



verizonwireless

Get It Now

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June 2, 2005

QUALCOMM

Agenda

- **Verizon Wireless Market Position**
- **Wireless Data Results**
- **Verizon Wireless' Broadband Vision**
- **Expanding the horizons of the BREW platform**



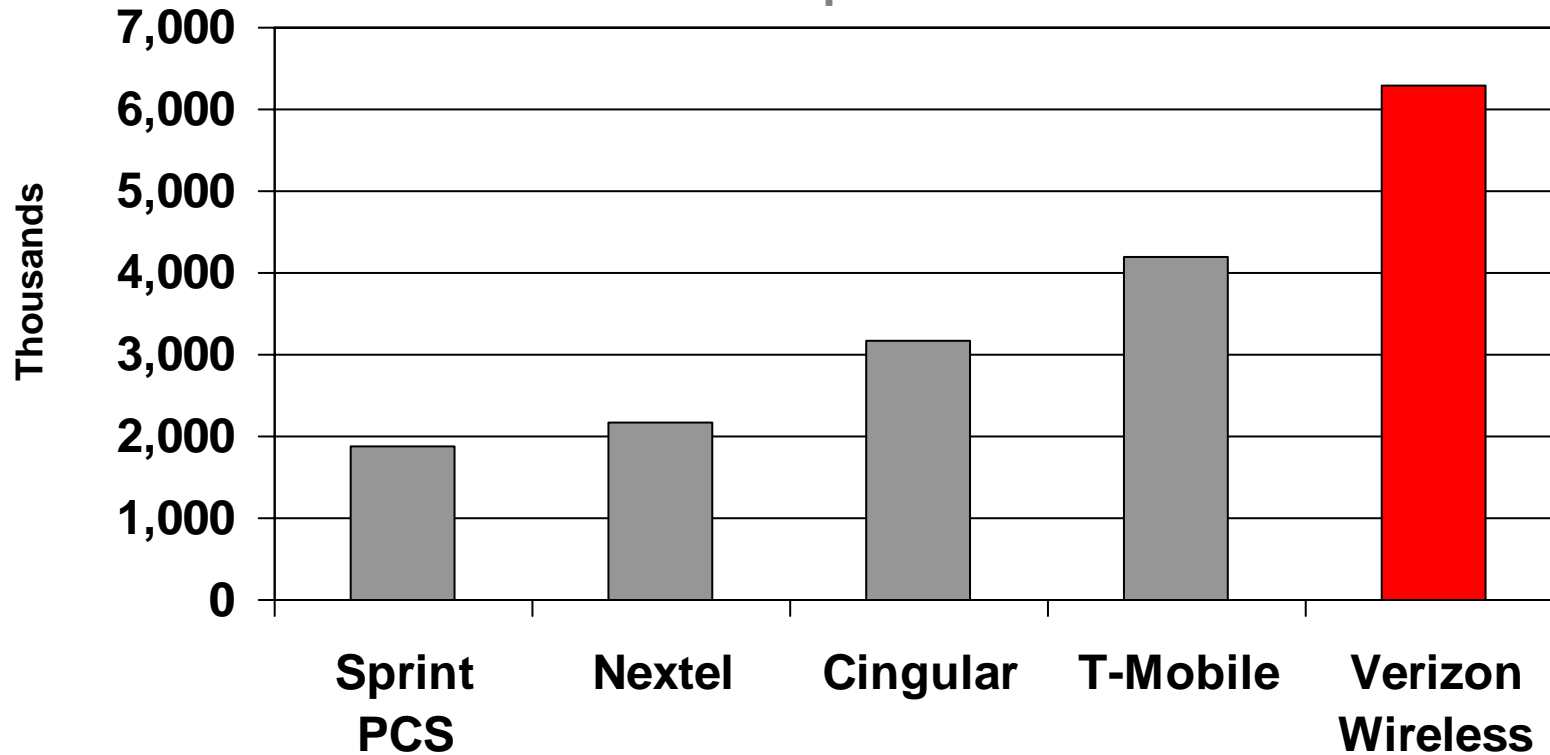


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Verizon Wireless Market Position

