

2012 CORPORATE RESPONSIBILITY REPORT





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MESSAGE FROM DAN HESSE, SPRINT CEO

In today's marketplace, ethical governance and good corporate citizenship have never mattered more.

In fact, research by the Reputation Institute shows governance and citizenship now outrank traditional factors, like innovation and performance, among the key drivers of a company's overall reputation. The research also shows that improvements in reputation directly correspond with increased customer consideration. Company leaders should maintain a balance between economic priorities and corporate responsibility.

In the wireless industry, mobile solutions play a role in virtually all aspects of modern life. There is perhaps no industry or technology that has more profoundly affected global change than wireless. The stakes are high, but so is the opportunity to advance the greater good as technology transforms the way people live and work.

The name of our corporate responsibility platform, Sprint Good WorksSM, is both a description of our initiatives as well as a statement of belief: *Good does indeed workSM*.



I consider building good works to be one of my most important responsibilities as CEO. That's why I speak publicly about how we are driving positive change in three critical areas: people, product and planet.

Our commitment to people means being an advocate for our communities, customers and employees. In 2012, we joined the Red Cross Annual Disaster Giving Program to support their vital emergency relief and community rebuilding efforts. For our customers, we were rated the most improved company in customer satisfaction, across all 47 industries, for the last five years by the American Customer Satisfaction Index. For our employees, our efforts to build an innovative, diverse and rewarding workplace environment continued to receive recognition. Sprint ranked No. 2 on the top 10 list of "Best Companies to Work for Veterans" and was named one of the "50 Happiest Companies in America" by *CareerBliss*.

In the area of responsible products, we're proud to offer accessible and senior-friendly ID Packs to better meet the needs of the deaf and hard-of-hearing communities, and improve the ability for people with visual and cognitive challenges to communicate and access information. Our innovative accessibility solutions were awarded with the Disability Matters Marketplace Award by Springboard Consulting. We also provide solutions that help keep our customers and their families safe and secure. Last year, we launched Sprint Guardian, a family safety bundle featuring apps such as Sprint Drive First, which helps prevent distracted driving.

As part of our commitment to our planet, we led the industry in e-waste management best practices by keeping more than 50 million mobile devices out of landfills. We have the most aggressive energy reduction goals in our industry and are close to reaching our greenhouse gas emissions goals ahead of schedule through our innovative Network Vision project, which consolidates multiple network platforms into one. We've reduced our device package volume by 60 percent since 2008. And we saved 447 tons of paper in just over a year with a unique ecoEnvelope™, which allows our customers to receive and remit their payments in the same envelope. Our efforts to improve the environment were recognized again last year by *Newsweek*, which ranked Sprint No. 3 among America's greenest companies.

Looking forward, we will continue to find new ways to use our technology, talent and philanthropy to help make the world a better place.

Sincerely,



Dan Hesse



OUR CORPORATE RESPONSIBILITY OPERATING PRIORITIES

Sprint has an opportunity to play a transformative role within the telecom industry as well as within our communities and for our environment. To responsibly fulfill this powerful role and make lasting contributions that benefit our company, our stakeholders and our world, we identified three areas to focus our Sprint Good WorksSM efforts on: people, product and planet.

Within each of these three areas, we outlined specific Operating Priorities to which we can best apply our technology, human and financial resources in order to pursue the highest standards of corporate responsibility.

PEOPLE

- » We will earn customer loyalty by meeting and exceeding customer expectations.
- » We will advocate for a fair and competitive wireless market, encouraging competition and innovation within the mobile ecosystem.
- » We will foster an inclusive workplace that welcomes contributions from our diverse employee base.
- » We will strive to improve the diversity of our supplier base.
- » We will promote a safe and healthy workplace.
- » We will promote employee commitment to and participation in Sprint's Good Works efforts.

- » We will support our communities through contributions and employee volunteer efforts that support K-12 education, positive youth development and the environment.
- » We will be transparent about our collection and use of personal information, strive to be clear in our privacy communications with consumers about their privacy choices, and raise awareness of mobile privacy practices.
- » We will promote ethical conduct.
- » We will comply with all applicable laws and regulations.
- » We will stay abreast of best practices in corporate responsibility management, including governance, reporting and stakeholder engagement, and adopt those practices that are viable and advance our corporate responsibility performance.

SPRINT GOOD WORKSSM



PRODUCT

- » We will effectively manage the end-of-life phase of devices we sell or collect for recycling.
- » We will incorporate “design for the environment” principles into our device development process and work to improve the sustainability of our device manufacturers’ operations and the devices they produce for us.
- » We will provide or enable mobile solutions that help our customers to reduce their environmental impact.
- » We will provide or enable mobile solutions that benefit society (e.g., for healthcare, education and access to advanced technology).
- » We will strive to identify and manage unintended safety impacts of our products and services.
- » We will promote an open business model (incorporating networks, applications and M2M solutions), putting choice in the hands of our customers and using our assets strategically to drive innovation in the mobile ecosystem.

PLANET

- » We will reduce our carbon footprint.
- » We will effectively manage our use of natural resources by reducing consumption, facilitating reuse and maximizing recycling.
- » We will establish processes that enable a more socially and environmentally sound supply chain.



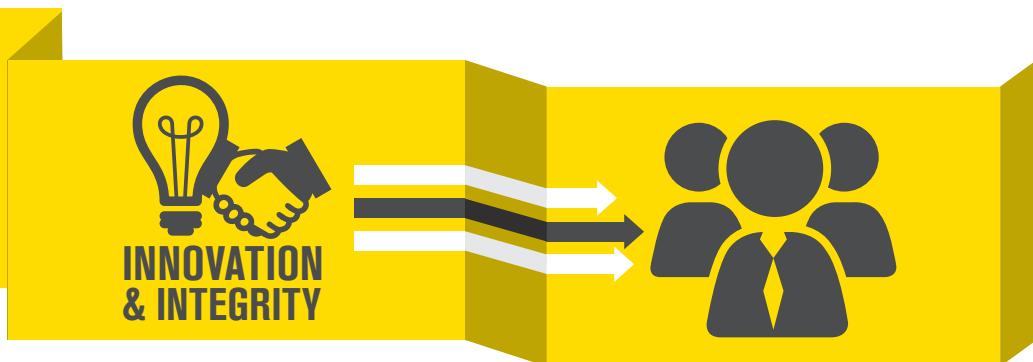
PEOPLE

As a public company, we believe we should operate in a socially responsible way. This commitment to doing the right thing sets the course for new opportunities for our **employees, customers and communities**. We continue to deliver on our commitment by enabling a better wireless experience; developing and fostering a diverse, ethical and innovative workplace environment; and strengthening our local communities through philanthropic work. These are just a few of the ways we demonstrate how good corporate citizenship works to bring people and resources together for a better world.

EMPLOYEES

The people of Sprint understand that being a leader of innovation in our industry goes hand in hand with a responsibility to uphold an uncompromising standard of integrity. Along with this knowledge, Sprint employees' combined energy and talents create an irresistible force for positive transformation in our world.

Cultivating this remarkable resource is a high priority for us. As such, we take great pride in the work we've done — and continue to do — in developing an outstanding workforce. This includes fostering a highly satisfying, rewarding and ethical environment; pursuing diversity in all its forms; and promoting a safe and healthy workplace.



