

International Top-Up – We've got the World Covered!

What is International Top-Up?

It allows people living in New Zealand to instantly top up the mobile phones of their friends and families in other countries. Your customers buy a top-up voucher from your store and then follow the instructions on the voucher to go online or phone (Digicel only) and send the top-up. The top-up amount goes instantly to the phone wherever it is and an SMS is sent to confirm.

Your customers love it because:

- It's cheap and secure to send a small amount.
- Sending top-up instead of cash to someone ensures the money is spent on staying in contact and not other things.
- It is often cheaper to call from a developing country.
- Many carriers allow the top-up to be split up and shared with other phones by the receiving party

Our Two Providers Cover the Globe



63 COUNTRIES WORLDWIDE

- Use to top up prepaid mobile phone accounts in 63 countries across Asia Pacific, Africa, the Caribbean, Latin America and Eastern Europe at www.eztop.com.
- Available in denominations of \$10, \$18 and \$34.
- Key Countries; India, Pakistan, Sri Lanka, Philippines, North Africa, Asia.
- Retail margin: 4.5%.

Digicel

The Pacific's Network.



- The leading mobile operator in the Pacific Islands.
- Top-ups can be sent to Samoa, Tonga, Fiji, Vanuatu, Papua New Guinea, Nauru at www.digicelrecharge.com or via phone.
- Available in denominations of \$15, \$20, \$30, \$50.
- Retailer margin: 6%.

How to Identify an International Top-Up Customer:

- Any overseas immigrants who have close friends and family in their home country. If your customer is a Pacific Islander it would pay to ask them if they are aware they can send top up to friends and family overseas via the Digicel Network. If they are of other ethnic descent especially India, Pakistan, Sri Lanka and the Philippines, make sure you let them know about the *ezetop* service. It's up to you to inform your customers about this relatively new service as many will be unaware. This will result in many new users as sending top up overseas has broad appeal both for ensuring consistent contact and as a gift.
- Foreign holidaymakers in New Zealand.
- Kiwis who have worked abroad and still have close ties overseas.

Successful Terminal Upgrade Process!

Well done to all Ezi-Pay retailers who were involved in the terminal upgrade changeover. Ezi-Pay managed to successfully upgrade more than 1000 retailers in a timely fashion. It was great teamwork on everyone's part to ensure that all retailers had a smooth transition and no downtime from trading.

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The Latest From Ezi-Pay

Ezi-Pay is now on Facebook and Twitter!

From now on, you can find short, timely updates of the latest news as it happens, information on the latest promos to be aware of, industry updates and more on our Facebook and Twitter pages.

Check us out on:  www.facebook.com/everythingprepaid

 www.twitter.com/evrythngprepaid

And the Gaming Explosion Continues...

Make sure you are making the most of the gaming card revolution by stocking key online gaming cards like The Ultimate Game Gard (UGC). This is the fourth largest selling game card in the USA and so is an absolute must have in your store. Rather than loading a card, it prints as a voucher from your terminal.

This card allows your customer to play over 1000 online games including popular favourites like Facebook games, games on MySpace, the world's most popular multiplayer game RuneScape, Pet Story, Maple Story, Perfect World and hundreds more...

Plus...

- Used as a gift or as payment method online for those without credit cards.
- Similar buying patterns to mobile top-up means regular purchase opportunity.
- Covers games for all ages and preferences.

To help you raise awareness of online game cards in your store, we have developed a counter mat insert highlighting The Ultimate Game Card. Please ask your sales rep for one of these for your store and remember to talk to your customers about the online game cards that you now have available!

Excellent 5% Margin: Sell a \$20 card, make \$1 real margin!



New, Improved Terminal Invoices Make Life Easier

After gathering customer feedback from you over many months, as part of our commitment to ongoing improvement and customer service, we have redesigned our invoices and statements to make them much more user-friendly. Firstly, our terminal invoice has been completely overhauled. Previously, it only showed the total number of top-ups, phone cards, prepaid power top-ups and gift cards sold, along with the buy and sell price.

The new-look terminal invoice shows:

- Total quantity, buy price and sell price for each product sold, by brand.
- Phone cards will be grouped by company, so you will see the total number and value of Compass, Telecom, TelstraClear and CardCall phone cards sold.
- Terminal rental, service fees and any rebates earned will be shown individually.
- Any products that do not have a GST component are clearly indicated.

Likewise, we have also improved the look and ease of use for our weekly invoices and four weekly statements. We hope you find these changes useful and more user-friendly.