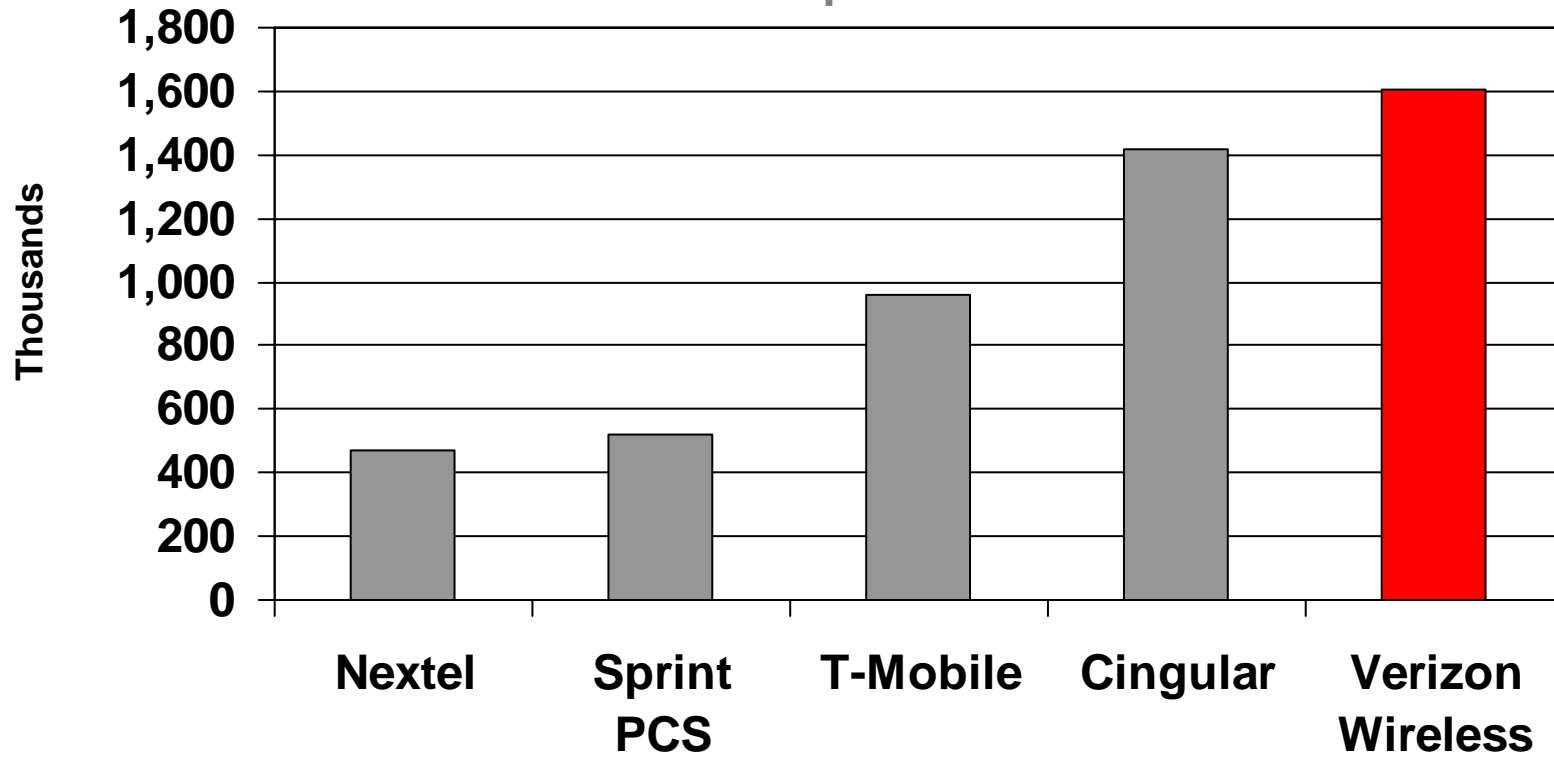
Industry-Leading Customer Growth in 2004...