Ethics

Sprint places all ethics-related company programs under the umbrella *Leading with Integrity*. As the name implies, we expect our employees to act with integrity in all matters and to lead by example, regardless of level, position or job function.

We have a number of policies, programs, and tools that encourage and manage an ethical workplace. For example, in 2012, Sprint launched “Introduction to Code of Conduct,” a new hire training module in which learners go through a series of interactive real-life scenarios that challenge them to make sound ethical decisions on topics such as conflict of interest, fraud, confidential and proprietary information, discrimination, and harassment. Sprint also maintains an Ethics Helpline, a 24-hour resource for employees and other stakeholders to confidentially and safely seek advice or report any suspected violation of the Code of Conduct.



Health & Safety

The healthier and happier our employees are, the better they can support our customers. That's why being a healthy and safe company continues to be a major priority. In addition to offering excellent benefits, competitive compensation, exceptional training and growth opportunities, Sprint takes an active approach to helping our employees manage their overall health and well-being.

During 2012, we completed the second annual Sprint Get Fit Challenge, enabling employees nationwide to compete on teams to focus on individual health activities, with access to social networking and free, confidential wellness coaching. The eight-week Sprint Get Fit Challenge focused on exercise minutes, weight loss and pedometer steps. The results were exceptional. More than 25 percent of employees participated in this challenge and walked more than two billion steps (approximately the distance from the Earth to the moon five times) and lost a total of 21,594 lbs. (about the weight of two elephants).



Additionally, we:

- » Offered discounted benefit premiums to employees living in tobacco-free homes who completed a confidential Health Assessment.
- » Launched a Sustainability Walking Tour at our world headquarters in Overland Park, Kan. This self-guided activity highlights 34 sustainable features of Sprint's 200-acre facility, from LEED-certified buildings and building automation systems to rain water capture and premier parking spaces for carpoolers.
- » Increased membership in on-site fitness centers by more than 5 percent.
- » Increased visits to our confidential, on-site health centers by nearly 10 percent.

Diversity

Diversity is a key part of the way Sprint does business. Sprint strives for a culture of inclusion that attracts, develops and retains a diverse workforce. Our employees' unique experiences and backgrounds are essential to meeting and exceeding our company goals. By being representative of the diverse markets we serve, we're better at serving them.

Our commitment to inclusion and diversity begins at the top. Sprint's Diversity Council meets regularly and is comprised of senior leaders throughout the organization. The Diversity Council oversees our inclusion and diversity strategies and ensures that these initiatives are a priority. We are committed to pursuing diversity in all its forms, including ethnicity, gender, generational, geographical, ability and thought.

In 2012, Sprint employees, together with our Office of Inclusion and Diversity, created an employee resource group called REAL DEAL [Resourceful, Empowering, Awareness, Limitless (REAL) for Disabled Employees Accessing Life (DEAL)] for employees with disabilities and the co-workers who support them. REAL DEAL recognizes and celebrates the contributions of people with disabilities, and taps the collective resources, knowledge and experience of Sprint employees. Including REAL DEAL, Sprint has seven employee resource groups (ERGs). At the end of 2012, nearly 15 percent of our employees participated in an ERG, an all-time high.

A key part of our diversity efforts includes working with a diverse selection of suppliers that can provide unique and cost-effective solutions. Our Supplier Diversity team works to increase company spend with diverse suppliers and to strengthen this supplier base. Today, our supplier diversity program includes more than 600 businesses owned by minorities, women and disabled veterans. By investing in diverse suppliers, we are investing in our future.

Sprint is proud to work with many of the top diversity-focused organizations in the country, including Human Rights Campaign, National Association of Asian American Professionals, National Association of Women Business Owners, National Council of La Raza, National Minority Supplier Development Council, National Urban League, National Veteran Owned Business Association and many more.



RECOGNITION

Sprint is No. 4 on the “50 Out Front Companies for Diversity Leadership: Best Places for Diverse Managers to Work” list — *Diversity MBA Magazine* (April 2012).

Sprint ranked No. 2 in the top 10 list of “Best Companies to Work for Veterans” — *CareerBliss* (May 2012).

“40 Best Companies for Diversity” — *Black Enterprise* (July 2012).

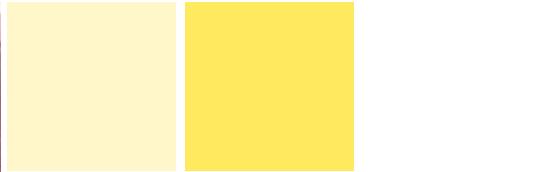
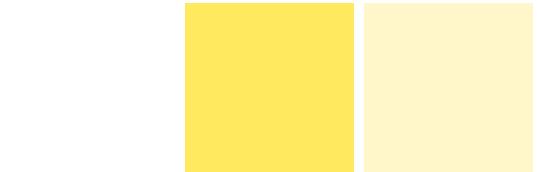
Member of U.S. Hispanic Chamber of Commerce “Million Dollar Club,” for being a leader in supplier diversity and integrating Hispanic enterprises into strategic sourcing processes — USHCC (Aug. 2012).

“Diversity Elite 60” for the sixth year in a row — *Hispanic Business* (Sept. 2012).

“50 Best Companies for Latinas” for the third year in a row — *LATINA Style Magazine* (Sept. 2012).

Sprint received a 100 percent score in the Corporate Equality Index (CEI) for the eighth consecutive year — Human Rights Campaign (Nov. 2012).

Sprint was named to the 2013 “50 Happiest Companies in America” list — *CareerBliss* (Dec. 2012).



CUSTOMERS

Perhaps no industry has more potential to have a greater impact on people's quality of life than the wireless industry. We strive to continuously deepen our insight into the role of wireless technology in our customers' lives. Their needs drive not only our business, but also our innovation. Whether it's new capabilities that improve and protect lives, enhance productivity, strengthen the economy, or make our planet greener, it all starts with the end user, the customer, in mind.

We think about our customers in every decision we make. We will never stop striving to remain worthy of their business, their preference and their trust.

Customer Care

Sprint aims to be recognized for providing the best wireless customer experience in the industry, and we continue to make great strides. Our steadfast focus on the customer experience has helped us achieve significant improvements in overall customer care satisfaction. Our success in customer support is because of our dedication to being a customer advocate. We empower our employees to be advocates through formal programs and training seminars.

During 2012, we introduced i-Care to our frontline agents, which enables a more seamless interaction with our customers. During this time, operational metrics — calls per subscriber, handle time and transfers — showed dramatic improvement.

We also continued our focus on resolving customer issues on the first call, removing reasons for customers to call us, driving quality and efficiency in customer interactions, providing consistency across all customer channels and touch points, anticipating our customers' needs, and growing customer loyalty with every contact.



RECOGNITION

Sprint is No. 1 among all national carriers and most improved in customer satisfaction, across all 47 industries, over the last four years — American Customer Satisfaction Index (April 2012).

Virgin Mobile USA has been ranked Highest in Satisfaction for Customer Care with Non-Contract Wireless Service — J.D. Power and Associates (July 2012).

