



PERFECT 10 PROMOTION

New customers save \$10,000 with 10 voice lines

New Business customers (or existing customers without any voice lines) can get \$1,000 per line (via 36 monthly bill credits) when they activate a 10+ new voice lines on BYOD or get up to \$1,000 off iPhone, Samsung, or Google phones (via RDC) when they purchase on EIP and activate a minimum of 10+ new voice lines on an a new BAN on a qualifying Business Unlimited Edge Plan.

Promo period	May 2, 2024 – TBA	Limits	No redemption limit
Bill name	Bus Activate ID240303	Payout	Other
Promo code / Promo ID	OR20659/OR20654	Page ID	461db/64cfd
Requirements	New Line Activation, Specific Rate Plan	Page last updated	April 30, 2024

What's the deal?

Eligible customers

- T-Mobile for Business - Business w/Tax ID (Business w/SNN accounts are ineligible)

Eligible channels

- T-Mobile for Business (BTEX, SMB DE, Business Telesales, Virtual Business Sales, SMB, Enterprise, Partner Solutions, eCommerce)

Device purchase

or

Paid lines required

- **Apple iPhone: 13, 14, 14 Plus, 15, 15 Plus, 15 Pro, 15 Pro Max**
- **Samsung Galaxy: S24, S24+, S24 Ultra, S23, S23 FE, Z Flip5, Z Fold5, XCover6 Pro**
- **Google Pixel: 8, 8 Pro**

Devices appearing above must be purchased on EIP

BYOD or FRP (for Activation Credits): New customers must activate 10+ new voice lines on their new account.

New line activation

10+ New voice lines required

- Customers with existing BANs without voice lines must create a new BAN and add the new lines to that new BAN.
- Lines added to the account via Change of Responsibility (COR) or BAN-to-BAN moves, converted from NCC/SCNC to normal Postpaid, and lines resumed from cancel do not qualify for this requirement.
- If a customer canceled a voice line within the past 90 days (excluding CORs and No Installs), the line must be resumed before they can add a brand-new voice line to qualify.
- If customer deactivates or cancels a line/lines and their BAN size drops below 10 lines they will lose the activation credit on all lines. If they add an RDC promotion to a line receiving the activation credit, the activation credit will end.

Rate plan

Refer to this page for promotions that require a rate plan or data feature from **SOC Group #W10** in order for a customer to become eligible.

Please refer to the specific promo page for a full list of requirements as having a qualified rate plan or data feature alone does not necessarily qualify a customer for a promo.

*TIP: Use Ctrl + F to quickly search your SOC code.

- ZBSUNE100
- ZBSUNE13E
- ZBSUNE2TE
- ZBSUNE2TI
- ZBSUNE6TE
- ZBSUNETE

- ZBSUNETI
- ZBUSAALE6
- ZBUSAALEE
- ZBUSAALEI
- ZBUSALE13

Port-in or Trade-in

Not required

Combinability

- Carrier Freedom: **NO**
- BreakFree or Keep and Switch: **NO**
- RDC promos on the same line: **NO**
- Port-in credit promos: **NO**
- Other free line promos already on account: **NO**
- \$1,000 Activation Credit for BYOD/FRP **cannot** be combined with \$1,000 Device EIP Credit

Limits

No redemption limit

Not available for

- Prepaid
- Contractor / Dealer accounts
- T-Mobile for Business (Retail, Micro TEX, Government)
- Certified Pre-Owned (CPO) device purchases if purchasing T-Mobile stocked devices on EIP
- Full Retail Price (FRP) purchases if purchasing T-Mobile stocked devices on EIP
- JUMP! or JUMP! On Demand (JOD) upgrades if purchasing T-Mobile stocked devices on EIP
- Standard upgrades on existing lines if purchasing T-Mobile stocked devices on EIP

Payout

BYOD/FRP: Receive the promo value of \$1,000 (approximately \$27.78/mo) in 36 BAN level credits after a 30 day hold period.

Devices on EIP: Receive the promo value of \$1,000 (approximately \$41.67/mo) in 24 monthly Recurring Device Credits (RDC).

- Promo value will not exceed the price of the purchased device.
- Credits begin within two bill cycles of qualification and last the length of the EIP term.

Review & take action

1. Customer Promo Briefing

Go over the promo details and these advisements with your customer so they understand what to do to get and keep this promo:

- You'll receive the promo value as 36 monthly credits after a 30 day hold period.
- Your promotional credits will be paid out over 36 months, as long as you remain eligible, with no means to speed up their payout. Additionally, if you cancel service prior to the full 36 months, any remaining promotional credits may stop.
- If customer deactivates or cancels a line/lines and their BAN size drops below 10 lines they will lose the activation credit on all lines. If they add an RDC promotion to a line receiving the activation credit, the activation credit will end.

