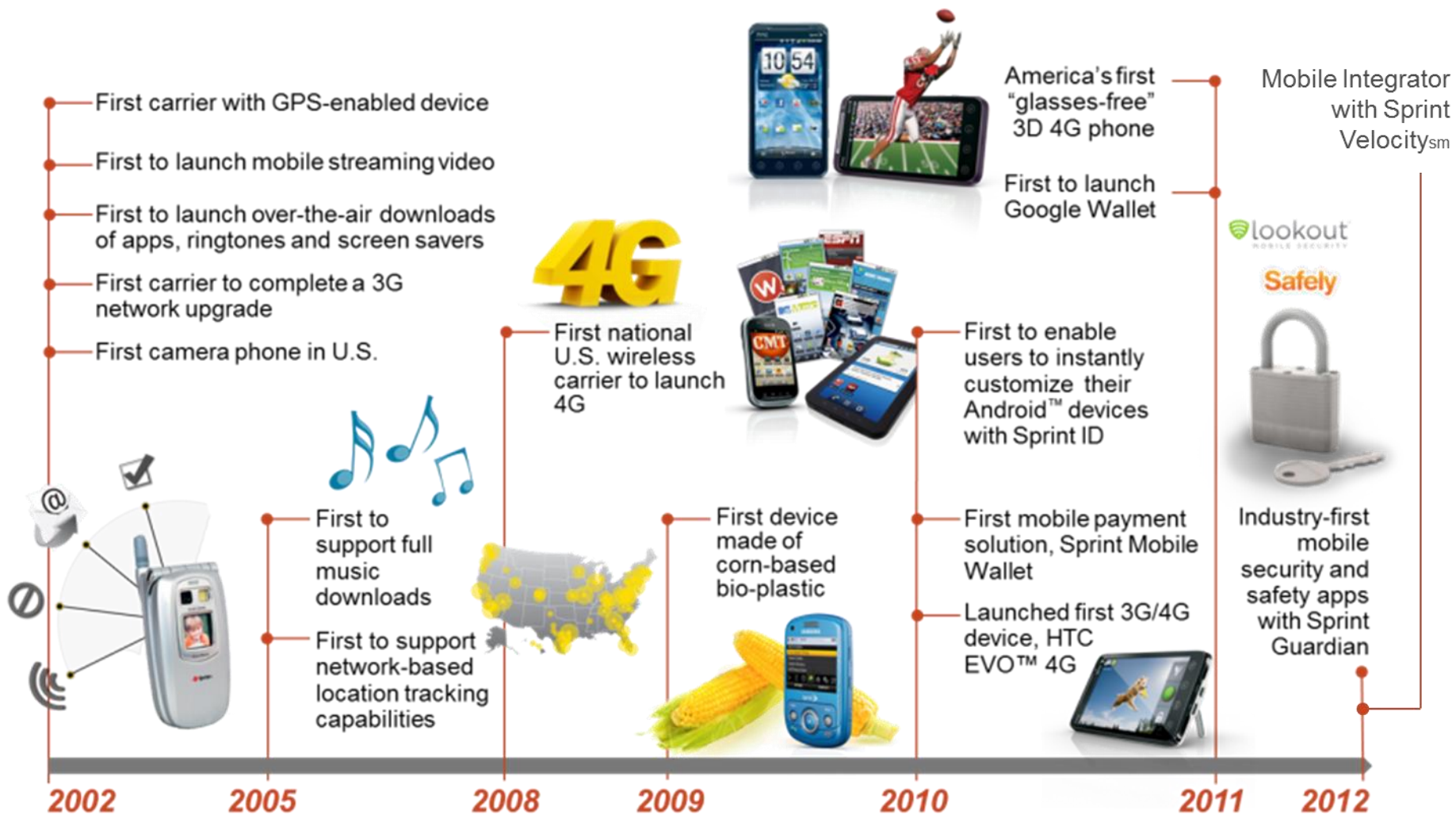
2

- FORTUNE 100 company
 - Annual revenues – \$35.3B in 2012
 - Serve more than 55 million customers
 - Strong prepaid brand portfolio with Virgin Mobile USA, Boost Mobile, Assurance Wireless
 - 4G LTE in more than 60 markets with more launching regularly*
- Nationwide 3G voice and data network
 - National push-to-talk network, providing instant communications coast-to-coast
 - Global IP network with reach to 165 countries
 - Sprint VelocitySM

* See Sprint.com/network for details.



