

Open for Innovation.

Partnerships to deliver the
Mobile Internet Experience.



Product Differentiation.

The screenshot shows the T-Mobile website interface. At the top, there are navigation tabs for 'Privatkunden', 'Geschäftskunden', and 'Über T-Mobile'. Below this is a pink header with the T-Mobile logo and the slogan 'Erleben, was verbindet.' To the right of the logo are links for 'Hilfe & FAQ', 'Warenkorb', 'Sitemap', 'Newsletter', and 'Filialsuche'. A secondary navigation bar contains 'Aktionen & Aktuelles', 'Handys & Shop', 'Tarife & Optionen', 'So funktioniert', 'Musik & Games', and 'Mein T-Mobile', followed by a search bar with a 'Suche' button.

The main content area features a promotional banner for the T-Mobile G1. On the left, an image shows the smartphone with a 'TV-Spot' icon on its screen. A blue callout box says 'Nur online: Bis zu 144,90 €³⁾ sparen!'. The main text reads 'Das neue T-Mobile G1 mit Google™. Das Internet-Handy.' Below this, it describes the phone's features: 'Mit Touchscreen, Tastatur, Trackball und neuesten Google™ Services für ultraschnelles Surfen mit HSDPA in perfekter Netzqualität.' A price tag indicates 'In den Tarifen Combi Flat S, M und L für nur: 1,-€³⁾' with a 'Jetzt bestellen' button and a link 'TV-Spot & Mehr erleben >'. To the right of the banner is a 'Mein T-Mobile' login section with fields for 'Benutzername', a password field, a 'Zielseite' dropdown, and a 'Login' button. There is also a 'Passwort vergessen?' link and a 'Jetzt registrieren!' section with a 'T-Mobile Rufnummer' field and a 'Los' button. At the bottom of the login section is a 'Netzausweis Login' button with a red arrow icon.

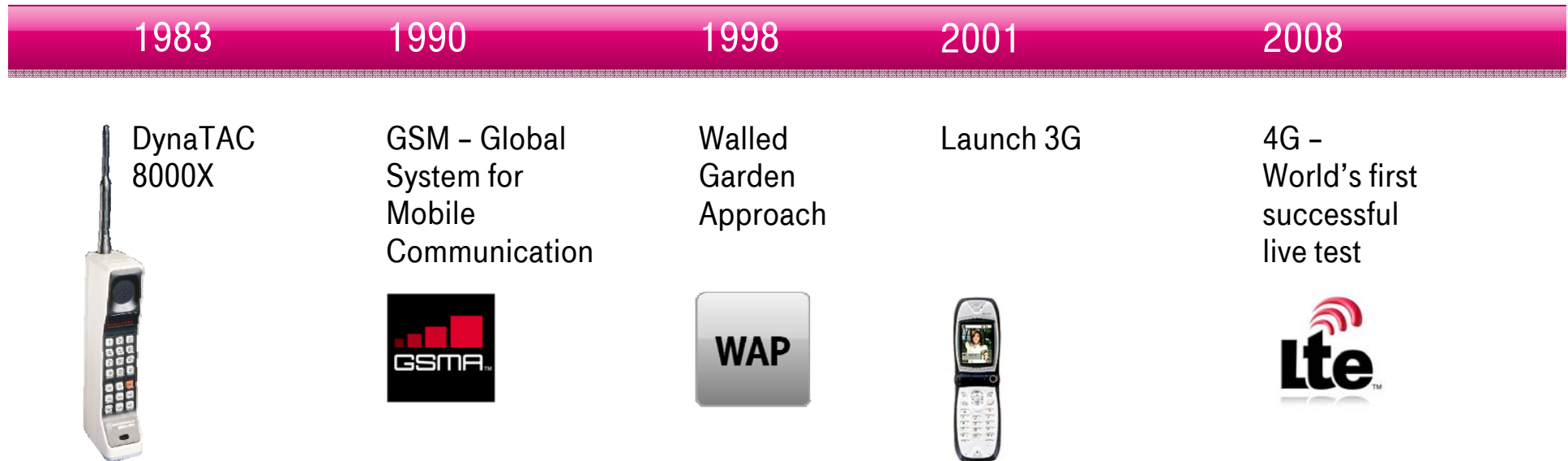
On the far right, there is a vertical sidebar. At the top is a 'connect TESTSIEGER' badge for 'Heft 11/2008' with the text 'connect-Netztest 2008'. Below this is a pink box with the text 'T-Mobile G1: Das Internet-Handy mit Google™.' and an image of a child looking up at falling pink petals.



