

T-Mobile

T-Mobile
Hometown Heroes

Market: Nationwide

Dates: October 21- November 11, 2021

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T-Mobile: Hometown Heroes

BY THE NUMBERS:

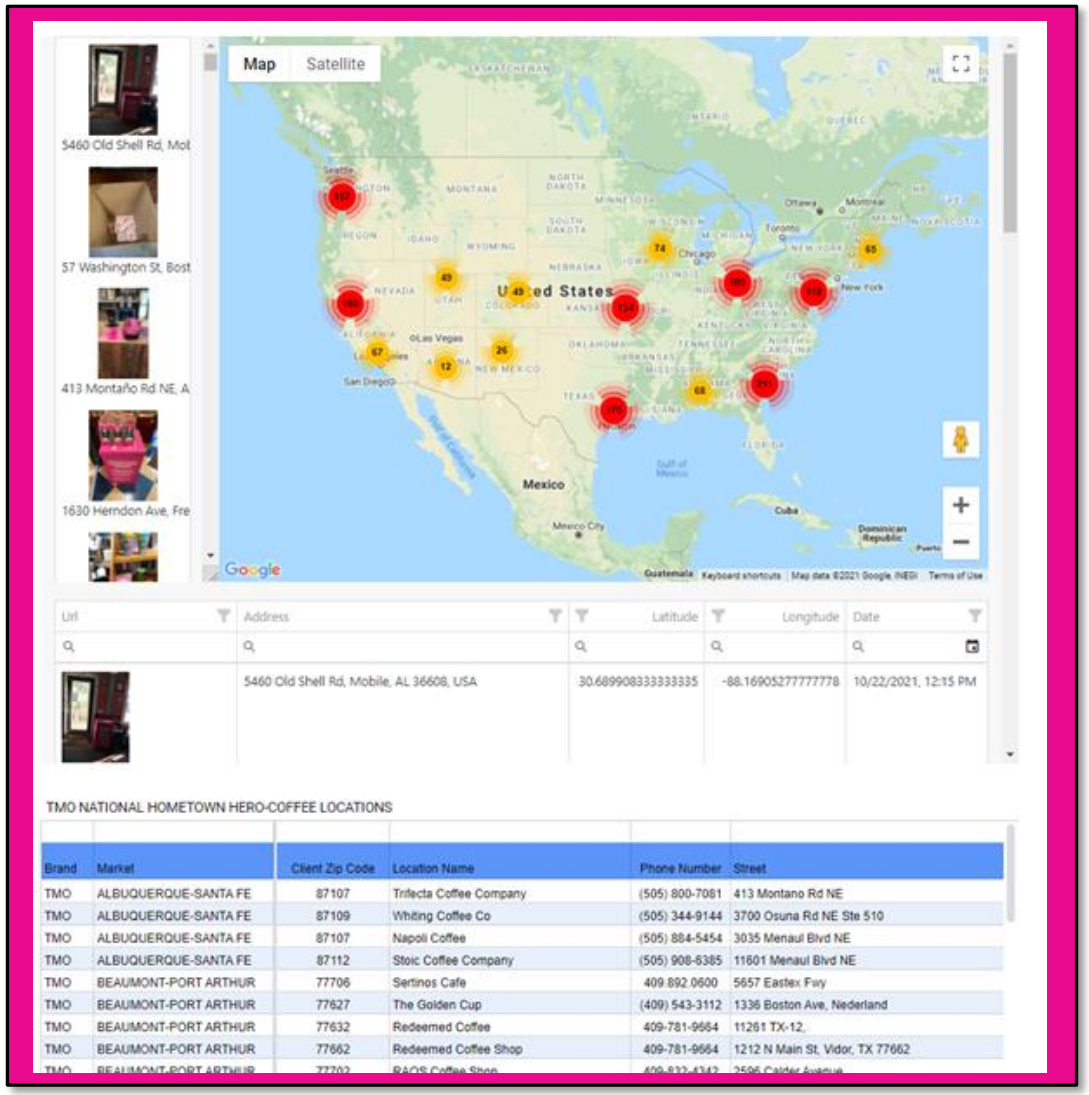
TOTAL # OF MARKETS: 49
TOTAL # OF COFFEE INSTALLS: 187
TOTAL # OF HERO INSTALLS: 566
TOTAL # OF FIRST RESPONDER INSTALLS: 447
TOTAL # OF VETERAN INSTALLS: 119
TOTAL # OF BAGS OF COFFEE DONATED: 4,104
TOTAL # OF SNACK BOXES DONATED: 1,116



