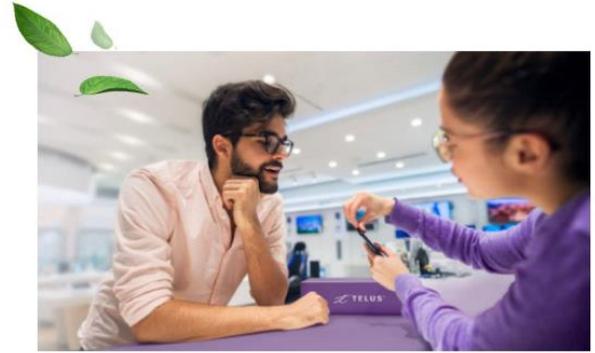




# Why TELUS?

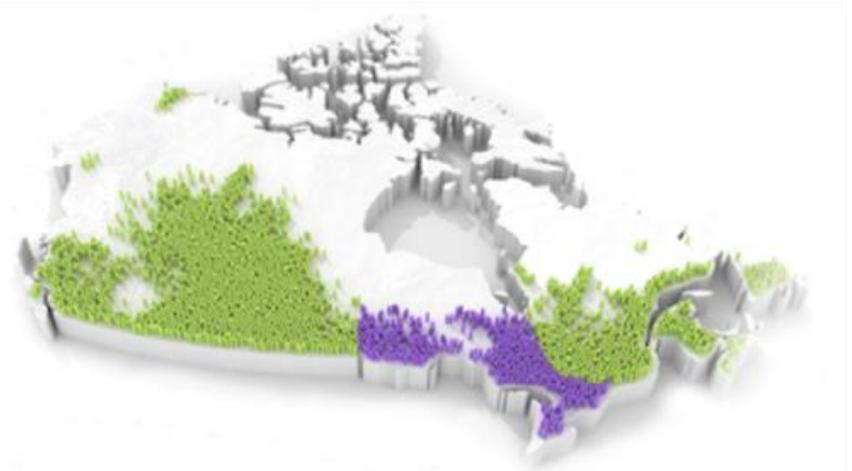
## In-Demand Product

- Over 31 million mobile subscribers in Canada<sup>1</sup>
- 86% of Canadians own a smartphone<sup>2</sup>
- 34% are planning to purchase or upgrade a new device<sup>2</sup>



## Available Nationwide

- TELUS is available nationwide across all 10 provinces and the 3 territories.
- Service reaches 99% of Canadians<sup>3</sup>
- Canada's Fastest Mobile Network<sup>4</sup>



# Why TELUS?

## Exceptional Network Performance

- Canada's Largest & Fastest Network
- Telus is in the top 2 for best coverage across Canada<sup>5</sup>
- 2019 J.D. Power Award for #1 Network Quality Performance in Canada



## Incredible Customer Service

- Our customers enjoy the highest satisfaction and loyalty in the industry.<sup>6</sup>

# Why TELUS?

## Community Involvement

- Most Giving Company in the World
  - \$1.3 Billion donated since 2000
  - 1 Million volunteer hours annually
- Telus Friendly Future Foundation
  - Helps 2+ million at-risk youth annually
  - Contributes \$8+ million to local charities annually
- Mobility for Good
  - Enables youth aging out of foster care to gain their independence while staying connected with a fully subsidized cell phone and data plan.



TELUS Friendly  
Future Foundation



#EndBullying

# TELUS Plans & Programs Overview

## Plans to Meet All Customer Needs

- Peace of Mind Plans
- Peace of Mind Connect Plans
- CAN-US Plans

## Key Affordability Programs

- TELUS Family Discounts (TFD)
- Bring-it-Back Program

## TELUS Easy Payment<sup>2</sup>

- Apple - iSE, i12 series, i11, etc.
- Samsung - GS21 series, Note20, etc.



