

# Pioneering with 5G: Retail

T-MOBILE FOR BUSINESS

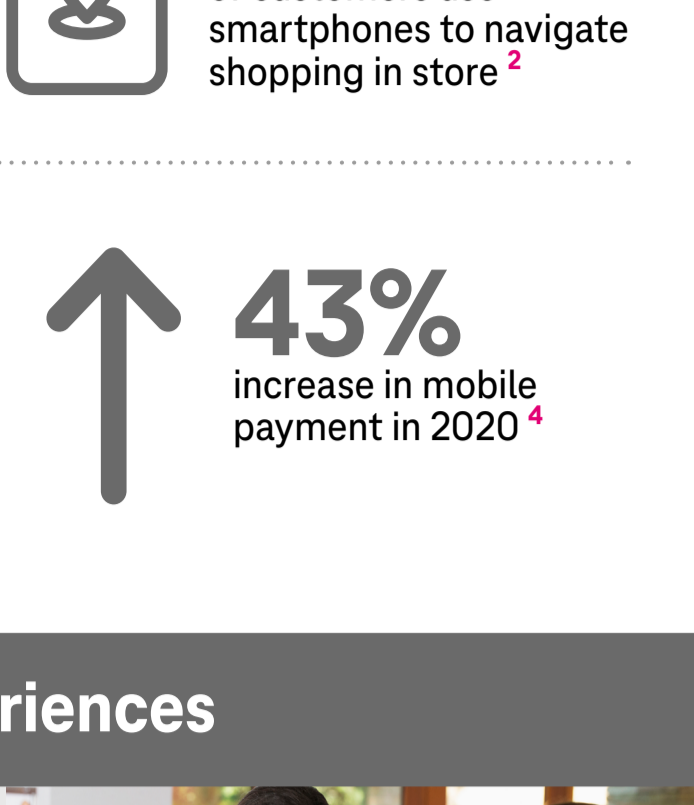
Here's how T-Mobile can help fuel an industry transformation—**NOW** and **NEXT**

- 1 Personalized shopper experiences
- 2 Improved employee productivity
- 3 More connected stores
- 4 Increased operational efficiency

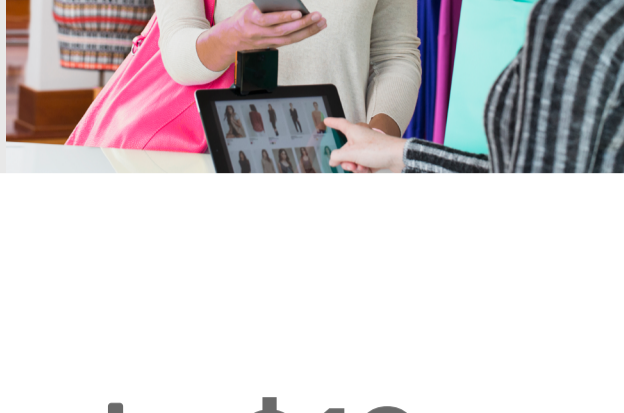
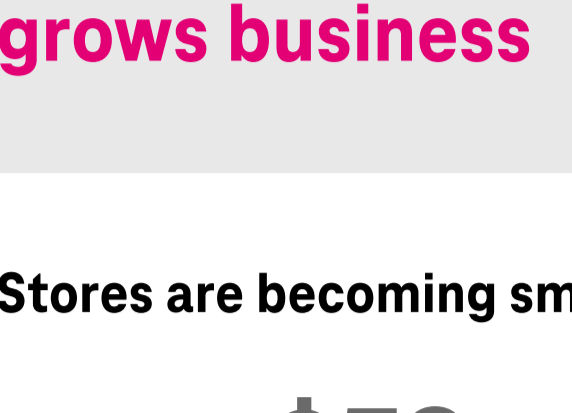
## Personalized shopper experiences