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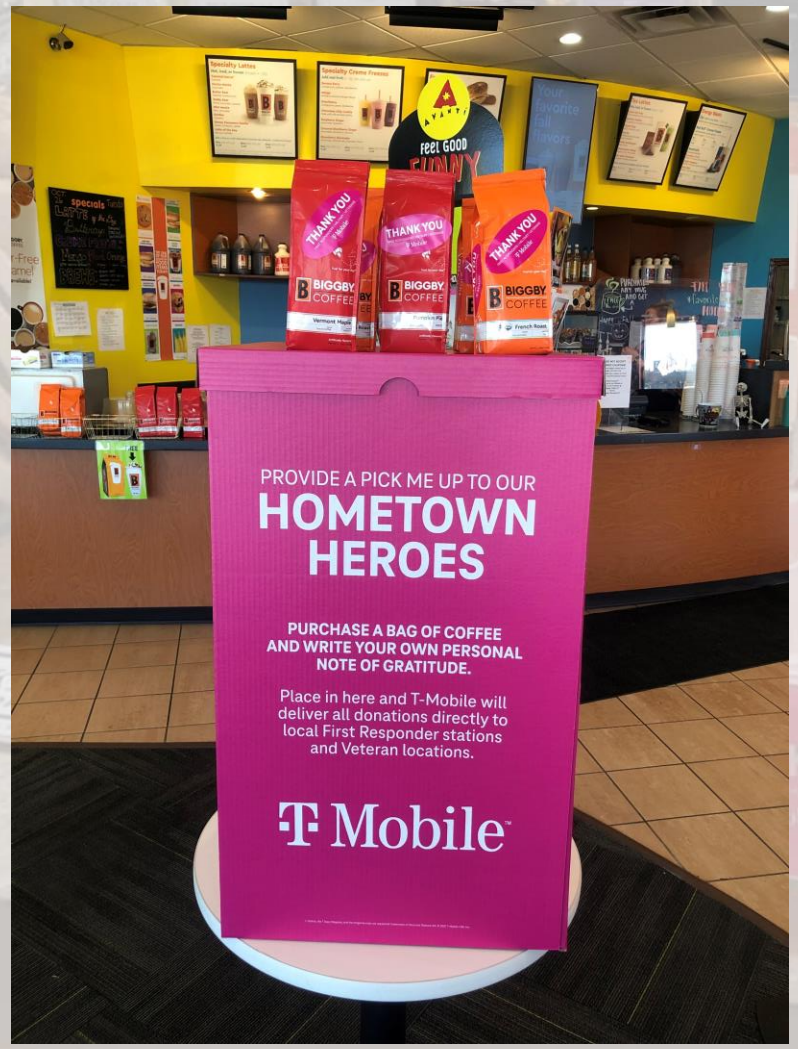


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TMO NATIONAL HOMETOWN HERO-COFFEE LOCATIONS

Brand	Market	Client Zip Code	Location Name	Phone Number	Street
TMO	ALBUQUERQUE-SANTA FE	87107	Trifecta Coffee Company	(505) 800-7081	413 Montano Rd NE
TMO	ALBUQUERQUE-SANTA FE	87109	Whiting Coffee Co	(505) 344-9144	3700 Osuna Rd NE Ste 510
TMO	ALBUQUERQUE-SANTA FE	87107	Napoli Coffee	(505) 884-5454	3035 Menaul Blvd NE
TMO	ALBUQUERQUE-SANTA FE	87112	Stoic Coffee Company	(505) 908-6385	11601 Menaul Blvd NE
TMO	BEAUMONT-PORT ARTHUR	77706	Sertinos Cafe	409.892.0600	5657 Eastex Fwy
TMO	BEAUMONT-PORT ARTHUR	77627	The Golden Cup	(409) 543-3112	1336 Boston Ave, Nederland
TMO	BEAUMONT-PORT ARTHUR	77632	Redeemed Coffee	409-781-9664	11261 TX-12,
TMO	BEAUMONT-PORT ARTHUR	77662	Redeemed Coffee Shop	409-781-9664	1212 N Main St, Vidor, TX 77662

