



# SuperMobile Battlecard



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## Overview

SuperMobile is the next generation of our business phone plans. Built on our network advantage, we're giving business customers an edge with advanced features like more network data resources, satellite coverage, and embedded security. It's our most secure, high-performance communication solution for business.

## Context

Mobile phones have become increasingly important to business operations. They keep teams connected, help manage remote operations, deliver real-time data from the field, and are integral in closing deals. Phones should be the superpower to enable businesses to WIN.

But business phone plans have largely stood still for the past decade. Unlimited talk, text, and data derived from consumer plans are the status quo.

Winning in business is not just about showing up. It's about being faster, smarter and better connected.

T-Mobile is revolutionizing business phone plans by introducing new features to meet business demands. By leveraging our network advancements and partnerships to add adaptive networking, seamless satellite coverage, and embedded security features, we're redefining business communication.

## Value pillars



### Intelligent performance

Our adaptable network is built to allocate resources in real-time to support data-intensive business applications like video calls and large file transfers, even in heavily crowded spaces. We can allocate more network resources with the first nationwide network slice built for business.



### Seamless satellite coverage

Through our partnership with Starlink, we can extend coverage to the most remote areas of the US. If you can see the sky, you're connected, enabling work at remote job sites and the ability to send messages during emergencies like natural disasters. The service automatically connects to customers' phones to send and receive messages when they are out of range of terrestrial networks.



### Enhanced security

Better protect against cyber threats with robust encryption, advanced device authentication, and cutting-edge privacy protections made possible by our 5G standalone network.

## SuperMobile differentiators

- A plan designed specifically for business with new features not available elsewhere.
- Leverages our 5G Advanced network to deliver higher performance and adapt with changing conditions along with elevated security protections.
- Satellite messaging is included. On most modern smartphones, messaging seamlessly switches from wireless to satellite without additional user intervention.

## Buyer personas and needs

### Operations leadership

**Titles:** Operations Manager, Director of Operations, Chief Operating Officer

**Top concerns:**

- Enabling teams to stay connected wherever work takes them
- Finding more effective solutions to minimize downtime and keep critical communications flowing

### IT team

**Titles:** CIO, IT Manager, IT Administrator

**Top concerns:**

- Enhancing security on mobile devices
- Implement new solutions that don't require new, specialized devices

### Procurement departments

**Titles:** Procurement Manager, Strategic Sourcing Manager

**Top concerns:**

- Choosing valuable investments that offer solutions to help employees work more efficiently
- Implementing investments that work with existing solutions, including their security suite

## Pain Points

### Critical operations need to work—when it matters most.

Business functions can't stall in high-stakes moments. When emergencies, large-scale events, system outages, or high network traffic occurs, you need connectivity that delivers, every time.

### Coverage gaps for workers—wherever they go.

From remote fields to coastlines, employees work beyond where traditional cell coverage extends. They need mobile connectivity that goes with them, like to remote fields, coastlines, and quarries. They require resilience to be able to connect even in the case of natural disasters.

### Cybersecurity risks—because business now happens almost everywhere.

Public networks add risks to sensitive data and cyberattacks are rising across industries. Businesses rely on layered security, but work on-the-go pushes activity beyond the reach of apps and firewalls. Without protection at the network level, sensitive data, device traffic and location details could be left exposed.

## Elevator pitch

### T-Mobile is Supercharging its Businesses Phone Plans with SuperMobile

T-Mobile is revolutionizing business phone plans, giving them more security, coverage, and performance.

For businesses, a mobile phone isn't just a tool for making calls, it's how they WIN. It's the device that keeps teams connected across locations, helps manage remote operations, delivers real-time data from the field, and is integral in closing deals. Mobile phones can, and should be, a business SUPERPOWER. But the Carriers don't treat them that way. Business phone plans and benefits have barely evolved in the last 10 years. It's time for businesses to get more than the status quo—they need super performance, super coverage, and super security.

Enter T-Mobile for Business with SuperMobile, with double the network resources of the largest and best 5G network in America, according to Ookla Speedtest, plus coverage anywhere you can see the sky, all backed by the highest-rated built-in network security. New capabilities, one plan, one bill, and all the power your business needs to succeed.

