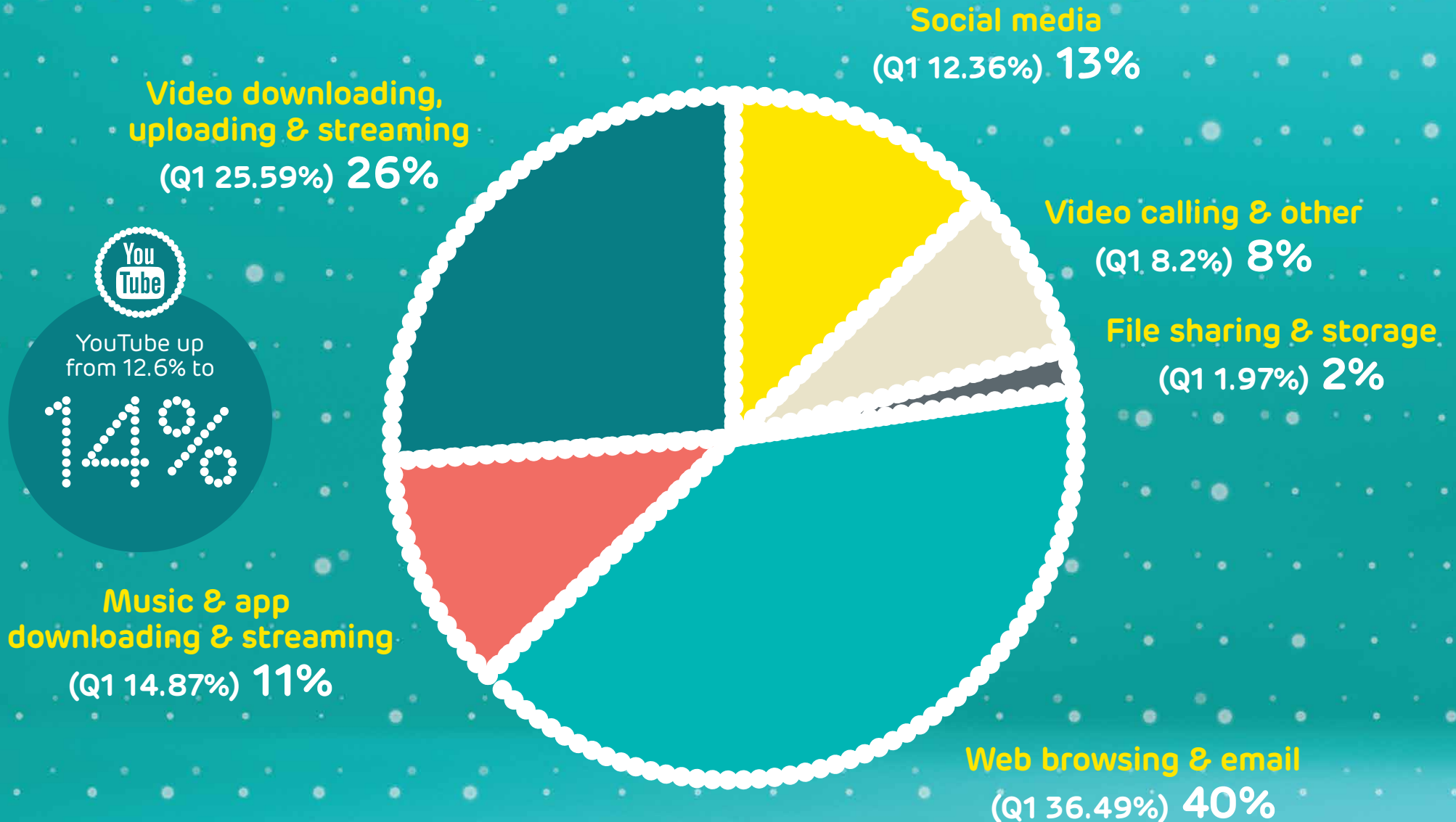


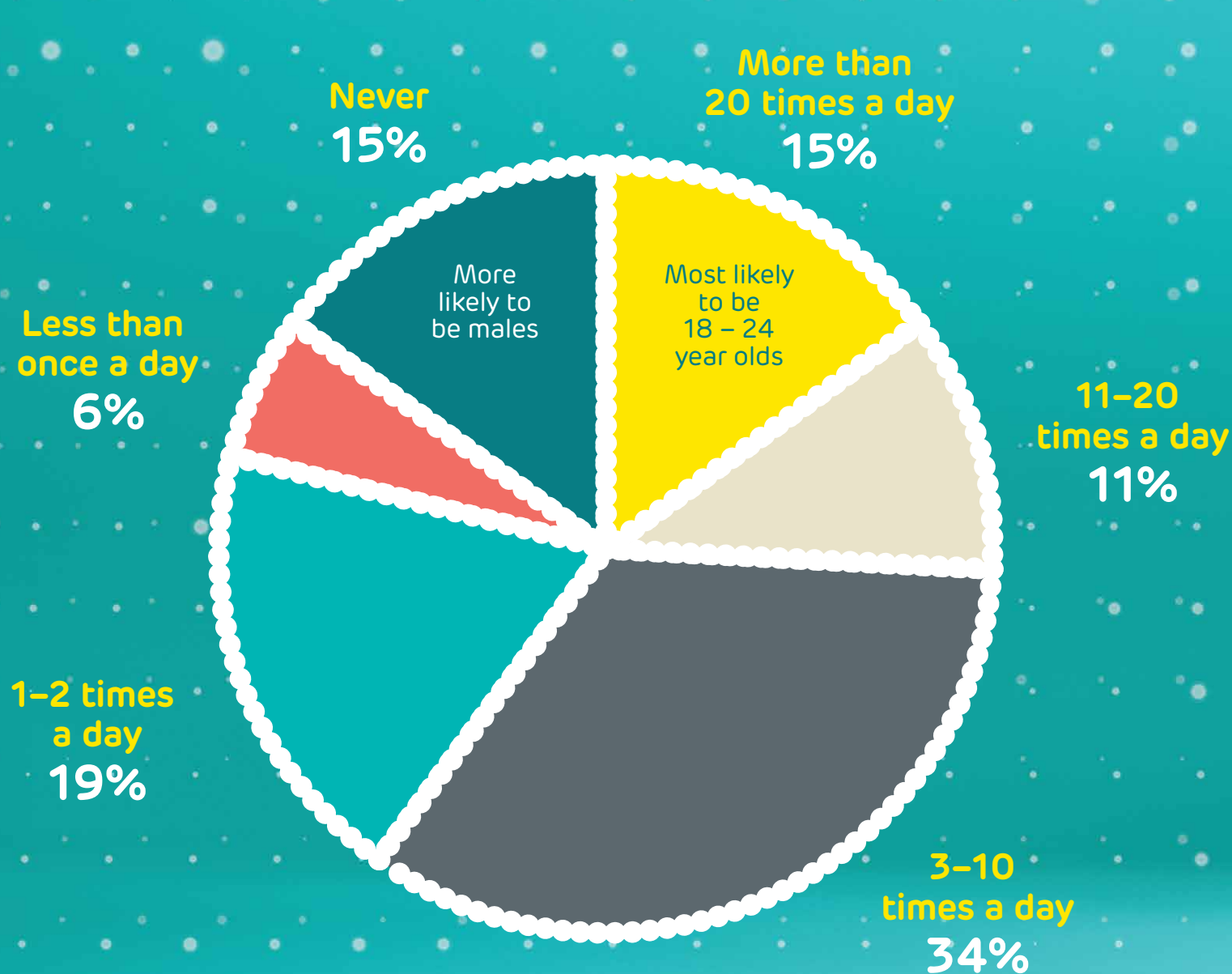
THE 4G CUSTOMER: A SNAPSHOT OF A DIGITAL LIFE

JUNE 2013 EE 4GEE NETWORK ACTIVITY



THE 4G CUSTOMER: A SNAPSHOT OF A DIGITAL LIFE

A QUARTER OF 4GEE USERS CHECK SOCIAL MEDIA SITES MORE THAN TEN TIMES A DAY



Since using 4G,

43%

use fewer or no public Wi-Fi hotspots (up from 37% in Q1)



Since using 4G,

23%

need to use their home broadband less (up from 21% in Q1)

50%

say they are using the internet more frequently due to 4G

All results from EE and an independent survey by TNS of 1,000 4GEE users in June 2013