PER MARKET BREAKDOWN



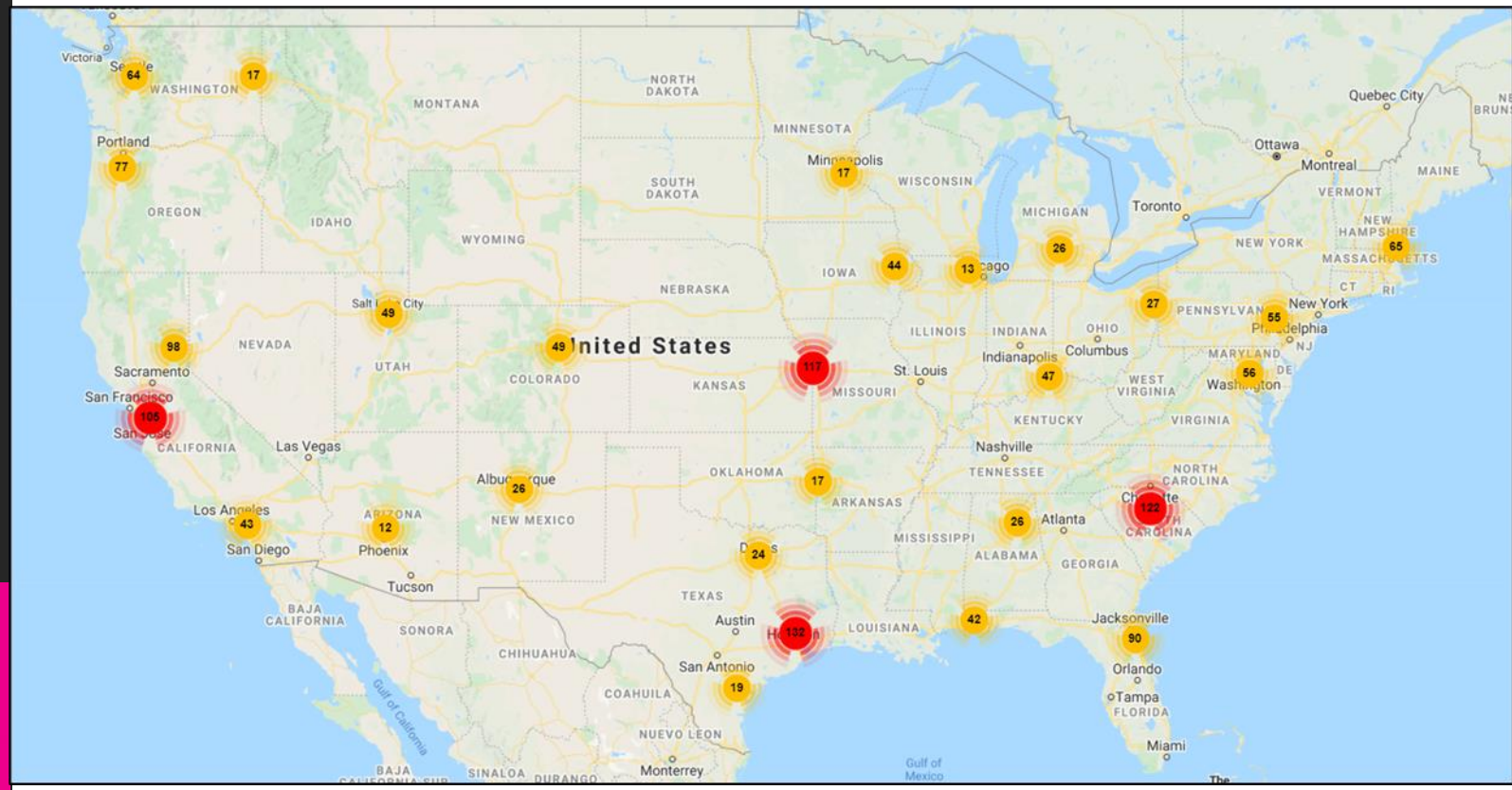
MARKET	COFFEE LOCATIONS INSTALL	FIRST RESPONDER (FR) INSTALL	VETERAN (VET) INSTALL	TOTAL FR/VET INSTALL
ALBUQUERQUE-SANTA FE	4	8	2	10
BEAUMONT-PORT ARTHUR	7	9	1	10
BEND, OR	0	5	7	12
BOSTON	5	26	6	32
CEDAR RAPIDS-WTRLO-IWC&DUB	4	8	2	10
CHICAGO	2	13	2	15
CHICO-REDDING	4	8	2	10
CINCINNATI	4	6	2	8
COLUMBIA SC	4	8	2	10
COLUMBUS GA (OPELIKA AL)	1	10	0	10
CORPUS CHRISTI	3	8	2	10
DALLAS-FORT WORTH	2	5	1	6
DENVER	4	8	2	10
EUGENE, OR	2	7	3	10
FRESNO-VISALIA	4	8	2	10
FT. SMITH-FAY-SPRNGDL-RGRS, AR	3	11	3	14
GREENSBORO-H.POINT-W.SALEM, N	1	3	1	4
GREENVLL-SPART-ASHEVLL-AND	4	9	1	10
HARRISBURG	3	17	3	20
HOUSTON	4	14	1	15
HUNTSVILLE-DECATUR (FLOR)	3	9	1	10