Sprint has been ranked Highest in Satisfaction with the Purchase Experience among Full-service Wireless Providers three times in a row — J.D. Power and Associates (Aug. 2012).

Social Media

Another key strategy for us was adding more customer-friendly capabilities to our online social networking community. We currently have more than 1.5 million followers on Facebook and Twitter. Community users at sprint.com interact with each other and with Sprint employees in open-forum discussions about products, services and all things wireless. In addition, Customer Care representatives are engaging customers on the Community site to help answer questions and solve problems.



Privacy and Choice

In 2012, Sprint began rolling out a mobile advertising and analytics program to make advertising more personalized and relevant for our customers. At the heart of our program is our commitment to provide customers with choice and control. We only share anonymous information when customers opt-in to receive more relevant real-time mobile advertising or to remain in our Reporting & Analytics program. Our Privacy Policy is posted on sprint.com/privacy.

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COMMUNITY

Sprint fosters a culture of giving back. We leverage our resources — funds, people and technology — to enrich the communities where our employees live and work. Serving as an advocate and a champion for our local communities is the heart of our Good Works program. Through our employee giving campaigns like United Way and Food Drive, our rewarding volunteerism program, philanthropic contributions from Sprint and the Sprint Foundation, and our campaigns educating consumers about important topics like distracted driving and Internet safety, we are deeply committed to doing the right thing for our communities. These are some of the ways we demonstrate how good deeds work to create positive change in the world.



795K 2012
MEALS PROVIDED
BY EMPLOYEES NATIONWIDE
through annual campaign



Volunteerism and Philanthropy

During 2012, Sprint employees continued to show their generosity by volunteering for community organizations across the country and by rallying behind our national employee giving campaigns. Employees, along with the Sprint Foundation, donated more than \$2.7 million nationwide to the United Way. Sprint's CEO, Dan Hesse, served as United Way of Greater Kansas City's Citywide Chair for 2012.



Through the Sprint Foundation *Dollars for Doers* grants and Matching Gifts program, employees directed nearly \$545,000 to the nonprofits they support.

Sprint provided charitable support for nearly 400 unique organizations, including more than \$4 million in grants from the Sprint Foundation and sponsorship of more than 150 events in support of nonprofit organizations.

In addition to our annual giving campaigns, the Sprint Foundation is able to make a huge impact where it is needed most, supporting hundreds of organizations every year that focus on education, youth development, arts and culture, civic and community causes, disaster relief, and the environment. Some organizations the Sprint Foundation supported during 2012 included:

- » College Fund (UNCF), a national advocate for the importance of minority higher education. The organization plays a critical role in enabling more than 60,000 students to attend college and get the education they want and deserve. Sprint has supported UNCF programming for more than 40 years.
- » Project Lead the Way. Sprint provided grants for the past four years to support a Kansas City-based version of Project Lead the Way, a national program designed to create a pipeline of students prepared to pursue engineering and technology-related careers. Sprint funding provided support for more than 7,000 students from 36 high schools and one middle school, and offered training for all Kansas City-area high school teachers.
- » Green Education Foundation (GEF). Sprint was the national sponsor of National Green Education Week, an event that mobilizes two million children in schools across the country to engage in sustainability-focused lessons, projects or activities between the first full week in February and the end of Earth Month (April). Participating districts, schools, classrooms or youth groups choose a week, and then select from GEF's sustainability-focused programs to be their "green theme." Each theme provides a five-day, standards-based lesson set, activities, recommended reading, sustainability tips, contests and more.
- » Sprint Local Giving Program. The Sprint Foundation funds this program in the cities of Atlanta, Dallas/Fort Worth, Denver and New York, providing annual grants to nonprofit organizations that support programs serving K-12 youth while using technology to provide a meaningful impact.

Internet Safety

Sprint is a longtime advocate of free and easy access to educational resources for families and educators to help keep kids safe online. In 2007, Sprint launched 4NetSafety to open the lines of communication about Internet safety and offer free resources for children and adults. 4NetSafety partners include the National Center for Missing and Exploited Children, Boys and Girls Clubs of America, and Family Online Safety Institute. In 2012, Sprint contributed more than \$1 million to our Internet safety program, bringing our total contribution since 2007 to more than \$5 million.



Distracted Driving

To help protect lives, Sprint has taken a firm stand in the area of distracted driving education. Since 2005, Sprint has worked on behalf of our customers and employees on the issue of distracted driving by partnering with schools, nonprofit organizations and product developers on various programs to help promote responsible driving. Sprint asks that our employees and customers make a commitment to driving responsibly by signing the *Don't Drive Distracted* pledge at sprint.com/drive.

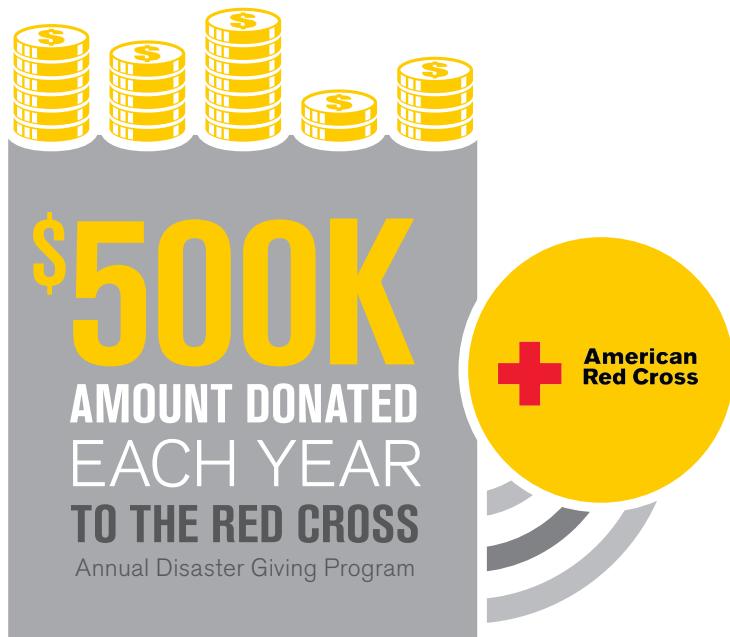
Sprint also supports DoSomething.org's Thumb Wars campaign, which provides "thumb socks" as a visual reminder to help stop teens from texting while driving. The campaign educates teens on the dangers of texting while driving, asks them to pledge to stop texting while driving, and encourages them to be ambassadors of this initiative by sharing it with their family and friends.

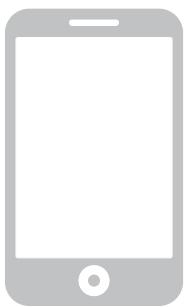
These and other Sprint safe driving initiatives are making a real difference in people's behavior and safety, a powerful reminder that good decisions work to make driving safer.

Disaster Relief

When natural disasters strike, leaving communities devastated and facing harsh realities, Sprint and our employees have a history of taking swift action to support emergency relief and rebuilding efforts. Sprint proudly joins other corporations nationwide as a member of an important Red Cross funding base, the Red Cross Annual Disaster Giving Program. With this solid financial foundation to draw from, the Red Cross can work fast when disaster strikes. The Sprint Foundation also matches employee donations to the Red Cross.