Total 2004 Net Subscriber Additions
Top 5 Carriers



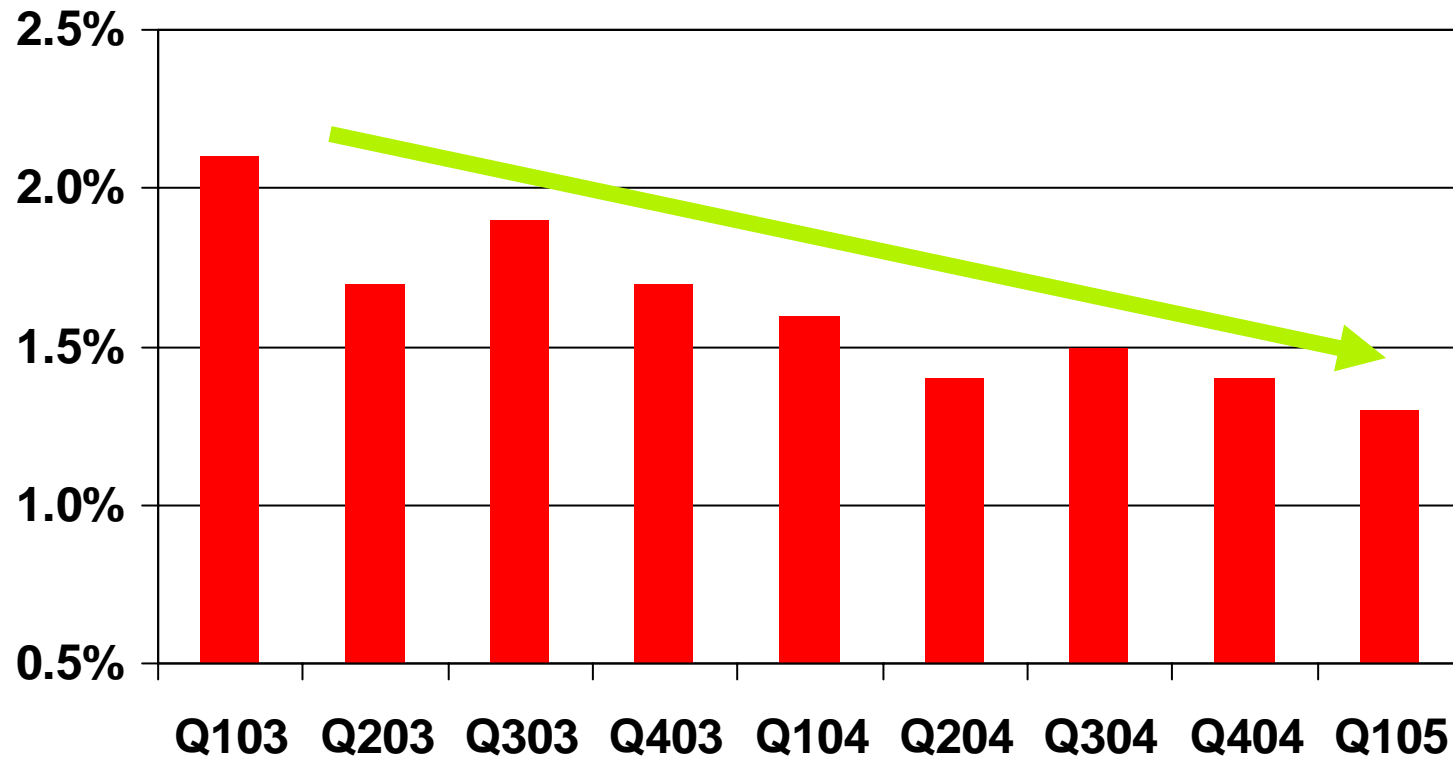
... Has Continued in 2005

Total Q105 Net Subscriber Additions
Top 5 Carriers



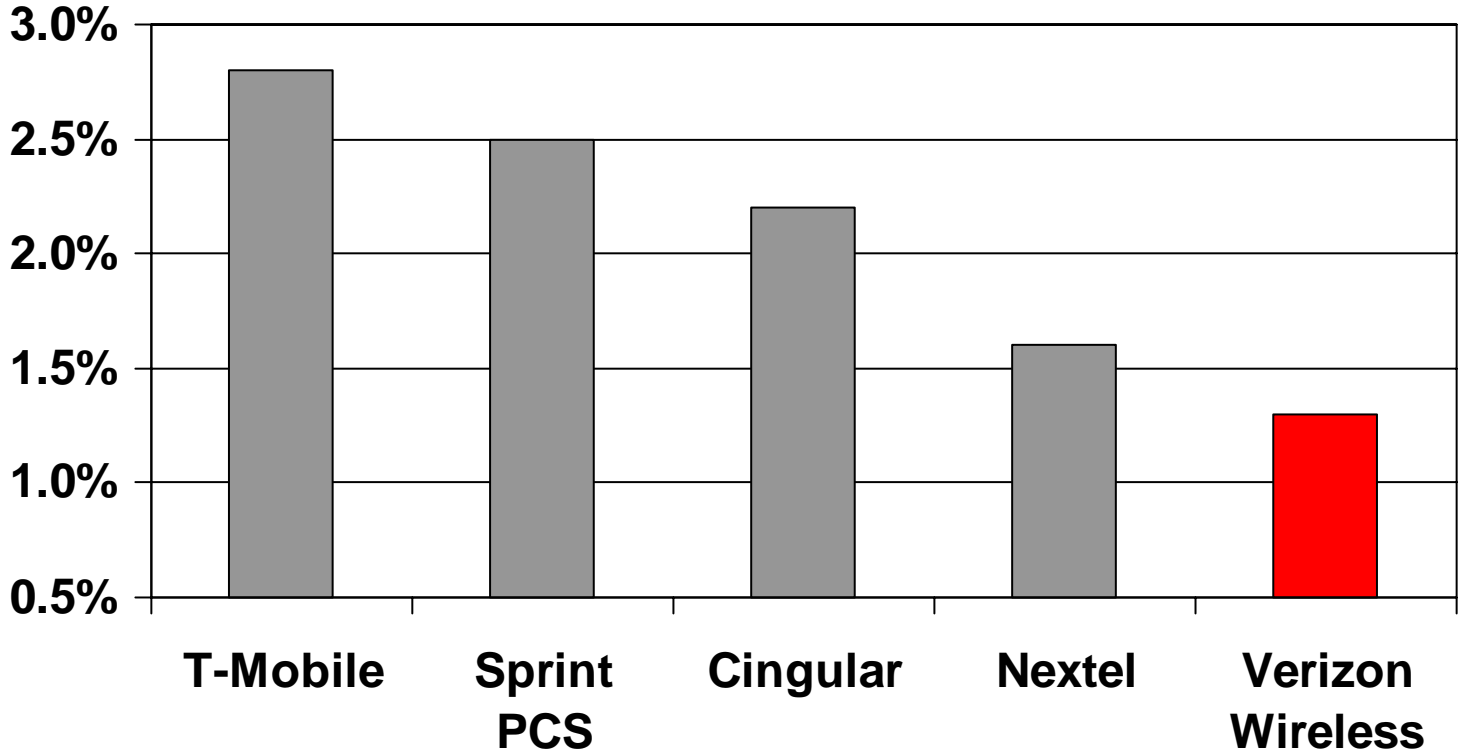
Our Churn Rate Has Been Steadily Improving...

