

WELCOME HOME!

WARSZAWA, 12.09.2017



LIFE IS FOR SHARING.

EVERY HOME NEEDS STRONG FOUNDATIONS

REMINDER: OUR STRATEGY

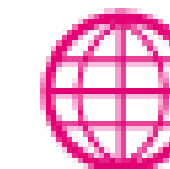
T-MOBILE POLSKA DIRECTION: FROM MOBILE TO INTEGRATED

MOBILE

FMS

FMC

T-MOBILE
1



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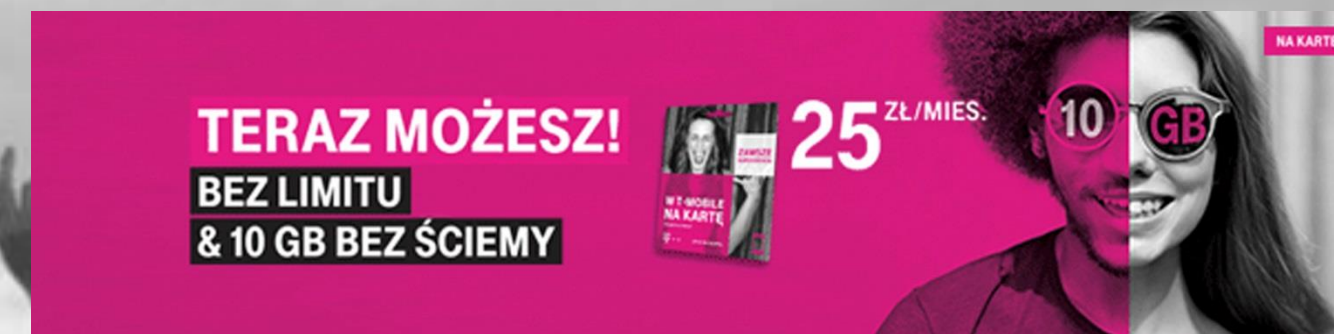
ACTIVE MARKET PLAYER: WE SEE IT WORKS



SUPERNET VIDEO
ONE OF A KIND SERVICE
IN MOBILE BUSINESS



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



PRE-PAID IS STABILIZING
BACK TO GROWTH

T-Mobile Systems

JOINED FORCES WITH T-SYSTEMS
NEW COMPETENCES IN B2B

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



LIFE IS FOR SHARING.

Source: EU Scoreboard Broadband market developments in the EU 2017

... BECAUSE POLAND IS STILL UNDERSERVED

BROADBAND MARKET IN POLAND

EVEN

20%

OF BUILDINGS
STILL NOT
CONNECTED TO
ANY FBB
INFRASTRUCTURE

(AV FOR POLAND)

~30%

OF FBB USERS
WITH 10 MBIT/S
OR SLOWER
CONNECTION

ONLY

32%

OF BUILDINGS
CONNECTED TO
FBB FASTER THAN
30 MBIT/S

(AV FOR POLAND)