# Key Things To Note

- **New Activations only**

- If prior TELUS, Koodo or Public Mobile customer, must be at least 90 days since your contract ended

- **Residential Consumer only**

- Not eligible for small business accounts

- **Check Your ACN Personal Website**

- For the most up-to-date pricing
- Pricing may vary by province



the future is friendly



## Peace of Mind Plans

<p>What Is It?</p>	<ul style="list-style-type: none"><li>● Peace of Mind plans allow customers to enjoy endless data without fear of overage charges, starting at only \$75 per month.</li><li>● Once a customer reaches the 10GB threshold, TELUS will slow down their data usage while still allowing for a good browsing experience.</li></ul>
<p>Why We Built It</p>	<ul style="list-style-type: none"><li>● Consumers are relying on more and more data to work, live, and stay connected; these plans allow them to stream, tweet, and like all they want.</li><li>● The no overage charge guarantee means consumers won't get bill shock.</li></ul>
<p>Customer Positioning</p>	<p>“Enjoy endless data and never worry about overage fees again for as little as \$75 a month.”</p>
<p>Considerations / Exclusions</p>	<ul style="list-style-type: none"><li>● For multi-subscriber accounts: Peace of Mind plans cannot be shared amongst users.</li><li>● Each subscriber must select their own Peace of Mind plan to access endless data on their smartphone.</li></ul>

## Peace of Mind Connect Plans

What Is It?	<ul style="list-style-type: none"><li>● For consumers who want unlimited data use across all of their connected devices, we've created a product exclusive to TELUS - Peace of Mind Connect</li><li>● For just \$5 more per month, customers can use their Peace of Mind Connect plan on their tablet or smartwatch for endless on-the-go browsing.</li></ul>
Why We Built It	<ul style="list-style-type: none"><li>● Consumers aren't just using data on their smartphones; they have tablets, smartwatches and other connected tech to enable their lives.</li><li>● Getting customers to add other connected products increases long-term loyalty and overall value of the account.</li></ul>
Customer Positioning	"Enjoy endless data across all of your connected devices with a Peace of Mind Connect plan. For just \$5 more per month than the Peace of Mind plan, access endless data on your tablet or smartwatch"
Consideration s/ Exclusions	<ul style="list-style-type: none"><li>● Customers can use the Peace of Mind Connect plan with devices they already own.</li></ul>

## CAN-US Plans

What Is It?	<ul style="list-style-type: none"><li>• For just \$20 more per month, customers can access unlimited CAN-US calling and texting as well as data roaming within the US.</li></ul>
Why We Built It	<ul style="list-style-type: none"><li>• CAN-US plans are perfect for Canadians who want the ease of mind to connect with loved ones without worry about additional charges.</li><li>• These plans were also created for Canadians that travel to the U.S. often for business or pleasure and want the flexibility of using their plan as if they were at home.</li></ul>
Customer Positioning	“For just \$20 more per month, you can reach out to U.S. contacts and use your plan in the U.S. as if you were home in Canada with no fear of additional fees.”
Consideration s/ Exclusions	<ul style="list-style-type: none"><li>• There are CAN-US options for each of the Peace of Mind, Peace of Mind Connect and Simple Share plans.</li><li>• Customers do not have to worry about switching the Easy Roam function of the regular plan on, they can easily begin CAN-US activities as soon as they activate.</li></ul>

## TELUS Family Discount

What Is It?	<ul style="list-style-type: none"><li>● Customers will save on their monthly rate plan when they add family members to their account. The more people on one account, the bigger the monthly savings:<ul style="list-style-type: none"><li>○ 2 account members = save \$15 (\$7.50 per line, per month)</li><li>○ 3 account members = save \$30 (\$10 per line, per month)</li><li>○ 4+ account members = save \$60 (\$15 per line, per month)</li></ul></li></ul>
Why We Built It	<ul style="list-style-type: none"><li>● Connectivity is super important in today's society so we built this to help make connecting the whole family more affordable for Canadians.</li><li>● Multi-subscriber accounts have greater loyalty and long-term customer value.</li></ul>
Customer Positioning	"The more people you add to your account, the more you save per subscriber on your monthly phone bill."
Considerations/ Exclusions	<ul style="list-style-type: none"><li>● TELUS Family Discount is applicable on both Peace of Mind and Peace of Mind Connect</li></ul>