Verizon Wireless Total Quarterly Churn



...Giving Us the Most Loyal Customer Base in the Industry

Total Q105 Churn
Top 5 Carriers



Q105 - Industry-Leading Results

	<u>1Q 05 Actual</u>	<u>Industry Rank</u>
Net Customer Adds	1.6M	1
Service Revenue Growth	19%	1
ARPU Growth	2%	1
Cash Expense/Customer	\$29	1
EBITDA	\$2.7B	1
EBITDA Margin	41.0%	1
Operating Income	\$1.5B	1



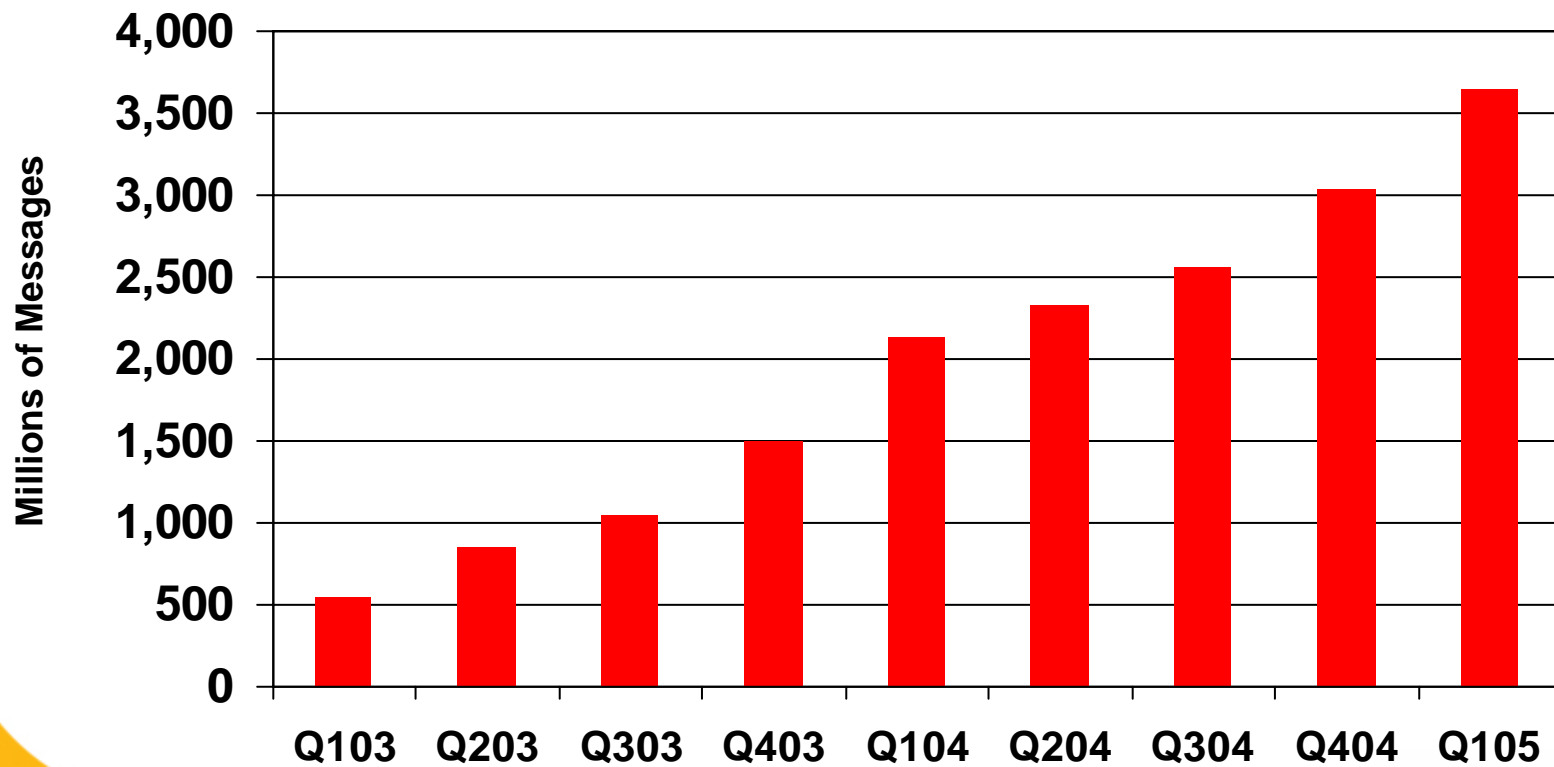


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Wireless Data Results

getTXT™ Text Messaging

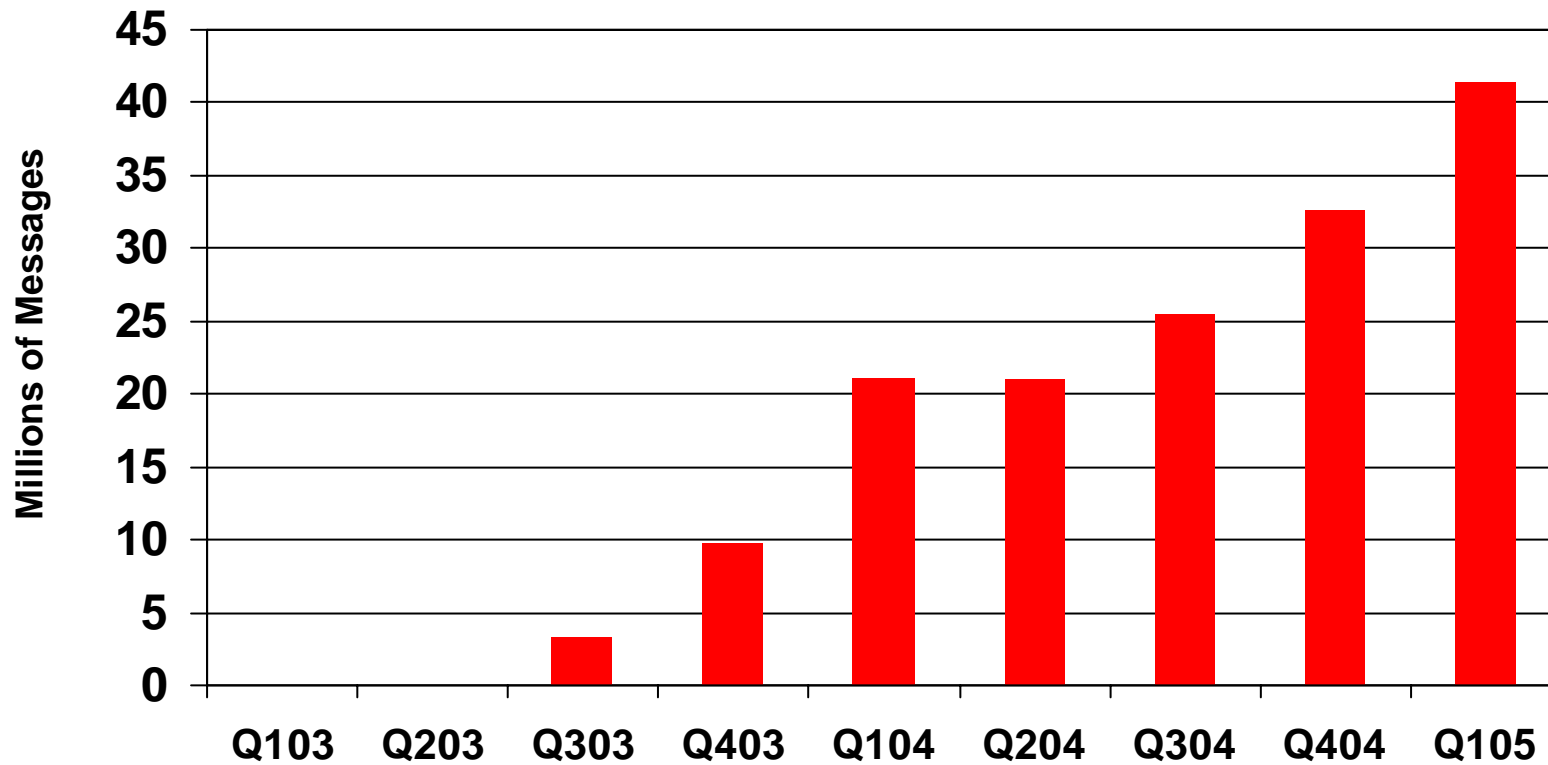
Over One Billion Billed Messages Every Month





