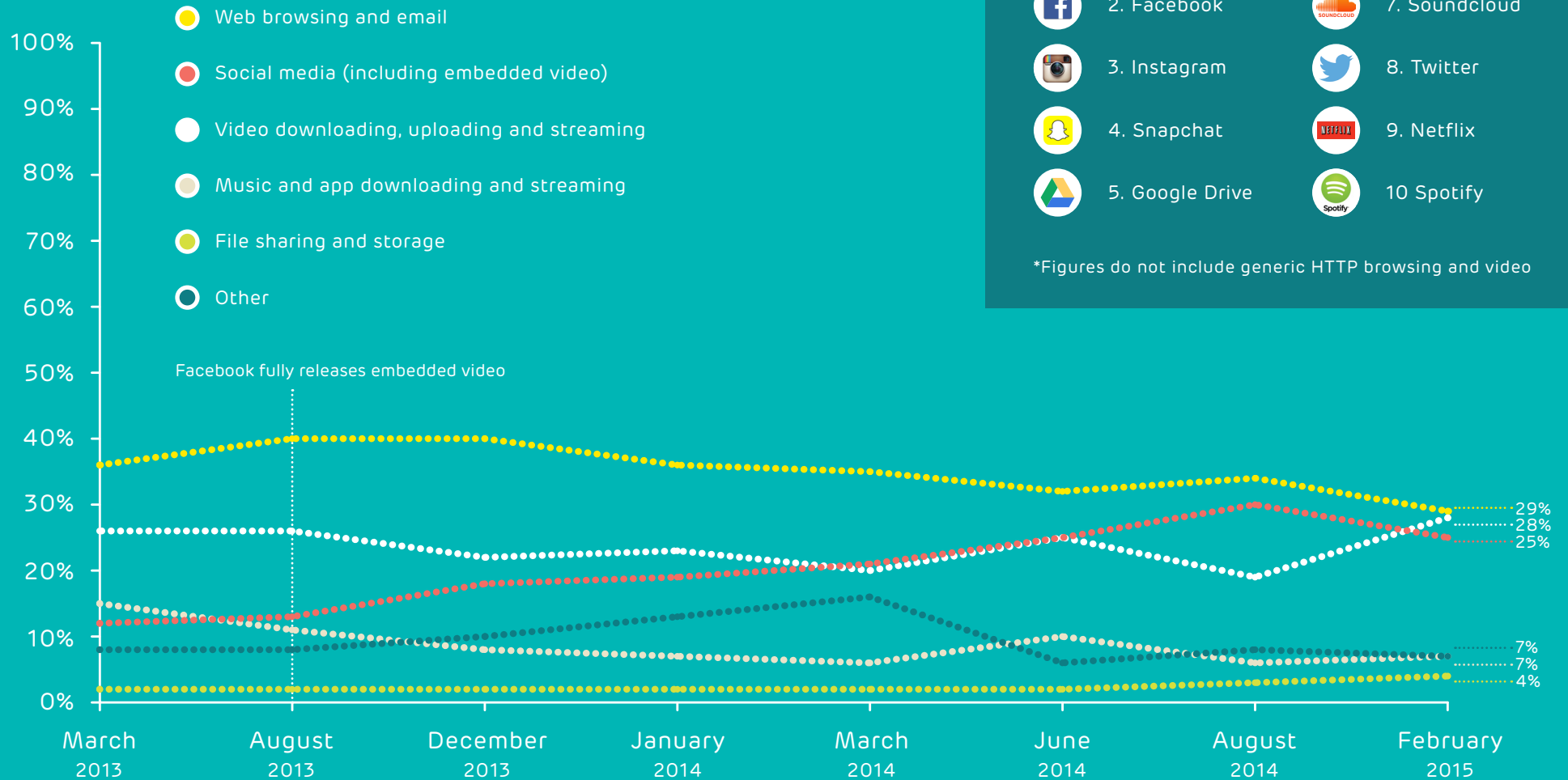


4GEE Mobile Living Index snapshot

HOW DOES THE AVERAGE EE CUSTOMER USE 4G?



