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BRIEF INTRODUCTION
TONE WOW 基础介绍



MARKET WATCH
潜在市场和用户群



INCENTIVES AND STRATEGIES
福利和市场销售技巧

TONE WOW

Marketing Plan

1ST JAN 2020

Attn: All Tone Wow Dealers

We are pleased to announce the incentive structure for Tone Wow Dealers. The following incentives will apply until further notice

Tone Wow 代理的所有好处和福利。

Helping you achieve financial freedom

Tone Wow Sdn. Bhd is officially launched on 18 January 2019 at Avante Hotel, Bandar Utama. The company marks a significant change in the marketing structure of traditional telecommunication. In partnership with Digi Telecommunications, Tone Wow aims to provide more flexibility in marketing by allowing users to become dealers in promoting Tone Wow sim card pack (starts from just RM12.50) and prepaid plans. As a reward, dealers can earn up to 8%-29% on the amount of prepaid top up. The more you refer, the more incentives you can earn!

Tone Wow Sdn Bhd 正式成立于 2019 年 1 月 18 号并在 Avante Hotel 举办隆重的开幕仪式，席开 30 桌。Tone Wow 公司的成立鉴定了传统通讯业的改革和进步。与 Digi 公司签订了合作关系后，Tone Wow 带来的第一番新气象便是降低通讯营业的门槛，使用户也能成为代理，推销 Tone Wow 电话卡（从 RM12.50 起）和预付配套。随之，Tone Wow 代理能从中抽取优渥的 top up 佣金达 8%-29%。当您介绍越多人使用 Tone Wow，您得到的收入就越高！



MARKET WATCH 潜在市场和用户群

In Malaysia, there are a total of 42.9 million of prepaid users which produces an attractive revenue of RM2.60 billion every month! Imagine you can sought 8%-29% of the total revenue by becoming Tone Wow dealer with just RM12.50. All you have to do is just recruiting new users, you don't have to perform top up for them. Recruit, Sit and Wait! 全马总共有将近 429 万的预付卡用户，每个月的营业额更高达 RM26 亿！试想当你只用了 RM12.50 成为 Tone Wow 代理后，你就能从中抽取 8%-29% 的庞大利润。您只需要介绍新的用户，不需要替他们 top up。相当于做一次工就能赚一辈子！



Section A: Tone Wow Plus Incentives 佣金

Part I: Monthly Passive Top Up Incentives 每月被动式 top up 佣金

Here comes the exciting part of becoming a Tone Wow dealer. Your passive income journey starts once you have successfully recruited a Tone Wow user. The main source of income of a Tone Wow dealer comes from the 8%-29% top up commission. The amount of top up commission you obtained depends on your ranking as the following:

被动式 top up 佣金是 Tone Wow 代理最大的收入来源。每当您成功介绍的用户继续 top up Tone Wow 电话卡，您都能从中抽取 8%-29% 的佣金。以下是每个等级能抽取的 top up 佣金%：

No.	Ranking 等级	Direct Comm. 直属	Loyalty Comm. 组织	Profit /sim 零售利润
1.	Lite Member (LM) *When your passive commission reaches RM100, you will be upgraded to NM automatically with no fees charged; 当您的收入到达 RM100 的时候，您会免费自动升级去 NM。	8%	-	RM1
2.	Normal Member (NM)	13%	-	RM1
3.	Service Centre (SC)	15%	1.0%	RM2
4.	Premium Service Centre (PSC)	15%	2.5%	RM2
5.	Branch (BR)	17%	3.5%	RM3
6.	Premium Branch (PBR)	17%	5.0%	RM3

*Direct comm. refers to top up commission earned from your direct recruited members; 直属指的是您从直属赚取的 top up 佣金

*Loyalty comm. refers to top up commission earned from distributing sim cards; 组织指的是您从批卡中赚取的 top up 佣金

Dealer Starter Package 代理配套

You can start becoming a Tone Wow dealer from either a Lite member or a Normal member:

成为 Tone Wow 代理可以从以下两个等级开始：

Ranking 等级	Price 价钱	What you will get? 您能得到
Lite Member (LM)	RM70	<ul style="list-style-type: none"> • 1 Tone Wow Lite sim card • RM50 top up • FREE postage
Normal Member (NM)	RM338	<ul style="list-style-type: none"> • 1 Tone Wow Biz sim card • 19 Tone Wow Lite sim card • RM50 top up • Registration and SRS system; 注册和 SRS 系统 • FREE postage

FREE AUTO UPGRADE 免费自动升级

NM upgrades to SC; NM 升级至 SC

Criteria 条件:

