



GAMING IN RETAIL

24m Add to Plan Gaming Bundles



WE'RE LEVELLING UP GAMING

It's the UK's biggest entertainment industry, and gaming is going to play a huge role in how we win the household with new EE. We have everything we need to be the number one gaming destination on the high street: the best network, the best connection, the best partners and the best hardware.

We're updating our range in Retail which brings more flexible price points, a wider range of consoles and spread over 24 months.

With our new range, you can now sell our 24-month Gaming bundles which include a 24-month online service redeemable via vouchers and our Gaming and Video data bundles on EE.



CONSOLE OFFERS

Nintendo Switch with Nintendo Online for 24 months



OLED Model
£10 upfront
£17 per month
24 month ATP



Xbox Series S includes Xbox Games Pass Ultimate for 24 months



XBOX GAME PASS

S Model
£10 upfront
£21 per month
24 month ATP

Xbox Series X includes Xbox Games Pass Ultimate for 24 months



XBOX GAME PASS

X Model
£10 upfront
£31 per month
24 month ATP

PlayStation 5 Disc Variant with PlayStation Plus for 24 months



Disc Model
£10 upfront
£31 per month
24 month ATP

Our Nintendo Switch & PlayStation 5 products on 24m have the following vouchers inside their boxes:

PS5 – 4x £50 physical vouchers

Nintendo Switch – 2x 12 month online subscriptions

To redeem the other online content please see the QR codes on the next page

Prices are correct as of 17th March. Please always check Pricebook / Compass Plus for up to date pricing

