

# T-Mobile's Simple Choice

Since introducing a radically simple approach to rate plans with no overages, no caps, and no annual service contract on a nationwide 4G network, T-Mobile has made Simple Choice the best value in wireless. Our 4G network evolved to the fastest 4G LTE nationwide, we added tethering (Smartphone Mobile HotSpot) to all of our plans and unlimited data went global in 100+ countries for no extra charge. As if that wasn't enough, it's about to get even better. Starting March 23<sup>rd</sup> our Simple Choice plan will now include double the 4G LTE data, double the tethering, more roaming countries and unlimited global texting from the US and abroad in over 100 countries – still, at no extra cost.

## T-Mobile Advantages

- No overages, no caps and no annual service contract on the fastest nationwide 4G LTE network
- Simple Choice plan now includes more than 2x the amount of 4G LTE data than AT&T and Verizon's advertised plans, with the ability to add additional 4G LTE data in 2GB increments starting at only \$10 more per month
- Unlimited global texting at home, or while traveling abroad in over 100 countries, is now included in Simple Choice at no extra charge
- Only T-Mobile includes unlimited global data in 100+ countries at no extra charge, now including more countries
- Only T-Mobile offers an unlimited 4G LTE data plan on the fastest nationwide 4G LTE network with up to 5GB of data tethering included at no extra charge
- A T-Mobile family of 4 with Simple Choice and 1GB of 4G LTE data per line will save over \$90 per month versus AT&T, Verizon and Sprint (assuming 4 iPhone 5s smartphones with device financing)

## No other rate plan compares to Simple Choice

In comparing T-Mobile's Simple Choice plan to the competition's basic advertised plans, T-Mobile is the clear winner in terms of overall value for the price, offering more than double the amount of 4G LTE data, compared to AT&T and Verizon, and unlimited global data in 100+ countries and unlimited global texting at no extra charge, all without overages.

	T-Mobile Simple Choice	AT&T Mobile Share Value	Verizon MORE Everything	Sprint Framily
Unlimited Talk, Text & Data	Yes	No	No	No
4G LTE Included*	1GB	300MB	250MB	1GB
Data Overage Charges	None	Yes	Yes	Yes
High-Speed Tethering Included	1GB	300MB	250MB	None (\$10 add-on)
Unlimited Int'l Texting from the US	Included at no extra charge	Included at no extra charge	Included at no extra charge	Pay Per Text
Unlimited Data & Text in 100+ Countries	Included at no extra charge	Pay per MB / Text	Pay per MB / Text	Pay per MB / Text
Monthly Rate Plan Cost	<b>\$50</b>	\$45	\$55	\$65**
Monthly Cost with Data Overage*** (assuming 950MB of data use)		<b>\$105</b>	<b>\$115</b>	<b>\$65</b>

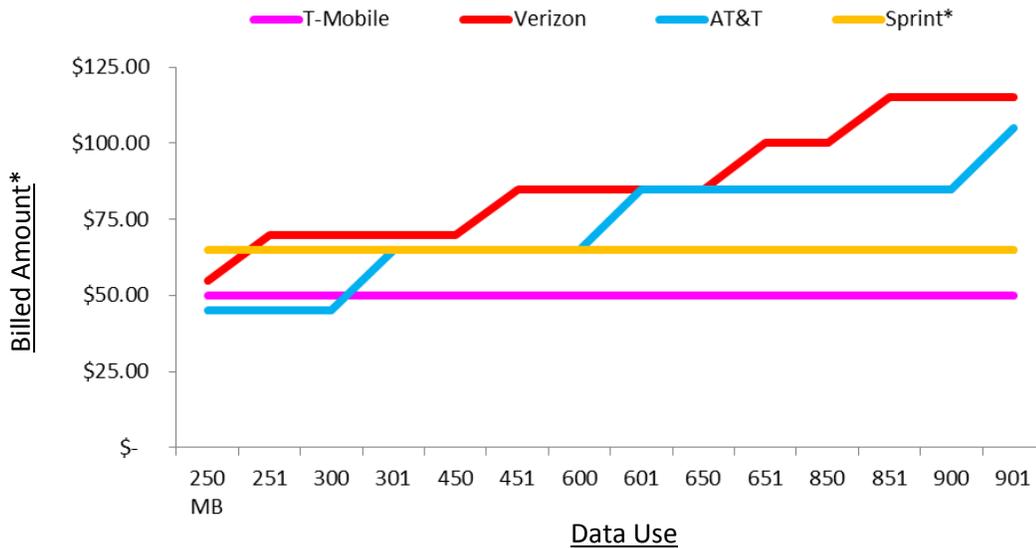
\*Included 4G LTE represent a max allotment, which is not guaranteed based on coverage, network, device and other circumstances

\*\*Based on Sprint 1GB Framily plan with \$10 High-Speed tethering add-on as like-for-like comparison to T-Mobile \$50 Simple Choice plan

\*\*\*AT&T overage: \$20/300MB, VZ overage: \$15/200MB

## The Data Overage Nightmare

While AT&T and Verizon advertise low rate plan pricing, the reality is, the average smartphone user consumes well over the included data allotment at that price level, resulting in steep overage fees. At T-Mobile, whether you use 1MB of 4G LTE data or 1GB, you know exactly how much you'll pay, which includes data tethering at the same price (unlike Sprint).



\* Based on Sprint 1GB Family plan with \$10 High-Speed tethering add-on as like-for-like comparison to T-Mobile \$50 Simple Choice plan

\*\* Not including taxes, fees, or device costs

## Simple Choice Plan Then & Now

	Additional 4G LTE Per Line			
First Line	\$50			
Second Line	\$30	+\$10/mo	+20/mo	+\$30/mo <b>NEW!</b>
Lines 3-5	\$10			
Talk	Unlimited			
Text	Unlimited			
2G Data	Unlimited			
4G LTE Data*	500MB 1GB	2.5GB 3GB	Unlimited 5GB	Unlimited
High-Speed Tethering	500MB 1GB	2.5GB 3GB	2.5GB 5GB	5GB
Global Data & Text	Unlimited in 115 Countries / Destinations Unlimited in 122 Countries / Destinations			
Stateside International Texting	Pay-Per-Use Unlimited			

\* 4G LTE data allotment includes high-speed tethering (Smartphone Mobile HotSpot) with the exception being the Unlimited 4G LTE data plan which includes 5GB of tethering (up from 2.5GB previously)

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<sup>1</sup> Fastest nationwide 4G LTE claim based on download speeds

<sup>2</sup> Simple Choice International Roaming: Additional charges apply in excluded destinations. Qualifying postpaid Simple Choice plan with credit check and capable device required.

<sup>3</sup> Unlimited international texting from the U.S. available for prepaid and Simple Choice no credit customers in April

<sup>4</sup> T-Mobile's Simple Choice \$50 plan will receive 2x the amount of 4G LTE data, other data options will increase by the same 500MB increment