INNOVATING WITH INDUSTRY FIRSTS



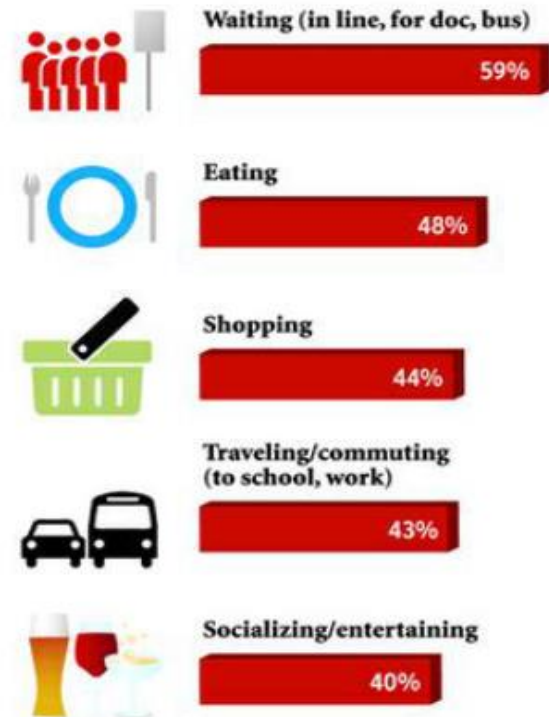
MOBILE CUSTOMERS

Average person looks at their phone 150 times a day, or once every 6.5 minutes of every waking hour.

WHERE People use mobile phones everywhere.



WHEN Consumers use smartphones while...



Source: Mobile Movement Study by Google and Ipsos; <http://www.appisaurus.com/597-mobile-device-use/>

MOBILE CUSTOMERS AND CARS

"Whatever app has growing relevancy in people's lives will be the one that is used in car."

- John Du, GM, Telematics Connectivity Strategies Report, 2013



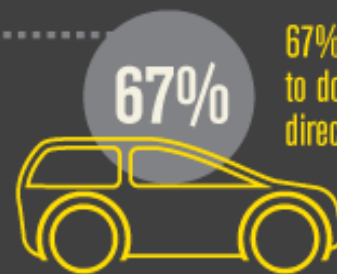
38%
of US smartphone owners use apps while driving

