# Q1-Q3 2005 Analysts Meeting. Deutsche Telekom. November 9, 2005

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# Mobile Segment. Q3: Significantly above market expectations.

#### Strong customer development:

- 83.1 m customers globally
- Strong customer growth: 2.14 m net adds in Q3 with half from Europe and half from USA
- Continued strong momentum T-Mobile USA: More than 20 m customers achieved
- Share of contract net adds over 50 % for the entire mobile division

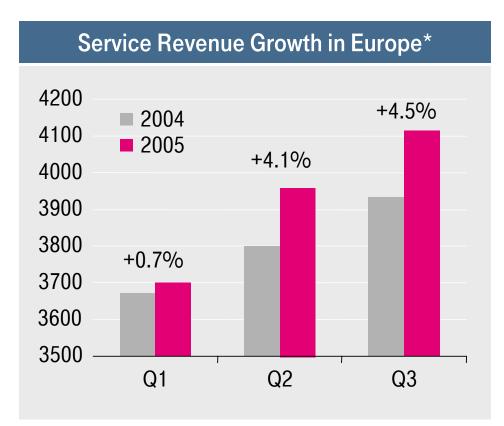
#### **Strong financial performance:**

- Q3: Strong revenue growth of 10.6 % y.o.y.
- Q3: Strong EBITDA growth of 15.0 % y.o.y. with margin of 35.7 %.
- Q3: Strong Cash Contribution growth of 13.5% y.o.y.\* (increase of € 1 billion or 25 % y.o.y. in first nine months)

\*Excluding 2.1 bn  ${\ensuremath{\in}}$  for acquisition of Californian network and licences in the US.



# Q3 Achievements. "Save for Growth" works.



- 1.1 m net adds in Europe of which 530k in D, 259k in UK and 156 k in CEE
- European Service Revenues growing.
  Q3 performance in Germany further improved, UK stabilized
- Strong EBITDA-Margins in Germany with 42.5 % and the UK with 37.2 %\*\*
- Projected savings of € 0.6 billion in FY 05<sup>\*\*\*</sup>
- Projected re-investments into Sales and Marketing of € 0.4 billion in FY 05<sup>...</sup>

\* Europe incl. CEE and not adjusted for consolidation effect of T-Mobile Slovensko; excl. TM Slovensko = Q1: -1.5%, Q2: +1.8%, Q3: +2.2%

\*\* incl. GBP 27 million [€ 39 m] of a-periodic profits

\*\*\* compared to baseline



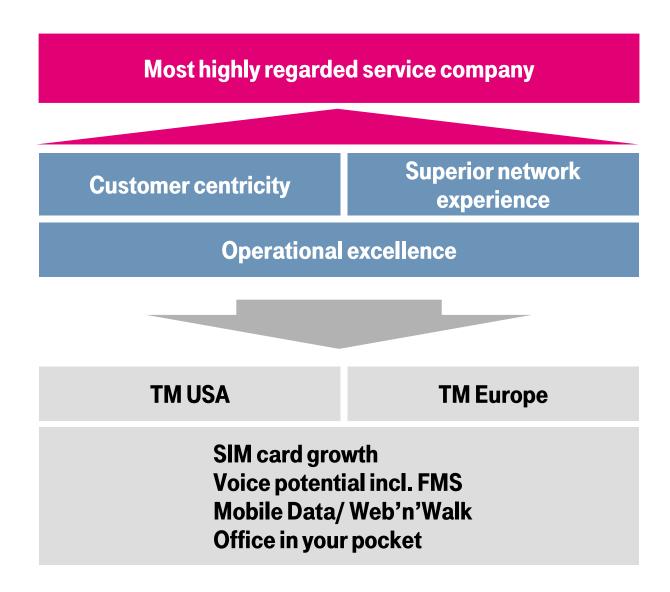
# One Company. Leveraging global scale – $\in 1.3$ bn annual synergies.

FY 2004	By source	By Region				
€ 1.3 bn						
		0.4 EU bn €				
	EBITDA 0.6 bn €	∫ 0.2 US bn €				
		0.4 EU bn €				
Capex 0.7 bn €		∫ 0.3 US bn €				

- Strong synergies across the US (€0.5 bn) and Europe (€ 0.8 bn) with an NPV of more than € 10 bn
- Revenue synergies on MNC, products/ services and brand not included



## Outlook T-Mobile. Growth target: 12% to 14% over the next two years.



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# T-Mobile USA.

Growing customer base will drive service revenue growth.

#### Market\*

- Ongoing high customer base growth: From 206 million (YE 2005) to 230 million (YE 2007)
- Service Revenue growth driven by strong subscriber growth and mobile data uptake:
  - Overall: from 122 billion US\$ to 138 billion US\$ in 2007
  - Data: from 8.7 billion US\$ to 14.3 billion US\$ in 2007

#### **T-Mobile USA**

- 4.3 million contract net adds over the next two years
- Further extend our position as most highly regarded US mobile service company (after winning J.D. Powers Customer Satisfaction Award again in 2005)
- Increase market share beyond fair share
- Shaping the mobile data business: Combine WiFi leadership with 3G

# We will capture 18% - 20% of the market service revenue growth in the US\*\* $\,$



# **T-Mobile Europe.** Usage uptake to drive growth.

#### Market\*

■ Market SIM card growth Europe\*\* of 13.5 million from YE 2005 to YE 2007 (+6.8%) expected

- Increasing double/multiple SIM usage
- Capture of low penetration market segments
- Strong increase in fixed-mobile substitution
- Overall, we expect price deterioration in voice (regulatory, competition) offset by usage increase. Resulting in stable revenues per SIM ("ARPU"), but growing total service revenues