Your business, *supercharged*. **SuperMobile**

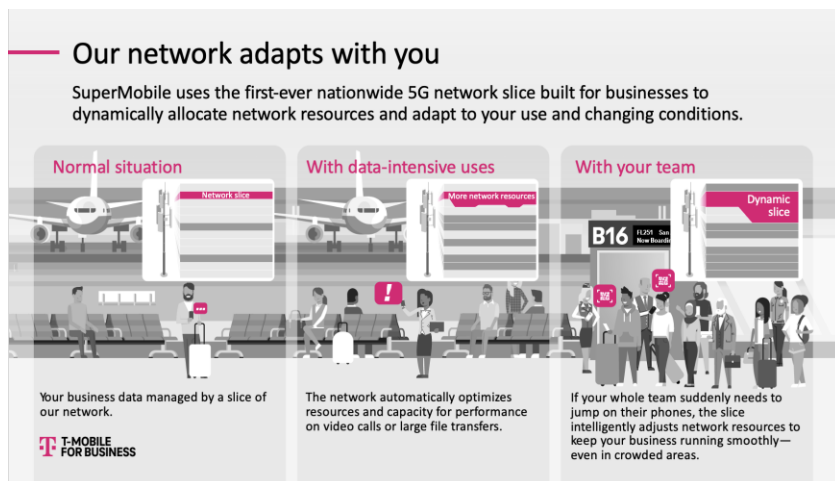
## Intelligent performance

Advancements in our nationwide 5G network allow us to offer an enhanced data experience for business users with SuperMobile.

- Achieving a nationwide **5G standalone (5G SA) network** years ago, freeing our 5G network from the limitations of being tied to 4G LTE standards.
- In 2025, we reached the milestone of a nationwide 5G Advanced network, (a 3GPP global standard) that enabled new capabilities including network slicing and dynamic controls for lower latency and faster speeds.

**The first-ever nationwide network slice built for business** is key to how we optimize our network for users with SuperMobile. Business data traffic is carried by the network slice, and the network dynamically adapts to maintain performance within the slice, offering:

- **More network resources** made available to SuperMobile users versus the typical customer on our network.
- **Dynamic adjustments** based on types of network traffic (like video streams) to optimize flow and avoid “hiccups.”
- **Reallocation of resources in real-time** based on changes in demand. For example, when Wi-Fi internet is cut and a rush of users suddenly turn to their mobile phones to keep the business running.



## Seamless satellite connectivity

SuperMobile includes T-Satellite to eliminate coverage dead zones.

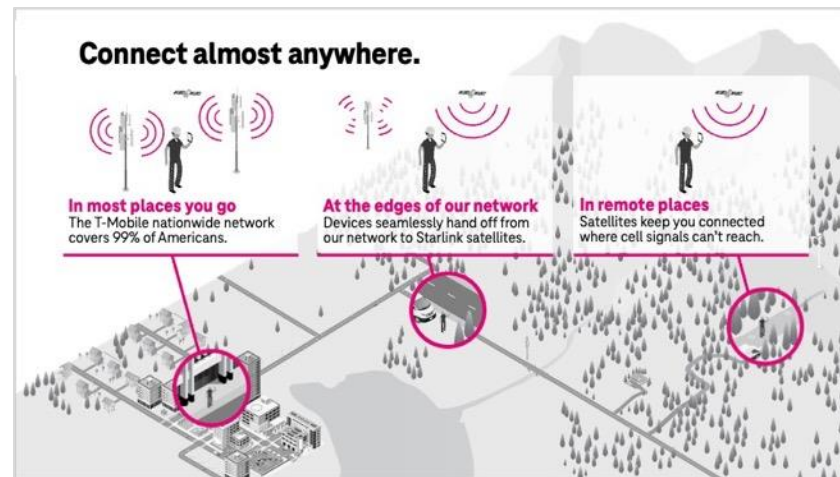
**T-Mobile has teamed with Starlink** to build a dedicated satellite network.

- Over 650 satellites have been launched to date. It's the largest satellite-to-mobile constellation in the world.
- More satellites continue to be launched so we can eventually expand capabilities beyond messaging.
- Covers 500,000 square miles of the US not covered by any wireless carrier. Users can connect almost anywhere they can see the sky.