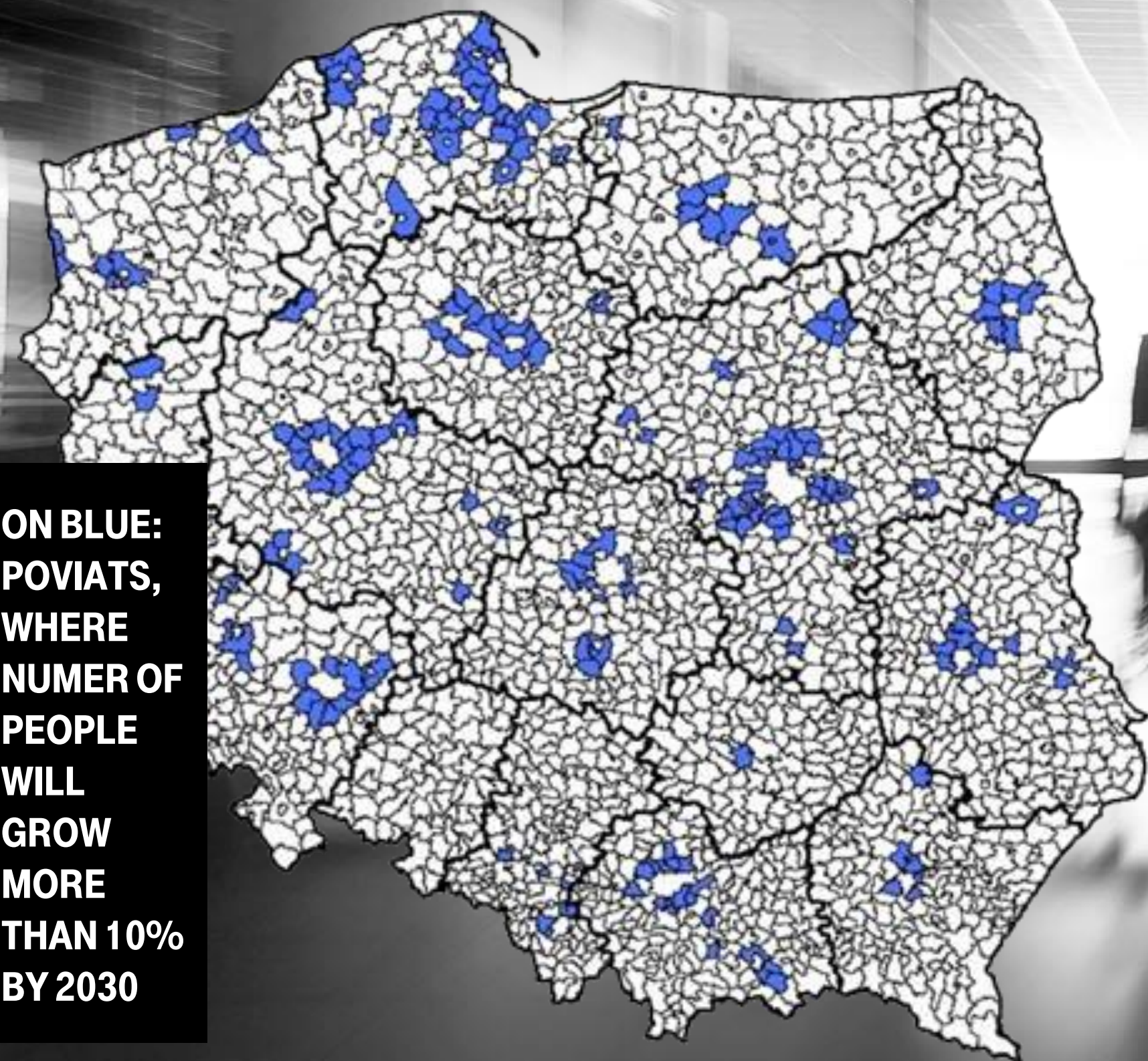


LIFE IS FOR SHARING.

Source: EU Scoreboard Broadband market developments in the EU 2017
UKE Telco Market Report 2016

GROWING DEMAND

MEETS LACK OF INFRASTRUCTURE



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

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



LIFE IS FOR SHARING.

ALL YOU NEED IS A GOOD APPROACH

WE CHECKED IT



LIFE IS FOR SHARING.

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 PEOPLES NEEDS

BRZEG AND SANOK CITIZENS AS A FIRST TO EXPERIENCE QUALITY OF FMS SOLUTION



93%

SATISFIED
CUSTOMERS



63%

OF USERS
RECOMMENDING
THE PRODUCT



TOP
MARKS

GREAT QUALITY
GOOD SPEED
ATTRACTIVE OFFER

ALMOST NO RETURNS DURING THE TRY&BUY PERIOD



LIFE IS FOR SHARING.

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

**BEST
IN TEST**
CERTYFIKAT P 3

MAXIMUM SPEED

545 Mbps
in 2017

LTE NETWORK CAPACITY

+105%
in 2017

CARRIER AGGREGATION

47%
by the end 2017



LIFE IS FOR SHARING.

READY TO „OWN THE HOME”



LIFE IS FOR SHARING.

NEW MEMBER OF THE FAMILY

UNLIMITED HOME INTERNET

**WORKS
EVERYWHERE**

THANKS TO THE BEST NETWORK



LIFE IS FOR SHARING.

