

The ALL NEW H2O Wireless!

- NEW LOOK – updated H2O Logo and brand identity
- NEW PLANS - Even More LTE Data on Plans
- NEW SPIFF - Up to 200% Spiff
- NEW ILD RATES - Lower International Rates & More Unlimited Calling Countries



Out with the Old, in with the New!



The H2O Wireless brand design has served us well for the last 18 years. We could not have made it this far without all of our partners support.

It's time for us to move forward with new data plans, new ILD offers, bigger, better spiffs and a new, refreshed brand identity.

New brand assets will be delivered to your stores starting on 06/01.

A graphic titled "New Plans" for H2O Wireless. It lists five different plans with their prices and features. Each plan includes a price tag with a blue sticker indicating a discount or value. The plans are: 1. Unlimited+ LTE Data + Hotspot* for \$60 (with a \$54 sticker) and \$5.00 International Talk Credit. 2. Unlimited LTE Data for \$50 (with a \$45 sticker) and \$5.00 International Talk Credit. 3. 15GB LTE Data for \$40 (with a \$36 sticker) and \$5.00 International Talk Credit. 4. 6GB LTE Data for \$30 (with a \$27 sticker) and \$5.00 International Talk Credit. 5. 2GB LTE Data for \$20 (with a \$18 sticker) and \$1.50 International Talk Credit. All plans include unlimited data at up to 128 kbps after the LTE data allowance.

Plan Name	Price	International Talk Credit
Unlimited+ LTE Data + Hotspot*	\$60 (with \$54 sticker)	\$5.00
Unlimited LTE Data	\$50 (with \$45 sticker)	\$5.00
15GB LTE Data	\$40 (with \$36 sticker)	\$5.00
6GB LTE Data	\$30 (with \$27 sticker)	\$5.00
2GB LTE Data	\$20 (with \$18 sticker)	\$1.50

Upgrade Overview

Upgraded LTE Data	Plan	Old h2o	New H2O
	\$20	1 GB	2 GB
	\$30	5 GB	6 GB
	\$40	10 GB	15 GB
	\$50	15 GB	Unlimited LTE Data
	\$60	Unlimited LTE + Hotspot	Unlimited+ LTE Data + Hotspot

Upgraded Spiff

- Earn up to 200% spiff with 100% for the first month and more for the 2nd and 3rd

Upgraded International Talk

- Unlimited International Talk to ~~50~~ **70** Countries
- Updated rates with more minutes with the included International Talk Credit
- New International Talk Credit Top Up to add credit

New Look

- Redesigned h2o logo and colors

Upgraded LTE Data

- Applied to new activations and recharges starting June 1, 2020
- More LTE Data for **\$20 (2GB), \$30 (6GB), \$40 (15GB) plans and \$50 plan becoming UNLIMITED LTE** beating competitors in coverage and LTE Data
- Available for new and existing customers

\$20 2GB Unlimited at up to 128 Kbps after LTE Data is used.	\$30 6GB Unlimited at up to 128 Kbps after LTE Data is used.	\$40 15GB Unlimited at up to 128 Kbps after LTE Data is used.	\$50 UNLIMITED LTE Data	\$60 UNLIMITED+ LTE Data + Hotspot
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Unlimited data limited to 30 GB LTE for the \$60 h2o® Wireless Monthly Unlimited plan, including hotspot usage, and 24 GB LTE for the \$50 H2O® Wireless Monthly Unlimited plan per plan cycle; after LTE data is used during plan cycle, speeds reduced to up to 128 kbps for remainder of plan cycle.

Upgraded LTE Data – Better than the Rest

Same Price, More Data. We've upgraded our plans, allowing you to offer even more value to your customers.