2. Rate Plan Verification

Confirm customer is on, or changing to, a qualifying rate plan from SOC Group #W10

3. Order completion

T-Mobile for Business: Digital Checkout must be created and accepted within the promo period to qualify.

Reminders

Perfect 10 consists of two promotions and each require a new account/BAN with 10 new lines on Business Unlimited Edge

- \$1000 per line Activation Credit: TFB: Activation Credit - Perfect 10: \$1,000 per line with 10+ New Line Activations on \$45 Business Unlimited Plan
- \$1000 off Apple, Samsung, Google: TFB: Apple/Samsung/Google - Perfect 10: Up to \$1,000 Off Phone with 10+ New Lines on \$45 Business Unlimited Plan
- Perfect 10 Promotion Qualifications:
 - New account/BAN required
 - 10 voice line minimum on Business Unlimited Edge – Not qualified until minimum voice line count is met
 - SIM only lines will get \$1000 in activation credits paid out over 36 months
 - Voice lines with an eligible device purchased on EIP will receive up to \$1000 paid via recurring device credits over 24 months.

Scenarios

- Scenario: Existing customer without voice lines adds voice lines to an existing account/BAN
Result: Ineligible. This promotion is only available to new BANs and for customers without existing voice lines. Existing customers with BANs that do not contain voice lines are permitted to create a new BAN and add the new voice lines to that BAN.
- Scenario: Existing customer with voice lines adds voice lines to an existing account/BAN
Result: Ineligible. This promotion is only available to new BANs and for customers without existing voice lines. Existing customers with existing voice lines are ineligible for this promotion.
- Scenario: Customer activated their account/BAN prior to May 2, 2024
Result: Ineligible. To be eligible for this promotion, the account/BAN must be activated on or after May 2, 2024.
- Scenario: New customer activates 4 mobile internet lines and 5 voice lines on Business Unlimited Edge on May 2, 2024
Result: Ineligible. Customers must activate at least 10 new voice lines on a Business Unlimited Edge plan to be eligible for either of the Perfect 10 promotions.
- Scenario: New customer activates 10 voice lines on Business Unlimited Edge on or after May 2, 2024 – 5 SIM only and 5 lines to be used with the purchase of 5 qualifying devices on EIP

Result: Eligible. Since the customer activated 10 qualified voice plans, the 5 SIM only lines would get a \$1000 activation credit per line over 36 months and the voice lines using the qualifying devices would get \$1000 per device via recurring device credits over 24 months.

- Scenario: New customer activates 8 SIM only voice lines on Business Unlimited Edge on May 2, 2024 then on May 10, 2024 they add 5 more voice lines and purchase 5 qualifying devices
Result: On May 10, the customer meets the ten line minimum required for Perfect 10 and would be eligible for 8 \$1000 activation credits for their SIM only lines and 5 payouts of \$1000 for each of the qualifying devices over 24 months.
- Scenario: New customer activates 10 SIM only voice lines on Business Unlimited Edge on May 2, 2024
Result: all 10 lines receive \$1000 activation credit over 36 months.
Then: On August 10, 2024 the customer purchases a device on EIP on a promotion for all 10 lines.
Result: The customer will begin receiving the device promotion on all ten lines but will lose the remaining activation credits on August 10, at time of device purchase on EIP on a promotion, as activation credits do not stack with a device promotion either at time of activation or while activation credit is being paid out.
- Scenario: New customer activates 10 SIM only voice lines on Business Unlimited Edge on May 2, 2024
Result: all 10 lines receive \$1000 activation credit.
Then: On August 10, 2024 customer cancels 2 lines.
Result: The customer will lose the remaining activation credits on all 10 lines as they fell below the 10 voice line minimum required.
- Scenario: New customer activates 10 lines on Business Unlimited Edge on May 2, 2024
Result: Customer would receive a Perfect 10 promotion, either \$1000 in activation credits OR \$1000 back per device if they purchased qualifying devices.
Then: The customer changes to a different rate plan on June 1, 2024.
Result: The customer would lose all perfect 10 promotions as they no longer meet the rate plan requirement.
- Scenario: Customer cancelled all voice lines on April 1, 2024 and wants to come back to T-Mobile on May 10, 2024.
Result: Ineligible. Customers are only eligible for the Perfect 10 promotions if their

all voice lines have been cancelled for at least 90 days. To be eligible, customers must not have any voice lines on their account and a new BAN would need to be created for the new voice lines when they come back.