



Sprint Materiality Assessment

Introduction

In the context of Corporate Responsibility (CR), Sprint defines *materiality* as any social, environmental or economic topic which affects – or has the potential to affect - a company’s ability to create value over time. For Sprint, creating value is a self-regulated, business-integrated process designed to advance the social, environmental and economic conditions in the communities where we operate while simultaneously obtaining tangible benefits in the form of cost reductions, revenue generation, reputation enhancement, and more. Or, in simple terms, it’s about connecting our company’s success with social progress.

Conducting a materiality assessment is very important, for it serves as the foundation for Sprint’s CR strategy and establishment of our long-term goals. The assessment process allows us to identify topics that can have a significant impact on our business and substantively influence decisions of key stakeholders; identify and manage emerging risks and opportunities; increase executive and stakeholder engagement on CR topics; and align resources to the topics that hold the greatest impact.

Conducting the assessment is a key responsibility of our CR team, who leads this process by analyzing potential topics and selecting those that are material to us and to our key stakeholders.

Identification of Material Topics

In 2013, Sprint worked with internal groups (e.g., Investor Relations, Customer Care, Human Resources, Supply Chain, etc.) and external stakeholders (e.g., government, media, Socially Responsible Investment (SRI) firms, customers, non-governmental organizations, and Information and Communications Technology experts) to refresh our previous materiality assessment (originally published in 2008, then updated in 2011).

The 2013 process identified a total of 29 social and 16 environmental topics material to Sprint (slightly more than what was identified in 2011). Each new assessment provides a chance for Sprint to modify our list of material topics and to better map to specific topics that we hear about directly from our stakeholders. It also allows us to modify the topic language and categories to better match our CR priority structure.

Prioritization of Material Topics

Each of the identified topics was then analyzed and prioritized based on its influence on our business success and its importance to stakeholders. Business success and stakeholder importance are assessed based on the following dimensions and proxies:

Dimensions of Business Success	Stakeholder Proxies
Products and Services: Is there potential for greater (positive) differentiation of products and services from peers?	Environmental Impact Standards Universal Declaration of Human Rights
Brand and Reputation: Are there significant benefits or risks to the brand and overall company reputation?	Global Reporting Initiative Guidelines Issue-specific Non-Governmental Organizations

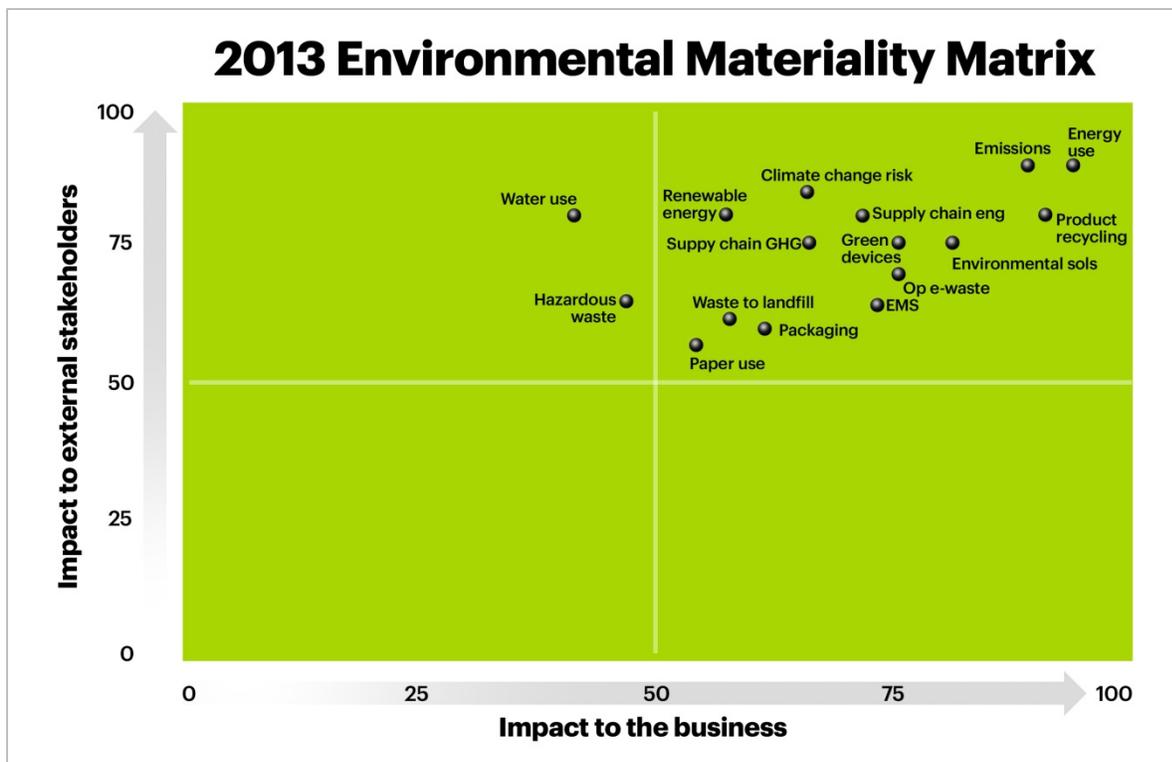
<p>Customer Satisfaction: Is there a significant contribution to increasing customer satisfaction, acquisition and retention?</p>	SRI Surveys
<p>Employee Satisfaction: Is there a significant contribution to increasing employee recruitment, retention and development?</p>	Media Tracking
<p>Cost: Is there a significant cost savings?</p>	ICT Peer Company Citizenship Reports
<p>Revenue: Is there a significant increase in revenue?</p>	Public Policy

2013 Materiality Matrix

The results of our 2013 internal and external stakeholder engagement are depicted on the materiality matrixes below. There is one materiality matrix that plots all social topics identified by our stakeholders, and a separate matrix which plots all environmental topics identified by our stakeholders. The topics which are most valuable to our external stakeholders are plotted further up on the vertical axis, while those most valuable to our business are plotted further along the horizontal axis.

The topics that we view as top priorities appear in the upper right quadrants. This is where there is the highest opportunity for shared value between our company and society. Examples of these shared value topics include accessibility, social solutions (such as health care and education), product recycling and energy use.

We refresh our materiality assessment every two years to ensure we include emerging issues and changing priorities. Our next materiality matrix will be published in the fall of 2015.



2013 Social Materiality Matrix