**NOW**

**Empower digital connectivity**



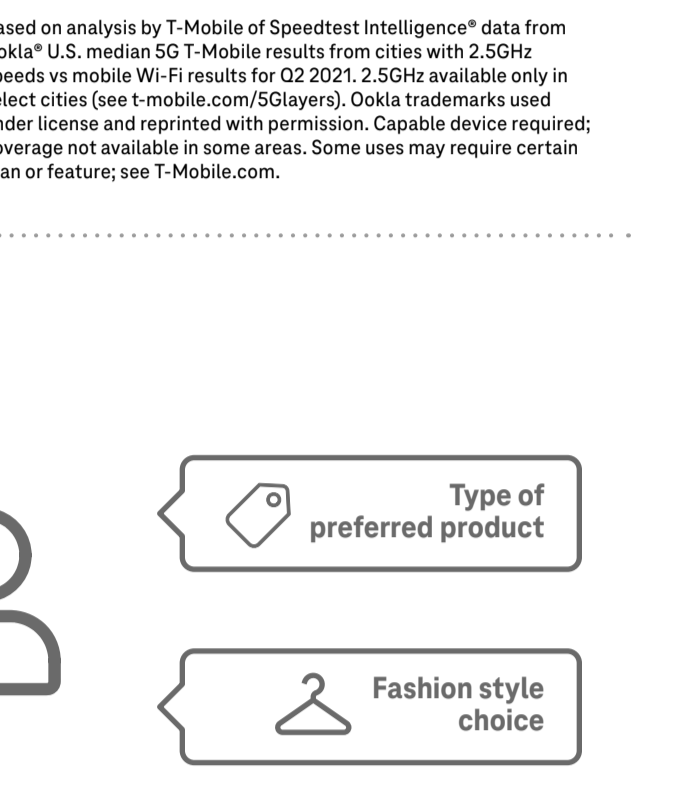
**Mobility on the rise**



## Personalized shopper experiences

**NEXT**

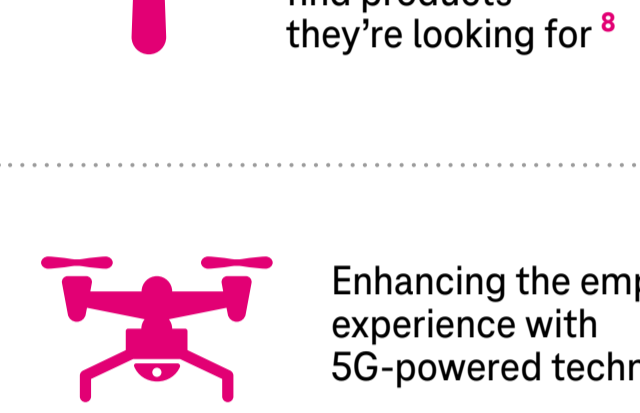
**Quicker connectivity grows business**



**Stores are becoming smarter**



**Ultra-low latency reduces lag**

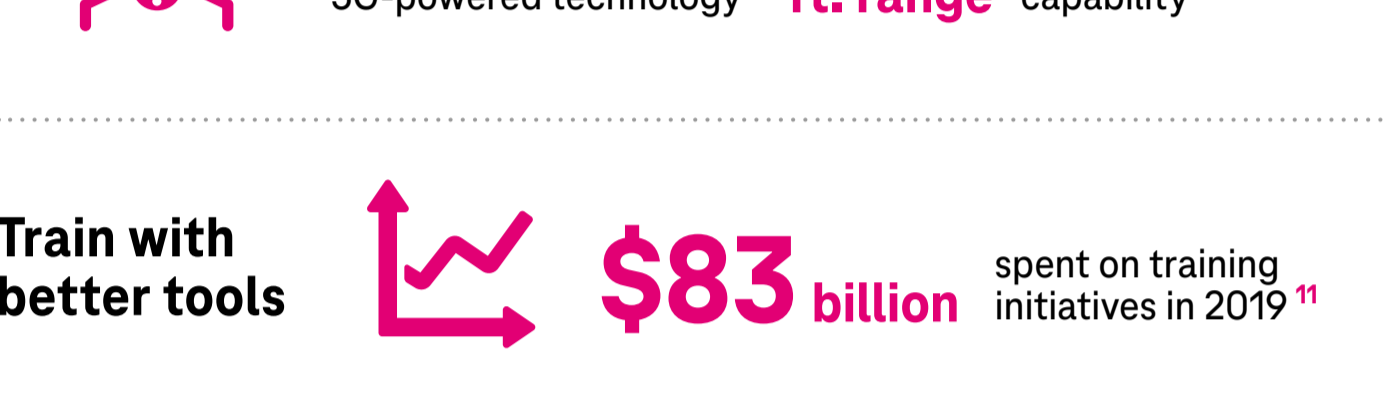


**True mobility with T-Mobile 5G**



Based on analysis by T-Mobile of Speedtest Intelligence® data from Ookla® U.S. median 5G T-Mobile results from cities with 2.5GHz speeds vs mobile Wi-Fi results for Q2 2021. 2.5GHz available only in select cities (see t-mobile.com/5Glayers). Ookla trademarks used under license and reprinted with permission. Capable device required; coverage not available in some areas. Some uses may require certain plan or features; see T-Mobile.com.