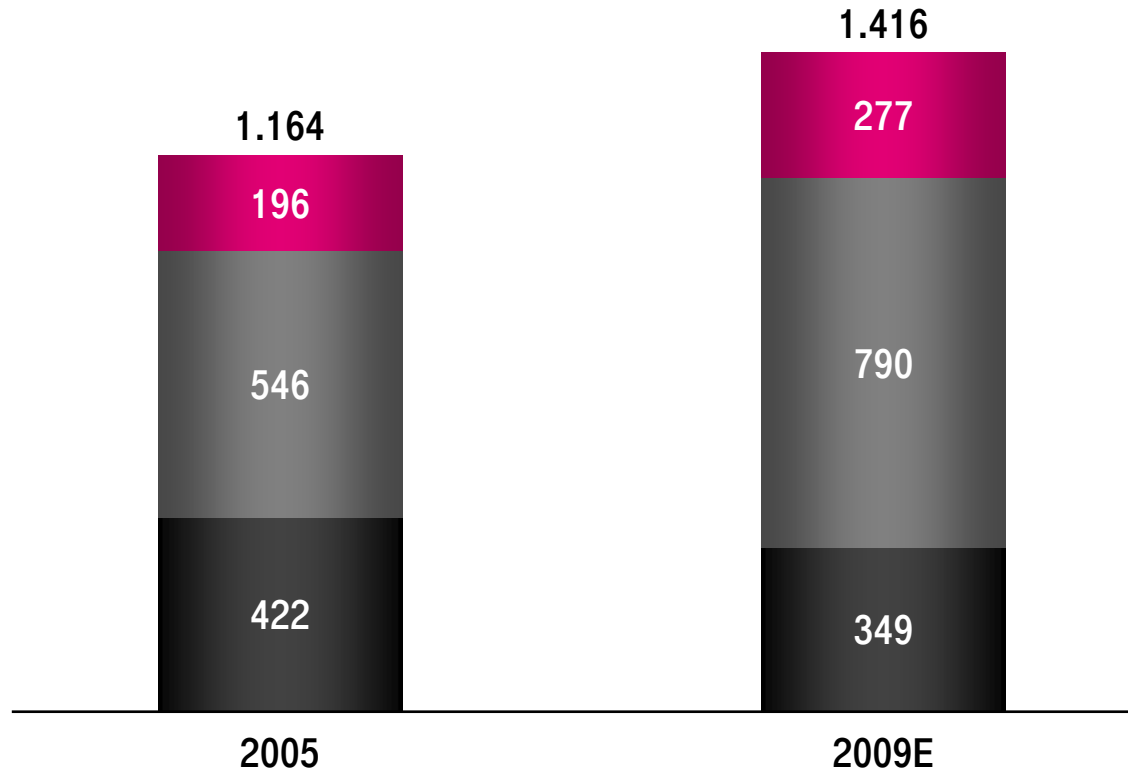
Product Category Evolution.



Mobile Internet Evolution.



Global Telecoms Market.



