

TARIFF REFRESH 2022

GET AN ALL ROUNDER PLAN THAT IS
BURSTING WITH BENEFITS

Launch

Wednesday 17 August

Apple Plan Updates Launch

Wednesday 31 August

Training Available

Tuesday 26 July



The information in this pack is shared under embargo.

You must not talk about the pricing with customers, friends, family or manufactures until Wednesday 17 August.

This is extremely important.

WANT TO FIND
SOMETHING
SPECIFIC?

HH100 & TIMINGS

OUR KEY
FOCUSES

A NETWORK
CUSTOMERS CAN
RELY ON

AMAZING
SERVICE AS
STANDARD

A PLAN THAT IS
RIGHT FOR YOUR
CUSTOMER

PLAN DETAILS

SMART BENEFITS

PERFECT FOR
FAMILIES

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BRILLIANT HOUSEHOLD CONVERSATIONS. 100% OF THE TIME.

Our new tariff refresh is the first step towards building the foundations for new EE.

Not only are we simplifying our portfolio so it's easier for customers to choose what they need. We're making them more compelling, more affordable and they are designed to give customers even more reasons to join new EE.

And that's not all. We're also increasing discounts as customers add more lines and services to their account, making it easier and more cost effective to bring everyone in the family, and more of their connected devices, onto EE.

That's why having brilliant household conversations 100% of the time, and by highlighting plans that are right for our customers, can help supercharge our growth, meaning more customers get all the benefits that come with the new EE, helping us meet our target of 4 million connections by 2024.



	18 July – 16 August	26 July	4 Aug	17 August	18 August	31 August
	WiFi Coverage Boost Trial	Tariff Refresh 22 & Household 100 Digital Academy live	Briefing Pack available Trade Microsites Updated inc.	Tariff Refresh Launches (Handset, SIM, Connected Devices)	A Chance to win some prizes!	Apple Full Works Launches
			- One page summaries - Videos on speed	- A Network You Can Rely On - Amazing Service As Standard - New Smart Benefits - Multi-line Discounts - Competitor Hub Updates		New Full Works Plan for iPhone with Apple One Individual included & Roam Abroad Pass Included





Remember to talk to customers about how they're using their device to highlight where our network shines!



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A NETWORK CUSTOMERS CAN RELY ON

SETTING UP WIFI COVERAGE BOOST FOR ANDROID CUSTOMERS

GETTING CONNECTED

Android devices require additional steps to get set up



Android devices need to be **manually set up** only once but then will automatically and seamlessly connect to all of EE's WiFi Coverage Boost and London Underground hotspots in the future with no further steps needed.

If customers are having trouble setting this up, they can book an appointment to get help in store.

What does a customer get when WiFi Coverage Boost is working?



The device will **seamlessly** steer between 4G & WiFi



The customer gets **unlimited** data whilst connected to WiFi

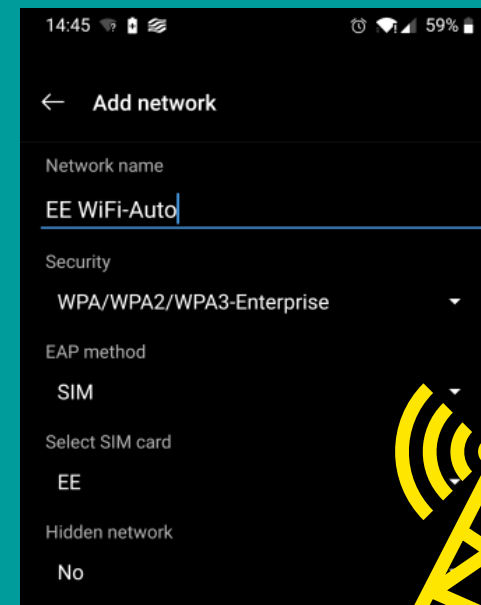


All the WiFi hotspots are **securely encrypted**.

ANDROID SETUP STEPS

Android customers need to complete the following set-up steps **once**. This can be done from **any** location.

