

# Verizon Prepaid 50% Off Unlimited Promotion

Beginning August 28, get 50% off any Verizon Prepaid Unlimited plan for a year!

This limited time offer is available exclusively at Tcetra & Epay Authorized Retail locations.



## Why Are We Offering This?

### → Dominating Our Competition

We want to leverage the Verizon Value Org. momentum to crush the competition and solidify that Verizon is here to win in the AR channel. Currently Verizon Prepaid is #2 in the Wave7 Report. Let's drive results to stay at the top!

### → Best in Class Value

Provide a best in class service offer for customers who want the premium Verizon brand name, without a premium price tag - EXCLUSIVE to the AR Channel!

### → Building Community & Connection

By offering great value with Verizon Prepaid, you'll draw in your customers' friends and neighbors, positioning your store as a community-focused hub.

### → Save More, Do More

Drive Quality, long term customers to reduce churn and help dealers earn more \$\$.

## How We're Supporting Your Business

We're helping drive business to your store by offering new customers the ability to receive the **50% BYOD promotion** discount at exclusive Authorized Retail locations. In addition, Verizon got a **NEW** look! With this brand refresh, we're prepared as ever to provide you with greater flexibility, improved connectivity, and the tools necessary to help your business thrive in an increasingly competitive market.



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## Plan Details

	Unlimited Plan	Unlimited Plus Plan
Pricing	Month 1 (3 months of service): <del>\$150</del> <b>\$75</b> Month 4-12: <del>\$50</del> <b>\$25/mo</b>	Month 1 (3 months of service): <del>\$180</del> <b>\$90</b> Months 4-12: <del>\$60</del> <b>\$30/mo</b>
Plan Inclusions	Unlimited Talk, Text, & Data	
International	Unlimited texting to 200+ countries Mexico & Canada Unlimited talk, text, & data	
Data	Unlimited 5G Access, Streaming up to 480p	50 GB premium network access, then Unlimited data 5G Access 5G UW Access 4K UHD streaming on capable devices
Mobile Hotspot	5GB of 5G/4G LTE data, then speeds up to 600Kbps	25GB premium data, then unlimited
Global Choice	\$10 Add On	1 country included
Call Filter	✓	✓
Digital Secure	✓	✓
Multi-line Discount	✓	✓

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## Promotion Details

<b>Offer</b>	Get 50% off any Verizon Prepaid Unlimited Plan. Now as low as \$25/mo when you pay for 3 months of service at activation (taxes & fees may apply)
<b>Participating Channels</b>	T-Cetra & Epay AR Channel retail locations
<b>Promotion Period</b>	From 8.28.24 - TBD (end date is subject to change at our discretion)
<b>Eligibility Requirements</b>	<ul style="list-style-type: none"><li>• New single line activation on the \$50 Unlimited or \$60 Unlimited Plus plan receive 50% off monthly service</li><li>• Requires purchase of 3 months of service at time of activation</li><li>• Port in optional</li><li>• The 50% discount is available for up to 1 year and will apply as a monthly account credit to the following 9 months of payments (months 4-12)</li><li>• 50% off applies to single lines or the first line only on a multi line account</li><li>• Multi Line accounts are eligible for Multi Line discounts off of the regular price on lines 2 - 10</li><li>• Line must remain active to retain the discount</li><li>• Activations prior to launch are not eligible for the promotional offer</li></ul>
<b>Promotion Disqualification</b>	<p>The 50% discount is removed for the following disqualifying transactions:</p> <ul style="list-style-type: none"><li>• Plan change to a non-eligible plan</li><li>• Line disconnect</li><li>• Device activation utilizing a subsidized device that has no history of prior activation on the network</li></ul>

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## Competitive Advantage

	Verizon	T-Mobile	AT&T
	<b>50% off with 3 month plan purchased at activation</b>	<b>No multi month discounts</b>	<b>Multi month discount requires Annual Plan Purchase</b>
<b>Standard Price</b>	<b>\$50</b>	<b>\$50</b>	<b>\$300</b>
<b>Data</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>
<b>As low as mo. cost*</b>	<b>\$25/mo</b>	<b>\$50/mo</b>	<b>\$25/mo</b>
<b>3 month total cost</b>	<b>\$75</b>	<b>\$150</b>	<b>N/A</b>
<b>1 year total cost</b>	<b>\$300</b>	<b>\$600</b>	<b>\$300</b>

**Verizon Prepaid** crushes the competition at Authorized Retail locations with the best multi month Unlimited plan offer in market! Reference your Store Visit Guide to see how Verizon stacks up to additional competitors with similar offers.

# Verizon Prepaid 50% Off Unlimited Promotion

## How to Promote 50% Off Unlimited

Now that you know the benefits of the new 50% Off Unlimited plan promotion, here are some examples to help get you started on positioning.

Get all the unlimited data, talk and text you need for as low as \$25/mo for one line when you purchase 3 months of service at activation.

For a limited time only, get 50% off any Unlimited plan for a year when you purchase 3 months of service at activation.

- Save \$300 a year on your wireless plan
- Get Verizon Unlimited for a year for \$300

Get 6 months of service for the same price as 3 months with our 50% off promotion when you activate on any Unlimited plan.

When selecting our Unlimited or Unlimited Plus plan, you will get 50% off your plan every month for a year for only \$25 or \$30 additional upfront cost today. That is up to a \$360 savings!

## Frequently Asked Questions

- Placeholder for Todd and TCetra and Shawn at ePay (will have 2 separate documents)

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## Back-End Billing Details

### For MA Review Only (Do Not Share With Frontline)

#### → On Activation (for Month 1):

- Customer pays \$75 at time of activation
- Billing System applies a \$25 credit immediately following activation putting the customers credit balance at \$100
- Plan deducts \$50 to redeems the customers plan, leaving a credit balance of \$50

#### → Month 2:

- Customer has a credit balance of \$50
- Billing System applies a credit immediately before the renewal date of \$25 putting the customers credit balance at \$75
- Plan deducts \$50 to renews the customers plan, leaving a credit balance of \$25

#### → Month 3:

- Customer has a credit balance of \$25
- Billing System applies a credit immediately before the renewal date of \$25 putting the customers credit balance at \$50
- Plan deducts \$50 to renews the customers plan, leaving a credit balance of \$0

#### → Month 4 - 12:

- Customer has a \$0 balance
- Billing System applies a credit immediately before the renewal date of \$25 putting the customers credit balance at \$25
- Customer makes a payment of \$25
- Plan sees the \$50 total and renews the customers plan