JACKSONVILLE	5	4	1	5
KANSAS CITY	10	11	4	15
LANSING	5	5	3	8
LOS ANGELES	4	9	1	10
LOUISVILLE	3	5	1	6
MINNEAPOLIS-ST. PAUL	2	11	4	15
MOBILE-	4	11	4	15
MOBILE - PENSACOLA (FT WALT)	3	11	4	15
MONTEREY-SALINAS	4	8	3	11
MYRTLE BEACH-FLORENCE	2	5	1	6
ORLANDO	4	8	2	10
PALM SPRINGS	1	7	3	10
PHILLY	6	9	6	15
PHOENIX (PRESCOTT)	4	8	2	10
PORTLAND / AUBURN ME	3	8	2	10
PORTLAND, OR	6	5	2	7
RENO	8	7	3	10
SACRAMNTO-STKTON-MODESTO	4	8	2	10
SALISBURY MD	1	7	3	10
SALT LAKE CITY	4	9	3	12
SAN ANTONIO	1	3	1	4
SAN FRANCISCO-OAK-SAN JOSE	4	8	2	10
SAVANNAH, GA	3	9	1	10
SEATTLE	7	6	2	8
SPOKANE	2	3	1	4
WACO-TEMPLE-BRYANT	4	8	1	9
WASHINGTON DC	7	26	4	30
WILKES BARRE-SCRANTON	4	20	5	25
YOUNGSTOWN	4	8	2	10
TOTALS	**187**	**447**	**119**	**566**