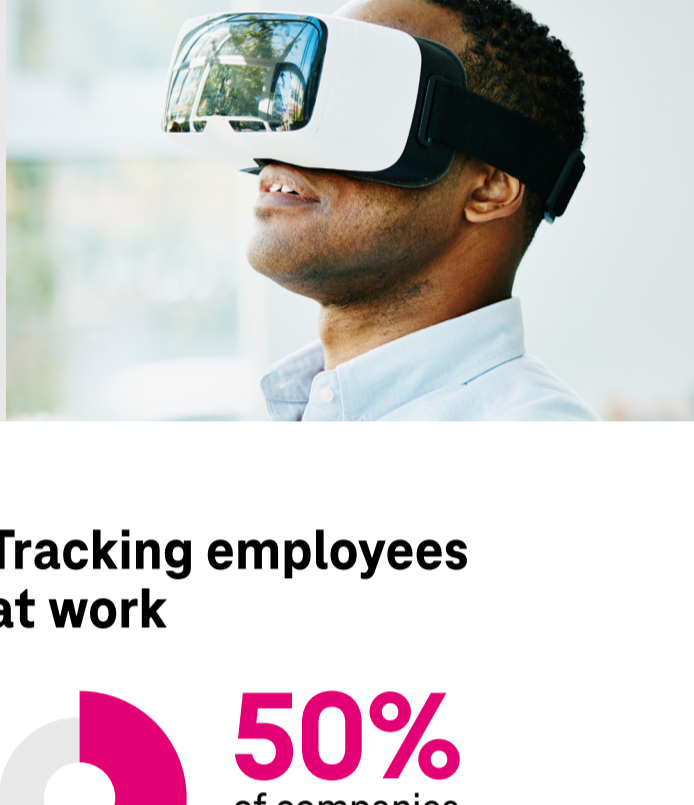
**Deeper customer insights**



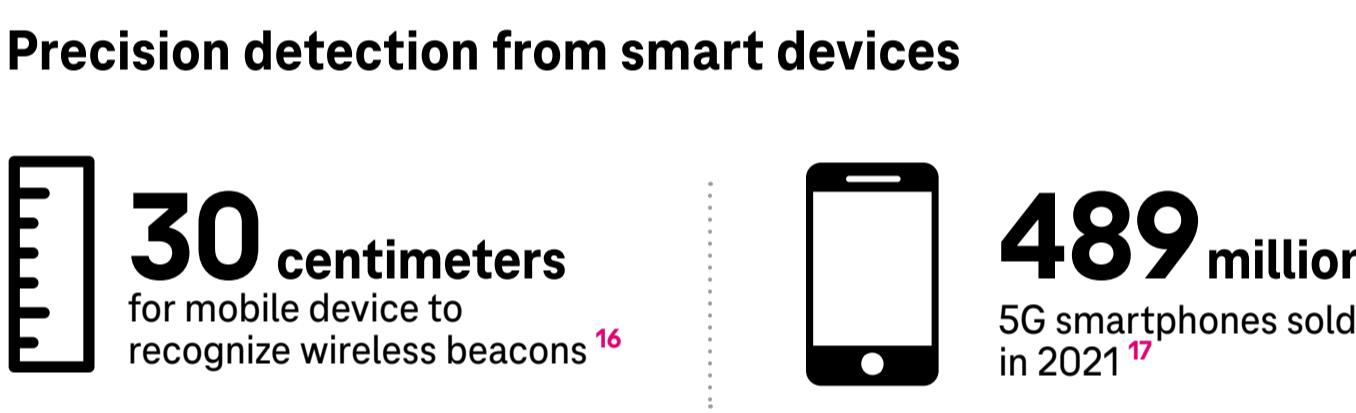
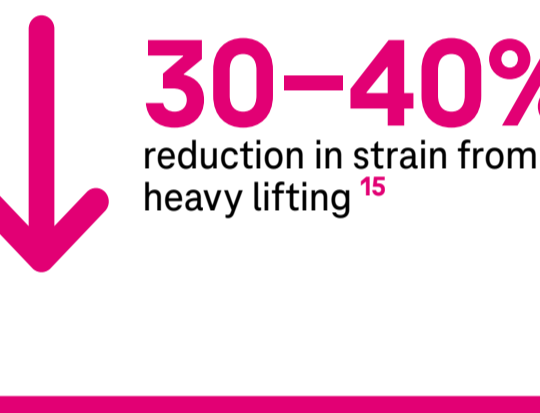
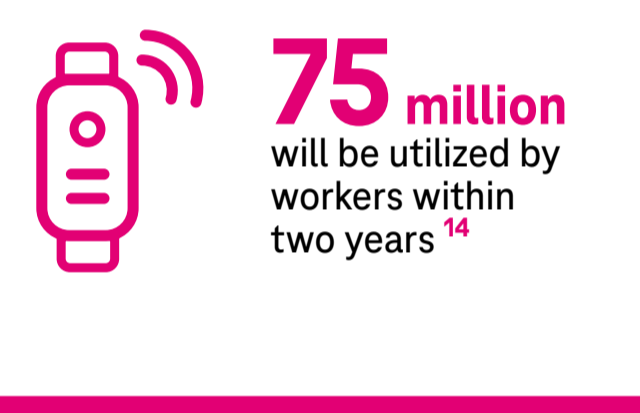
## Improved employee productivity

**NOW**

**Digital support on the job**