Source: Enter, Idate 2009; in bn USD

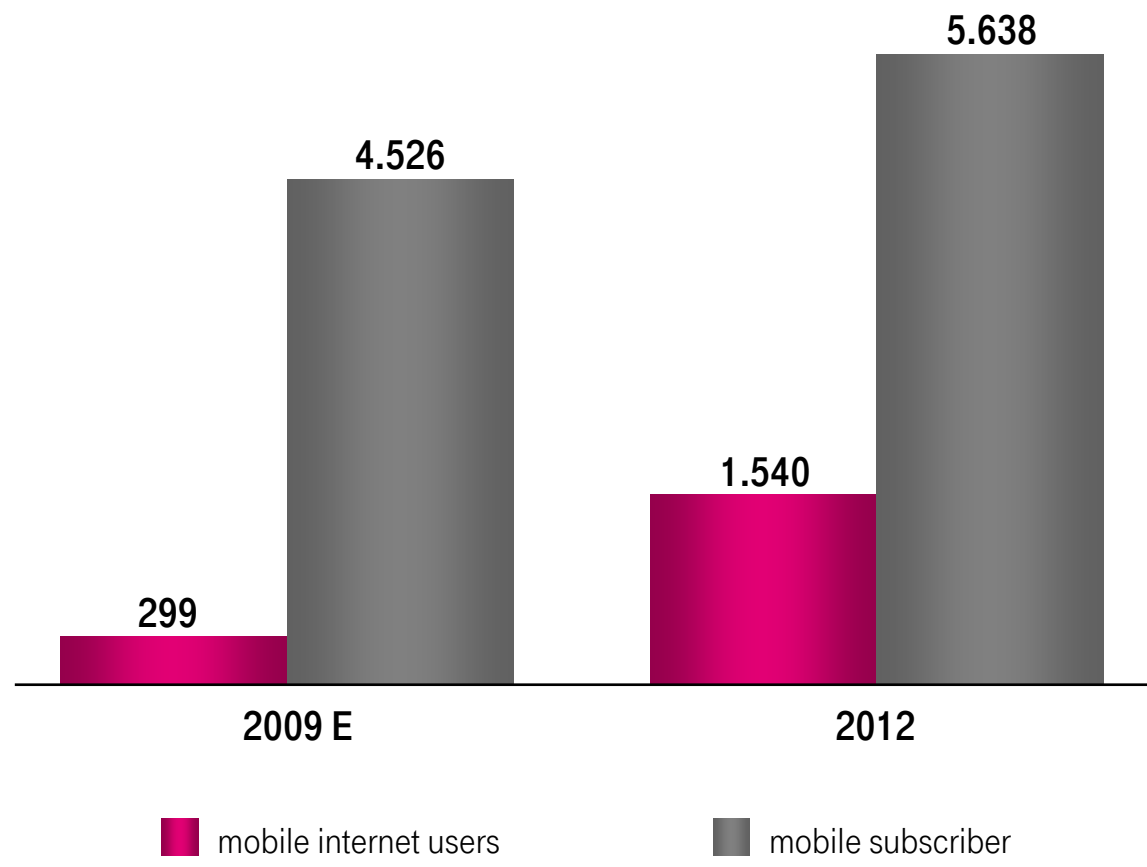
■ data & internet

■ mobile

■ fixed-line



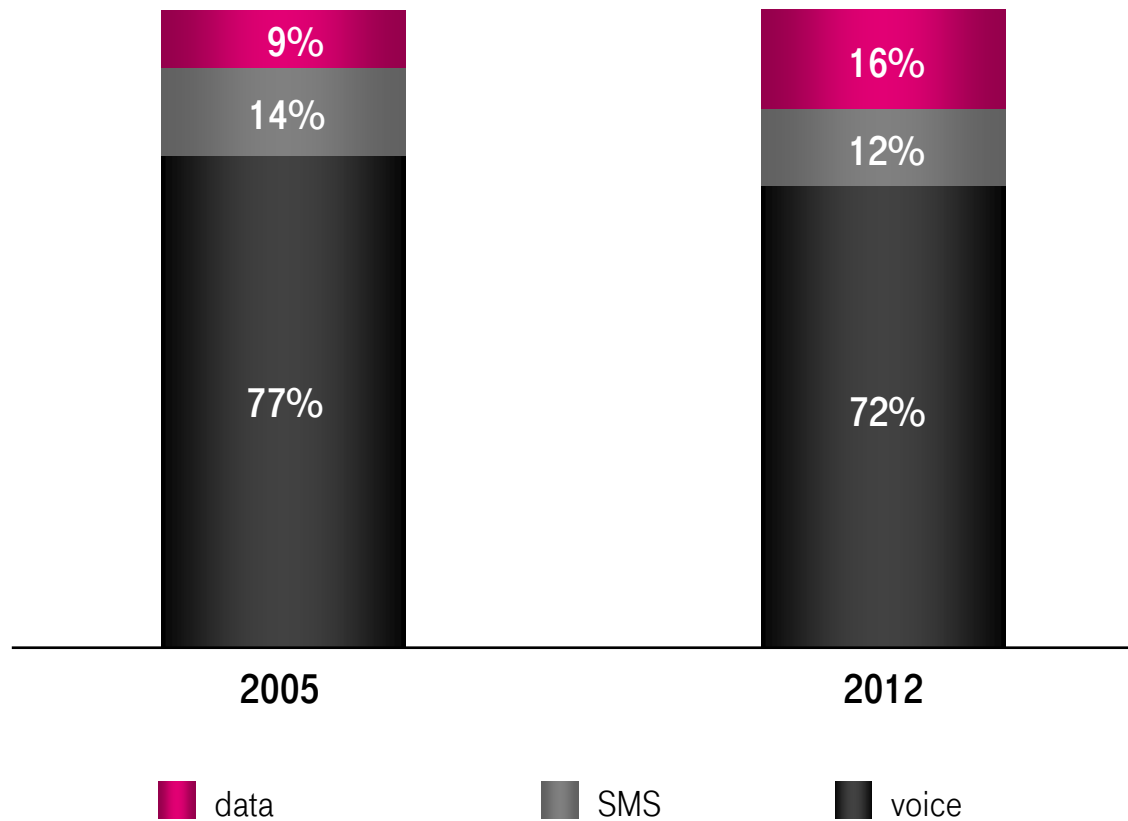
The Rise of the mobile Internet.