1. Turn on WiFi on your device
2. Go to your WiFi settings
3. Select Add network
4. Enter EE WiFi-Auto as the Network name
5. Under Security select WPA/WPA2-Enterprise (varies by device and may say WPA/WPA2/WPA3-Enterprise on some handsets)
6. Under EAP method select SIM
7. (If your devices shows Select SIM card, it should be set to EE)
8. Select Save
9. Check that EE WiFi-Auto now appears in your Saved networks list



Most Apple and Android handsets released in the past 5 years should work, however we recommend the device software is iOS13 or later (supported by iPhone 6S and above) for Apple devices and Android 11 or later (supported by Samsung Galaxy S10 and Google Pixel 2 and above) for Android devices.

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AMAZING SERVICE AS STANDARD

Changing the way we talk about
service & what we offer to
connected customers



Changing The Way We Talk About Service

We're renaming our Service Benefits to Device Care Extras so they make more sense in our portfolio.

DEVICE CARE EXTRAS

Annual Device Check-Up	Extended Warranty	Protective Discount
Customers' devices benefit from • A diagnostics check • A deep clean & polish • An Account review • A Personalised Report	Customers benefit from • Device cover for manufacturer faults for the lifetime of their contract • Repairs completed by authorised experts	Customers Benefit from £10 off Minute One which refreshes every year

'Has good customer service & support' is the 2nd highest scorer for Value for Money.

[Check out how we compare against our Competitors on the Competitor Hub](#)

Expanding Device Care Extras to Connected Devices

Our Extended Warranty and Annual Device Check-Up are our Device Care Extras with the highest awareness, so we're extending these to our Connected devices where possible.

				
Annual Device Check-Up	✓	✓	✗	✗
Extended Warranty	✓	✓	✓	✓
Protective Discount	✓	✓	✓	✓
Repairs	✓	✓	✓	✗

Device Care Extras are not available to SIM, Data SIM, MBB Devices or Home Routers

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A PLAN THAT IS RIGHT FOR YOUR CUSTOMER

Stay Connected Data & Speeds



THE RIGHT SPEED FOR THE RIGHT PERSON

We're looking to stand out in the market and show the value of our network. That's why we're introducing paying for the speed experience customers want, based on how they use their phone.

The average customer uses 18mbps.

Having a personal conversation about how they use their device is really important when it comes to confirming what the customer wants, as most customers don't understand speeds.

Downloading music, streaming the latest Netflix show or gaming?	Listening to their favourite music, checking in on social media?	Price conscious & only browsing the internet & social media occasionally?
Try a Full Works Plan (uncapped mbps) for the best of the best, with access to 3 Smart Benefits. If they'd prefer just 1 smart benefit, then an All Rounders Plan (uncapped mbps) is right for them!	Try an Essentials Plan (max 100mbps) , which gives a rock-solid connection.	If they're really price conscious, you can offer a No Frills plan (max 25mbps) within retentions or for certain additional lines, which allows them to browse the internet & social media

STAY CONNECTED DATA

We launched Stay Connected Data last year, a brilliant benefit for keeping customers connected, even if they run out of data. The even better news is that no other competitor offers this!

This year we're going to put more focus on it, through our advertising. Customers will be able to see how it offers them value for money, as we'll always keep them connected (running at 0.5mbps).

Look out for the TV ad on Workplace on 17 August to see what sort of trouble Kev gets himself into, and how Stay Connected Data saves him.

Remember: Stay Connected Data is not included within our No Frills plan

Want to see what the different speeds look like?
Check out your trade microsite for our video examples

Check out Competitor Hub to see what our competition does with their speeds

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RECAP OF THE PLANS

HANDSET, SIM & DATA SIM

We've simplified our portfolio
by aligning our data points on
handset, SIM & Connected
where possible.