NEW MEMBER OF THE FAMILY

UNLIMITED HOME INTERNET

JUST PLUG & SURF

NO DRILLING

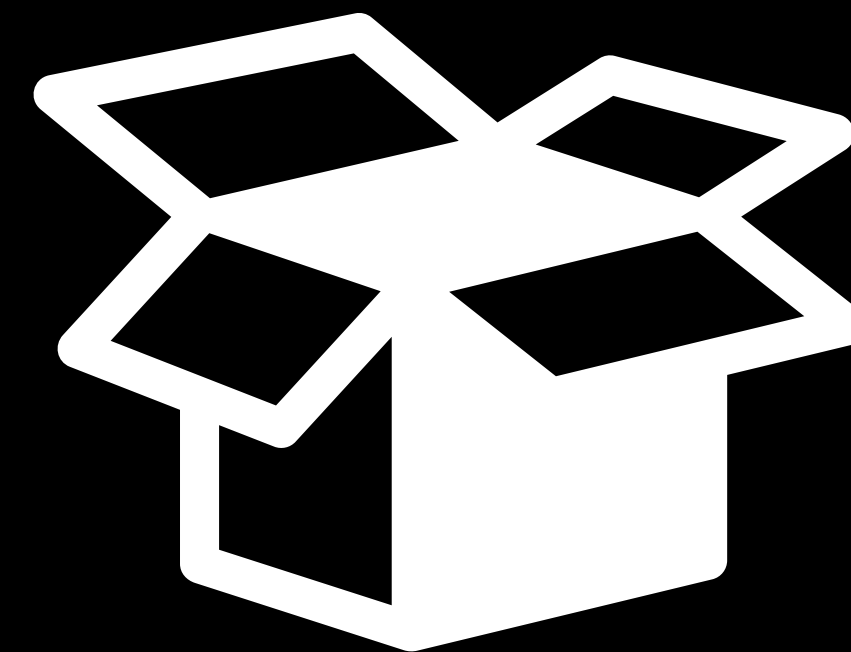
NO INSTALLATION

NEEDED

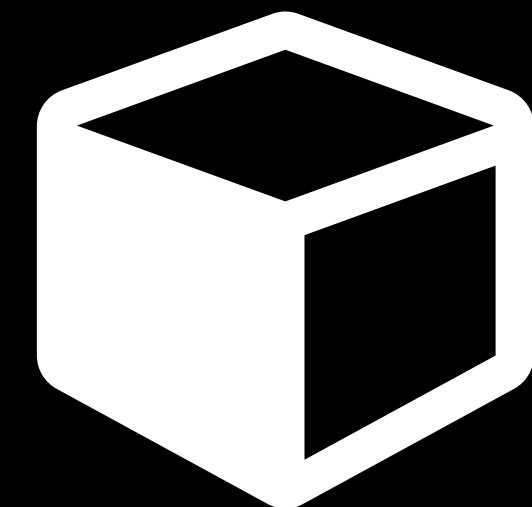
WE COULDN'T

MAKE IT

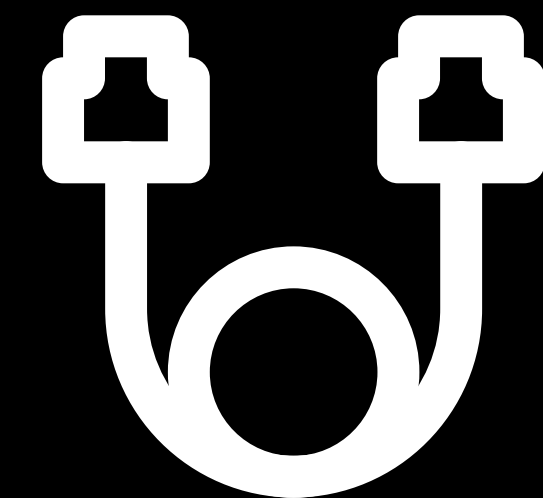
EASIER 😊



OPEN THE BOX



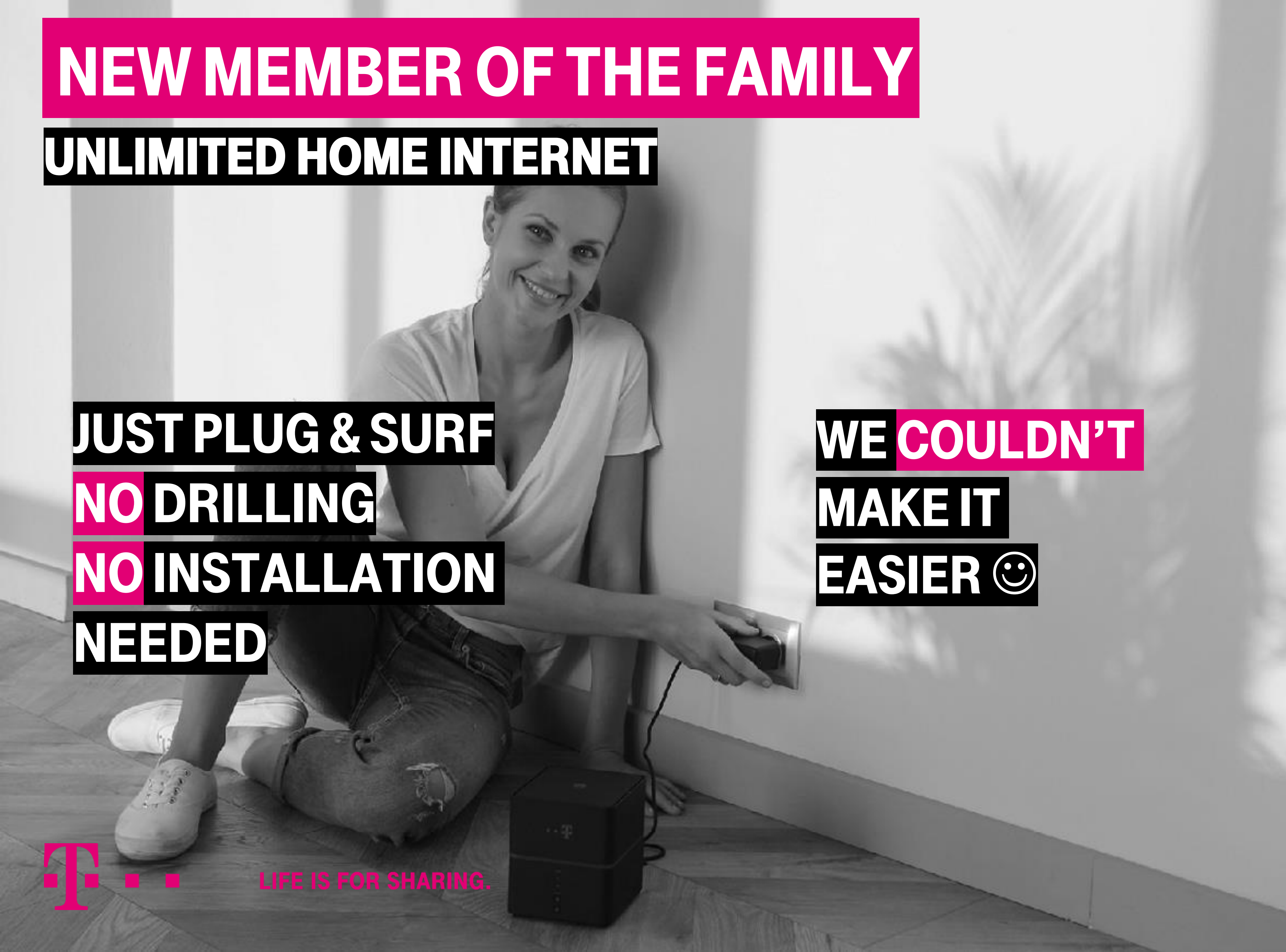
TAKE THE CUBE OUT



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

UNLIMITED HOME INTERNET

SERVE THE FULL HOUSE

UNLIMITED TALK, UNLIMITED SMS/MMS, UNLIMITED DATA

UNLIMITED HOME
INTERNET

	 DLA CIEBIE	 DLA DUETU	 DLA RODZINY
20 Mb/s	95 zł 50zł+45 zł	125 zł 50zł 40zł x2+45 zł	135 zł 50zł 30zł x3+45 zł
60 Mb/s	105 zł 50zł+55 zł	135 zł 50zł 40zł x2+55 zł	145 zł 50zł 30zł x3+55 zł



LIFE IS FOR SHARING.

NEW MEMBER OF THE FAMILY

UNLIMITED HOME INTERNET

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

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

IT'S ABOUT THE SERVICE



**COUNTRYWIDE
AVAILABILITY**



**INDIVIDUAL
ADJUSTMENTS
CONDITIONS
ON CERTAIN
ADDRESS**



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NEW MEMBER OF THE FAMILY

TERAZ MOŻESZ!

NIELIMITOWANY

INTERNET DOMOWY

45 ZŁ/MIES.



 **HUAWEI**
4G ROUTER B529

LIFE IS FOR SHARING.

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



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