**The current state of employee inventory visibility**



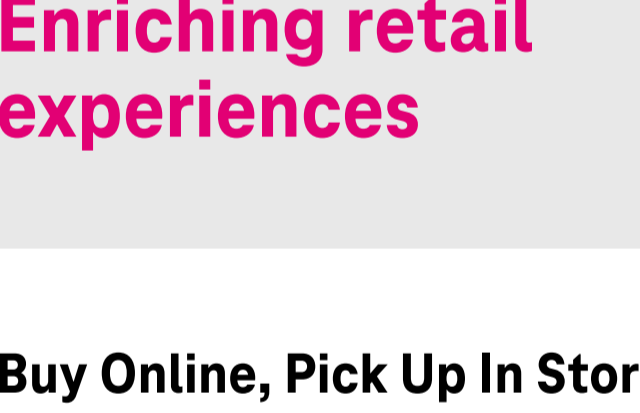
## Improved employee productivity

**NEXT**

**Enhance workforce performance**



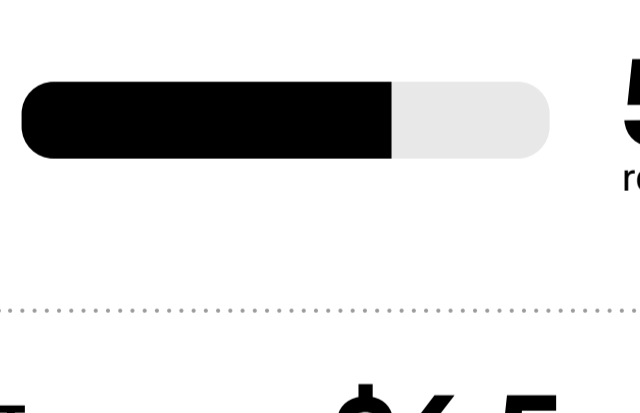
**Onboarding done with virtual training**