+£0

NO FRILLS

1GB, 5GB, 25GB,
125GB or UNL
Data

Great
Speeds -
Max 25
MBPS

Device
Care
Extras

6 Months Free Apple
Music, TV+, News &
Arcade

+£3

MORE THAN
NO FRILLS

ESSENTIALS

1GB, 5GB, 25GB,
125GB, UNL Data or
UNL & Speed

Excellent
Speeds -
Max 100
MBPS

Device
Care
Extras

Stay
Connected
Data

Data Gifting
& Family
Controls

6 Months Free Apple
Music, TV+, News &
Arcade

+£8

MORE THAN
ESSENTIALS

ALL ROUNDER

1GB, 5GB, 25GB,
125GB or UNL
Data

Best Speeds
- no max
MBPS

Device
Care
Extras

Stay
Connected
Data

Data Gifting &
Family
Controls

6 Months Free Apple
Music, TV+, News &
Arcade

1 Smart
Benefit

Upgrade
Anytime

+£7

MORE THAN
ALL
ROUNDER

FULL WORKS

UNL Data

Best Speeds
- no max
MBPS

Device
Care
Extras

Data Gifting &
Family
Controls

6 Months Free Apple
Music, TV+, News &
Arcade

3 Smart
Benefits

Upgrade
Anytime

Up to £70
saving

Up to
£200
saving

1GB Allowance for Data SIMs will only be available on Essentials, Apple News+ is the only apple content available to Data SIMs.

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RECAP OF THE PLANS

LAPTOPS & TABLETS

+£0

ESSENTIALS

5GB., 125GB or
UNL Data

Excellent
Speeds - Max
100 MBPS

Device
Care
Extras

Stay
Connected
Data

Data Gifting
& Family
Controls

6 Months Free Apple
TV+, News & Arcade

+£8

MORE THAN
ESSENTIALS

ALL ROUNDER

125GB or UNL Data &
Speed

Best Speeds
- no max
MBPS

Device
Care
Extras

Stay
Connected
Data

Data Gifting &
Family
Controls

6 Months Free Apple
TV+, News & Arcade

1 Smart
Benefit

MBB DEVICES

+£0

ESSENTIALS

5GB. 25GB. 125GB,
UNL Data or UNL &
Speed

Excellent
Speeds - Max
100 MBPS

Stay
Connected
Data

Data Gifting
& Family
Controls



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RECAP OF THE PLANS WATCHES



+£0

FAMILY MEMBER (APPLE ONLY)

UNL Data

Best Speeds
- no max
MBPS

Device
Care
Extras

Own
phone
number

+£0

PAIRED WATCH (APPLE OR SAMSUNG)

4GB Data

Best Speeds
- no max
MBPS

Device
Care
Extras

+£0

KIDS WATCH (XPLORA)

4GB Data
5GB option for
retentions

Best Speeds
- no max
MBPS

Device
Care
Extras

+£7

FITNESS WATCH (APPLE OR SAMSUNG)

UNL Data

Best Speeds
- no max
MBPS

Device
Care
Extras

Samsung watches – 24m FIIT
Apple watches – 24m Fitness+

Our Fitness plans offer 24 months of FIIT or Fitness+, talk to any upgrading customers about whether they used their 6 month offer.



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A PLAN THAT IS RIGHT FOR YOUR CUSTOMER

NEW SMART BENEFITS AVAILABLE FROM 17 AUGUST

Worth
£14.98
pm

NEW



ENTERTAINMENT DATA PASS

Enjoy endless entertainment streaming, without denting your data:

Apple Music
Deezer
Spotify
BBC Sounds

Netflix
BT Sport
iPlayer
BritBox

YouTube
YouTube Kids
Prime Video

Worth
£10.99
pm

NEW



XBOX GAME PASS ULTIMATE

Enjoy 100s of games with friends on console, PC and cloud when you choose Xbox Game Pass Ultimate as a Smart Benefit with EE

Plus! Enjoy an EA Play membership and exclusive offers and deals

We have 1.4% of customers who have subscriptions with our partners taking the offer through us.

Does your customer work on the go or game?

Our Microsoft 365 Personal or Xbox Game Pass Ultimate Smart Benefit could be perfect for them!
Just set up in MyEE

Worth
£5.99
pm

NEW



Microsoft 365

MICROSOFT 365 PERSONAL

Get Microsoft 365 Personal across up to 5 devices when you choose it as a smart benefit.

Includes: access to premium office apps such as Word and Excel, 1 TB of OneDrive storage and advanced security.

