

# T-Mobile Adds More Than Half a Million Customers in 1Q 2013

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T-Mobile [released](#) [1] some preliminary numbers for the first quarter of its fiscal 2013 that reveal the company pulled in 579,000 new customers, bringing its total customer base up to 34 million.

Those numbers include 352,000 new branded customers and 202,000 new branded prepaid along with a net branded postpaid customer loss of 199,000, much lower than the 505,000 postpaid customers that jumped ship in the fourth quarter of 2012.

"These results display positive momentum and the first positive branded growth in four years," said T-Mobile USA CEO John Legere. "We have made material progress in stabilizing our branded business in Q1."

T-Mobile also reported adding approximately 1.7 million branded prepaid customers over the past seven quarters and lowering its branded postpaid churn rate to 1.9 percent.

The uptick in users on T-Mobile's network [meshes](#) [2] with the net one percent increase the company saw overall in 2012.

Last week, the carrier made a splash with a [press event](#) [3] in New York announcing its new no-contract Simple Choice plans, the end of phone subsidies on its network, the start of its LTE network rollout and the imminent arrival of the iPhone 5 on its airwaves.

### Source URL (retrieved on 06/12/2013 - 7:10am):

<http://www.wirelessweek.com/news/2013/04/t-mobile-adds-more-half-million-customers-1q-2013>

### Links:

[1] <http://www.businesswire.com/news/home/20130403006583/en/T-Mobile-USA-Reports-Preliminary-Quarter-2013-Customer>

[2] <http://www.wirelessweek.com/news/2013/02/t-mobile-adds-customers-loses-sales-2012-4q>

[3] <http://www.wirelessweek.com/news/2013/03/t-mobile-becomes-un-carrier-will-sell-iphone-5-starting-april-12>

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