Sprint also serves the emergency response community through the Sprint Emergency Response Team (ERT), the first of its kind in the industry. Created in 2002, the ERT is a cross-functional group of seasoned, full-time personnel with expertise in providing immediate restoration of wireless voice, data and IP service, and communications coordination among disaster relief and emergency response agencies, public safety officials and medical personnel. Sprint ERT has conducted more than 5,600 deployments and provided emergency wireless support for close to 1,300 events, including Hurricane Sandy and Tropical Storm Isaac in 2012.



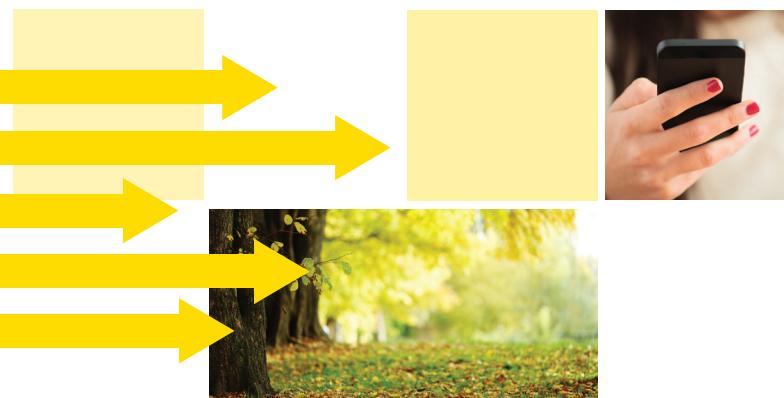


PRODUCT

Sprint is at the forefront of developing innovative products that help ensure responsible use and accessibility of wireless technology in our increasingly connected and mobile society. Sprint offers solutions that allow customers to minimize their environmental footprint, help drivers stay safe behind the wheel, and empower seniors and people with disabilities through accessible technology. By addressing these important social issues through transparency, education and innovation, we're demonstrating how good technology works as a positive force in our society.

ENVIRONMENTALLY RESPONSIBLE PRODUCTS

Sprint believes that developing more sustainable products is one of our greatest opportunities to make a positive difference in our environment. We take a broad view of sustainable products, including the mobile devices we sell to our customers, as well as products and services we provide that can help our customers reduce their environmental impact.



Raising the Bar on Sustainable Devices

Sprint believes that sustainable products are one of our greatest environmental opportunities. That's why we have taken a full life-cycle view of device sustainability, beginning with the design phase and extending to end-of-life management.

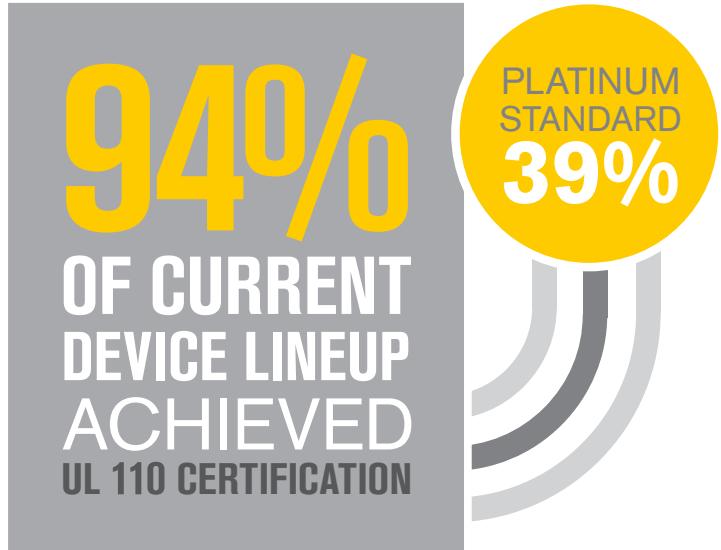
We are recognized globally for our leadership in both sustainable design and device recycling, and continue to find ways to improve our industry.

In January 2012, Sprint announced new environmental scorecard criteria for our device manufacturers and vendors. Each year, we revise the scorecard in order to raise the bar and ensure continuous improvement of sustainable design considerations. Our updated environmental scorecard places new emphasis on devices that are easily repairable and meet more aggressive packaging requirements, changes that will help reduce Sprint's environmental impact and also reduce repair and shipping costs. The updated environmental scorecard also requires all mobile devices that we sell to go through the UL 110 assessment, an industry first.

By 2017, we aim to have 70 percent of our wireless devices that launch annually meet our rigorous environmental standards. At the end of 2012, we were at 52 percent.

UL 110

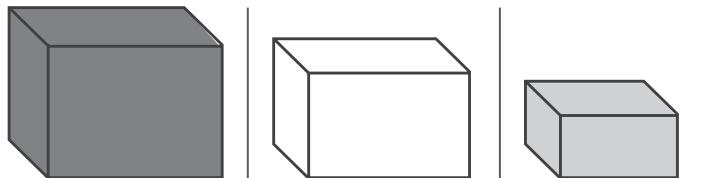
Sprint drove the development of the industry's first-ever environmental standard for wireless devices with Underwriters Laboratories Environment (ULE). The new standard, UL 110, covers materials use, energy consumption, end-of-life management, packaging and more. Devices are certified basic or platinum. Today, Sprint has achieved UL 110 certification for 94 percent of our current device lineup, of which 39 percent are certified at the highest platinum level. We currently have more devices with eco-friendly attributes than any other U.S. carrier.



100% Recyclable Packaging

In 2012, Sprint partnered with a leading firm to assess the environmental impacts of our device packaging by completing a Life Cycle Analysis (LCA), a first for the U.S. telecom industry. Results show that since 2009, we reduced our device package volume by 60 percent and reduced the overall environmental impact of our device packaging by 50 percent. The boxes are smaller, made of 100 percent post-consumer recycled paper, printed with soy-based inks, and are 100 percent recyclable. More of these smaller packages fit on planes and trucks, decreasing our transportation costs.