- Passive top up incentives in Part I exceeds RM200 (excluding other accounts owned by owner); 被动式佣金达 RM200 或以上（代理其他的户口除外）
- Minimum 10 direct subscribers with minimum 90 days active status; 至少有 10 名代理或者用户超过至少 90 天活跃期
- Promotion to the new rank will take effective in the following month after qualified; 符合升级条件的代理会在下个月正式升级

SC upgrades to PSC; SC 升级至 PSC

Criteria 条件:

- Passive top up incentives in Part I exceeds RM500 (excluding other accounts owned by owner); 被动式佣金达 RM500 或以上（代理其他的户口除外）
- Minimum 1 direct SC; 至少成功培训一位直属下线升级 SC
- 30 direct subscribers with minimum 90 days active status; 拥有 30 名代理或者用户超过至少 90 天活跃期
- Promotion to the new rank will take effective in the following month after qualified; 符合升级条件的代理会在下个月正式升级

PSC upgrades to BR; PSC 升级至 BR

Criteria 条件:

- Passive top up incentives in Part I exceeds RM3000 (excluding other accounts owned by owner); 被动式佣金达 RM3000 或以上（代理其他的户口除外）
- Minimum 1 direct PSC; 至少成功培训一位直属下线升级 PSC
- Minimum 1 direct or indirect SC; 至少成功培训一位直属下线或者团队代理升级 PSC
- and 30 direct subscribers with minimum 90 days active status; 至少成功培训一位 SC 和拥有 30 名代理或者用户超过至少 90 天活跃期

*Probationary period for BR of 180 days; BR 的 180 天试用期

- During probationary period, promoted BR must maintain RM3000 top up commission and above. If the top up commission is below RM3000, dealer will be automatically demoted to previous rank in the same month and will receive incentives based on previous rank; 在试用期间内，代理必须保持每个月至少 RM3000 的 top up 佣金。若不能保持每个月 RM3000 的 top up 佣金，代理会在当月失去所有 BR 的福利并且在当月回到之前的等级。当月的 top up commission 会依照升级 BR 之前的等级计算。
- During probationary period, BR must have minimum 2 NM or 15 LM with active period of 90 days within the 180 days from the date of promotion to BR. 在试用期间内，代理必须在升级后的 180 天内注册至少 2 位 NM 或者 15 位 LM 并且有至少超过 90 天活跃期。
- Only dealers whom pass probationary period can be confirmed as BR; 只有在试用期内达到所有条件才能够确认升级成 BR。

** Annual BR performance target of first 12 months; BR 的首 12 个月观察期

- After being confirmed as BR, one should achieve an increase of a minimum RM1000 top up commission by the end of 12 months; 确认升级成 BR 了之后，BR 必须在第 12 个月月尾有 RM1000 的 top up commission 增长率。
- After being confirmed as BR, one should accumulate 10 NM or 75 LM for more than 90 days active status by the end of 12 months; 确认升级成 BR 了之后，BR 必须在第 12 月累积注册至少 10 位 NM 或者 75 位 LM 并且有至少超过 90 天活跃期。
- Failure to meet performance target, BR shall be demoted to previous rank the following month; 若不能达到观察期的条件，代理会在下个月回到之前的等级。



Part II: Retail Incentives 零售利润

No.	Descriptions 内容	Max Amount 零售利润
1.	Registration Incentives 注册佣金 <ul style="list-style-type: none"> • RM1 for every successfully registered member through myWOW app; 使用 myWOW app 注册成功 Or; 或者 • RM0.50 for every successfully registered member through myWOW web portal; 使用 myWOW 网站注册成功 	RM1
2.	Recruitment Incentives 介绍佣金 Earn up to one-time RM5 from each member you've newly recruited to Tone Wow when they perform respective Top Up in the first 30 days after registered; 当新注册的用户在 30 天内有 top up, 依据用户第一次加额的金额, 能够额外赚取一下介绍佣金: Top up RM10 = RM1 Top up RM20 = RM2 Top up RM30 = RM3 Top up RM40 = RM4 Top up RM50 and above = RM5	RM5
3.	Retail Incentives 零售佣金 Sell a Tone Wow sim card at RM12.50 at the cost of RM11.50, earning retail profit of RM1 for every sim card sold; 成为代理后, 您的成本价是 RM12.50, 即卖一张 RM11.50 的 Tone Wow Prepaid card 能得到零售利润 RM1。 *At different ranking, your profit per sim card is different; 当您等级不同, 每张补卡的零售利润也不同。(see page 2)	RM1
TOTAL 总数: Your retail profit is RM7 for every RM12.50 sim card sold. 每卖出一张 RM12.50 Tone Wow 卡, 您的零售利润是 RM7		RM7