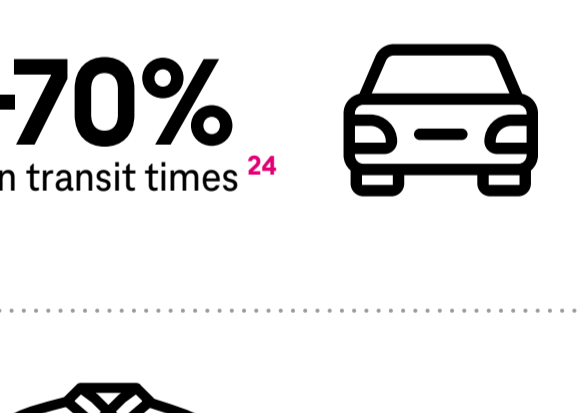
**Tracking employees at work**



**Wearables for workers**



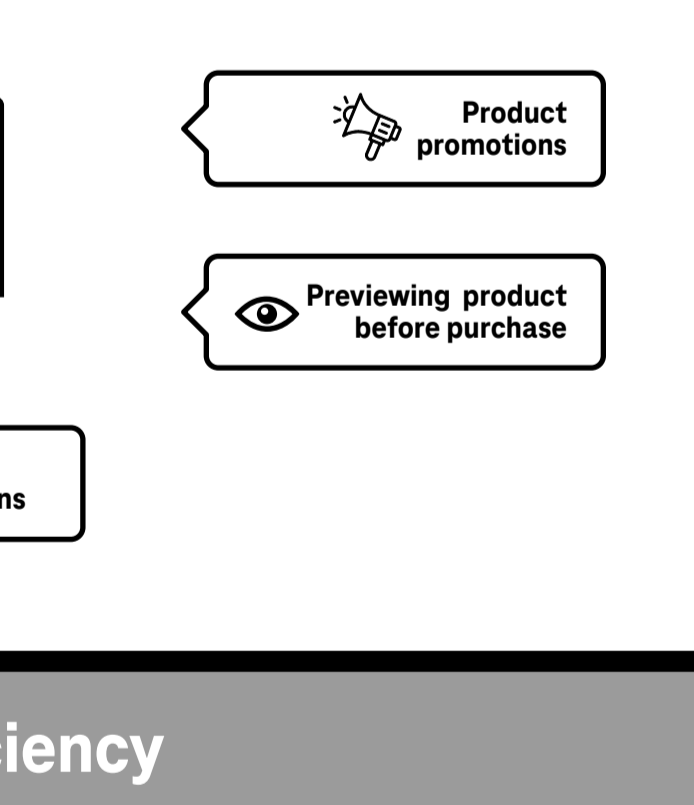
**Robots reduce workload**



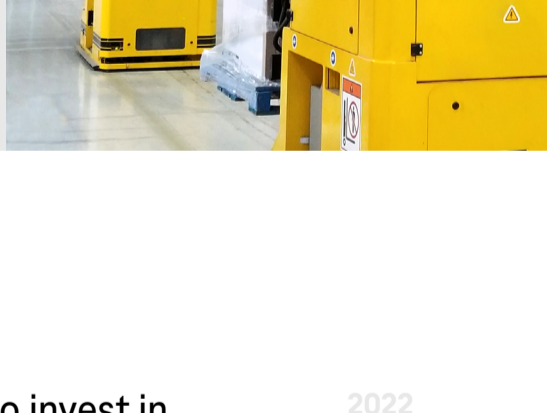
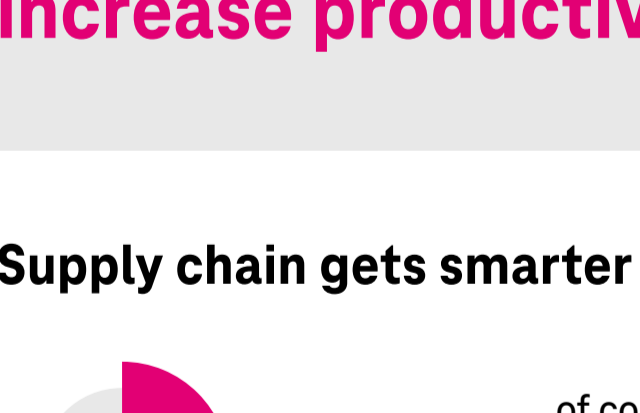