Source: Ovum, April 2009, Pyramid Research March 2009; in mn.



Data Revenues are no Myth.



Source: IDC Western Europe Mobile Services Database 03/2009



Partnering Option Space.



A world of choices!

Internet Partnerships

This panel displays a variety of logos for internet-related companies and services. The logos include eBay, YouTube, Google, Facebook, Yahoo!, Myspace.com, Amazon.com, Twitter, StudiVZ (Das Studierverzeichnis), XING, Netlag, Web.de, Yahoo! Mail, GMX, Windows Live, Lotmail, Gmail, and AOL.

Media Partnerships

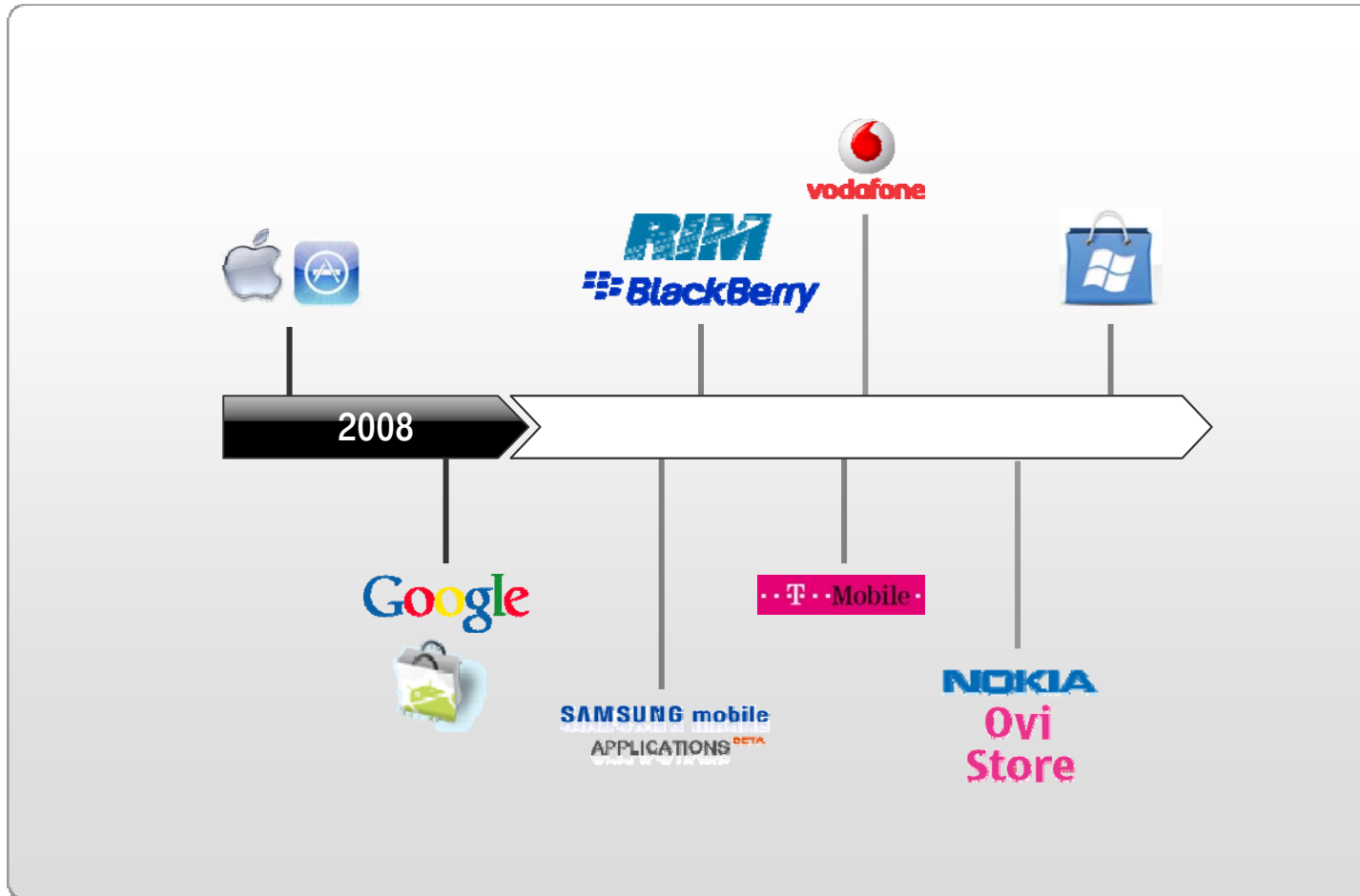
This panel displays logos for media and entertainment companies. The logos include Disney Interactive Studios, EA, Gameloft, Glu, TwiStbox, EMI, Kontor, Edel, Universal Music Group, Sony Music, Shazam, Last.fm, Sky, Eurosport, 20th Century Fox, Metro Goldwyn Mayer, Sony Pictures, and Warner Bros.



