

Overview

On 16 August 2017 Vodafone shook up the telecommunications market and restructured its postpaid plans to provide simplicity, flexibility and transparency to their pricing structure. Not only are the new plans more competitive, they also allow Vodafone to be a one stop shop for your customers to grab the best plan and device deals on interest free repayments.

The new plan structure is an ideal opportunity to maximise the earning potential from each customer by upselling to higher value plans as well as cross selling additional services such as Mobile Broadband.

To celebrate the launch of the Vodafone plan refresh, ACN is giving 1 bonus customer point for all 24 & 36 Month Red Handset Plans, for both new & upgrading customers from 16 August until 31 August 2017.

This document is intended to help you understand the changes and address important questions you may have

New plan structure

1. When do the new plans launch?

16 August 2017

2. What are the key changes to the new plans?

There are 2 key changes:

- (i) The biggest change is that handset plans will be a month-to-month proposition with customers then choosing a new device on an interest free repayment period over one of the following terms:
 - **NEW** 0 months (i.e. full upfront payment of the device) – **please note** this new term is not available via ACN as it is only available in Vodafone stores
 - 12 months (i.e. device paid over 12 monthly instalments)
 - 24 months (i.e. device paid over 24 monthly instalments)
 - **NEW** 36 months (i.e. device paid over 36 monthly instalments)

Customers who sign up to a Red Plan with selected handsets will have the added benefit of a monthly Red Discount on their plan for the term of the equipment payment plan and whilst they remain an active ACN Vodafone customer.

- (ii) There's an easy 1, 2, 3 sales process which provides:
 1. Simplicity – customers choose a plan spend level that suits their needs
 2. Transparency - customers choose the device they love and spread the instalment costs over 12, 24 or 36 months or BYO their existing handset to Vodafone
 3. Flexibility – customers have the ability to personalise their plan with data and international calls add-ons.

3. Why has Vodafone changed their plan structure?

The telecommunications market is an ever changing world and Vodafone wants to ensure both new and existing customers are connected, always in control, rewarded and find everything that Vodafone can offer easy to use.

Vodafone is aware customers love the simplicity of SIM Only plans, want to know the cost of their plan versus their device and want a plan to suit their needs. The new plan structure delivers against these customer requirements.

4. Why should customers sign up to the new plans?

Previously Australia's major telecommunications companies only offered customers 24 month contract terms which locked them in even if they were unhappy with the service, plan inclusions or experience.

Vodafone is so confident about their network, competitiveness of their new plans and customer service, they have decided to make the service contract for all plans month-to-month. Handsets can then be added on a 12, 24 or 36 month contract term.

The new plans also make it simple for customers to choose a plan within their budget, gives them full transparency on how much of their hard earned money goes towards their plan fee versus their handset and also to tailor their plan to suit their needs.

Compensation

5. How can I get the promotional bonus point?

It's easy! If you're an Australian IBO, sign up a customer to any Red handset plan on a 24 or 36 month repayment plan to Vodafone via ACN between 12.01am AEDT on 16 August until 11.59pm AEDT on 31 August 2017 to receive 1 bonus customer point.

The great news is the bonus point is available for new connects and upgrading customers. Terms and conditions apply – check the AU Promotional Bonus document for details.

6. How will my points and commissions be impacted by the new plan structure?

For starters, you can earn up to 5 customer points for a new connection if your customer signs up to an \$80 or above Red handset plan on a 24 or 36 month repayment plan between 12.01am AEDT, 16 August until 11.59pm AEDT, 31 August 2017.

The new 36 month contract term will also enhance the long term prospects of your business by providing residual commissions for a longer period of time.

It's also important to remember that IBO residual commissions are based on the monthly plan fee and equipment fees are not commissionable. We recommend you talk to your customers about signing up to \$50 and above monthly plan fees as it is likely their overall cost will be reduced when Red discounts are applied. This will provide your customer with greater value call inclusions plus you'll earn higher points and residual commissions – it's a win-win for you both!

7. When will my points be visible in my PCL?

Points (including bonus points) should be visible in your Personal Customer List (PCL) within 2-4 days of the mobile application being processed.

Note: Customer points will purge at the end of the original equipment contract term (for example after 12, 24 or 36 months for 12, 24 and 36 month contract terms respectively).

8. If my customer signs up to the new 36 month contract, how long do I earn points and commissions for?

You will earn points and commissions for the full 36 month duration of the customer contract as long as your customer stays on their ACN Vodafone plan.

9. How will my compensation be affected if my existing customer switches to one of the new plans?

If your existing customer who is already signed up to Vodafone via ACN switches to one of the new plans, your points for the existing service will purge and you will receive compensation based on the new plan. If your customer signs up to a Red handset plan on a 24 or 36 month repayment plan between 12.01am AEDT on 16 August until 11.59pm AEDT on 31 August 2017 you

will also be eligible for a promotional bonus customer point. Terms and conditions apply – check the AU Promotional Bonus document for details.

Note: If your customer is on an existing 12 or 24 month contract, an Early Termination Fee may be applicable.

Online sign up journey changes

10. What are the key changes to the sign up journey?

There are 2 key changes to the sign up journey:

1. From the ACN side, on 11 August 2017 we launched a new intuitive and streamlined journey that better guides customers based on their needs. This overall improved experience also allows customers to view some of the great offers currently available and click through to flyers for more details on the latest hot offers. The new journey also gives customers wishing to upgrade their existing Vodafone service the convenience of being able to do this online rather than by calling the ACN Vodafone line.
2. From the Vodafone side, a new sign up journey was launched on 16 August to reflect the new Vodafone plan structure. The new journey means it's as easy as 1, 2, 3 for customers to choose Vodafone.

11. Can customers wanting to upgrade still call the ACN Vodafone line?

We recommend they upgrade online by following the prompts but they can still call the ACN Vodafone line if they have any questions prior to the activation of their service.