Brand	Int'l Unlim. Talk	Credit \$	Int'l Unlim. Text	\$20	\$30	\$40	\$50	\$60
H2O	69	Up to \$5	Yes	2 GB	6 GB	15 GB	Unlim.	Unlim. + 30 GB HS
Ultra Mobile	75	Up to \$5	Yes	1 GB	5 GB	15 GB	Unlim.	
Simple Mobile	69	\$10	Yes		5 GB + HS	15 GB + HS	Unlim. + 5 GB HS	Unlim. + 15 GB HS
Lycamobile	75	No	Yes	1 GB	5 GB	15 GB	Unlim.	
ATT Prepaid	2	No	Yes				8 GB	
Boost	No	No	No				Unlim. + 12 GB HS	Unlim. + 30 GB HS
Cricket	2	No	Yes		2 GB	5 GB	Unlim.	Unlim. + 15 GB HS
Metro						10 GB	Unlim. + 5 GB HS	Unlim. + 15 GB HS
Net10	No	No	No	1 GB		8 GB	10 GB	12 GB

Upgraded Spiff

- Applied to new activations starting June 1, 2020
 - Does not apply to activations made before June 1, 2020
- More spiff earned for every unlimited plan so retailers can earn more with superior plans
- Earn up to **200% Spiff** for the \$40, \$50 and \$60 plans

New Spiff + RTR Discount

Monthly Unlimited Plan	\$20	\$30	\$40	\$50	\$60
1 st Spiff	\$10	\$20	\$40	\$50	\$60
2 nd Spiff	\$10	\$15	\$20	\$25	\$30
3 rd Spiff	\$10	\$10	\$20	\$25	\$30
Total Spiff	\$30	\$45	\$80	\$100	\$120

Upgraded International Talk

Staying connected is more important than ever and over 56% of H2O Wireless customers use our service to stay connected with international calling.

We have made it easier than ever for your customers to stay connected by adding more countries to the Unlimited Talk list.

- Unlimited International Talk to 70 Countries for \$20-\$50 plans, 71 Countries for the \$60 plan
- Upgraded International Talk Credit
 - \$20 Plan - \$1.50 Credit, \$30-\$60 Plans - \$5.00 Credit
- New low rates around the world
- New International Talk Credit Top Up – Add \$5 or \$10 in-store

Unlimited International Talk to 70 Countries

 American Samoa Incl. Cellular	 Estonia	 Malaysia	 Slovenia
 Andorra	 Finland Cellular Only	 Malta	 South Korea Incl. Cellular
 Argentina	 France	 Martinique	 Spain
 Australia	 Germany	 Mexico Incl. Cellular	 Sweden
 Austria	 Gibraltar	 Mongolia	 Switzerland
 Belgium	 Greece	 Morocco	 Taiwan
 Bermuda	 Guadeloupe	 Netherlands	 Thailand
 Brazil	 Guam Incl. Cellular	 New Zealand	 Turkey
 Brunei	 Hong Kong Incl. Cellular	 Norway	 United Kingdom
 Bulgaria	 Hungary	 Pakistan* Incl. Cellular	 Uruguay
 Canada	 Iceland	 Panama	 Venezuela
 Chile	 India Incl. Cellular	 Paraguay	
 China Incl. Cellular	 Indonesia	 Peru	
 Colombia	 Ireland	 Poland	
 Costa Rica	 Israel Incl. Cellular	 Portugal Incl. Cellular	
 Croatia	 Italy	 Romania	
 Cyprus	 Japan	 Russia	
 Czech Republic	 Kazakhstan	 San Marino	
 Denmark	 Kuwait	 Singapore Incl. Cellular	
 Dominican Republic	 Luxembourg	 Slovakia	

* Limited time offer, exclusively on the \$60 monthly unlimited plan.

Lower International Talk Rates

10 Popular Examples

Country	Old Free Minutes with \$20 Credit	New Free Minutes with \$5 Credit
El Salvador	39	59
Pakistan	54	100
Pakistan Cellular	54	143
Vietnam	80	88
Colombia Cellular	65	333
Armenia	64	104
United Kingdom Cellular	43	500
Romania Cellular	26	400
Guatemala	39	59
Brazil Cellular	80	333

Downloadable Email Templates

Out with the old, IN with the NEW H2O

Click to Download

Template 1:
All Upgrades
(Plan, Spiff, ILD)

Template 2
All Plans

Template 3:
\$50 Plan

Template 4:
Spiff Upgrades

Template 5:
ILD Upgrades