OTHER SMART BENEFITS AVAILABLE

ANDROID

NETFLIX

Apple Music



Roam Abroad
Pass

IPHONE

Apple tv+

Apple Arcade

Apple Music



Roam Abroad
Pass

WATCH ONLY

Apple Fitness+



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A PLAN THAT IS RIGHT FOR YOUR CUSTOMER

NEW FULL WORKS PLAN FOR IPHONE AVAILABLE FROM 31 AUGUST

The majority of our plans change on the 17 August, however on 31 August we will also introduce Apple One Individual as part of our Full Works Plan for iPhone.

Worth
£14.95
pm

Apple One



NEW

APPLE ONE

Our Full Works Plan for iPhone comes with Apple One Individual, which combines Apple Music, Apple TV+, Apple Arcade, and iCloud+ with 50GB of online storage. Customers get all four, included in their plan. And we'll also throw in a Roam Abroad Pass, giving a total savings of up to £140.

Apple Music

- Get access to over 90 million songs and 30,000 playlists—all ad-free, and all available online or off.

Apple TV+

- Enjoy Apple Original shows and movies with new Apple Originals added every month like Ted Lasso, Slow Horses and Oscar Winner Coda.

Apple Arcade

- Unlimited access to over 200 incredibly fun games with no ads and no in-app purchases.

iCloud+

- Get 50GB of online storage

With our Full Works for iPhone plan, customers get all four benefits included in their plan. And we'll also throw in a Roam Abroad Pass, giving a total saving of up to £140.

Please note: BT Sport is not included within the new Full Works for iPhone plan, if a customer wants BT Sport, talk to them about:



- Taking it as an add-on for £25
- If they'd be better off taking a Full Works plan (android), instead of a Full Works for iPhone plan
- If BT Broadband with a TV package could work

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SMART BENEFITS ACROSS ALL OUR PAYM

MOBILE & SIM

LAPTOPS & TABLETS

PLAN	NO.	SMART BENEFITS
FULL WORKS PLAN FOR iPhone (Available 31 Aug)	-	Apple One Apple Music Apple TV+ Apple Arcade iCloud
FULL WORKS PLAN FOR iPhone (Available Until COP 30 Aug)	3	Apple Music Apple TV+ Apple Arcade BT Sport
FULL WORKS PLAN	3	Apple Music NETFLIX GAME PASS Microsoft 365 BT Sport
ALL ROUNDER PLAN FOR iPhone	1	Apple Music Apple TV+ Apple Arcade Microsoft 365 BT Sport
ALL ROUNDER PLAN	1	Apple Music NETFLIX GAME PASS Microsoft 365 BT Sport
ALL ROUNDER PLAN	1	NETFLIX GAME PASS Microsoft 365 BT Sport

SMART BENEFITS KEY:

Apple One

Apple One Individual

Apple Music

Apple Music

Apple TV+

Apple TV +

Apple Arcade

Apple Arcade

iCloud

iCloud

NETFLIX

Netflix

GAME PASS

Xbox Games Pass Ultimate

Microsoft 365

Microsoft 365 Personal

Roam Abroad

Entertainment Data Pass

BT Sport

BT Sport

Video Data Pass

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PERFECT FOR FAMILIES

Keep the family connected for less than you'd expect on the UK's best network



Offer customers 20% off on any additional SIM, Data SIM or the airtime of a Flex Pay Plan.



Showing them how they can Data Gift & keep the whole family happy using MyEE.



Make sure they're always connected to the people that matter most with Stay Connected Data – even if they use up their data



Support them keeping their family safe with Family Controls within MyEE.



Buy any additional handset, tablet or laptop on a Pay Monthly Tariff and save 10%

We're removing our 1GB Data Boost when you buy an additional line. We now have Stay Connected Data which supports them better.

Remember, if a customer takes EE Broadband, they can get a data boost if they're an EE mobile customer.



ALIGNING OUR DATA & PRICE POINTS SIM & HANDSET

Our minimum data point will now start from 1GB

Below are the lowest price points per tariff & data point, additional charges or price points will increase depending on which device a customer takes. Check the Pricebook on 17 August for full pricing.