Example 1 例子一:

Alicia is a Premium Service Centre of Tone Wow. In June, She has sold 500 sim cards and registered 40 new users under her account. Since she joined Tone Wow, cumulatively she has sold 4000 sim card registered 300 users (still remain active with top up RM50 on average). Therefore, her June top up commission and retail incentives are calculated as follow:

Alicia 是 Tone Wow Premium Service Centre. 她六月总共卖出了 500 张卡和注册了 40 个新用户。从她成为 Tone Wow 代理以来总共累积卖出了 4000 张卡和成功注册总共 300 名用户 (每个月至少平均 top up RM50)。那么, 她的六月所得的零售利润和被动式 top up 佣金如下:

Registration Incentives: 40 x RM1	= RM40	} Retail Incentive =RM1240
Recruitment Incentives: 40 x RM5	= RM200	
Retail Incentives: 500 x RM2	= RM1000	

Direct Commission: 300 x RM50 x 15%	= RM2250	} Top up commission =RM7250
Loyalty Commission: 4000 x RM50 x 2.5%	= RM5000	
Total RM8,490		



Part III: Annual Year End Bonus 年终花红

Aside from retail and passive top up incentives, dealers can also enjoy up to 18% of additional year-end bonus depending on the number of new users subscribed to TDS50 for continuous three months period. 除了零售利润和每月被动式 top up 佣金，只要用户有长达至少 3 个月连续签购 TDS50 的配套，代理也可以获得高达 18% 的花红。

Number of new subscription to TDS50 for continuous three months 新签购至少 3 个月 TDS50 的新用户	% of Total Earnings for that month 每月额外获得的利润
1	1%
2	2%
3	3%
4	4%
5	5%
6	6%
7	7%
8	8%
9	9%
10	10%
11	11%
12	12%
13	13%
14	14%
15	15%
16	16%
17	17%
≥18	18%

Conditions:

- All bonuses will be accumulated and paid as follows;
 - Period of January – June 2020: Pay-out in October 2020
 - Period of July – December 2020: Pay-out in April 2021
- Any unfulfilled monthly commitment will result in your bonus for that particular month being forfeited.
- Open to Normal Member and above only.
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Example 3 例子三:

Alicia's June top up commission is RM7,250 and she has activated 20 new users in that particular month whom have subscribed TDS50 for continuous three months. Therefore, she can earn an additional June bonus of, $RM7,250 \times 18\% = RM1,305$

Alicia 六月的 top up 佣金是 RM7,250。当月，她总共注册了 20 名新用户，并且都有连续 3 个月签购 TDS50 的配套。所以，Alicia 能在 6 月额外赚取 $RM7,250 \times 18\% = RM1,305$ 的花红。

Alicia's June total income; Alicia 六月的总收入

1. Retail Incentives 零售利润:	RM1,240
2. Passive Top up incentives 每月被动式 top up 佣金:	RM8,490
3. Annual Year End Bonus 年终花红:	RM1,305
6 月总收入	RM11,035



Section B: Tone Wow Prepaid Plan 配套

Package 配套	Data 上网数据	Voice Call 通话时间	SMS	How to subscribe 购买方法	Price 价钱
TDS30	8GB Data - 5GB high speed (can carry forward) - 3GB basic internet	750 min calls - all network - can carry forward	10 SMS - all network	- Via mywow app - Via *128*1*1*2*1#	RM30 / 32 days
TDS50	89GB Data - 10GB high speed (can carry forward) - 64GB high speed (2GB per day) - 15GB basic internet	Unlimited call to all network	None	- Via mywow app - Via *128*1*1*3*1#	RM50 / 32 days
TDS120	156GB Data - 40GB high speed (can carry forward) - 96GB high speed (3GB per day) - 20GB basic internet	Unlimited call to all network	None	- Via mywow app - Via *128*1*1*4*1#	RM120 / 32 days

Booster Plan:

Package 配套	Price 价钱	Data 数据	Validity 期限
TBS15	RM15	15GB	7 Days
TBS20	RM20	20GB	7 Days

- Only users subscribed to TDS50 or TDS120 can purchase Booster.
- Can also subscribed via myWow app

DATA不够用?