Picture Messaging

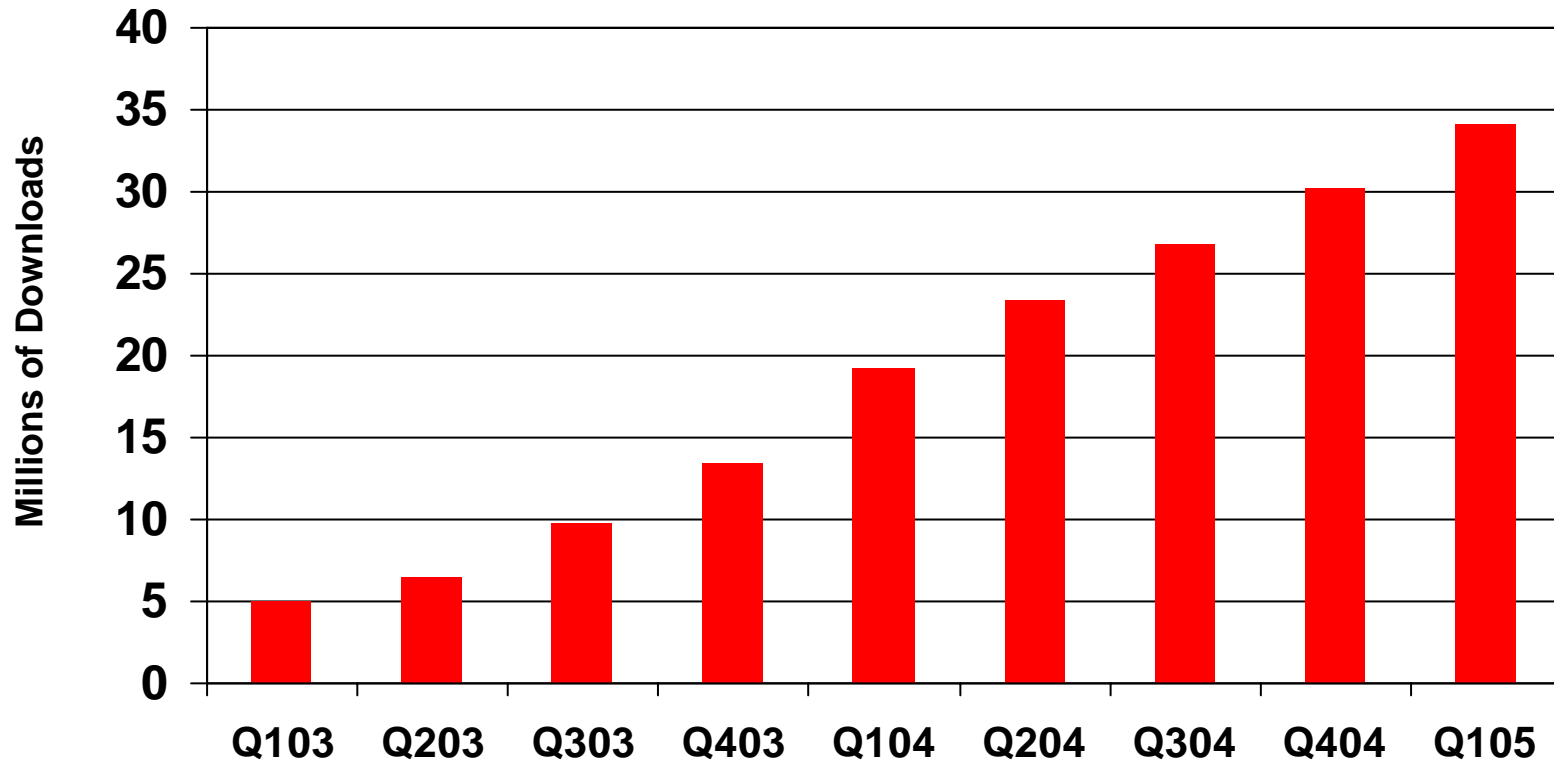
Strong Growth and Growing Base





Application Downloads

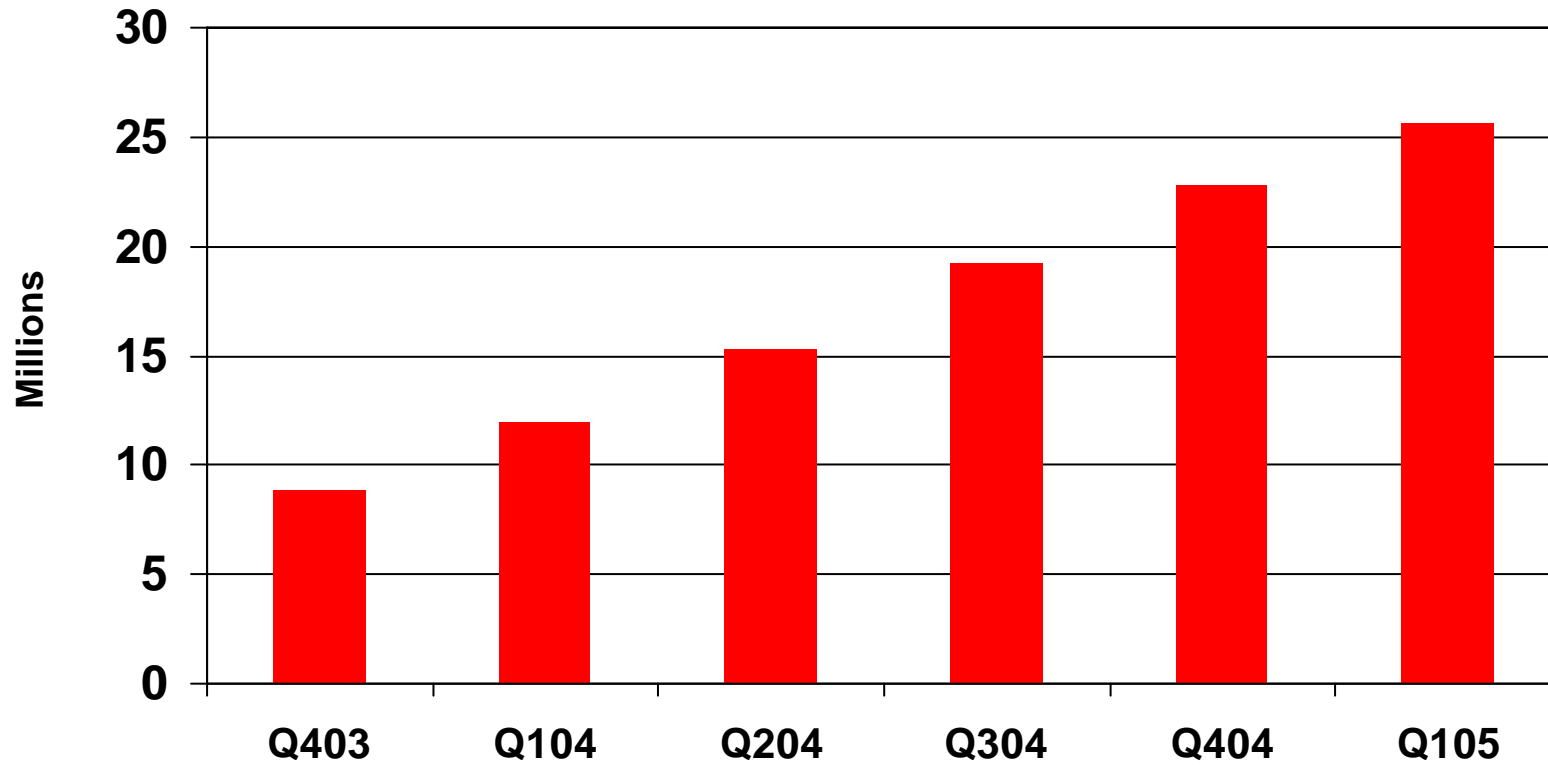
Consistent Growth Every Quarter





Handset Penetration

Over 25 Million GIN Handsets





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Our Broadband Vision