Top 10 apps and services in terms of data used on the EE network, February 2015:

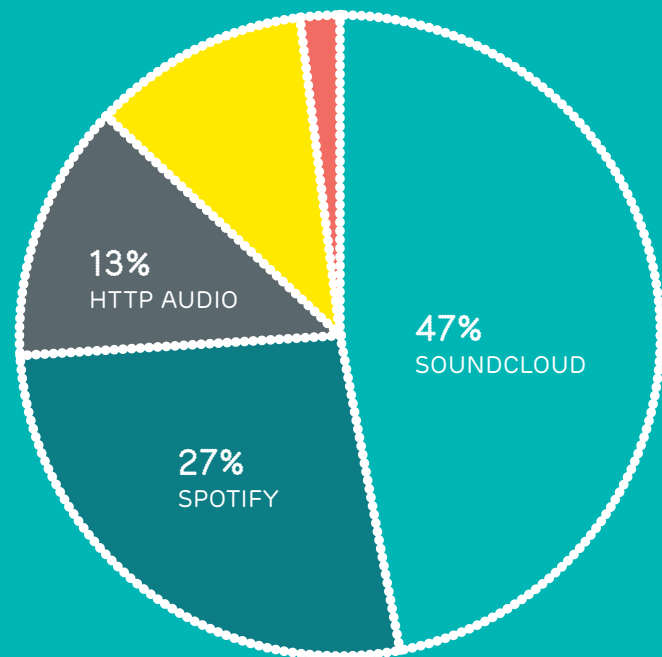
- | | |
|---|---|
|  1. YouTube |  6. iTunes |
|  2. Facebook |  7. Soundcloud |
|  3. Instagram |  8. Twitter |
|  4. Snapchat |  9. Netflix |
|  5. Google Drive |  10. Spotify |

*Figures do not include generic HTTP browsing and video

4GEE Mobile Living Index snapshot

4G AUDIO

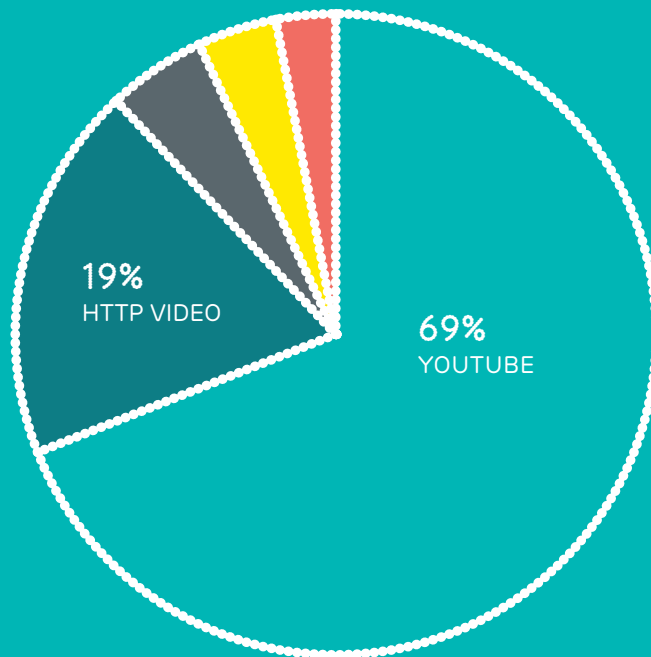
February data (August in brackets)



- 47% Soundcloud (34%)
- 27% Spotify (26%)
- 13% HTTP Audio (15%)
- 11% Deezer (24%)
- 2% Other (1%)

4G VIDEO

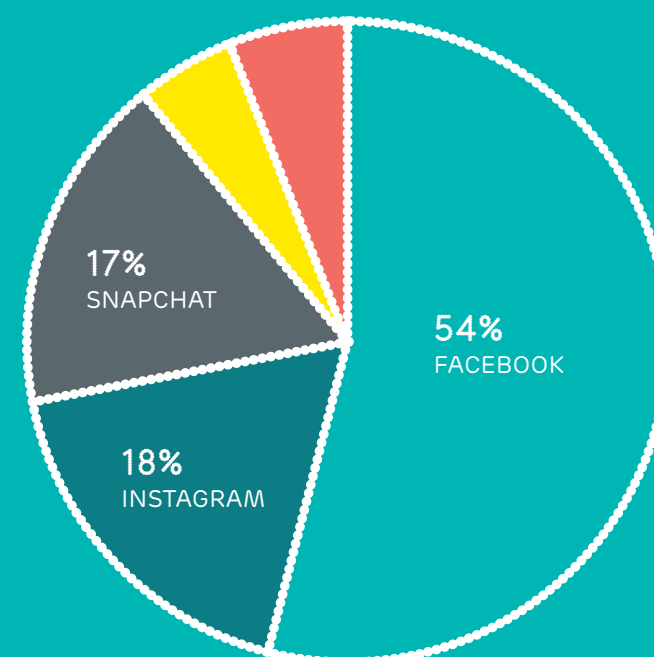
February data (August in brackets)



- 69% YouTube (67%)
- 19% HTTP Video (19%)
- 5% Apple Video (8%)
- 4% Netflix
- 3% Other (8%)

4G SOCIAL MEDIA

February data (August in brackets)



- 54% Facebook (81%)
- 18% Instagram (8%)
- 17% Snapchat (3%)
- 5% Twitter (3%)
- 6% Other (5%)