

## Turbocharging Our Metro by T-Mobile Dealer Team

### Metro by T-Mobile Dealers -

For the last several months, I've been working with our T-Mobile teams to reposition how we support all of you and our stores to create even stronger success for all of the stakeholders in our business. We have much more work to do to maximize all of the opportunities in the marketplace, and I'm excited to announce some key organizational changes within how we manage our Metro by T-Mobile business.

First, as I announced earlier this month, Jim Mickey is now leading our Field Sales and Operations organization with all of our Area Vice Presidents reporting to him. In addition, our National Accounts organization led by Laura Vogt report into Jim as well. I continue to be impressed with Jim's visionary leadership and his passion for our Metro by T-Mobile products.

As all of you know, our T-Mobile position that's on the street and works most closely with your stores is the Account Service Representative (ASR). I announced today that we are moving away from the ASR position and moving all 500+ ASRs into a completely new role... the Metro Development Manager position. I personally decided to put "Metro" into this title to ensure it's clear that we remain committed to the Metro by T-Mobile brand. This role will serve to strategically develop our Metro brand to meet future sales, operational, and customer experience objectives.

The former ASR position reported to the Indirect Account Manager position. We are also updating the Indirect Account Manager position title to a new title... the Zone Manager. Nearly 200 Indirect Account Managers (100% of them) will transition into the Zone Manager role and will lead the Metro Development Managers across a piece of geography to ensure consistent execution and representation of our Metro by T-Mobile brand.

Going forward, the Zone Managers will report directly to the Market Directors. Our Senior Managers of Indirect Sales will be moving into our T-Mobile Company-owned Retail (COR) team as District Managers to gain new experiences, drive postpaid sales results, and build their own capabilities to potentially become even broader leaders for T-Mobile in the future. I'm excited that these leaders will now have the experience of working in a 2,000 Company-owned retail store fleet and can ultimately take these experiences into a future Metro by T-Mobile Market Director position!

Additionally, just last week, I announced that 100% of our Metro by T-Mobile COR District Managers will move to T-Mobile COR. Replacing them is select T-Mobile COR DMs. This allows us to refresh our talent, create a forcing function to harmonize and streamline inconsistencies, and ultimately be able to leverage more tools and capabilities into our Metro by T-Mobile business.

This month has been full of bold and rapid change. More change has been announced in our Metro by T-Mobile business in the last month than likely in the last six years. This is all in part to better enable all T-Mobile employees to drive positive impact to our business and help you all in new ways on the eve of New T-Mobile. Our Metro Development Managers will be going through training over the next couple of months and you'll see a higher level of interaction and strategic impact to the business than ever before. As we're in the process of installing our first round of Metro by T-Mobile signs, we'll also update our operating expectations that include an elevated set of expectations around brand representation as well. We'll talk more about that in the coming months.

As always, thanks for your continued commitment to T-Mobile through its Metro by T-Mobile brand. We have an incredibly bright future ahead of us!

**Jon Freier**

Executive Vice President, T-Mobile Consumer