61%
of those have accessed smartphone navigation apps while driving

83% would like to receive in-vehicle updates wirelessly



Connecting cars could address as many as 4.3 million crashes



67% would like to download apps directly to car

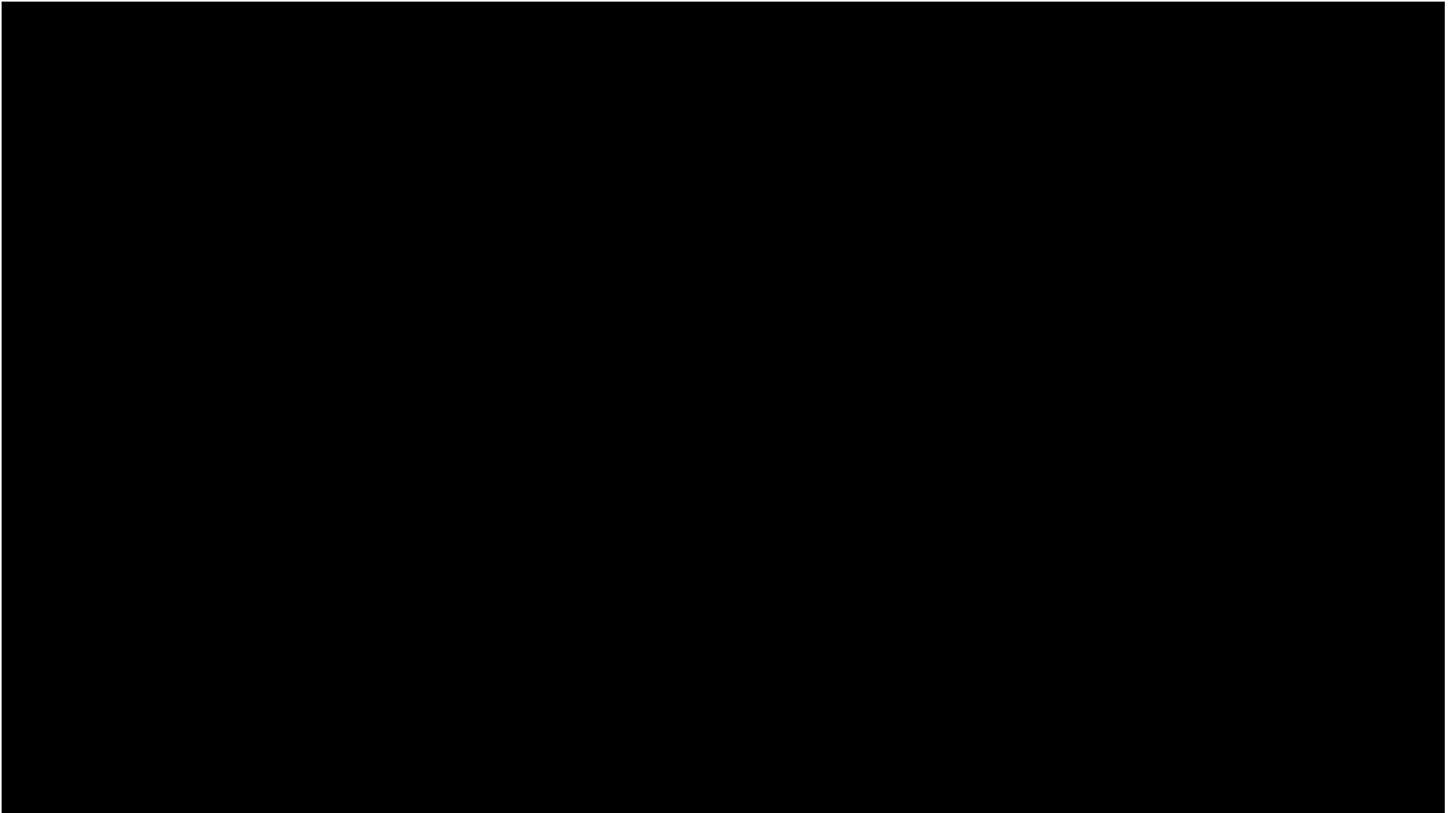
**WE KNOW THAT DRIVERS
WANT THE *BENEFITS OF A FULLY
CONNECTED LIFE.***

**NOT THE SAME CONNECTED
EXPERIENCE.**

**EXPECTATION IS A *SEAMLESS, PRODUCTIVE
AND SAFE TRANSITION FROM DESTINATION
TO DESTINATION.***

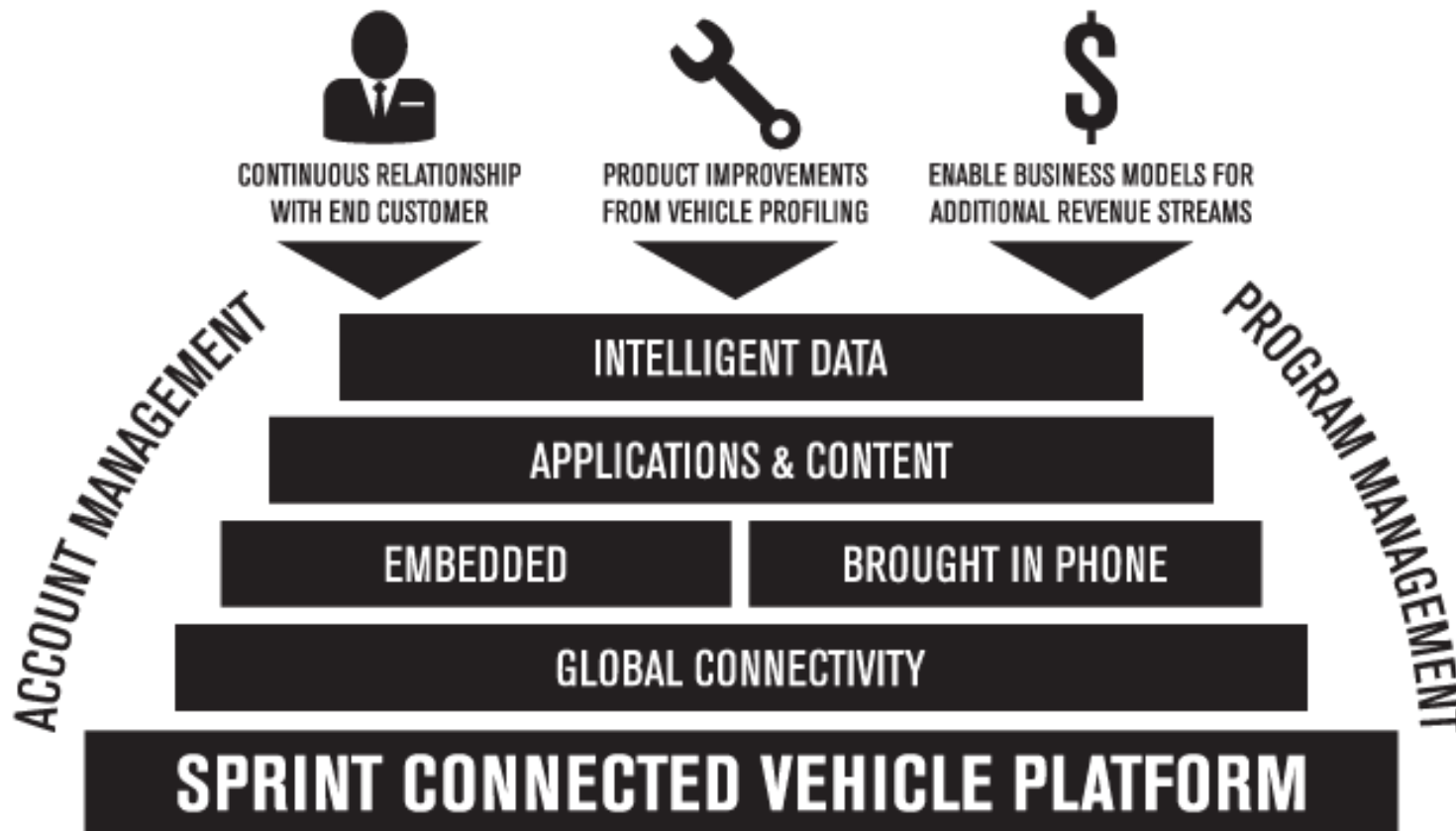
*TIME SPENT BEHIND THE WHEEL IS AN **INTEGRAL PREPARATION PHASE FOR A PRODUCTIVE DAY AND WE ARE MENTALLY COORDINATING OUR LIVES WHILE DRIVING FROM POINT A TO POINT B.***

- “What appointments do I have coming up and what other errands I can incorporate into the commute to and from of those appointments.”
- “What is waiting for me when I get to work?”
- “I’m thinking about my my crazy schedule and how to fit everything in.”
- “1) Do I have everything I need for supper, 2) I need to make dental appointments for the kids and 3) I need to get my son's football uniform washed!”
- “I think about the layout of how my day will unfold and remembering everything that I need to do”
- “I’m usually calling my wife or daughter to see what we have planned that evening, deciding on dinner, or planning a workout after work before going home.”
- “There are not enough hours in the day to get everything completed as I would like to.”



SPRINT VELOCITY

A global end-to-end solution that allows Vehicle Manufacturers to be agile and adaptable in delivering a distinct experience for all models and drivers



SPRINT VELOCITYSM

We are driven by a simple belief: connecting people when they are on the move makes their lives better. We have built our business on that belief.

Within this industry, we've been the ones who do the unexpected, who look for just the right solution for every situation, the company that leads innovation.