EZI-PAY LIMITED
TAX INVOICE
INV DATE: 29-May-2011
INV NO: 117079/168
GST: 86-545-085

QTY	\$SEL	\$BUY
Equip & Service		Fees
Service Fee	1	2.00

Mobile Prepay		
Vodafone Prepay	1	20
		16.48

Phone Card		
Compass P/C	1	20
		13.57

Total Excl		32.05
GST		4.80
Total Incl		36.85

Prior Bal		2.30
Payments		-2.30

Total Due		36.85
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In accordance with your DD agreement we will debit your account 36.85 on 01/06/2011.



Outstanding Retailer Award

Motueka... a sunny town just north of Nelson, known for its orchards and being the gateway to Golden Bay, is home to Kiwi Konnection – an internet cafe that was set up by two friends David & Matthew in 2006. Motueka is well known for its seasonal orchard workers who vary in ethnicity, as well as the large amount of tourists that pass through in the hot summer season. After the introduction of Ezi-Pay into the store in early 2006, their sales in international calling cards were among the top of all the retailers in the region.

This store was one of the first stores in the region to have Digicel top-up activated and since then sales of the product have sky-rocketed. In the last 3 months, they were the top sellers of the Digicel top-up product in the country. Just goes to show what a little bit of advertising and a whole lot of word of mouth does for your business!

This quarter's Outstanding Retailer Award goes to Kiwi Konnection for showing OUTSTANDING INITIATIVE in see-



ing the opportunity of international top-up and making the most of it. Congratulations David! We are sending you \$200 worth of phone cards. Keep up the great work!

Housekeeping

Useful Tips on Top-Up Vouchers

Remember... when you sell someone a top up voucher, always take their payment in advance before printing out their voucher. **Never take back a top-up voucher** once it has been loaded and given to the customer. If a customer is having trouble or needs assistance with a voucher they have already purchased, please refer them to the mobile provider for help.

If a customer tries to return a top-up voucher, both the retailer and Ezi-Pay have no way of knowing, without contacting the top-up provider, whether that voucher has been used or not. If it has been used, it will be your cost.

Getting payment up front before printing the voucher eliminates the fraud risk. If a customer does change their mind immediately after you have printed them a voucher, you could sell that to the next customer who requires that voucher amount.

There may be the occasional instances where you do need to void a transaction eg you have made a mistake with the amount, there is a paper jam, the amount and top-up pin is not legible etc. In this case, please follow the adjacent void procedure.



How to Void a Transaction on the Ezi-Pay IVR

Dial 0800 960 000

Press 2 to void a transaction

When prompted, enter your Ezi-Pay account number and press the # key, then your 4 digit PIN number and press the # key.

When prompted, enter the transaction number of the transaction to be voided. This is found on the transaction receipt that prints from your terminal.

When prompted, enter the last 2 digits of the terminal ID, which appears on the receipt.

The transaction details will be read back to you. If they are correct, press 1 to proceed. If they are incorrect, press 2 to re-enter.

When prompted, select the reason you are voiding the transaction.

Wait to hear the system confirmation of the void, then hang up.

Note: Only mobile phone top-ups and Compass phone card transactions can be voided on the Ezi-Pay IVR, as long as they have not yet been invoiced to you.

Important Notice About Voiding GLO-BUG Transactions

GLO-BUG transactions can only be voided while the customer is still in the shop.

- Only void where you have loaded the wrong amount, eg \$200 by mistake, when customer requested \$20. To void the amount, you must call Ezi-Pay on 0800 960 000, and Ezi-Pay Customer Care must talk to your customer before voiding the amount.
- No other voids are permitted; Mercury Energy will no longer accept your call requesting to void.
- There are no exceptions so please take extra care when topping up a GLO-BUG account.

When you top-up a GLO-BUG customer, please be aware that it is one transaction per amount requested. If you top up in multiple transactions you will risk Mercury Energy directing customers away from your store. GLO-BUG customers always top up multiple times in a month anyway and this creates extra sales opportunities each time for you.

Provider Promotions

Many Winners Enjoy Stylish Puffer Jackets and T-shirts from 2degrees Retailer Incentive Promotion!

This incentive promo is well underway and as of the end of the first quarter, many customers are now enjoying jackets and t-shirts courtesy of 2degrees!

We had 31 stores qualify to win a stylish black puffer jacket just in time for winter.

Congratulations to all of you winners!

We had 25 winners qualify for the sporty polo shirt.

Congratulations to all of you winners!

AND YES! You can still win as this promotion runs quarterly right through 2011. Here's how:

- Sell an average of \$1500 face value of 2degrees top-up over three consecutive months and receive a FREE stylish puffer jacket.
- Sell an average of \$1000 face value of 2degrees top-up over three consecutive months and receive a FREE sporty blue 2degrees t-shirt.
- Or sell an average of \$750 per month over six consecutive months and receive a FREE puffer jacket!