The Wireless Industry is Undergoing Phenomenal Change



Voice Only

1G

1980's



"Painful" Data

2G

2000



Horizontal & Vertical Productivity Applications

2.5G

2004



Convergence and Multi-media

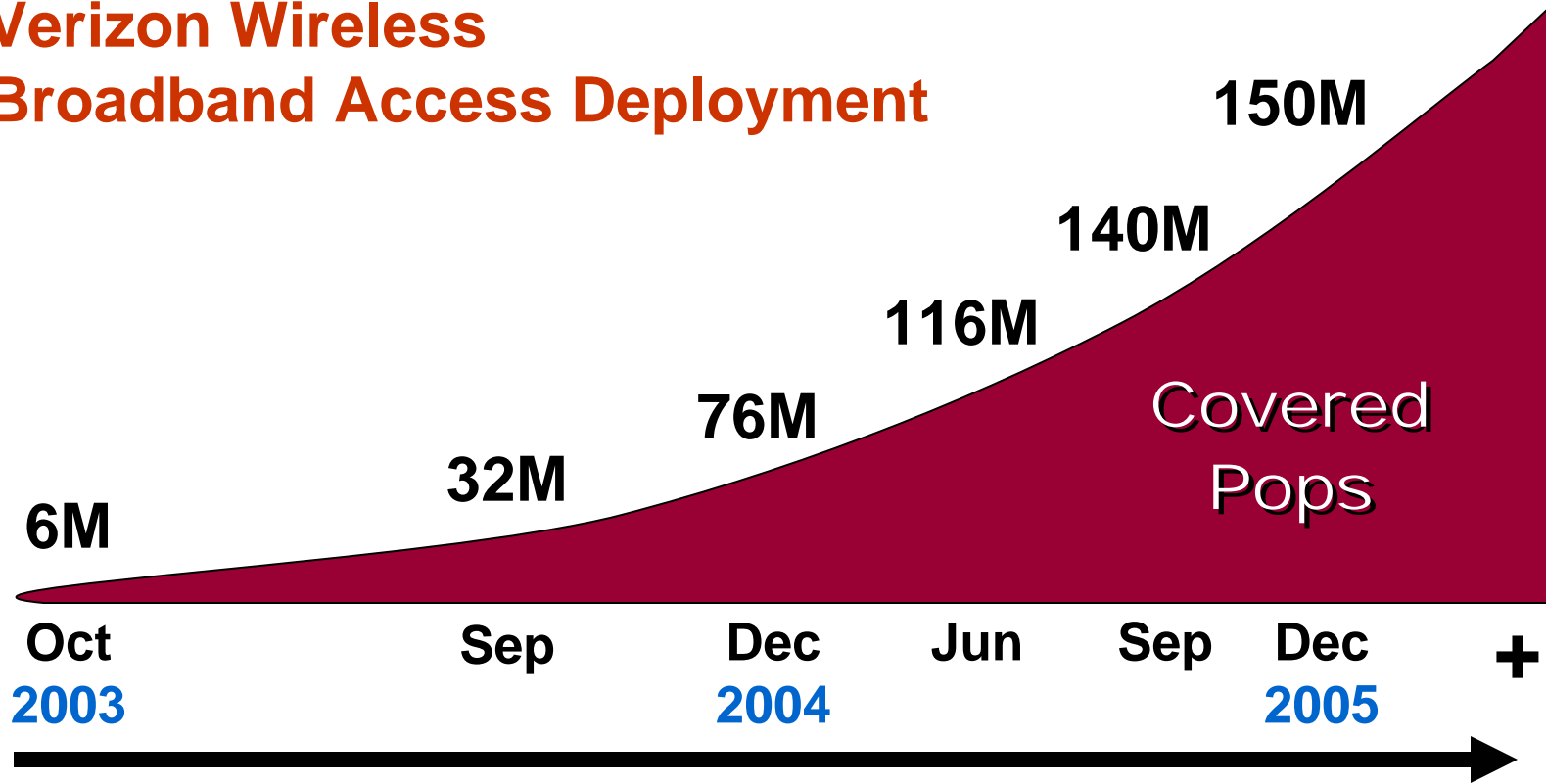
3G

2005+

Wireless Broadband services will do for the mobile device what landline broadband did for the desktop