**With T-Satellite, users can send/receive messages outside the reach of towers.**

- In areas without cell service, the phone will automatically connect to T-Satellite to send and receive messages
- T-Satellite works with most smartphones from the last 4 years—both Android and iOS. That's over 112 models and counting.
- There's no need for apps, interfaces, or special pointing at the sky
- There's no incremental cost per message and no cap on number of messages that can be received or sent.

**The service currently only supports messaging.** T-Mobile has announced plans to deliver picture messaging, data services, and voice calling in the future, but no timeline has been announced. Focus on messaging with customers.



## Security

Businesses take a layered approach to security

### Embedded network features

Our 5G standalone network unlocks advanced security features that aren't possible with older network standards.

Along with enhanced encryption standards, our network incorporates advanced authentication and privacy protections like these:

#### Protected mutual authentication

To make sure your traffic isn't intercepted before it even reaches a tower, both the phone and the tower continually authenticate each other.

For example, without this, a bad actor could place a device to pretend to be a mobile tower to intercept information or disrupt communications.

#### Subscription Concealed Identifier (SUCI)

Encrypts users' location identifiers to prevent bad actors from seeing signal details that could match it to employee devices or track their location.

For example, journalists need to keep their movements private to avoid exposing the sources they've met with.

### Isolation on secure network

Business traffic on SuperMobile is kept secure with encryption on our network. This adds an extra layer of security on our network as it travels from the phones on our network—well before it may hit a customer's SD-WAN.

### Compatible with other solutions

SuperMobile can be combined with other T-Mobile solutions to support a scalable, unified security strategy:

- Mobile Threat Detection
- Threat Protect

## Threat Protect

### Always-on security built to move across any network.

Threat Protect is an app that runs in the background of Android or iOS devices, providing seamless protection when moving between Wi-Fi and cellular.

Powered by real-time threat intelligence and next-gen encryption from T-Mobile, Threat Protect delivers security on Wi-Fi and cellular networks.

- **Protection across applications.** While you may still receive phishing emails, smishing texts, or messages with malicious links, Threat Protect helps block access to the harmful sites they contain—stopping threats before they can do harm.
- **Always on, never in the way.** Protection is seamless and continuous, with no gaps or interruptions when moving between networks and Wi-Fi connections. There's no need to turn it on and off.
- **Smart VPN™ technology.** The app intelligently encrypts only the data necessary to keep apps running smoothly and securely, without causing lag.

Threat Protect has the industry's first patented technology to solve Wi-Fi "dead-zones." Through "Wi-Fi bonding" technology, Threat Protect automatically uses the T-Mobile cellular network to keep users connected when Wi-Fi signals get weak—a big benefit when operating on congested public Wi-Fi networks. This means users never have to turn off Wi-Fi in order to maintain a steady connection.



### Third party security recognition

- **Bitsight** rated T-Mobile network security as "Advanced" with a score of 780—well above the industry average of 670 and even above AT&T (710) and Verizon (700) both deemed "Intermediate."
- T-Mobile is the only major US carrier to receive an **"A" rating from Security Scoreboard**. With a score of 94/100, we were 12 points ahead of the next major carrier.

## Target industries

SuperMobile is designed for businesses that need reliable connectivity, coverage everywhere work happens, and security to protect their critical communications. Target industries that can benefit from SuperMobile include:

### Enterprise/strategic

- Aviation
- Broadcast media and journalism
- Energy and utilities
- Legal
- Transportation and logistics
- Fortune 1000 Executives

### SMB

- Towing
- Security companies
- Home healthcare
- Field service
- Contractors/construction
- Plumbing/HVAC
- Transportation, delivery
- Retail

## Sample use cases



### Intelligent performance

#### Aviation

Ensure communication traffic for ATW/BTW crews gets through to optimize on-time departures.

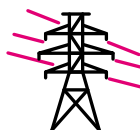
Ability to use phone apps even in overly crowded terminals.

### Seamless satellite connectivity

Enable key employees access to T-Satellite messaging anywhere in the US.

### Enhanced security

Airline data is kept on 5G network slice, separate from other traffic to isolate data and defend critical communications.



#### Utilities

Ensure mobile communication for workers and dispatch—supporting repair and service efforts even during network congestion.

