



6/15/18

AT&T Inc.\* (NYSE:T) is a world leader in communications, media and entertainment, and technology. With our acquisition of Time Warner, we are building a truly modern media company that will create the best entertainment and communications experiences for our customers. We now have:

- **Premium content** from a portfolio that combines leading movies and shows from Warner Bros., HBO and Turner, along with more targeted digital content from Bleacher Report, Boomerang, FilmStruck and AT&T’s investment in Otter Media, among others.
- **Direct-to-consumer (D2C) distribution**, with more than 170 million D2C relationships across TV, video streaming, mobile, voice and broadband services in the U.S., mobile in Mexico and TV in Latin America, in addition to D2C digital properties such as HBO NOW, Boomerang, FilmStruck and CNN.com.
- **High-speed networks** to give customers the network bandwidth they need as they engage with premium video and emerging 4K and virtual reality content. Continued investment in our leading wireless and fiber network, as well as in new technology such as 5G, help ensure our customers will always have a great viewing experience.

Bringing together these capabilities enables us to bring a fresh approach to how the media and entertainment industry works for consumers, content creators, distributors and advertisers. We’re creating a virtuous cycle: great content to increase engagement, broad D2C distribution and high-speed networks to reach more consumers...all fueled by relevant advertising and insightful analytics to improve the overall customer experience.





















AT&T has recorded 34 consecutive years of quarterly dividend growth. We’re a Fortune 10 company that consists of four distinct business units. Randall Stephenson is chairman and CEO.

	AT&T Communications	AT&T media business	AT&T International	AT&T advertising & analytics
	We provide millions of U.S. consumers with entertainment and communications experiences across TV, mobile and broadband.  We serve business customers worldwide with high-speed,	Our HBO, Turner and Warner Bros. divisions are leaders in creating premium and specialty content.  We operate one of the world’s largest TV and film studios and own a vast library of entertainment.	We are a leading provider of digital entertainment service in South America and the Caribbean and maintain the most reliable voice and data wireless network in Mexico, serving both consumers and businesses.	AT&T is making significant investments in its advertising business to create a new option for advertisers to find and reach relevant audiences at large scale in trusted, brand-

	<p>highly secure connectivity and smart solutions.</p> <p>Our technology organization is an industry leader in working with application developers and others to make our network open to collaboration and innovation.</p>	<p>We own or have an ownership stake in 22 digital properties, such as Bleacher Report and CNN.com.</p> <p>We also have growing D2C relationships via our streaming services such as HBO NOW and Boomerang.</p> <p>And we have a strong portfolio of advertising solutions.</p>	<p>Vrio Corp. is a holding company for AT&amp;T's Latin American digital entertainment services units, DIRECTV Latin America and SKY Brasil.</p> <p>We have a minority stake in SKY Mexico (41%), which has 7.9 million subscribers.</p>	<p>safe premium content environments.</p> <p>We intend to seize the opportunity to do with video advertising what others have done with digital advertising – but with greater transparency, brand-safety and accountability.</p>
CEO	John Donovan	John Stankey	Lori Lee	Brian Lesser
Revenues (FY2017)	More than \$150 Billion	\$31 Billion	\$8 Billion	---
Key Facts (as of 1Q18)	<p>We're the largest U.S. pay-TV provider – and one of the largest in the world – with more than 25 million customers in the U.S.</p> <p>We have nearly 1.5 million subscribers of our DIRECTV NOW streaming video service.</p> <p>We're one of the largest wireless</p>	<p>HBO sets the standard for premium video and licenses programming in more than 150 countries.</p> <p>In 2017, HBO won 29 Primetime Emmy Awards, more any other network for the 16<sup>th</sup> year in a row. Brands include "Westworld," "Big Little Lies" and "Game of Thrones."</p>	<p>Vrio has 13.6 million pay-TV subscribers across 11 countries and territories in Latin America and the Caribbean – making us one of the region's top satellite pay-TV providers with the DIRECTV and SKY brands.</p> <p>DIRECTV offers the best and widest variety of content and</p>	<p>AT&amp;T advertising &amp; analytics will invest in creating a real-time premium advertising marketplace to provide an end-to-solution for marketers and publishers. We'll also continue to grow our addressable, cross-screen advertising opportunities to</p>

