



U-verse Update: 1Q15

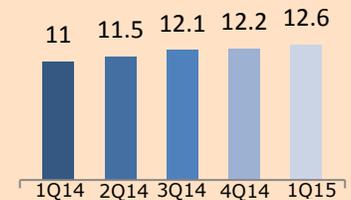
Solid consumer revenue growth

AT&T U-verse® kicked off the year with an increase in broadband subscribers and continued consumer revenue growth. AT&T GigaPowerSM customers in four new markets got their hands on lightning fast Internet speeds – up to 1 gigabit per second, making the 1Gbps speed available to consumers and small businesses across parts of 10 total markets. We also began offering our 75 Mbps speed tier in additional markets, which lets customers download an hour-long TV show in 35 seconds! In addition to speed, a new TV ad campaign had customers pondering where they will be for the next ‘epic’ TV moment now that they can watch live TV virtually anywhere. Below is a recap of our highlights from the first quarter.

SERVICE GROWTH: 440,000 U-verse high speed Internet subscriber net adds

- **6 million** U-verse TV customers.
- **5.2 million** U-verse Voice connections.
- **12.6 million** U-verse IP Internet customers.
- More than **97 percent** of U-verse TV customers also subscribe to High Speed Internet.
- AT&T U-verse now has annualized total revenues of **\$16 billion**.
- AT&T is well-positioned with IP broadband services like U-verse, as nearly **80 percent** of our consumer broadband lines are now U-verse IP

U-verse High Speed Internet Subscribers in Service
(in millions)



SERVICE EVOLUTION: Continued innovation in speed

- Launched U-verse with **AT&T GigaPower** in parts of the Kansas City, Kan. and Mo., Houston, Atlanta and Chicago markets. The service offers some of the fastest consumer Internet available, with speeds up to 1 gigabit per second. The company now offers GigaPower in nine markets.
- Gave U-verse with AT&T GigaPower customers a **Wi-Fi speed boost**. An upgraded residential gateway was introduced that takes advantage of the latest in Wi-Fi technology and makes it possible for customers to connect more devices with faster speeds from nearly anywhere in the home.
- Released the **new high-speed 75 Mbps option** for AT&T Home Solutions customers, reaching nearly 90 cities across the U.S. Customers can now download a 5-minute song in about half a second or download an hour-long TV show in 35 seconds.
- U-verse launched a new ad campaign called “**Where will you be?**” which highlights how our TV Everywhere capabilities ensure you’ll never miss another “epic” TV moment thanks to U-verse offering more live TV channels on the go than cable.

* Geographic and service restrictions apply to AT&T U-verse services. Go to att.com/u-verse to see if you qualify.

*** All figures as of the end of the first quarter of 2015.