When line workers go off network, satellite messaging enables them to report on status, ask questions, or request parts without leaving the site.

Mutual authentication between towers and phones make your critical application data harder to intercept or disrupt by bad actors.



#### Media/Journalism

Help ensure field reporters, editors, and photographers can file stories, stream, and connect with editors despite network strain during major events.

T-Satellite enables reporters and broadcast crews to share status even when in a disaster zone without tower coverage.

Privacy features, like SUCI, keep reporters device locations private and protects sources from being revealed.



#### Retail

Managers able to connect with other retail locations and use critical applications even among crowds of Black Friday shoppers.

Delivery and service crews remain reachable even if the customer's location is remote or in a network dead zone.

Customer and sales data is kept separate from other traffic to isolate data and protect sensitive information.

## Competitive environment

Where our primary competitors are in respect to the SuperMobile innovations:

|                                | AT&T                                                                                                                                                                                                                                                                                                                                                                                       | Verizon                                                                                                                                                                                                                                                                                                                        |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Intelligent Performance</b> | <p>AT&amp;T has not launched a dedicated network slicing service for businesses.</p> <p>AT&amp;T Turbo for Business is an add-on available on its Business Unlimited Premium 2.0 rate plan for \$15/mo/line. It claims priority treatment for data at a higher quality of service and a more consistent network experience. It is only available at AT&amp;T's highest rate plan tier.</p> | <p>Verizon has announced one "nationwide" network slice limited to one router. They have not announced any slices for use with smartphones.</p>                                                                                                                                                                                |
| <b>Satellite Connectivity</b>  | <p>No satellite-to-phone service is currently available.</p>                                                                                                                                                                                                                                                                                                                               | <p>Verizon has partnered with Skylo to offer satellite messaging service. The service uses other provider's satellites, unlike the 650+ dedicated to T-Satellite.</p> <p>Verizon satellite messaging is currently offered at no additional charge, but is limited to 7 select Android smartphones and iPhone 14 and newer.</p> |
| <b>Security</b>                | <p>AT&amp;T received a 710 "Intermediate" score from Bitsight, behind the T-Mobile "advanced" score of 780.</p> <p>AT&amp;T received an 82/100 from SecurityScorecard, 12 points behind the T-Mobile score of 94.</p>                                                                                                                                                                      | <p>Verizon received a 700 "Intermediate" score from Bitsight, behind the T-Mobile "advanced" score of 780.</p> <p>Verizon received an 80/100 from SecurityScorecard, 12 points behind the T-Mobile score of 94.</p>                                                                                                            |

## SuperMobile rate plans

| Subsidy MRC/Term           | Super Premium Option for companies that want it all (or VIP users)            |                                                                               |                                                                               | SM+ attachable to Legacy Business Plans |
|----------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------|
|                            | SMB (Non-Retail) \$50 EIP Plan                                                | Enterprise Subsidy Plan                                                       | Government Unlimited Plan                                                     | Enterprise & Gov Add-On                 |
| 1 <sup>st</sup> line price | \$95                                                                          | —                                                                             | —                                                                             | —                                       |
| Equipment                  | Best Device Promotions                                                        | Subsidy                                                                       | Best Device Promotions                                                        | N/A                                     |
| Talk, Text, Data           | Unlimited                                                                     | Unlimited                                                                     | Unlimited                                                                     | N/A                                     |
| FUT                        | Unlimited                                                                     | Unlimited                                                                     | Unlimited                                                                     | N/A                                     |
| Network Slice              | 2X RPS                                                                        | 2X RPS                                                                        | 2X RPS                                                                        | 2X RPS                                  |
| Satellite Connectivity     | Unlimited Messaging                                                           | Unlimited Messaging                                                           | Unlimited Messaging                                                           | Unlimited Messaging                     |
| Security                   | Threat Protect Powered by Mobolize®                                           | Threat Protect Powered by Mobolize®                                           | Threat Protect Powered by Mobolize®                                           | Value Prop                              |
| Hotspot                    | 300GB                                                                         | 300GB                                                                         | 301GB                                                                         | N/A                                     |
| International/Travel       | 5GB Can/Mex with unlimited T&T, 5GB SG in 215 countries (Ultimate Experience) | 5GB Can/Mex with unlimited T&T, 5GB SG in 215 countries (Ultimate Experience) | 5GB Can/Mex with unlimited T&T, 5GB SG in 215 countries (Ultimate Experience) | N/A                                     |