#### **T-Mobile Europe**

- 3.9 million contract net adds over the next two years
- Push FMS. FM-Substitution drives corporate revenues due to mobile premium
- Lead true mobile broadband services (IiYP, OiYP), push mobile music and mobile TV to attract and retain new customers
- Strengthen customer loyalty (KPI-Net Promoter Score) through targeted customer care

#### Target: Improve market share in service revenues in Europe over the next 2 years.

# **T-Mobile Germany.** Defend market leadership.

#### Market\*

- Continued SIM Card growth by 9 million in 2006 and 2007 (11.6%) expected
- We expect service revenues to grow from € 21.2 billion to € 23.3 billion (10.1%)

#### **T-Mobile Germany**

- Focus on revenue growth: Push broadband data services, segment specific consumer offerings, increase efforts to address corporate market in cooperation with T-Systems
- Increased investment in brand awareness and differentiated brand profile
- Extend network leadership: best GSM network, true mobile broadband with WiFi & HSDPA



## T-Mobile UK. Committed to gain market share.

#### Market\*

- Due to saturation SIM card growth of 1.1 million from 2005 to 2007 (1.7%) expected
- Competition stays tight, but service revenues expected to grow from GBP 16.1 billion in 2005 to GBP 17.0 billion in 2007 (5.3%)

#### **T-Mobile UK**

- Strong commitment: We will invest GBP 1.5 billion in 2006 & 2007 into brand, shops, customer growth and retention. Leading to a dip in EBITDA in 2006 with major improvement in 2007
- Build on the momentum of improved brand perception: successful U-Fix and Mates Rates campaigns
- Network: focus on broadband network buildout



# Outlook T-Mobile Europe.

Growth Opportunities – leveraging voice potential.

#### **Bucket offers**

- 5 m Relax/ buckets customers across Europe so far (+ 0.9 m options on top)
- Share of contract customers in buckets to be tripled by end of 2007

#### **Segment offers**

- Young Urban: U-Fix and Mates Rates in UK with more than 680,000 customers so far
- High Income: Relax 400 with 32 % share of net adds after campaign by TM A
- Urban Woman: 50,000 net adds in response to recent campaign

#### **Fixed-mobile substitution offers**

- T-Mobile Germany T-Mobile@home: approx. 1.5 2 million customers expected by YE 2007
- TM CZ "fixed +": 116,000 users since Feb (10% of contract base), 5% ARPU increase
- Data Card Austria "mobile internet": more than 15,000 sold since January



## **Outlook T-Mobile Europe.** Growth Opportunities - web'n'walk (Internet in Your Pocket).

#### Same user\* - data ARPU (excl. SMS) per user Same user\* - data volume used per user +489% +119% \* Source: T-Mobile before web'n'walk using web'n'walk before web'n'walk using web'n'walk

#### web'n'walk: First indications for increase in data usage and data ARPU

(sample of 1.600 representative customers)

- On average, per month, a German Sidekick customer is
  - Sending and receiving 120 emails
  - Visiting 330 Internet pages





# web'n'walk. 10 Web'n'Walk devices for x-mas business 2005.

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## Outlook T-Mobile Europe. Growth Opportunities – Office in Your Pocket (OiYP).

#### Strong performance, core campaign for VSE and SME works:

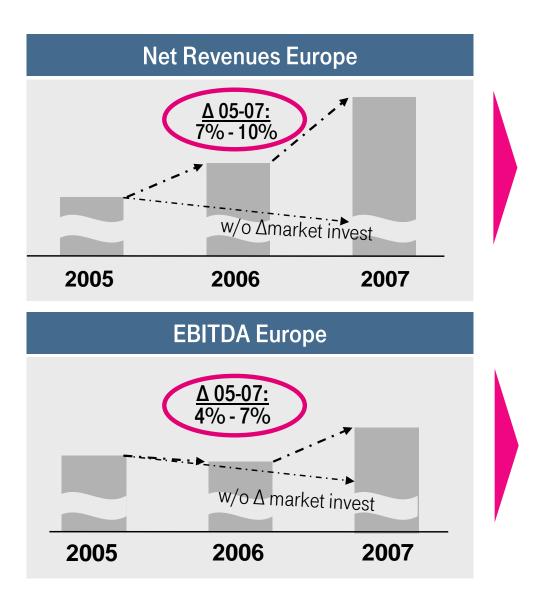
- 400,000 OiYP-devices sold in Q1-3 2005, 150% growth compared to entire 2004
- 30%-increase in monthly Business Segment data revenues
- Biggest installed base of Microsoft OS enabled devices in Europe
- Smartphone leadership: Successful, exclusive launch of MDA Pro

#### **Enhancing T-Mobile's position:**

- High-speed Network: HSDPA launches across WEU early 2006, UMTS TDD for CZ in place, Launch of FMC Broadband Service based on OFDMA in SK
- Data Cards: T-Mobile 1st to launch HSDPA Data Cards (09/05), 300,000 additional data cards in 2006 expected to be sold
- Strong push into new devices: built-in WIFI
- Doubling push email additions in 2006 (+ 200,000)



# **T-Mobile Europe.** Market investment with good return.



S4G enables more agressive marketing (WEU)

EBITDA is following revenues with a time lag: turnaround in 2007

### **T-Mobile: What we will deliver.** Financial Guidance.

€ bn.	2005	2006	2007	Δ 05-07
Revenue	29.3	30.9 - 31.3	32.8 - 33.4	12 - 14 %
EBITDA	9.6 - 9.8	10.0 – 10.2	10.8 – 11.1	11 - 14 %