3 GENERATIONS OF DEVICE PACKAGING



Black Box 2008 ↓	White Box 2008 ↓	Kraft Box 2008 ↓
Percent Improvement	30%	55%

REDUCED PACKAGE WEIGHT BY 50% 

Decreased size, weight, and ink coverage; removed laminates

REDUCED LITERATURE PACK WEIGHT BY 70%

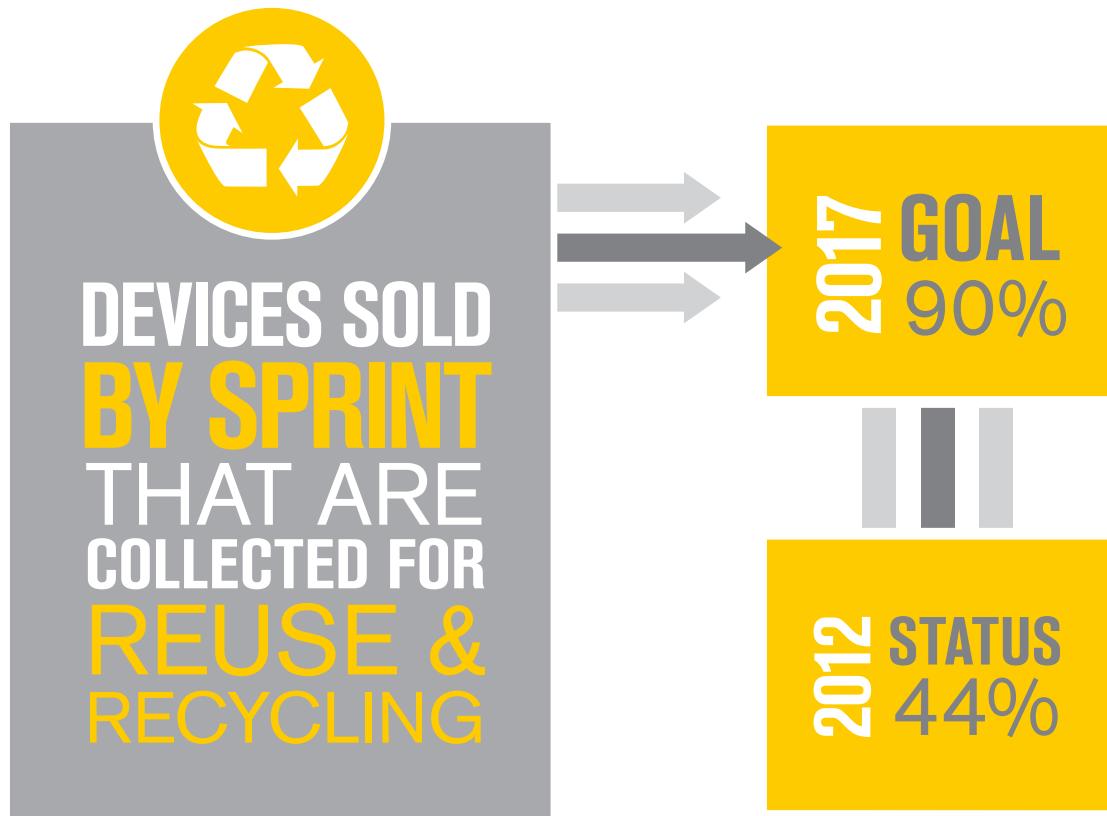
Additionally, Sprint partnered with the San Diego Zoo Centre for Bioinspiration to identify solutions found in nature to support our sustainable packaging objectives. *Harvard Business Review* is featuring Sprint's work as a case study in its business school Innovation program.

Industry-Leading Reuse and Recycling

Sprint recognizes the key role we can play in collecting retired products from customers for reuse and recycling. We were the first major U.S. carrier to launch a buyback program that offers an instant, in-store credit of up to \$300 for any eligible device, regardless of carrier or manufacturer. We are also the first and only U.S. telecom company to set the ambitious goal of collecting for reuse or recycling nine mobile devices for every 10 that we sell by 2017. At the end of 2012, our reuse and recycling rate was 44 percent, halfway to our target.

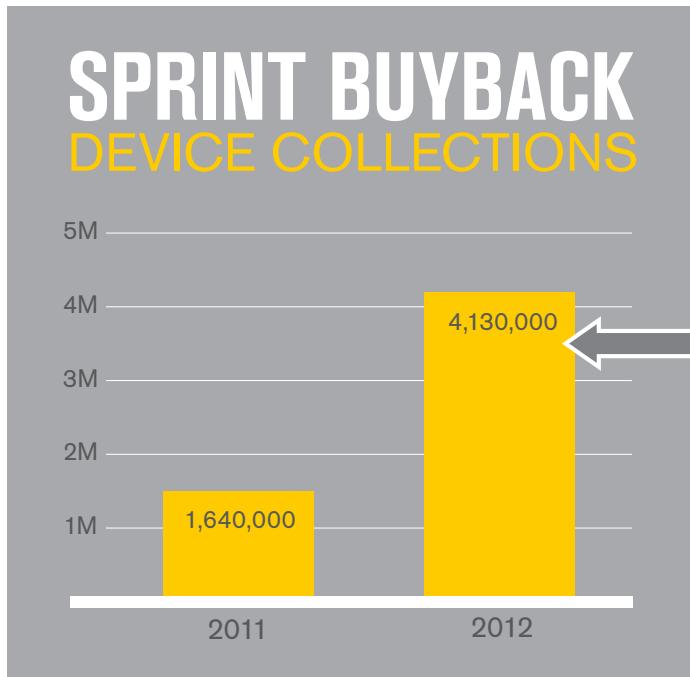
RECOGNITION

Sprint Buyback was named the best buyback program in the industry in 2011 and 2012 by Compass Intelligence, based on an overall score among national carriers.



Highlights include:

- » Since 2001, Sprint's wireless reuse and recycling take-back programs have kept more than 50 million wireless devices out of landfills, helping to conserve resources, reduce greenhouse gas emissions, and prevent air and water pollution.
- » Annual collections for Sprint Buyback increased 152 percent, from 1.64 million devices in 2011 to 4.13 million devices in 2012.
- » During 2012, more than 90 percent of collected devices have been reused.
- » Sprint Buyback provided more than \$100 million in customer credits in 2012.
- » Along with Sprint's other device take-back programs, Sprint Buyback helped us avoid more than \$1 billion in costs during 2012.
- » Sprint Buyback was named the best buyback program in the industry in 2011 and 2012 by Compass Intelligence, based on an overall score among national carriers.



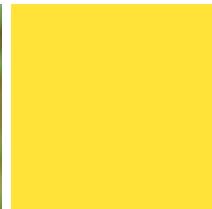
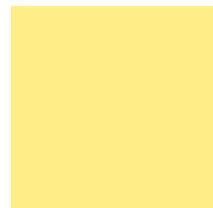
M2M SOLUTIONS

Sprint offers a broad portfolio of machine-to-machine (M2M) telematics solutions for business fleets to increase fuel and worker efficiencies and improve driver safety. During 2012, we continued to expand our Connected Fleet solutions from leading providers including Omnilink's trailer tracking solution, Aegis Mobility's FleetSafer app, Agnik's data analytics web services and platforms, and Geotab's plug-and-play fleet management solutions. Sprint also offers M2M smartgrid solutions that monitor, capture and transmit power consumption data. This gives consumers unprecedented visibility to their power consumption and gives utilities the ability to better predict and flexibly meet the demand for power. During 2012, Sprint announced we were working with Metrum Technologies, LLC, Power Insight, and Tollgrade Communications, Inc. to help electric utilities improve the efficiency of distribution and management systems.

RECOGNITION

Sprint, ProTransport-1 and Feeney Wireless won the Gold Value Chain Award for innovative machine-to-machine (M2M) solutions in the transportation category — *Connected World* (July 2012).

Sprint was named to the CW 100 list of the most important and influential providers of machine-to-machine (M2M) services for the ninth consecutive year — *Connected World* (Oct. 2012).



BUSINESS SOLUTIONS

In 2012, Sprint announced Sprint Complete Collaboration, the most comprehensive hosted and fully managed unified communications (UC) bundle available today for businesses. This solution brings together applications like audio, web, video and desktop communications onto an IP network, enabling communication with anyone, from just about anywhere, over any device. Additionally, during 2012, cloud-based productivity solutions with Microsoft Office 365 offered by Sprint became available for small to mid-sized businesses.