## TELUS Easy Payment<sup>®</sup>

What Is It?	<ul style="list-style-type: none"><li>● TELUS Easy Payment<sup>®</sup> allows customers to get their dream phone for \$0 upfront.</li><li>● The cost of the smartphone is broken down into manageable 24 monthly payments.</li><li>● At the end of 24 months, the phone is paid off and the customer can choose to continue using it, or upgrade to a new device.</li></ul>
Why We Built It	<ul style="list-style-type: none"><li>● Smartphones are getting more and more expensive each year.</li><li>● We created TELUS Easy Payment<sup>®</sup> as a way to help make getting the latest and greatest devices more affordable for Canadians.</li></ul>
Customer Positioning	“Get the smartphone of your dreams for \$0 upfront. We know that phones are expensive, so we created TELUS Easy Payment <sup>®</sup> to make it affordable.”
Considerations/ Exclusions	<ul style="list-style-type: none"><li>● Customers must pay the tax of the device upfront.</li><li>● Customers must complete a credit check before purchase.</li></ul>

## Bring-It-Back™

What Is It?	<ul style="list-style-type: none"><li>● Bring-It-Back™ allows a customer to save on the price of a new device, when they commit to returning the device at the end of their two year contract.</li><li>● Once a customer returns the device in good working condition, TELUS works with third-party vendors to refurbish it. The vendor then re-sells the device.</li></ul>
Why We Built It	<ul style="list-style-type: none"><li>● It's a win for TELUS, the customer and the environment.</li><li>● The rising cost of smartphones led TELUS to launch this program to allow our customers to get the latest &amp; greatest devices at a lower cost.</li></ul>
Customer Positioning	“Bring-It-Back™ allows you to get the latest device at the lowest price. Save \$XX up front when you commit to bring back your phone after 2 years.”
Considerations / Exclusions	<ul style="list-style-type: none"><li>● Can combine/stack with TELUS Easy Payment?</li><li>● Bring-It-Back™ is only available on select phones</li></ul>

# The Customer Order Process

- 1) Start by directing the customer to your ACN personal website and follow the path below.



# The Customer Order Process

2) The customer needs to fill out their information in the box on the left and you will need to ensure your customer manually enters your ACN IBO # in the box on the right.

First name

Last name

Email

Your offer details will be provided to this email address. E.g. example@telus.com We require this email address in order to send you the exclusive partner discounts that are available.

Confirm email

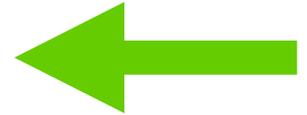
Phone number

ACN IBO Number

Promo code

In order to see my offer details and keep updated on the latest offers, I agree to receive electronic marketing messages from TELUS (telus.com). I can withdraw my consent at any time.

**Submit**



# The Customer Order Process

3) The customer will receive the following initial confirmation page.



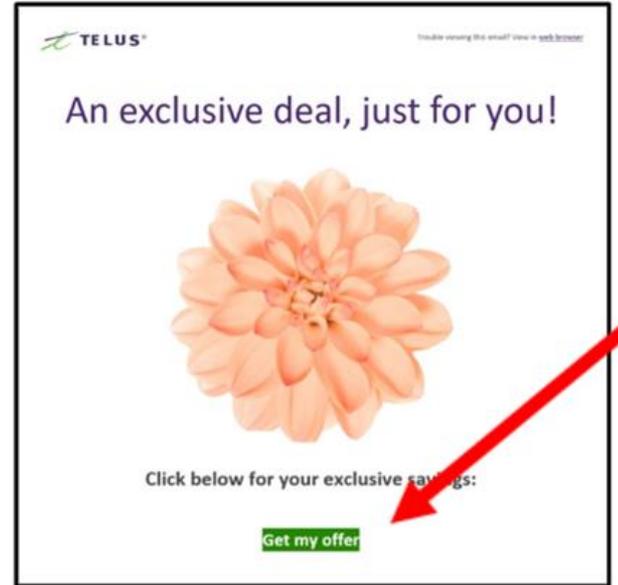
## Success!