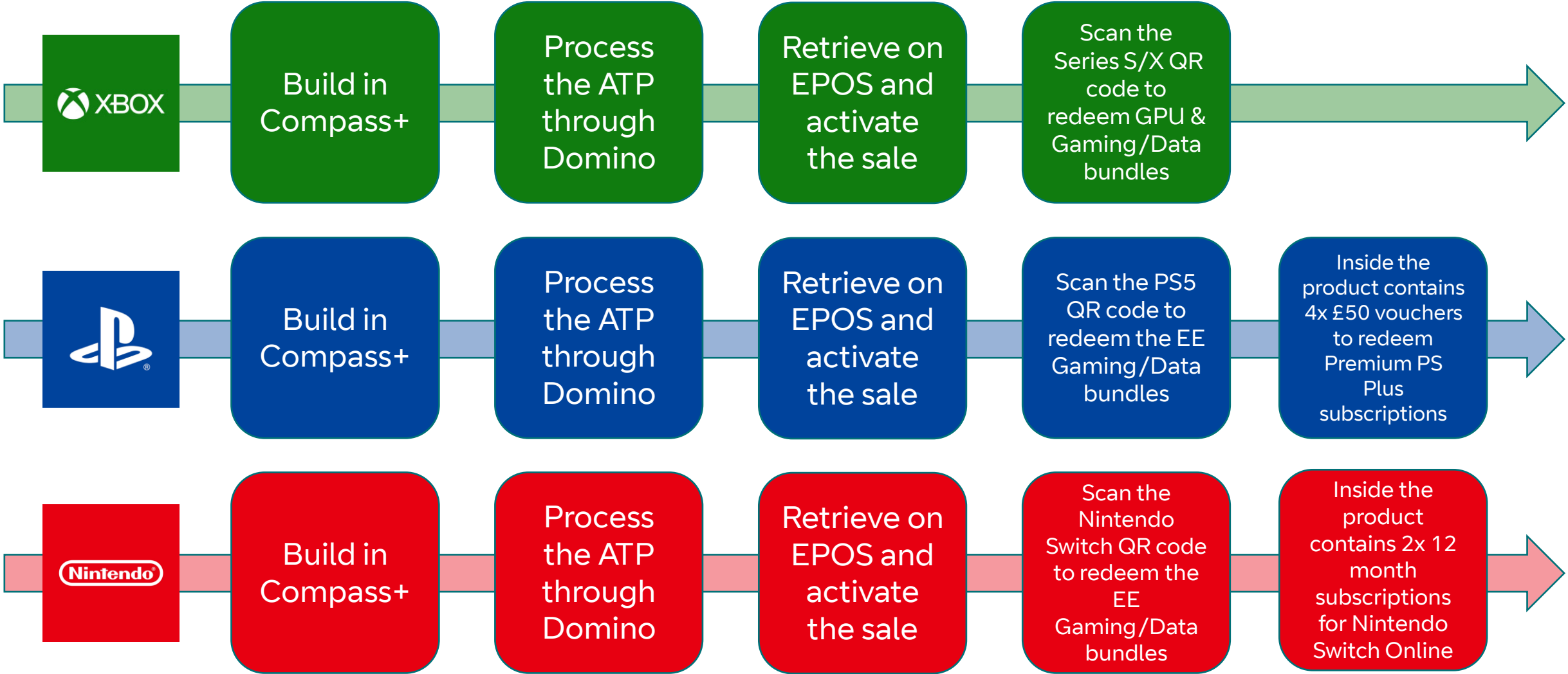


BUSINESS RULES

- Add To Plan is for upgrading and existing customers who have a tenure of 31 days+
- Customers can add up to 3 Gaming Add To Plan products per CTN, within credit class and spend rules for their BAN
- Ordering console stock via Sales Plus requires a mandatory £50 deposit
- ID Scan/SAVY and EIV are mandatory checks
- After the transaction is completed you'll need to get the customer to redeem the online content via QR codes or short codes on the next page



PROCESS FOR 24 MONTH GAMING BUNDLES



QR Codes



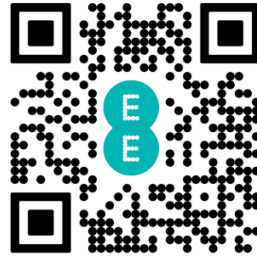
Scan the QR codes on the right or text the short code provided below the QR code to 150.

Make sure it's from the customers device to activate their online gaming bundles



Print this page and send in your work groups to help make your journey with your customer easier

Xbox 24m GPU redemption
Series S



Text
CBADD AP24001
to 150

Xbox 24m GPU redemption
Series X



Text
CBADD AP24002
to 150

24m Unlimited Gaming and Video Data
content bundle for Nintendo Switch



Text
CBADD AP24003
to 150

24m Unlimited Gaming and Video Data
content bundle for PlayStation 5



Text
CBADD AP24004
to 150

EANS & ARTICLE CODES



11M ADD TO PLAN

Xbox Series S standalone
Article: 400019839
EAN: 5025744793723

Nintendo Switch 1.1 Neon
Article: 400015477
EAN: 5025744521609

Meta Quest 128GB
Article: 400019478
EAN: 815820022732

Meta Quest 256GB
Article: 400019479
EAN: 815820022565

24M ADD TO PLAN

PS5 Gaming Bundle
Article: 400019655
EAN: 5025744789672

Nintendo Switch Gaming Bundle
Article: 400019665
EAN: 5025744789900

Xbox Series S Gaming Bundle
Article: 400016870
EAN: 889842651379

Xbox Series X Gaming Bundle
Article: 400016860
EAN: 889842640786



CONSOLES ARRIVING IN STORE

CONSOLES MUST BE LEFT IN THE PACKAGING THEY ARRIVE IN

Now that we're starting to sell Gaming Bundles, some of our bundles will have vouchers inside.

Do not open the box while it is in stock. Only open it after the sale is complete if the customer wants to do so.

The EAN/barcode is on the cardboard box.

STOCK RECALL

You'll have a stock recall come down the same week as launch for your old console stock as we seed our new range.

If you need any support with this, please submit a QMT to Stock Integrity.



WHAT THE STOCK LOOKS LIKE



Just so you're aware, this is how stock will look in your store or if the stock is ordered



Xbox Series X



Xbox Series S



Meta Quest



Nintendo Switch 24m



Nintendo Switch 11m
OLED



PS5 Gaming Bundle

THIS IS HOW IT SHOULD BE SOLD TO THE CUSTOMER, IT SHOULD NOT BE REMOVED FROM THIS BOX



ORDERING STOCK

When to use Sales Plus

Use Sales Plus if the customer is looking at adding the gaming console in-life and you don't have any stock in store

- If you need to order a gaming console, follow the BAU Sales Plus journey
- All Gaming Consoles & VR headsets require a **mandatory £50 deposit** – if you don't do this, the stock won't be sent to your store

When to use Excalibur Web Lite (POBO)

Use Excalibur Web Lite (Pre-order/Back-order) when your customer wants to purchase both a handset & gaming console but neither are in stock in store

