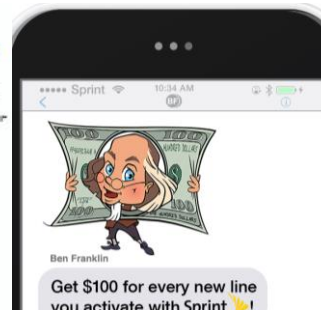




Sprint Program Sunset Meeting  
July 14, 2020

Take it to 11  
**\$0**  
/mo.  
with Sprint Flex lease

Love My Credit Union rewards

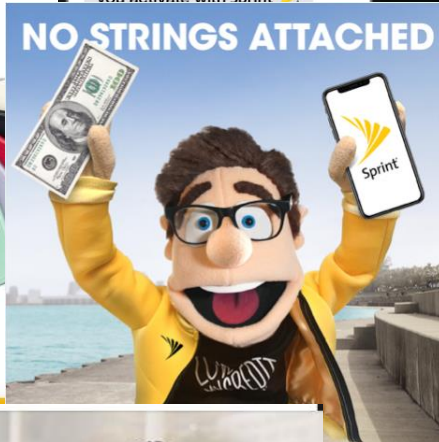


**iPhone 11** 64GB  
**\$0/mo.**  
when you trade in your iPhone 7 or newer in ANY condition.  
With eligible trade-in and Sprint Flex lease.  
iPhone 11 (64 GB) \$1,099. After \$100 rebate, applied within 2 days. Make authorized trade-in device trade-in and approved credit. If you cannot activate on-line, you may activate in-store. See store for details.



iPhone 11

SPRINTworks™



Credit Union Members  
Switch to Sprint®

**Get a cool  
\$200 cash**

with Unlimited Plus or Premium.

Plus \$100 annual loyalty reward.



**CASH REWARDS**

For credit union members



# Agenda

- *Sprint program success story*
- *Official end date for the Sprint member offer*
- *Impact on members already in the Sprint program*
- *When to replace your Sprint marketing assets and what to replace them with*
- *Implications for your current CUSG agreement and 2020 revenue share*
- *Opportunity with a new wireless partner*

# Sprint Program is YOUR Success Story

- Program began in 2003, with a focus on MI credit unions
- Expanded nationally in 2005
- More than 50% of all proceeds shared with leagues and credit union partners since inception
- Year over year, credit unions have delivered Sprint's #1 U.S. Affinity Program

Revenue Shared with  
Credit union and Leagues

**\$120,000,000+**

**\$928,000,000+**

Total Members  
Savings

Total Sprint  
Sales

**\$7,000,000,000+**

**5,600,000+**

Total Members  
Served

# Official End Date & Member Impact

- T-Mobile completed its merger with Sprint on April 1, 2020.
- After 15 Successful Years, the **Sprint Credit Union Cash Rewards** program will end on July 31, 2020.
- Sprint brand is expected to be nationally replaced by T-Mobile in August 2020.
- Credit union members will have until July 31, 2020 to activate new Sprint lines.
- Credit union members will have until August 31, 2020 to register new Sprint lines for a \$100 per line cash reward at [LoveMyCreditUnion.org/sprintrewards](http://LoveMyCreditUnion.org/sprintrewards).
- Sprint will notify members directly that ongoing loyalty cash reward deposits discontinue in September 2020.
- Members who have already received one or more loyalty cash rewards on the Program will not receive another deposit after August 31, 2020.
- Members who have yet to receive a loyalty reward (but were promised one during registration between September 2019 – July 2020) will receive a one-time loyalty deposit in September 2020.

Day 0 (April)	Day 1 (August)	January 2021
Sprint <small>New</small> T-Mobile	One Brand	All Employees in one System
New Sprint team	New Regions, Areas & Markets	New Roles
	Unified Customer Experience	
	New Pay Structure	
	Potential New Managers	
	Uniforms	
	Retail Policies & Procedures	
	Interim Organizational Reports	

# Program Support for Members

**Credit Unions can direct members to [Sprint.com/CU](https://www.sprint.com/CU) to access helpful answers to frequently asked questions related to the Program. Additionally, CUSG will have live Member Support representatives available through October 2, 2020.**

## **Will I still receive my loyalty reward?**

If you registered before September 2019, you will not receive another loyalty reward. If you registered after September 2019, provided you have never received a loyalty payment and have not exceeded the maximum loyalty amount for the program, you may be eligible for one last loyalty reward.

If you are eligible for a final loyalty deposit, you will be notified and receive your final loyalty deposit into your registered credit union account by September 30, 2020.

## **When will I receive my last reward?**

Provided you meet the criteria described in the above question you will receive your final loyalty deposit by September 30th, 2020.

## **Will I still get up to \$200 for switching to Sprint?**

The cash rewards offer ends on July 31, 2020. If you activated with Sprint and registered for the Sprint Credit Union Member Cash Rewards program prior to July 31, 2020 you may be eligible to receive your cash rewards deposit.

## **Can I change my price plan?**

Yes, please visit [sprint.com](https://www.sprint.com) or dial \*2 from your Sprint mobile device to receive price plan options.