## Conversation starters



### Network slicing

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Persona              | Operations Manager, Director of Operations, Chief Operating Officer (COO)                                                                                                                                                                                                                                                                                                                                                        |
| Conversation starter | “What are some examples of times when network traffic has disrupted your operations?”                                                                                                                                                                                                                                                                                                                                            |
| Message              | Network slicing is a game-changer. Even during times of high network traffic, a dedicated network slice allocates resources in real-time to support your data-intensive business applications, including large file transfers or video calls. Whether you’re an airline facing a busy travel day or a retail store navigating the holiday shopping season, the network slice helps keep traffic from disrupting your operations. |



### Infrastructure and deployment

|                      |                                                                                                                                                                                                                                                                                                                        |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Persona              | Operations Manager, Director of Operations, Chief Operating Officer (COO)                                                                                                                                                                                                                                              |
| Conversation starter | “Have you considered setting up a private network to prioritize your data-intensive business applications that experience outages or lagging during times of high-network traffic?”                                                                                                                                    |
| Message              | Most industries grapple with network traffic that can leave your data-intensive applications struggling to stay connected and operational. Adding a private network can be expensive and time-intensive. But with SuperMobile, you get network slicing to allocate resources in real-time to support your applications |



### Satellite coverage

|                      |                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Persona              | CIO, COO, Operations Manager, Director of Operations                                                                                                                                                                                                                                                                                                                                               |
| Conversation starter | “Do you have employees who regularly go off-grid who could benefit from always being able to send messages, even when they’re outside the reach of a traditional network?”                                                                                                                                                                                                                         |
| Message              | If your business has employees who regularly travel to remote work locations, having the ability to stay connected can help keep your operations moving forward. With T-Satellite, your team can send updates and alerts or receive key information, even when they’re operating off-the-grid. It works on most modern smartphones, so you won’t need to equip your team with expensive equipment. |



### Security and compliance

|                      |                                                                                                                                                                                                                                                                           |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Persona              | CIO, IT Manager, IT Administer                                                                                                                                                                                                                                            |
| Conversation starter | “We understand you must address security. What measures do you have in place now to protect data that is sent, received, and stored on employees’ mobile devices?”                                                                                                        |
| Message              | SuperMobile supports layered security with enhanced encryption, device authentication, and other cutting-edge privacy protections. You can also integrate SuperMobile with other security tools, like SASE, Mobile Threat Detection, and Threat Protect on mobile phones. |

## Objection handling

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“If businesses get more resources, does that mean regular customers are downgraded?”

Response

No. The truth is we’ve invested billions of dollars to build a 5G network with a tremendous amount of capacity. And with additional spectrum still to be deployed to add more capacity as needed.

This is why our network is the best network for EVERYONE, with **2.5x faster speeds and 40% more capacity** than the other guys. This solution is built for businesses who are looking for the bundle of security, coverage, AND performance.



“We’re happy with our existing plans and rather not change them.”

Response

We’ve designed SuperMobile to reflect the central importance the smartphone has to businesses like yours and the need for performance, seamless connectivity and security to give you an edge. SuperMobile incorporates our latest network innovations into a phone plan to give you our best balance of power and value.

If you prefer to keep your legacy T-Mobile business plan, SuperMobile is available as an add-on for \$20/mo./line to enable those advanced features of adaptive performance, satellite messaging, and security.



“Why should we trust a public mobile network for mission-critical traffic?”

Response

Because it’s not public. SuperMobile gives you SIM-level control, policy enforcement, and end-to-end segmentation — just like a private WAN, but mobile.



“We already use SD-WAN and SASE — why do we need this?”

Response

SuperMobile is designed to integrate directly into those security tools. But unlike SD-WAN alone, we secure traffic at the SIM level on users’ devices, so your critical data is protected from the moment it leaves the devices, even before it even hits the internet.



“Can’t we just do this with a VPN and Mobile Device Management?”

Response

VPNs kick in after the traffic leaves the device. We enforce policy at the SIM, before the packet even hits the network.