Our cloud-based solutions help companies improve their productivity and collaboration, and lower overall energy use through economies of scale and operational efficiencies.

RECOGNITION

North American Customer Value Enhancement Award for Mobile Communications and Collaboration (Microsoft Office 365) — Frost & Sullivan (Dec. 2012).

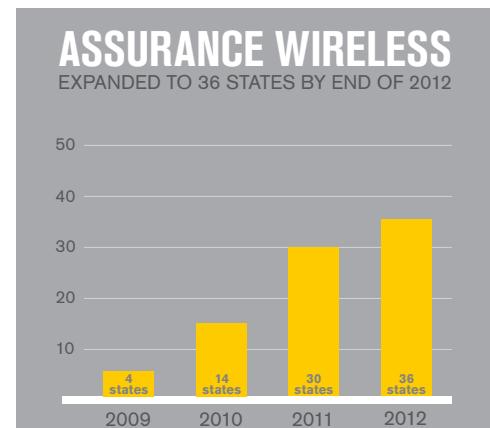


ACCESSIBILITY

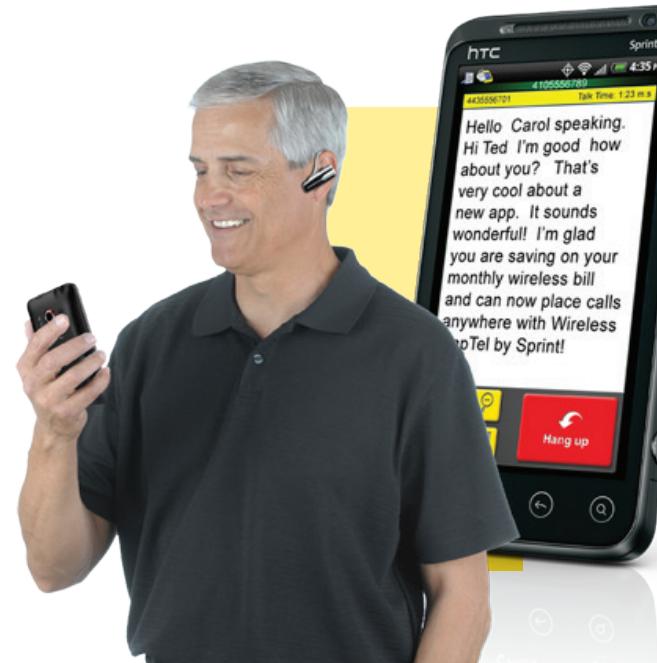
Sprint is committed to anticipating the needs of our customers and making our award-winning services accessible to all. During 2012, we expanded our product solutions for our customers who are blind or have low vision, and for elderly individuals or those who cannot read print on smartphones because of physical, perceptual, developmental, cognitive, or learning disabilities. The free solutions include new Accessibility Sprint ID Packs — bundles of applications available on select Android-powered smartphones — and the Wireless Accessibility suite of applications from Code Factory.

Some additional 2012 highlights:

- » Introduced the Samsung M400 feature phone with accessibility features designed specifically to meet the needs of senior citizens and people with disabilities.
- » Announced availability of the Active Senior ID Pack, which offers seniors a simplified way to access AARP, WebMD, MedsTimer and other senior-friendly apps on their smartphones.
- » Continued to serve as the nation's largest 711 Telecommunications Relay Service (TRS) provider. We are the official Relay provider in 33 states, for the federal government and for New Zealand.



- » For customers facing economic hardship, Sprint offers Assurance Wireless, a no-contract service plan that offers the best value in calling plans among major Lifeline Assistance programs.
- » Launched My Wireless STS service, which enables individuals with speech disabilities to simply dial a short wireless code, *787, to place an operator-assisted call.



Safety and Security

Sprint believes that education and awareness are important when it comes to safe driving, but we are also proud to offer technological solutions to help keep our customers safe and secure. Solutions announced in 2012 include:

- » Sprint Guardian, a collection of applications that provides families with tools to help keep their smartphones — and their families — safe and secure.
- » An integrated, end-to-end, usage-based insurance (UBI) service that enables insurance carriers to improve driver risk assessments, and provides insurers and their policyholders with accurate and reliable data analytics.
- » Development of a new, wireless, in-vehicle communication system by Sprint and Chrysler Group, featuring a connectivity experience that promotes driver focus and provides driver assistance.

RECOGNITION

Sprint Guardian won Best of CTIA Wireless 2012 — Best Mobile Security Service — *LAPTOP* (May 2012).





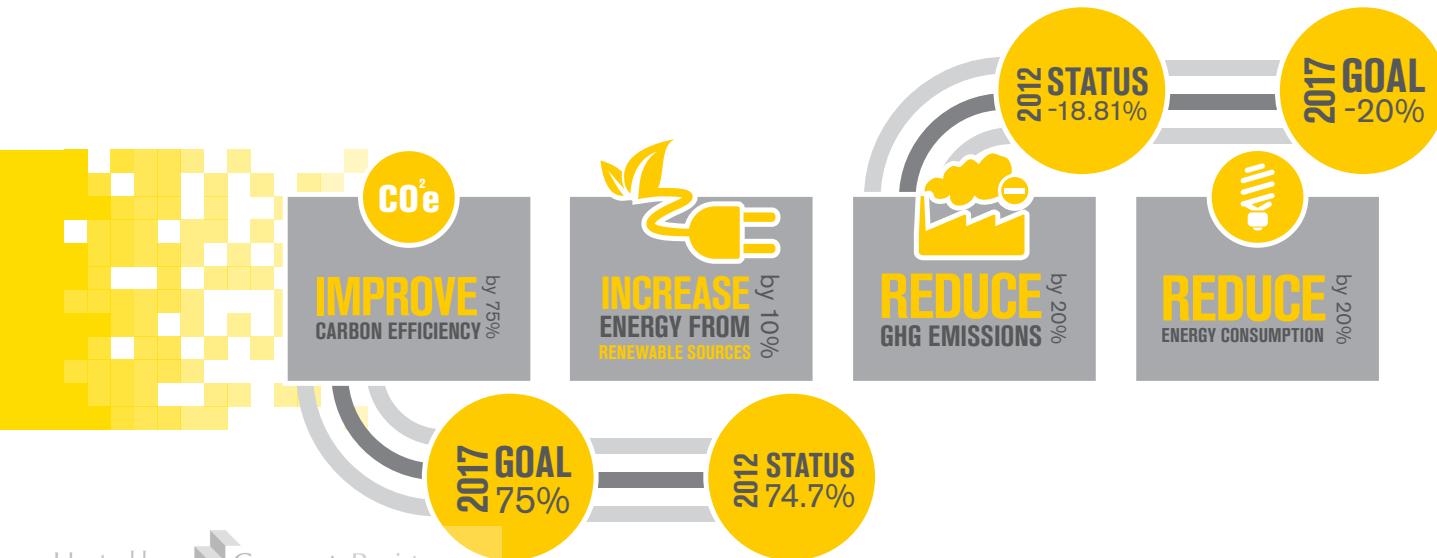
PLANET

Sprint knows our actions today affect future generations. That's why we lead the U.S. telecom industry in sustainable business practices and green initiatives. We have set ambitious goals to decrease our effect on global climate change, our use of natural resources, and the environmental footprint of our products. By reducing our energy use and offering industry-leading wireless recycling programs, we're making a true difference and demonstrating how good environmental stewardship works to protect our planet.