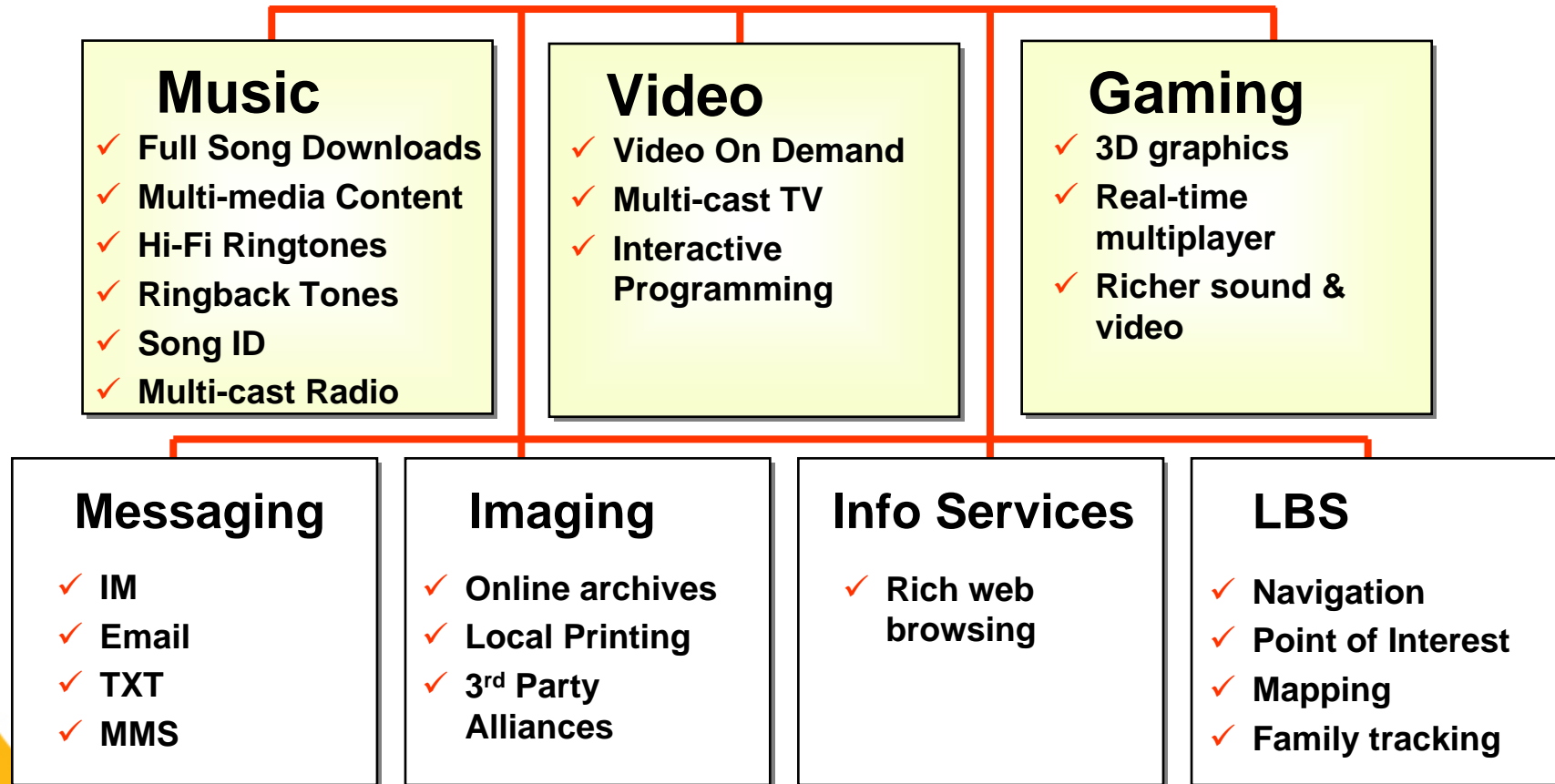
VZW Is Deploying Broadband Faster than Anyone Else

Verizon Wireless Broadband Access Deployment



Broadband Provides an Opportunity to Innovate -- and Exploit Adjacent Markets

Consumer Products



Transforming the Wireless Experience

VIDEO

Play video-on-demand at TV-like quality.

GAMING

Play 3D and multiplayer games.

MESSAGING

Send multi-media messages, IM and email on the go.



MUSIC

Store and play hundreds of MP3-quality songs.

IMAGING

Take & store multi-mega-pixel digital photos & video.

GPS LOCATION SERVICES

Find what's nearby and get turn-by-turn directions.



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Expanding the horizons of the BREW platform in 2005

Expanding the horizons of the platform

LBS - Concept to Reality in 2005

– Third party/developers are a priority for Verizon Wireless

- Pioneer Program
 - Group of 8 3rd Party “go to market/pre-commercial” developers.
 - Includes both consumer/enterprise LBS applications
- Post launch: Accepting all 3rd party submissions



Expanding the horizons of the platform

Brew for Business

- Focused on the SMB Market
- Accepting all 3rd party submissions



Phase I – Q2

Applications

- VZW-branded
- Targeted to SMB

Distribution

- Specific section on BDS under Get It Now!
- User Pull (or VZW-push) for app installation

Phase II – Q3

Applications

- Additional VZW-branded

Distribution

- Delegated admin capabilities to business via web-based portal

Phase III – TBD

Applications

- Open Funnel
- Multiple 3rd Party Applications

Distribution

- Ability for Large Enterprise to publish proprietary, VZW-certified apps



How Do We Evolve To the Next Level?

- **Focus on quality rather than quantity of applications**
- **Evolve model to match the maturity of the platform**
- **Leverage new technologies to further expand application impact**
- **Focus on both horizontal and vertical growth**
- **Expand breadth of applications to improve segmentation**



The Verizon Wireless logo, featuring a red checkmark above the word 'verizon' in a bold, black, sans-serif font, with a red underline under the 'z'. The word 'wireless' is in a smaller, black, sans-serif font to the right of 'verizon'.

Thank You

John Stratton
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