You will receive an email confirmation in just a moment with more information on the exclusive offers created just for you.

### Didn't receive your email?

1. Check your spam folder
2. Add donotreply@telus.com to your contact list
3. [Resend email](#)

4) The customer will receive an email from donotreply@telus.com



# The Customer Order Process

5) The customer will now enter the shopping portal.

Welcome Liam

Your exclusive offers

See terms and conditions for details >

Here are your offer codes:

Base/Coupon Code: ACNEA  
Your Unique Validation Code:  
ACNUUK3XIW7

To redeem your offer:

[Shop phones](#)

Two red arrows point from the 'Here are your offer codes:' section to the 'Shop phones' button.

# The Customer Order Process

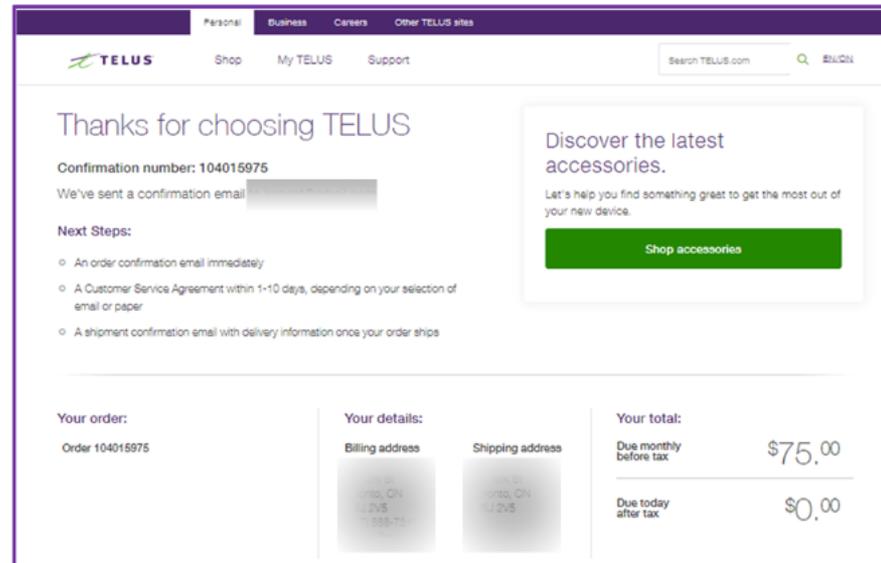
6) The customer will now complete the following steps:

- Select a device (don't forget Bring-It-Back) or BYOD option
- Select a payment option: \$0 upfront, Low Upfront or Low Monthly
- Select a plan: Peace of Mind or Peace of Mind Connect
- Now add to cart and proceed to checkout!

Device	TELUS Easy Payment®	Plan
iPhone 11 Pro Max 64GB, Space Grey	\$0 today plus \$48.08 per month for 24 months	\$75/mo. Peace of Mind™

# The Customer Order Process

- 7) After the customer has checked out successfully, they will land on a confirmation page.
- However, they need to keep an eye out for an email confirmation that will include how to activate their device or input their new SIM card.



# BUILD YOUR BUSINESS



- 2 points per line

**For example - 6 points when  
you order 3 lines!**

- Each line counts as 1 service
- Residual for up to 30 months



Check ACN Compensation Plan for latest details.

