



MEDIA INFORMATION

Bonn/Barcelona, February 22, 2016

Deutsche Telekom announces its partnership with i.am+ to launch an innovative new voice-based mobile platform

- AneedA is a new platform that was built from the wrist up, and was designed specifically with voice integration and interaction in mind
- First product that leverages AneedA to be launched is "dial" – a smart wrist device that revolutionizes wearables and has its own SIM card
- Exclusive sales partnership with product launches in European Telekom countries throughout 2016

Deutsche Telekom and i.am+, created by entrepreneur and musician will.i.am, have formed an exclusive partnership. Both companies made this announcement today at the Mobile World Congress in Barcelona. The first product to be launched through this prospective long-term partnership will be "dial" – a next-generation wearable that is a computerized wrist device, smartphone and much more, based on the new voice focused software platform AneedA. The "smartphone on your wrist" combines innovative features with lifestyle, entertainment and communication. The business partnership is focused on the exclusive marketing of this extraordinary product within footprint of Deutsche Telekom. During the course of this year, "dial" will be available exclusively for the first time in specific Telekom EU countries.

"Strong partnerships are very important to Deutsche Telekom and are a key aspect of our innovation strategy. Our collaboration with i.am+ highlights our role as driver and development partner behind innovative products and services. It represents our innovation leadership and distinguishes us as an



international player when it comes to digitization and connectivity," says Timotheus Höttges, CEO of Deutsche Telekom.

"Partnering with Deutsche Telekom confirms our vision at i.am+. Their reach and company-wide innovation means continued momentum for i.am+. Together we will impact culture and bring about a new era of how people interact with their devices – starting with AneedA on the ‘dial’”, says will.i.am, founder of i.am+.

“dial” distinguishes itself through numerous innovative features from other smartwatches on the market to date. The device is operated with the ultra-advanced “AneedA” voice control system and operates independent of any smartphone. The unique voice user experience stands out for its intelligent and contextual search function. Most of “dial’s” features will be available through voice control without the need for further manual input. AneedA knows music, information and is your personal AI (Artificial Intelligence). The built-in front camera ensures a selfie opportunity is never missed.

“dial” accommodates a Nano SIM card and operates completely independent of any other smartphone. At the same time, it can be associated to existing telephone numbers, no matter the smartphone. Users can keep their existing mobile number and make and receive calls or messages via a single identity, anywhere.

Imagery can be downloaded from http://www.bit.ly/Telekom_iamplus

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies, with around 151 million mobile customers, 30 million fixed-network lines and more than 17 million broadband lines (as of December 31, 2014). The Group provides fixed-network, mobile communications, Internet and IPTV products and services for consumers, and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in more than 50 countries and has approximately 228,000 employees worldwide. The Group generated revenues of 62.7 billion euros in the 2014 financial year – more than 60 percent of it outside Germany.



About i.am+

Founded by innovator and musician will.i.am, i.am+ is an entrepreneurial entity that is empowering and leveraging powerful new technologies based on insights from popular culture to develop products for the connected lifestyle.

i.am+ has created an entirely new operating system and mobile platform. Built from the wrist up, our proprietary OS, AneedA, is customized to deliver the first truly voice-oriented platform designed specifically with true mobility in mind.

Specifically i.am+ aims to create new products that combine fashion and technology in the wearables segment – beginning with the DIAL smartband. i.am+ is headquartered in Los Angeles, California with additional offices in Israel, Singapore and Bangalore, India.