ENERGY AND GREENHOUSE GAS EMISSIONS

Sprint has set the most aggressive climate change goals of any wireless carrier in the U.S., and we are the only carrier to set absolute reduction targets that include both scope 1 and scope 2 emissions, as well as direct energy consumption.

Our plan to reduce our impact on global climate change consists of achieving four interdependent goals, all by 2017:



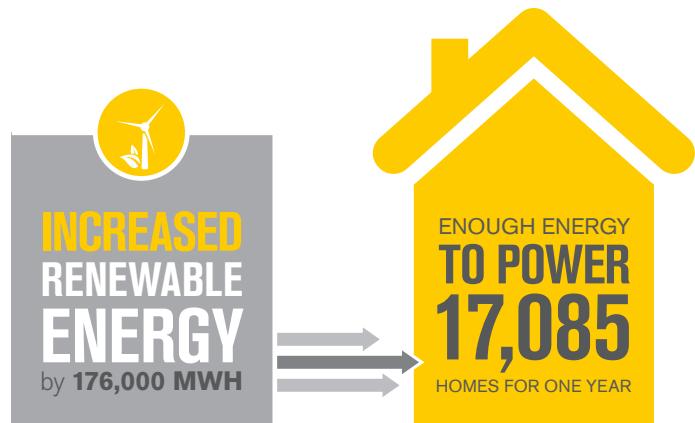
Our efforts in 2012 were remarkable:

Our GHG emissions were reduced by 10.05 percent year-over-year, and we improved our carbon efficiency by 37.3 percent.

This brings our results through 2012 to an absolute GHG reduction of 18.81 percent and carbon efficiency improvement of 74.7 percent.

The primary drivers of improvement during 2012 include:

- » Our Network Vision program, which is re-engineering our network structure and operations.
- » An increase in our sourcing of renewable energy use by 48,400 MWH (through the purchase of Green-e certified RECs).
- » Building automation systems implemented in 1,000 Sprint Stores, which is expected to save \$15 million in energy costs over the next 10 years.



Sprint also stepped up our advocacy efforts for climate change in 2012 by actively lobbying for the extension of the Production Tax Credit (PTC) for wind developers. We worked with Ceres BICEP group, the American Wind Energy Association and the World Wildlife Foundation to explain why the extension of the PTC was important and specifically why Sprint cares about it. Sprint pointed out that without the extension of the PTC, companies like ours would be hindered in achieving our renewable energy goals. The lobbying efforts of Sprint and others paid off: The wind energy PTC was extended for another year, through 2013.

COLLECTED MORE THAN 20M LBS
of network and IT e-waste
FOR REUSE OR RECYCLING





RECOGNITION

Sprint was named to the Dow Jones Sustainability Index (DJSI) North America as the Mobile Telecommunications Sector Leader for the second year in a row — (Sept. 2012).

Sprint was named the top U.S. wireless provider and received the second-highest score overall on the Carbon Disclosure Leadership Index — Carbon Disclosure Project S&P 500 Climate Change Report 2012 (Sept. 2012).

Sprint ranked No. 3 among America's greenest companies (the only telecom in the top 25) — *Newsweek* (Oct. 2012).

Sprint is the first U.S. telecom company to deliver an “A+” Corporate Responsibility Performance Report — verified by Global Reporting Initiative (Nov. 2012).

North American Mobile & Wireless Green Excellence Award — Frost & Sullivan (Dec. 2012).

Sprint was named a Corporate Sustainability Leader in the U.S. telecoms market — Verdantix — Green Quadrant Sustainable Telecoms U.S. (July 2012).

NETWORK AND IT E-WASTE

Sprint has committed to sending all of our network and IT e-waste for reuse or recycling by 2017. Our progress in 2012 includes:

- » Sprint was the only wireless carrier to join EPA's Sustainable Materials Management Electronics Challenge. This national program is designed to advance the responsible management of used electronics, including use of third-party certified recyclers and collecting more e-waste.
- » Sprint has decommissioned and replaced a massive amount of electronic equipment as part of our Network Vision initiative. In 2012 alone, we collected more than 20 million pounds (9,143 metric tons) of network and IT e-waste for reuse or recycling — 95 percent was from network.
- » We achieved our goal to have 100 percent of our e-waste recyclers certified by a third party by the end of 2012, and we are striving to have 100 percent of our remanufacturers certified by the end of 2013.

RECOGNITION

Sustainability Leadership Award — International Electronics Recycling Conference and Expo (May 2010, 2011 and 2012).

NATURAL RESOURCE REDUCTION

Sprint has also set aggressive goals to conserve natural resources by using water and paper efficiently and by optimizing how we dispose of waste. By 2017, we expect to reduce our operational waste-to-landfill by 30 percent, reduce our use of paper by 40 percent, and reduce the amount of annual water purchased by 30 percent.

2017 RESOURCE GOALS

 **DECREASE**
WASTE TO LANDFILL
by **30%**

 **DECREASE**
PAPER USE
by **40%**

 **DECREASE**
WATER PURCHASED
by **30%**

Some highlights in 2012:

- » Converted break rooms at our headquarters campus to a solution with mixed recycle, compost and landfill options, which resulted in a 70 percent decrease in waste-to-landfill generated from our break rooms.
- » Reduced paper consumption by a total of 64.5 percent, surpassing our 40 percent goal. A key driver was launching an ecoEnvelope™, the first two-way mailer for telecom invoices. Sprint's new envelope format saves more than a half million dollars in operational costs and 447 tons of paper annually.
- » Decreased water usage by 26.7 percent, in part by implementing an escalating water conservation policy for irrigation at our 200-acre headquarters campus and other sites across the U.S. based on drought conditions.



RECOGNITION

Sprint was named Best in Class in North American telecommunications for its paper use and procurement practices — Canopy, Ancient Forest Friendly™ Awards (Dec. 2012).

SUSTAINABLE SUPPLIERS

Sprint is working with its suppliers to facilitate their transition to more sustainable business operations. We have two levels of criteria for our suppliers — one level that applies to all assessed suppliers and another level for suppliers in critical categories that have greater environmental impact. This includes suppliers that manufacture our wireless devices, provide lead-acid batteries and recycle our e-waste.



Now that we have assessed suppliers that drive 90 percent of our sourceable supply chain spend, we are working to build their capacity for sustainable operations by developing step-by-step guidance on how to complete a materiality assessment and measure greenhouse gas emissions.