## More connected stores

**NOW**

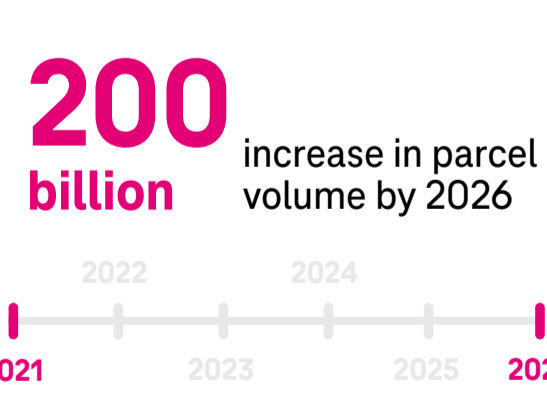
**Endless aisle of product**



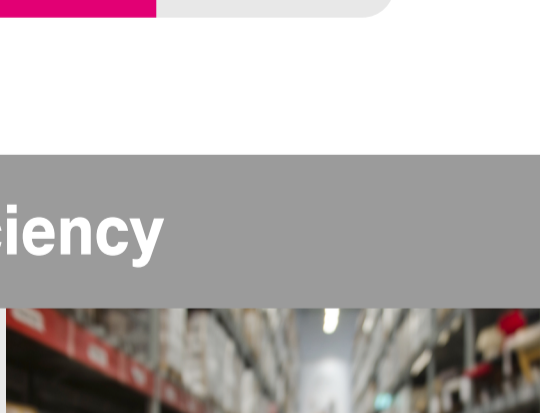
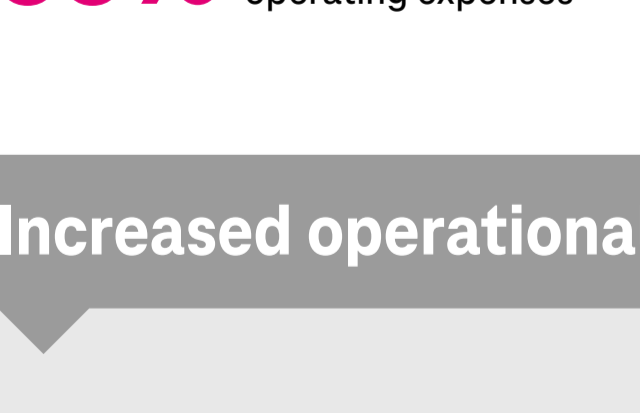
**Precision detection from smart devices**



