Sprint Credit Union Member
Cash Rewards Program
OUR MISSION:
Enhance the value of credit union membership with Sprint® and Love My Credit Union® Rewards today!

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On average, there are 2.5 phones per household

2.5 million people are in the market for a phone at any given time

Average age that children receive their first phone: 10 years old
Sprint’s brand mission:

We help people get better every day.

Aligns with the credit union philosophy of “people helping people”.
14+ years of partnership.

This unique program, available through Love My Credit Union Rewards and Sprint, has made a positive impact on the credit union industry.
Why Sprint?

Your members deserve the best price.

<table>
<thead>
<tr>
<th></th>
<th>Sprint Unlimited Basic</th>
<th>T-Mobile ONE Unlimited &amp;More</th>
<th>AT&amp;T Unlimited &amp;More</th>
<th>Verizon Go Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Line</td>
<td>$60/mo.</td>
<td>$70/mo.</td>
<td>$70/mo.</td>
<td>$75/mo.</td>
</tr>
<tr>
<td>2 Lines</td>
<td>$100/mo.</td>
<td>$120/mo.</td>
<td>$125/mo.</td>
<td>$130/mo.</td>
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<tr>
<td>3 Lines</td>
<td>$120/mo.</td>
<td>$140/mo.</td>
<td>$145/mo.</td>
<td>$150/mo.</td>
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<td>4 Lines</td>
<td>$120/mo. through 1/31/20 than $140/mo.</td>
<td>$140/mo.</td>
<td>$160/mo.</td>
<td>$160/mo.</td>
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<tr>
<td>5 Lines</td>
<td>$120/mo. through 1/31/20 than $160/mo.</td>
<td>$160/mo.</td>
<td>$195/mo.</td>
<td>$200/mo.</td>
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<tr>
<td>Bundled Extras</td>
<td>hulu</td>
<td>Netflix</td>
<td>Watch TV</td>
<td></td>
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<tr>
<td>Video Streaming</td>
<td>DVD-quality Streaming (480p)</td>
<td>480p</td>
<td>480p</td>
<td>480p phones 720p tablets</td>
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<tr>
<td>Mobile Hotspot</td>
<td>500MB LTE</td>
<td>3G Unlimited</td>
<td>N/A</td>
<td>3G Unlimited</td>
</tr>
<tr>
<td>Canada/ Mexico Roaming</td>
<td>Unlimited talk, text, 5GB of 4G LTE data</td>
<td>Unlimited talk, text, 5GB of 4G LTE data</td>
<td>Unlimited talk, text, &amp; data</td>
<td>Unlimited talk, text, 512MB/day of 4G LTE data</td>
</tr>
</tbody>
</table>
Network reliability has never been better

People are noticing.

- Sprint is now within 1% of Verizon in network reliability. Why would you pay twice as much for a 1% difference?
- Sprint finished second in J.D. Power 2016 U.S. Wireless Network Quality Performance Study
- Sprint has beaten AT&T for the second time in a row for call quality as measured by RootMetrics

PC Magazine: “Sprint is Back”
Poised for continued success

Sprint demand for 4G LTE:

4G LTE coverage is increasing, driving more demand for 4G LTE.
Enhance the value of credit union membership.

Sprint Credit Union Member Cash Rewards Program
Members get a $100 cash reward for every new line activated with Sprint.

Plus, a $100 loyalty reward every year.

How to sign up:

1. Become a Sprint customer and mention you’re a credit union member.
2. Register at LoveMyCreditUnion.org/SprintRewards
3. Allow up to six to eight weeks to see cash rewards directly deposited into your credit union account!
Additional member value:

- Can be combined with most Sprint promotions
- Program participants receive an additional 25% discount on select accessories in stores
The perfect time to switch

Switch to Sprint and get a Clean Slate℠

Up to $400

That's right, switch to Sprint and we will cover your switching fees up to $400 per line via Prepaid Mastercard® Virtual Account or Prepaid Mastercard. Sprint makes it easy.

Eligible costs include the Install Bill Balance for your previous phone and Early Termination Fees.
Registration is easy and secure

And it benefits you!

- Cash rewards are deposited directly into credit union member’s account within six to eight weeks of registration and validation
- Annual loyalty reward also deposited directly into credit union member’s account
- Rest assured, the registration process is an online form that is easy, safe and secure for your members to complete
Build loyalty.

Stay relevant.

Grow membership.

...all while earning non-interest income
A dynamic program

The value to credit unions:

- **Grow membership** by partnering locally with Sprint
- **Maximize membership** through this exclusive offer that’s only available to credit union members and valid in conjunction with most Sprint promotions
- **Cash rewards deposited into a credit union account** within six to eight weeks of registration and validation
- **Track sales and activations** in the Love My Credit Union Rewards Partner Center
- **Earn non-interest income** through a performance-based revenue structure
- **Free marketing materials**, including emails, web banners, social media assets and more!
- **Sprint handles all member service needs**
- **Love My Credit Union Rewards handles verifications and deposits**
Grow membership

Partner locally with Sprint.

- Membership drives at local Sprint store
- Credit union branch lobby events
- Community events
Credit unions will need to fulfill quarterly marketing requirements in order to receive Sprint sales revenue, which is based on program performance.

Love My Credit Union Rewards provides FREE marketing materials, including a variety of quality digital assets, to help you effectively market the program to your members.
Great ways to market in four easy steps:

1. **Ongoing Website Promotion** — Sprint-approved banner ad and link placed on credit union website, preferably the home page, within 30 days of enrollment. Must be continuously displayed for as long as the credit union is enrolled in the program.

2. **Ongoing Lobby Promotion** — Place approved lobby materials (digital or print) in all credit union lobbies within 30 days of enrollment. Must be continuously displayed for as long as the credit union is enrolled in the program.

3. **Employee Communication** — Include program information in human resources new hire and employee group packets.

4. **Quarterly Communication Tactics** — Execute at least one approved quarterly marketing communication tactic each quarter.
Quarterly Communication Options:

- Email
- Newsletter article or ad
- Social media (organic post, sponsored post or paid ad)
- Mobile app or online banking banner
- Blog post
- Gas Station TV advertisements

Maximize success with a variety of FREE turnkey marketing materials and digital assets available for download in our Partner Center.
FREE marketing materials are available in the Partner Center.

- Opportunities to co-brand and customize elements
- Seasonal campaign assets shared throughout the year
Cash in on your effort.

Credit unions will receive $25 for each new Sprint line activated*.

Credit unions will be paid on performance and must be actively promoting the program per marketing requirements.

*New line is a line(s) added when opening a new Sprint account or a new line added within 30 days of account activations.
Get started today!

1. Complete the enrollment form located in the Partner Center
2. Plan your marketing: Access free marketing materials to promote this exciting offer
3. Educate your employees and members about this exclusive promotion

We’re here for you every step of the way and provide best-in-class client management support!

LoveMyCreditUnion.org/PartnerCenter
Thank you for your time.

For more information, please contact your League or National Business Consultant — NationalSales@CUSolutionsGroup.com