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T-Mobile: Hometown Heroes

Hometown Heroes: Coffee Locations

FIRST RESPONDERS | MILITARY | VETERANS



Total # of Coffee Installs: 187

T-Mobile: Hometown Heroes

COFFEE SHOP INSTALLS:

- ✓ 1 Branded A-Frame Sandwich Board
- ✓ 1 Branded Donation Receptacle
- ✓ 500 Branded Coffee sleeves
- ✓ 1 Coffee sleeve holder
- ✓ Stickers for donated bags of coffee









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Hometown Heroes: Coffee Installs

In 49 Markets, all 187 coffee locations were pre-secured and confirmed in advance to bring the Hometown Hero Program to life.

Installers arrived onsite to deliver and setup: 1 A-Frame Sandwich Board, 500 Coffee Sleeves with Sleeve Holder, 1 Branded Donation Receptacle, and Sets of Branded “Thank you” Stickers.

Installers went back within a 7-day period to each coffee location to breakdown all assets and collect donations that would be delivered to the Hometown Heroes.

FIRST RESPONDERS | MILITARY | VETERANS

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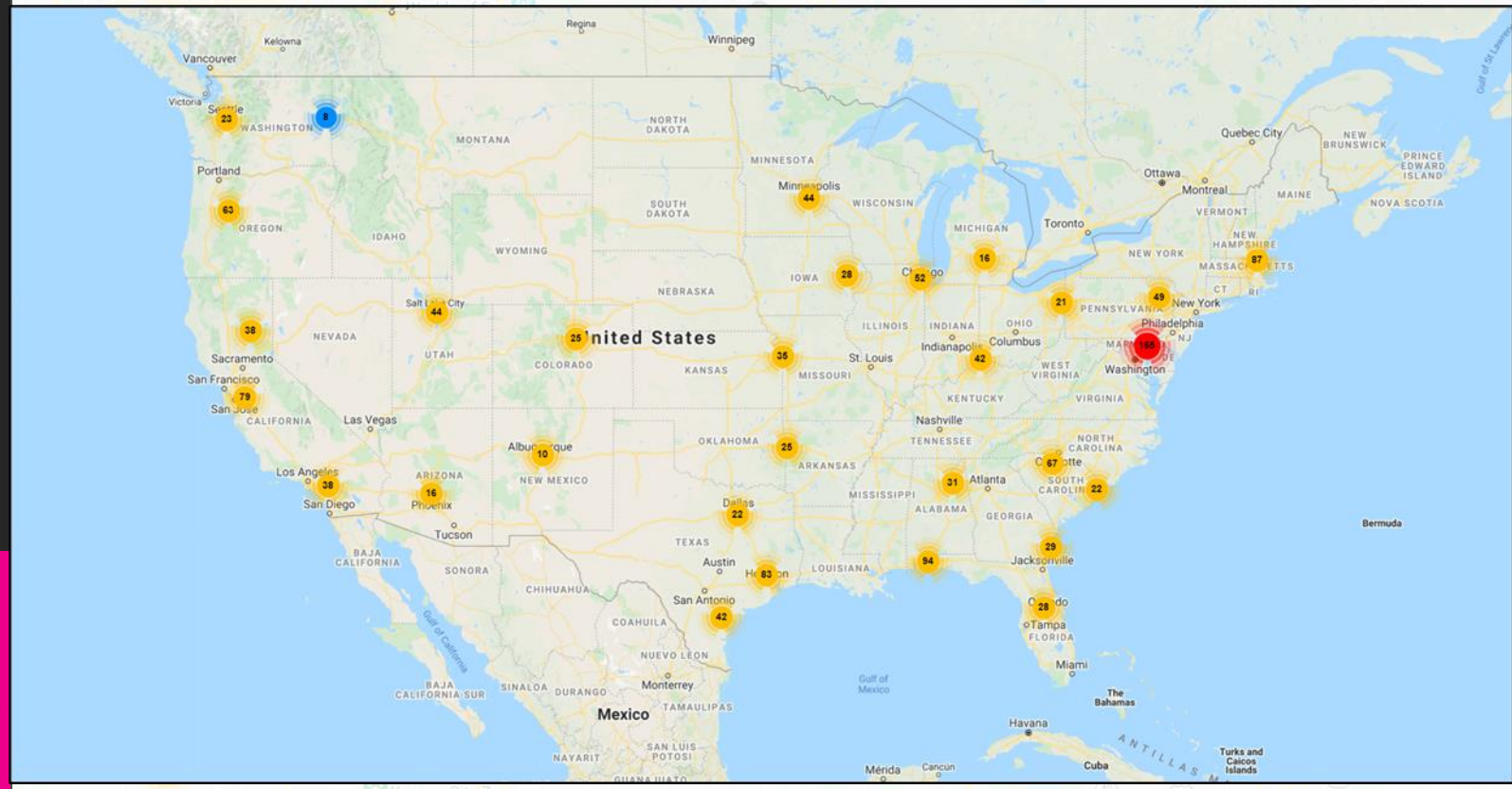




T-Mobile: Hometown Heroes

Hometown Heroes: Hero Locations

FIRST RESPONDERS | MILITARY | VETERANS



Total # of Hero Installs: 566

Hometown Heroes: First Responder Installs

In 49 Markets, 447 First Responder Hero locations were produced in the field real-time to deliver the coffee location donation results. Hero locations consisted of First Responders such as, Police Departments, Fire Departments, and EMS.