	<p>providers, with nearly 144 million U.S. consumer and business connections.</p> <p>We're investing to be the first company in the U.S. to introduce standards-based mobile 5G in a dozen cities by late 2018. We're laying the foundation with the launch of 5G Evolution in parts of more than 140 markets now.</p> <p>Today, our high-speed Internet service reaches more than 60 million U.S. customer locations.</p> <p>We're on track to reach more than 50 million customer locations with an internet connection of 50 Mbps or greater sometime after 2020.</p> <p>And we market ultra-fast connections on our 100% fiber network to more than 8 million customer locations across</p>	<p>Warner Bros. is a leader in global entertainment and is one of the world's top producers of film and TV programming. It's home to such beloved franchises as DC Entertainment, "Harry Potter" and "Lord of the Rings."</p> <p>Turner delivers entertainment, sports and kids' programming. It boasts more than 175 international channels.</p> <p>Turner has three of the top 5 ad-supported cable networks in primetime among key audiences. It has four of the top 10 cable networks with millennials. And CNN, as of the end of 2017, was the #1 news network and #1 digital destination for key audiences.</p> <p>Our Turner Ad Sales team offers a portfolio of solutions for advertisers.</p> <p>Turner Ignite Studios matches</p>	<p>most-advanced HD technology.</p> <p>SKY Brasil is the leading satellite TV provider in Brazil.</p> <p>We're one of the fastest-growing mobile services providers in Mexico, with 15.6 million consumer and business subscribers.</p> <p>We cover nearly 100 million people, or close to 80% of the population, in Mexico with 4G LTE.</p> <p>Our North American high-speed mobile internet network covers more than 400 million consumers and businesses across the U.S. and Mexico – an outstanding cross-border network experience.</p>	<p>deliver the right message, at the right time, on any device – and provide real-time campaign performance.</p> <p>We will use our data and insights to help advertisers better understand and reach relevant audiences – and create better experiences for consumers.</p> <p>We are rooted in a tradition of responsible data usage. For more than 140 years, AT&amp;T has used data to inform and improve the customer experience.</p>
--	---	---	--	---

	<p>parts of 70 metros nationwide. We'll reach 14 million customer locations by mid-2019.</p> <p>We have millions of business customers in more than 200 countries and territories, serving nearly all the <i>Fortune</i> 1000.</p> <p>We supply connectivity for more than 41 million IoT devices, including millions of cars.</p> <p>We're bringing FirstNet, the nation's first nationwide public safety communications platform, to 50 states, 5 territories and the District of Columbia.</p> <p>We're a global leader in the shift to software-defined networking – with a focus on virtualized or cloud-based network controls.</p> <p>A heritage of innovation, with 8 Nobel Prizes and an average of more than 5</p>	<p>creatives from Turner's entertainment properties with marketers to create custom content for digital, social and mobile platforms.</p>		
--	--	---	--	--

	AT&T-issued patents, U.S. and foreign, each business day.			
Employees <i>(as of 1Q2018)</i>	215,000	30,466	More than 12,000 employees in LATAM 18,000 in Mexico	400
Key Audience Facing Brands	 AT&T  AT&T Business  DIRECTV  DIRECTV NOW  cricket	 HBO  WB  fbs  BOOMERANG  CNN  CN  TNT  DC  B/R  CINEMAX  [adult swim]	 AT&T  UNE FON  DIRECTV  SKY	

© 2018 AT&T Intellectual Property. All rights reserved. AT&T, the Globe logo and other marks are trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners. Additional information about AT&T is available at [att.com/CorporateNews](http://att.com/CorporateNews).