Operating Systems & Platforms. Open?



AppStores. How about Interoperability?



New Device Players. New Partners.



Connected Life & Work.



Voice/Messaging



Internet



Music



Photo



Video

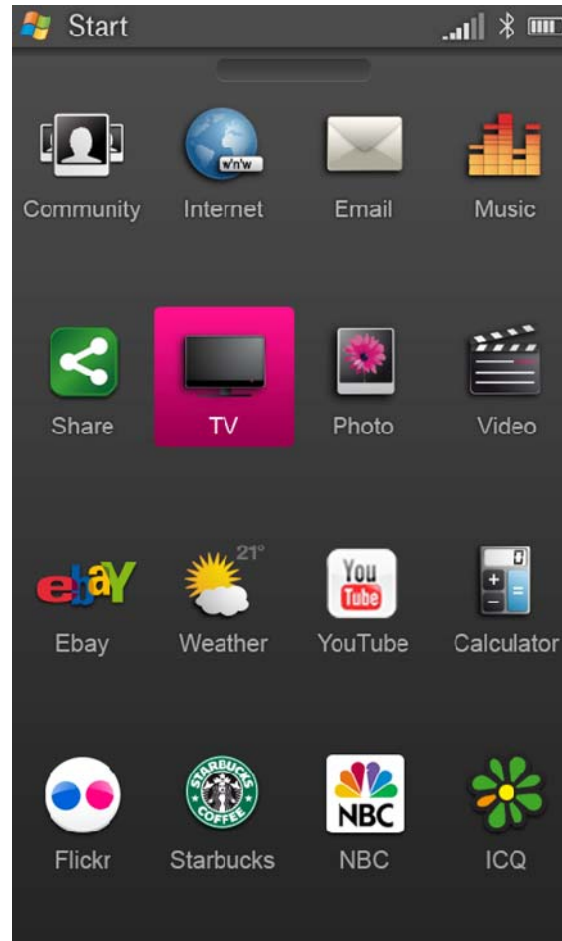


@ Work

- **“my services and personal data anywhere, anytime”**
- superior user experience and simplicity across 3 screens
- leveraging one network-centric address book
- automatically synchronizing content based on one digital storage
- consistent product design with intuitive navigation and single sign-on.



The user experience on a mobile phone ...



... consistent with the user experience on the PC ...



... and IPTV.



WrapUp.

- ✓ Mobile internet is real.
- ✓ Partnering is paramount.
- ✓ There's a need for open and interoperable platforms.
- ✓ Customers demand a consistent user experience across screens.