## **Can I add lines to my account?**

New lines may be added to your account with no reward.

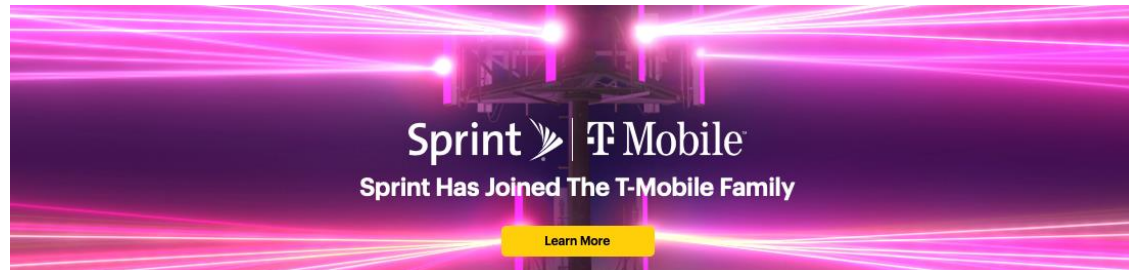
## **Who do I contact with questions?**

Please contact Sprint care at [sprint.com](https://www.sprint.com) or dial \*2 from your Sprint mobile device.

# Support for Registered Members

Members who are already registered in the Sprint Program can access a full list of answers to questions related to how the merger will impact them as a new T-Mobile customer at [Sprint.com](https://www.sprint.com).

They will click **Learn More** at the bottom of the home page and then scroll down to the FAQ.



## FAQs About The New T-Mobile

- + Do Sprint customers need to do anything?
- + Why have T-Mobile and Sprint merged?
- + When will the T-Mobile Sprint merger take effect?
- + What will happen to the T-Mobile and Sprint brands?
- + What can I look forward to?
- + Will my plan and benefits change? Will I need to change to a T-Mobile plan, even if it's more expensive?
- + Will customers need to switch devices today?
- + What will happen with Sprint and T-Mobile networks?
- + What will happen with Sprint and T-Mobile retail stores?
- + Will T-Mobile raise its prices?

# Asset Replacement Timeline & Resources

## Key Dates

### Friday, July 17:

- **End Sprint member marketing communications**
  - Email, social, newsletter, blog etc.
- **Begin removing all Sprint marketing from website and branch lobbies**
- **New LMCUR banners available. Sprint HTML banners will be automatically updated with LMCUR banner.**
- Web banners or text links **without HTML coding** will need to be updated.

### Friday, July 31:

- **Sprint marketing removal complete**



Please visit the [Sprint Transition Hub](#) located in the Partner Center with key dates, replacement marketing assets, link to the webinar recording, FAQs, and more.

# Other Available LMCUR Marketing Assets



Members save up to \$15 on TurboTax federal products.



Members can save hundreds with TruStage Auto & Home Insurance.



Members save 30% on premium identity protection. Plans start at just \$4.95 per month.



Members receive a FREE home security camera (a \$99 value) PLUS 2 free months of monitoring.



Powersports, RV & Boat Buying Program

Members get exclusive access to savings on powersports, RVs and other recreational vehicles.



Members can save on auto repair and maintenance costs PLUS save \$10 on their first booked service.



Members save 40% on a one-year membership at Sam's Club.



Travel & Entertainment Member Deals

Members can save up to 60% on travel and entertainment, such as car rental, hotel visits, and more.



Members save \$40 on a one-year subscription to Calm, the #1 app for meditation and sleep.



Members can improve their credit score by adding on-time rent payments to their credit report.

Visit the [Marketing Materials](#) page in our Partner Center to access marketing assets promoting our new member offers!



# CUSG Agreements & 2020 Revenue Share

## CUSG Agreements

- Current Credit Union Sprint Agreements terminate on July 31, 2020.
- CUSG will be launching a new enrollment experience with new agreements for current and future Love My Credit Union Rewards programs.

## 2020 Sprint Revenue Share

- Performance stalled as a result of:
  - September 2019 – Sprint imposes a 2-line cap on the offer (down from unlimited)
  - November 2019 – Sprint imposes a Plus or Premium plan requirement for eligibility
  - Q1 2020 – Media exposure and merger awareness accelerate
  - Q1 2020 – Covid-19 leads to the shut down of more than 80% of Sprint stores
- Good Faith payment of Q1 Sprint revenue share will be issued to Q1 marketing compliant credit unions by year-end. This will be the FINAL Sprint credit union revenue share payment on the Program.

# ADVENTURE UNFOLDS

Sprint is the official CU Solutions Group wireless partner and the Credit Union Cash Reward program is live until August 1, 2020

In early September, CUSG will announce a new, exclusive credit union member wireless discount

This new offer will include:

- monthly service savings on America's largest, fastest and most dependable networks
- unlimited talk and text
- unlimited carry over data
- device discounts & more

Stay tuned for exciting updates, coming soon

The logo features a stylized yellow graphic of three curved lines on the left, followed by the text 'CU solutions' in a white, bold, italicized sans-serif font. The word 'GROUP' is positioned above 'solutions' in a smaller, white, all-caps sans-serif font.

**CU solutions** GROUP