- You'll only be able to use Excalibur Lite if the customer is ordering a handset & gaming product at the same time
- You must select the gaming product in the same order as the handset. if you don't do this you will need to order the gaming console via Sales Plus which will still **require a £50 deposit**

For support on ordering using any of these systems, please refer to Albert



HOW TO PROCESS GAMING

I have stock in store or I've ordered stock via Sales Plus

If you have ordered stock via Sales Plus, follow the below journeys as found in The Add To Plan Policy in Albert

Adding as part of an upgrade

1. Build Handset & ATP in the same Compass Plus basket
2. Complete OTP/EIV/ID Scan/SAVY
3. Retrieve ATP into Domino
4. Send basket to EPOS
5. Complete Contract Tool
6. Activate in Domino

Adding as part of an additional line

1. Complete DPA in Domino
2. Complete OTP/ EIV/ID Scan/SAVY
3. Complete Credit Check
4. Select ATP in Domino
5. Send basket to EPOS
6. Complete Contract Tool
7. Activate in Domino

Adding in-life

1. Confirm customer eligibility in Compass Plus
2. Build ATP in Compass Plus
3. Complete OTP/ EIV/ID Scan/SAVY
4. Retrieve ATP into Domino
5. Send basket to EPOS
6. Complete Contract Tool
7. Activate in Domino

No discounting is allowed on the upfront price book price | Add to Plan is not available for new Acquisitions or accounts less than 31 days old | Sales Plus deposit is £50 for consoles | Business rules apply – check Albert

HOW TO PROCESS GAMING

I don't have stock and I'm placing a Pre-order/Back-order via Excalibur Web Lite

Add To Plan accessories can only be ordered on Pre-Order or Back-Order alongside a serialised device

Adding as part of an POBO upgrade

1. Build Handset & ATP in the same Compass Plus Basket
2. Complete OTP/EIV/ID Scan
3. Retrieve Compass Plus Offer in Excalibur Web Lite
4. Retrieve basket in EPOS
5. Complete 2 copies of the Order Summary
6. Validate Payment in Excalibur Web Lite

Adding as part of an POBO additional line

1. Complete DPA in Excalibur Lite
2. Complete OTP/ EIV/ID Scan
3. Complete Credit Check
4. Select accessory 'add'
5. Complete 2 copies of the Order Summary
6. If your device has no upfront cost you must still scan the 'Upfront Pre Order' VAS and enter £0.01 as the value, discount this to zero using the 'Head Office Promotion' Reason

No discounting is allowed on the upfront price book price | Add to Plan is not available for new Acquisitions or accounts less than 31 days old | Excalibur Web Lite can only used with a serialised sale | Business rules apply – check Albert



HOW TO PROCESS GAMING

CONTINGENCY PROCESS

This process should only be used if you have logged any pricing issues with the IT Helpdesk or are following a Head Office Communication, i.e. System Outage

Any orders placed via this journey when the above is not in play will result in the sale being validated and lost

Manual Process – you have stock in store

1. Complete DPA with the customer and check Compass+ for eligibility
2. Build the ATP offer and accept it in Compass+
3. Log in to Excalibur Web Lite, DPA the customer then go in to Manage Account > Change Services
4. Add the correct ATP SOC which matches the Pricebook
5. Complete a Manual Contract tool in EPOS
6. In EPOS, search for the ATP SOC and select 'Upfront Cost' - this will show up as £9999. Discount down to the correct upfront cost via Head Office Authorised. Enter the CTN that you're attaching it too when prompted
7. Put through the EAN of the Console on EPOS – You'll need to discount down to £0 via Head Office Authorised
It's important that you have the ATP SOC on the receipt with the mobile number for validations
8. Total the transaction and take payment



VALIDATIONS AND COMPLIANCE

Validations

- Under no circumstances can you discount the upfront cost on any Gaming Add to Plan product. Any discounts will result in an investigation and potential disciplinary action
- Any Add To Plan incorrectly sold, will result in the sale being validated and lost. Refer to the Add To Plan Policy in Albert for more information
- Store Managers will receive validations into QMT every month, it is really important that you use this to correct behaviours and coach staff members accordingly

Compliance

- Compliance will be completing checks on their visits

Store to Store Stock Transfer

- The business may ask you to transfer stock between sites on occasion, look out for these communications via your store inbox