79% OF SUPPLIERS MET SOCIAL & ENVIRONMENTAL CRITERIA IN 2012

2012 PERFORMANCE SCORECARD

SUSTAINABILITY SCORECARD

PRIORITY AREA	2017 GOAL	THROUGH 2010	THROUGH 2011	THROUGH 2012
Reduce our impact on global climate change				
Greenhouse Gas Emissions	Reduce GHG emissions 20% (MT of CO2-e)	7.34%	10.35%	18.81%
	Improve carbon efficiency 75% (MT CO2e/TM data)	41.92%	59.88%	74.68%
Total Electrical Use	Reduce electrical use 20% (kWh)	3.00%	3.44%	7.92%
Renewable Energy	Source 10% of total kWh from renewable sources	2.48%	3.06%	5.25%
Reduce our use of natural resources				
Operational Waste	Reduce operational waste to landfill by 30%			
	% of Square Footage (OC) reporting	66.21%	74.80%	83.70%
	% Recycled operational waste (MT)	22.92%	26.73%	35.65%
Network and IT e-waste	Reuse/recycle all Network and IT e-waste		(1)	(1)
	Metric tons of e-waste collected annually	1,678	1,448	9,143
Water Use	Reduce Water use by 30% by 2017	21.24%	27.52%	26.68%
Paper Use	Reduce paper volume 40%	38.78%	57.20%	64.52%
Promote a socially and environmentally sound supply chain				
Supplier Responsibility	90% of suppliers (based on \$) meet Sprint social and environmental criteria		55%	79%
	% Sourceable Spend Assessed		91%	87%
Reduce the environmental impact of our products and services				
Phone Recycling	90% device collection rate for reuse/recycling	35.91%	40.0%	44.5%
	Voluntary device collections (Buyback/Project Connect)	1,318,174	2,055,911	4,431,280
Sustainable Devices (2)	Ensure 70% of devices launched meet Sprint's environmental criteria	54.0%	66.3%	52.0%

(1) Network and IT e-Waste - Sprint has identified all sources for e-waste and is implementing processes to prevent any unintentional e-waste disposal. Sprint rolled out e-waste collection bins in 2011 at employee break sites.

(2) Sustainable Devices - Enhanced the criteria in 2012, adding ULE 110 assessment as a requirement along with target for reparability. Decrease in rate was expected. Confident Sprint will meet 2017 goal.

SOCIAL SCORECARD

PRIORITY AREA		THROUGH 2010	THROUGH 2011	THROUGH 2012
Improve customers' experience and earn their long-term loyalty				
	American Customer Satisfaction Index (on a scale of 0 to 100)	70	72	71
	Sprint postpaid churn (at the end of 4th Qtr 2012)	1.84%	1.99%	1.98%
	Sprint prepaid churn (at the end of 4th Qtr 2012)	3.63%	3.07%	3.02%
Promote a diverse and inclusive workplace				
Total Workforce: Ethnicity	Asian	5%	5%	5%
	Black	21%	21%	21%
	Hispanic	15%	14%	16%
	White	55%	56%	54%
	Other/Non-specified	4%	4%	4%
Total Workforce: Gender	Female	46%	45%	45%
	Male	54%	55%	55%
Management: Ethnicity	Non-white	23%	27%	24%
	White	77%	73%	76%
Management: Gender	Female	36%	35%	34%
	Male	64%	65%	66%
Promote ethical conduct				
i-Comply	Percentage of employees that complete Sprint's annual i-Comply certification to acknowledge their understanding of and compliance with corporate policies and guidelines.	100%	100%	100%
Promote a safe and healthy workplace				
	OSHA Recordable Incidence Rate	0.49	0.46	0.40
	OSHA Recordable Cases	211	191	158
	Days Away, Restricted, or Transferred (DART) Rate	0.15	0.17	0.12
	Lost Workday Cases	62	74	47
	Lost Time Severity Rate	5.82	7.06	5.65
	Days Away from Work	2483	2946	2241
	Total Hours Worked (in millions)	85.4	83.4	79.2
	Number of Fatalities	0	0	0
Support our communities through contributions and employee volunteerism				
	Employee volunteerism (in hours)	117,000	152,000	129,000
	Sprint Foundation grants (in millions)	\$4.1	\$4.9	\$4.2





LOOKING FORWARD 

We continue to be amazed at the pace of change within the wireless industry. Wireless service is part of the lives of nearly every person in the world, connecting billions of people to resources, information, entertainment, friends and family, and transforming industries such as healthcare, education and transportation. Each connection we make and transformation we enable provides an opportunity to create new value. Our goal is to maximize the shared value — the value intersection — for Sprint, our society and the environment.

At Sprint, we have recognized the additional value of corporate responsibility initiatives to improve our business performance by reducing operational costs, increasing revenue and influencing the mix of our shareholders by attracting socially responsible investors who tend to have a longer-term view.

Sharing Our Knowledge and Expertise

Now we see an additional opportunity: working with our suppliers, customers and business partners to help them improve their environmental, social and economic impact through corporate responsibility. This includes shifting our focus from internal to external. We're extending the reach of our efforts past the boundary of our own operating footprint to affect others' footprints, too. We're striving beyond recycling and sustainable design for the devices Sprint sells, to also influence sustainable design for devices sold across the world. And we're working to not only develop new sustainable solutions internally, but also to collaborate with stakeholders to develop and market solutions that benefit the environment and society.

We have also recognized that to many businesses, corporate responsibility is a challenge that requires a team of highly skilled experts and dedicated resources in order to reap the benefits. We see an opportunity to simplify corporate responsibility practices so businesses of all sizes and resource levels can begin to realize the benefits. By becoming an enabler of corporate responsibility adoption, we help develop more sustainable customers, suppliers and partners, expanding and accelerating the benefits for everyone. This is a tall order that will require time and collaboration. There is no clear road map, nor a crystal ball



to accurately predict how business and consumer interests will intersect to create new norms. We believe that our corporate responsibility Operating Priorities and Scorecard are a good start, but we have identified some additional objectives that will facilitate this transition over time:

- 1 Assess the challenges that our suppliers face in adopting corporate responsibility practices and work with them to develop tools that don't require dedicated resources or experts. This includes helping our suppliers quantify the value of corporate responsibility initiatives and encouraging them to work with their suppliers to further the corporate responsibility ecosystem.
- 2 Find ways to measure the positive impacts of corporate responsibility for Sprint, and then work with others to put forward more compelling arguments on the benefits of corporate responsibility adoption within business.
- 3 Attempt to increase investment in Sprint by socially responsible investors, and then measure the change (and impact) in our investor mix from a short-term perspective to longer-term.
- 4 Develop a formalized model around innovation that incorporates corporate responsibility, including stakeholder engagement in ideation, new types of collaboration, technology acceleration, and new product/service distribution approaches.
- 5 Liberally share Sprint's corporate responsibility best practices and lessons learned and encourage others to adopt similar practices that benefit their business. In turn, adopt best practices from others that will benefit Sprint's corporate responsibility practices.

Thank you for being our partner, for your interest in our challenges and opportunities, and for your support as we work to become a stronger company, to expand our contributions to the well-being of our society and our world, and to demonstrate our deeply held conviction that *good works*.





If you have any questions or comments about what we've shared in this report, in our GRI index, or in our corporate responsibility website, or if you have ideas or best practices we should consider, please contact us at csr@sprint.com. As always, we value external feedback. The field of corporate responsibility is changing on a daily basis, and our partnerships with individuals and organizations beyond our company is vital to our continued success.



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