More customers are choosing SIM over handsets. We're aligning our pricing & data points across channels to make an easier comparison.

Data Point	No Frills	Essentials	All Rounder	Full Works
1GB	£14	£17	£25	
5GB	£17	£20	£28	
25GB	£20	£23	£31	
125GB	£22	£25	£33	
Unlimited Data	£27	£30	£38	£45
Unlimited Data & Speed		£33		



PRICING EXAMPLE & PRICE BOOK CHANGES

Please note, these are examples and may change for 17 August, check the Pricebook on 17 August for full pricing.



SAMSUNG GALAXY S22 ULTRA 128GB		1GB	5GB	25GB	125GB	UNLIMITED	UNLIMITED & MAX SPEEDS
ALL ROUNDER	Monthly	-	£68	£71	£75	£80	-
	Upfront	-	£90	£40	£20	£20	-
ESSENTIALS	Monthly	-	£60	£63	£67	£72	£75
	Upfront	-	£90	£40	£20	£20	£20



SIM (MULTI-LINE ONLY)		1GB	5GB
NO FRILLS	Monthly	£14	£17
	Upfront	-	-

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PAYG UPDATE

PAYG NAME CHANGES

We're changing the way we talk about Pay As You Go with customers, as part of getting ready for new EE.

We'll update these in store first, and then digital. Our systems will continue to use the old wording for now.

Remember – we're just changing the names, so our great allowances and benefits remain the same!

Remember if a customer signs up to Subscribe to Save they'll enjoy 10% off each Subscription pack.

They need to set up monthly card payments & their allowance will renew automatically.

OLD NAME	NEW NAME
Pay As You Go Packs	Subscription Packs
Direct Card Payments	Subscribe to Save

TIMELINE UPDATES



17 August
Store POS Updates



16 September
ee.co.uk updates
Albert content updates

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New Plans

Why can I only see the 1GB and 5GB No Frills plans in the systems for new customers?

Our No Frills Plans are for retentions only, except for our 1GB and 5GB SIM plans which are only available for Multi-line customers.

How can I be sure that my customer will receive the maximum speeds for their tariff?

You shouldn't promise certain speeds to customers, as it'll depend on where they are in the country and the capacity of the network. You should have a conversation around what they use their device for to determine which plan is best for them, rather than talking about specific speeds they'll receive.

My customer has taken the 6 months Apple offers, if they upgrade can they get another 6 months free?

No, if the customer has already used the 6 months free offers, they will need to pay for the subscription.

Apple One

The New Full Works for iPhone plan launches on the 31 August, what can I offer customers up until this date?

Customers can still get the X21 version of the Full Works for iPhone plan

My customer wants to take Apple One Family or Premium. Am I able to upgrade them from Apple One Individual?

Unfortunately, at the moment we won't be able to offer an upgrade option for those who want Apple One Family or Premium. If you customer wants this, please direct them to Apple.

Can a customer on an Android device take a Full Works for iPhone plan?

No, a customer on an Android device will only be able to take an All Rounder or Full Works plan, and won't be able to take the Apple equivalent.

An Apple customer who wants to take the All Rounder or Full Works plan can take this through Contact Centres or Retail only.

WiFi Coverage Boost

How will my customer know if they're using the WiFi Coverage Boost?

Customers will be able to see when they're using WiFi Coverage Boost, as the 4G/5G network icon on their phone will change to WiFi. This will seamlessly happen, as long as they've got WiFi Coverage Boost set up. Android devices will need to be set up the first time, Apple devices will automatically update.

Multi-line Discount

Can customers taking a handset/tablet as an additional line still get the 1GB data boost and 10% off?

No, customers will only get 10% off now. This is because more people now see the value in Stay Connected Data, over a 1GB data boost.

We aren't currently able to offer Flex Pay as an additional line, how do customers get the 20% discount on the airtime plan?

Customers who are upgrading an existing additional line onto a Flex Pay plan will receive the 20% discount

Can a customer still get 10% EE & BT Special Discount or 10% off their EE Broadband, if they've got a plan with Multi-line discount?

Yes, customers are still able to benefit from both, as long as you follow the BAU processes.