Installers arrived onsite to introduce themselves, deliver coffee bags donations and healthy snack boxes and to “Thank You!” for their service.

In total, 566 Heroes were delivered care packages.

FIRST RESPONDERS | MILITARY | VETERANS

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Hometown Heroes: Veteran Installs

In 49 Markets, 119 Veteran Hero locations were produced in the field real-time to deliver the coffee location donation results. Hero locations consisted of Veterans such as, VFW, American Legion, and Veteran Offices.

Installers arrived onsite to introduce themselves, deliver coffee bags donations and healthy snack boxes and to “Thank You!” for their service.

In total, 566 Heroes were delivered care packages.

FIRST RESPONDERS | MILITARY | VETERANS

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TESTIMONIALS – COFFEE SHOPS

- That is a nice thing that T-Mobile is hosting this.
- The other phone companies need to step up their game.
- We sold as many bags as possible. Thank you for allowing us this opportunity to help.
- If we had more bags to sell, I am sure we would've.
- I will definitely be donating later this week.
- Anything we can do for our hometown heroes; we are on board.
- We love helping and supporting each of them as they are part of our community.
- This is a good gratitude gift from T-Mobile
- This is so awesome. Thank you for including us.
- This is the best program we have done in a long time.
- I hope that we are able to support these First Responders and Veterans and get a lot of donations.
- Thank you! I always support Veterans, and this is so cool.
- Thank you for doing this, I wish we could have had more donations.
- Thank you, T-Mobile, we absolutely appreciate what y'all have done!
- This is an amazing opportunity for our local community, thanks for helping all involved with this Hometown Heroes Program!
- We absolutely loved this program and even donated a few bags on us. Let us know how we can help in the future!
- We are greatly honored and T-Mobile is the BEST!
- THANK YOU TMOBILE!!!
- This is an awesome program!
- We are so happy to be a part of this program.
- We loved the stickers and so did the customers!
- I will make sure the sleeves are used by our customers. They love hearing about what our local shop does to support the community.
- A lot of customers made mention that they thought this was a great program. We were happy to participate and give back.

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TESTIMONIALS – COFFEE SHOPS

- Thanks so much for asking us to participate. Let's us know if you have any other events in the future.
- Our customers loved being a part of this.
- We loved the coffee sleeves. We went through the first batch in a day.
- They are heroes and we loved this program. We need to do more like this for them.
- So awesome of you guys to do this!
- We love participating in this and will be happy to do it anytime!
- Thanks for doing this!
- Can you leave the donation box longer
- Thank you for thinking of us.
- I would love to take part in this project again in the future.
- Will the coffee donations go to local first responders nearby?
- This is a great project T-Mobile is doing!!
- This is amazing. Just the buzz we are getting is great!
- We love the setup, it's very noticeable.
- Count me in for the next promotion please.
- We love our heroes.
- This is such a kind act for our heroes.
- We are so happy that we're doing this and we are going to promote the heck out of it!
- We really love the bin and A-Frame. It's a great way to advertise and promote to attract people.
- Thank you for the sleeves, it's a great way to help promote this program.
- We all have T-Mobile now, from the merge of sprint and we love it. And now we're teaming up with them on this promotion through a referral.
- This is a great idea. We are thrilled to help!
- This is a great quality A-Frame, thank you for allowing us to keep it.
- The feedback from customers has been great, people were so happy to donate.