**Experience a new way to shop**



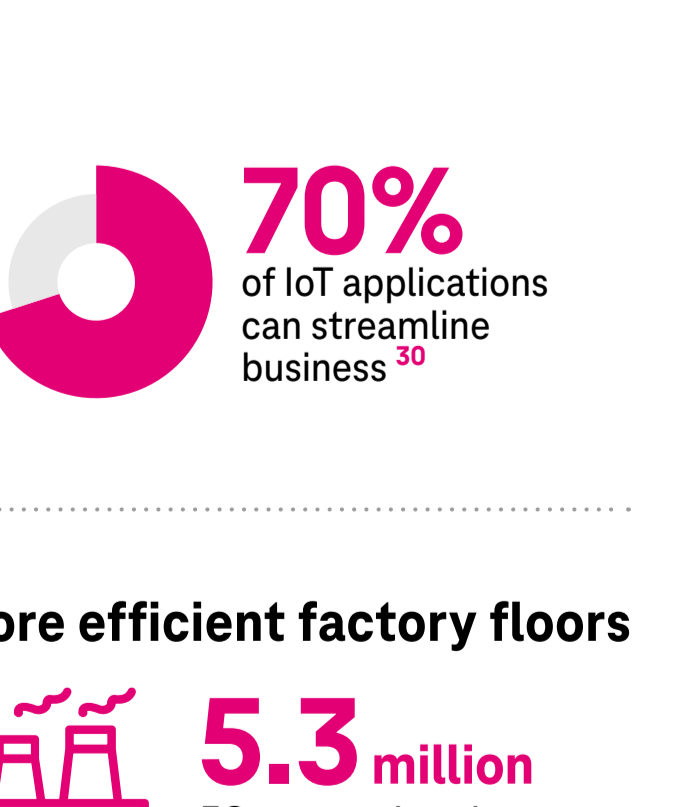
**Digital experiences mean fewer returns**



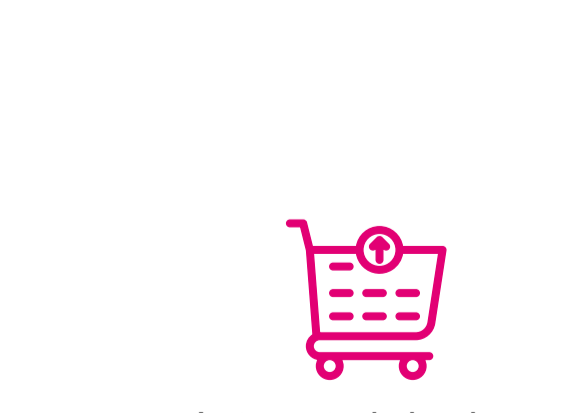
## More connected stores

**NEXT**

**Enriching retail experiences**



**Buy Online, Pick Up In Store (BOPIS) is growing**



**Try-on made easy**



**"Phy-gital" store**



## Increased operational efficiency

**NOW**

**Streamlining systems increase productivity**



**Supply chain gets smarter**



**Reduce shipment time**



**Automated shipping ports drive efficiency**



## Increased operational efficiency

**NEXT**

**Scale the operation**



**Massive rollout of IoT**



**Sustainable equipment**



**More efficient factory floors**



**5G-powered IoT: retailer benefits**



Sources: <sup>1</sup>IDC Spotlight / <sup>2</sup>Adobe White Paper / <sup>3</sup>IDC Spotlight / <sup>4</sup>IDC Spotlight / <sup>5</sup>Intel / <sup>6</sup>Intel / <sup>7</sup>Modern Materials Handling / <sup>8</sup>Venture Beat / <sup>9</sup>IHL Services / <sup>10</sup>Interlake Mecalux / <sup>11</sup>Statista / <sup>12</sup>Storv / <sup>13</sup>Gartner / <sup>14</sup>Corporate Wellness Magazine / <sup>15</sup>Wall Street Journal / <sup>16</sup>National Retail Federation / <sup>17</sup>Finextra / <sup>18</sup>Statista / <sup>19</sup>Gartner / <sup>20</sup>National Retail Federation / <sup>21</sup>Modern Retail / <sup>22</sup>Big Commerce / <sup>23</sup>Forbes / <sup>24</sup>Pyramis / <sup>25</sup>Forbes / <sup>26</sup>Supply Chain Drive / <sup>27</sup>Forbes / <sup>28</sup>Modern Materials Handling / <sup>29</sup>Intel / <sup>30</sup>Intel / <sup>31</sup>Supply Chain Management Review / <sup>32</sup>Modern Materials Handling