AND... New on 2degrees Prepay:

Don't forget to remind your customers about the new 2degrees \$19 Combo Pack: 30 minutes, 2500 texts & 50MB National Data. This is a Prepay first & fantastic value. Just top up \$20 in-store, and then buy by texting 19Combo to 233.

The Ezi-Pay Loyalty Draw – You Win, We Win

Make sure you're in the running for our quarterly lucky draw to win one of the two prizes below! You can still register by filling out the entry form below and sending it into us. To be eligible to enter, you must be using Ezi-Pay exclusively for your rechargeable and prepaid products or at least for 80% of them. And now, here are our two winners for this quarter!

First Prize (\$250 gift card of choice): Pravina & Anil Patel, Peninsula Price Cutter, Te Atatu Peninsula, Auckland

Second Prize (\$150 gift card of choice): Laeeq Ahmad, Grange Road Dairy, Tauranga

A VERY BIG CONGRATULATIONS TO YOU BOTH!

Your rep will be in touch about your choice of gift card. Thanks for your loyalty and enjoy this gift on us.

ENTRY FORM FOR EZI-PAY LOYALTY DRAW

To enter, the draw and be in to win every quarter, simply fill out this tear off slip. Send in your application to us at the following address: Ezi-Pay Loyalty Draw, PO Box 2533, Shortland Street, Auckland 1140.

NAME: _____

STORE: _____

ADDRESS: _____

Are you eligible for this draw? Tick the box below that applies.

YES I am using Ezi-Pay exclusively for my prepaid and rechargeable products OR

YES I am using Ezi-Pay for at least 80% of my prepaid and rechargeable products

Sending us this form will ensure you are entered into the Ezi-Pay Loyalty Draw every quarter.

Until next time..... thanks for being with Ezi-Pay

GOOD LUCK!



100% RECYCLED
CONTENT

NZ'S HONEST PHONE CARD!



Call NZ Mobile Phones on KiaOra

Was 39c a minute, now **ONLY 19c per minute!**

**RETAILER BONUS – Receive 30% margin on all KiaOra card sales!
(offer runs until 4th September 2011)**

New Zealand's honest phone card is now even better value, with new very low rates for calls around New Zealand and overseas.

From 11th July 2011, Kiwis will pay a tiny 2.5c a minute for national landline calls and just 19c a minute for calls to national mobiles.

Rates to overseas destinations are just as exceptional.

- India (including mobile) and China (including mobile) are just 2.9c a minute.
- Australia, UK 2.9c a minute.
- USA (including mobile) 2.9c a minute.
- South Korea (including mobile) is a tiny 6.9c a minute.

And with KiaOra, the rate you see is the rate you get. There are no extra fees at all so your customers get exactly the value they expect.

Why Do Your Customers Love the KiaOra Phone Card?

- KiaOra's rates apply 24 hours a day.
- KiaOra has no connection fees.
- KiaOra's rates include GST.
- KiaOra has no service fees.

Your usual margin on KiaOra is a very competitive 22% on every card sold.

To order posters, call free on 0800 646 444.



Make 55% More Profit on Talk4Less

For a limited time (until 31st January 2012) your Talk4Less retailer margin has gone from 18% to 28%!

You can make 6 times more profit on your Telecom top-up customer!



CARD / VOUCHER	YOUR PROFIT PER TRANSACTION
\$20 Telecom mobile top-up voucher	\$1.10
Add a \$10 Talk4Less card	\$2.80
Potential profit per Telecom customer	\$3.90

Here's How to Make the Most of It:

1. If your customer is buying a Telecom top-up voucher, ask them if they make international calls.
2. If yes, tell them about Talk4Less – the cheapest way to make international calls directly from their Telecom mobile.
3. Remind them of the low rates to a number of countries including USA, Australia, UK and more and that there is no surcharge from Telecom mobiles when calling overseas.

Why Use Talk4Less?

Talk4Less is the ideal prepaid calling card for those customers wanting to make international calls from Telecom mobiles.

- No surcharge from Telecom mobiles when calling overseas.
- Highest Quality connections.
- Rechargeable.
- 24/7 Customer Service.
- Lots MORE minutes for less!

For a full list of rates go to www.talk4less.co.nz

To order your Ezi-Pay stocks, just call 0800 960 000 and quote product code 080

or visit www.ezipay.co.nz



telecom^{nz}

www.talk4less.co.nz