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TESTIMONIALS – FIRST RESPONDERS / VETERANS

- Oh wow! All of this is a donation? Amazing.
- Thank you for doing this for us.
- We love coffee!
- Healthy snacks ? We needed some of those!
- Are we getting some phones too ? Lol.
- Thank you so much!
- We are very grateful.
- Anything we can do for our community.
- Thank you, you guys are so kind!
- Thank you so much this coffee – it will be gone very quickly.
- Wow this is amazing, I've never heard of this before.
- We are so underfunded and thank you so much.
- What a great program thank you so much!
- Let's take a picture with the truck!
- Wow!! T-Mobile knows the way to our heart through our stomach.
- This is Awesome! We drink coffee all day.
- This is a God send! We were almost out of coffee.
- It's really appreciated that people are supporting the police department.
- Man, you guys made our day!
- Thank you, T-Mobile (that's my phone company! Lol).
- We really appreciate this!
- Wow, thank you. This is so nice!
- Thank you for doing this.
- We are so happy!
- Thank you so much for this lovely surprise!
- Whoa, a free gift!
- Does it come with a free phone service? Thank you T-Mobile!
- Thank you! We love feeling the appreciation.
- Really? For us? Thank you!
- I absolutely love the coffee! I will make sure to thank the coffee shops too.

TESTIMONIALS – FIRST RESPONDERS / VETERANS

- We are greatly honored, and T-Mobile is the BEST!
- This means a lot to us here at the office, thank you T-Mobile.
- Each day we come to work, I will look at this coffee and be as happy, knowing we are appreciated.
- Thank you, T-Mobile and all our heroes!!
- Wow! This is so generous from T-Mobile.
- Where did these snacks come from, there are so many different kinds in there.
- The community did this? This is so awesome!
- What a wonderful project by T-Mobile.
- This is enough coffee to last us until the end of the year!!
- The officer's upstairs will be thrilled!
- We appreciate this so much. Thanks! We drink so much coffee here.
- These snacks will be gone in 2 days!
- It's the small things like this that make me love this community. Thank you.
- Thank you for your donations. It is nice to know that people care about law enforcement.
- Thank you. I appreciate you taking the time to do this for us.
- We love the hangry boxes. A lot of people forget we were in the front line of the pandemic. So thank you very much.
- Wow this is really awesome what you guys are doing. Thank you very much.
- This will really make everyone happy.
- Thank you! This really means a lot to us. More than you can possibly know. Thank you!!
- Wow, this was unexpected. We were just about to go get a snack too.
- Our team is going to love this we never get anything for the late-night shift. Cheers to the coffee and snacks.
- Great coffee. We were not expecting this. Thank you!

INSTALLER COMMENTS

- The coffee shop locations were absolutely delighted to be a part of this activation. They loved supporting the first responder community.
- The Coffee shops were nice and welcoming with our promotional program. The shops were very attentive and wanted to learn what else they can do to help the cause.
- The Coffee shops were dedicated to making sure they could promote whenever possible, and some went to social media to spread the word.
- The Hometown heroes were very grateful and thankful for their gifts from T-Mobile and the Coffee Shops. They were very happy and consistently said “thank you so much.”
- It was such a heartwarming experience, they loved the donations, and every interaction was very positive. First Responders and Veterans were thankful that we stopped by. The first responders were so appreciative of the donations. They were all grinning ear to ear .
- All of the Hometown Heroes, First Responders, Officers, and Veterans were very pleased and happy to get recognized for how hard they work. All were very grateful for T-Mobile and their dedication toward this program. We heard this several times “Wow, thanks T-Mobile! Thank you for being so thoughtful!”

CHALLENGES IN THE FIELD

- Securing coffee shops in the markets were challenging due to the current bean shortage in the United States. Coffee beans shipped to the States were all on back order and were slowly being shipped to coffee shops. Two types of challenges were whether the coffee shops would allow us to buy coffee bags (which would limit their supply) or whether the coffee shops carried coffee beans for sale.
- Shipping carriers in the United States are overworked, have limited staff and are seeing a huge increase in delayed shipping. This led to some city instances in which we had to push back a few installs in markets in order to wait for the assets to arrive due to delayed shipping. Our team handled this by communicating with the coffee shops and leaving the install longer at their store so that they can obtain more donations.
- During the Hometown Hero deliveries, some locations (Fire Stations and Police) turned us away due to the ordinance by the city or their department that they were not allowed to accept any style or quantity of a donation. In addition to this, several locations asked that we not photograph them or photograph inside a building.



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