NEW BOOSTER PLAN TONE WOW

Validity	Data	Price	购买方法
7 天期限	15GB	RM15	*128*1*2*1*1#
7 天期限	20GB	RM20	*128*1*2*1*2#

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Incentive Trip 2020 to AUSTRALIA; 2020 年终旅游奖励至澳洲



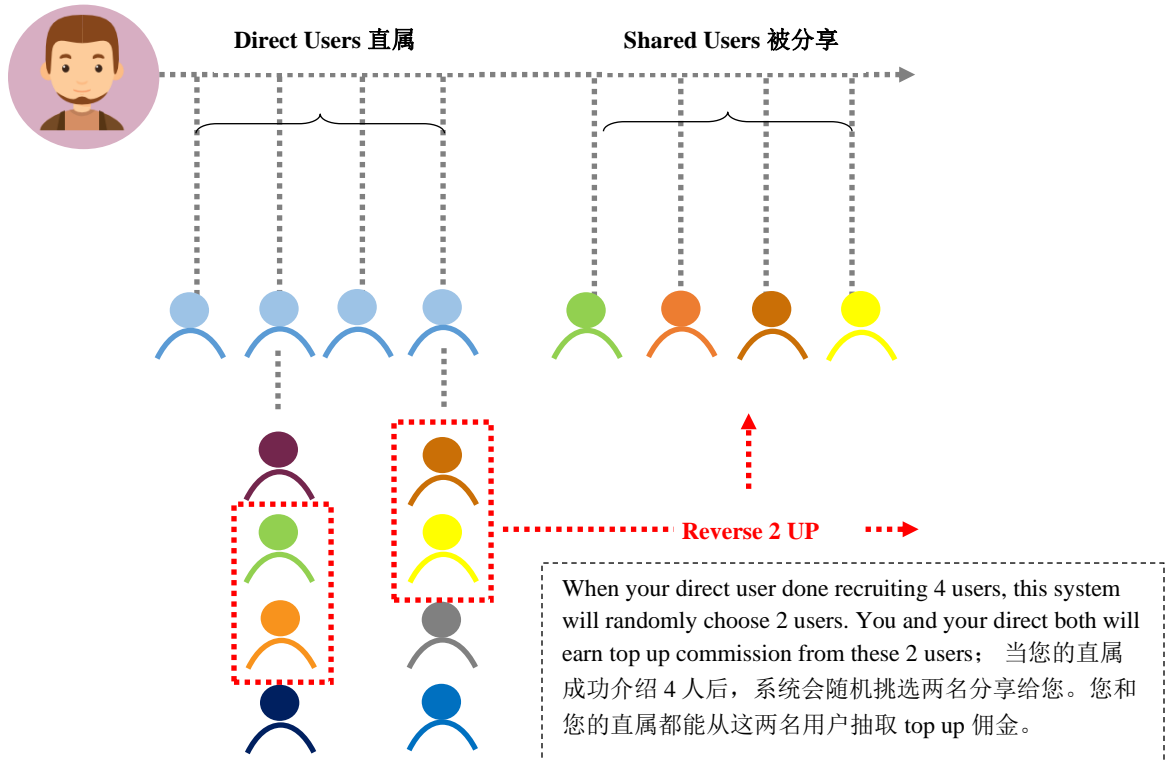
Campaign Period 活动期间: 1.1.2020 – 31.12.2020

Criteria 条件:

- Must recruit 130 or more members (direct, no duplication and not self-account) during campaign period; 必须在活动期间累积注册至少 130 位直属下线或者用户（必须是直属，没有重复，代理本身不算）。
- Every recruited member in the above must subscribe TDS package or TBS package with total value of RM250; 累积注册的直属下线或者用户必须签购 TDS 或者 TBS 配套。签购得配套总金额必须超过 RM250。
- Dealer him/herself must also subscribe to TDS package with total value of RM250 and maintain active status throughout campaign period and until travelling period ended; 代理本身必须也要签购 TDS 配套（总金额超过 RM250）并且在活动期间直到旅游期间结束保持活跃状态。
- Members that subscribe in December 2020 will be allowed to subscribe to TDS or TBS package until 28 February 2021 for qualification purpose; 2020 年 12 月内注册的用户有至 2021 年 2 月 28 号的缓冲期来确保符合旅游条件。
- Qualified members cannot be assigned to another party for the incentive trip unless subject to management approval; 符合条件的代理不能在未获得公司的同意私下把旅游奖励转让给别人。
- Apart from tour fees, all other fees such as VISA, etc. shall be borne by the members and must be fully paid prior to travel date; 除了旅游团所需的费用，其他费用如：签证等等需要代理负责，并且在出发之前缴清。

Appendix: Reverse 2 UP System

Reverse 2 UP is a system that allows you to earn top up commission not only from your direct users but your entire network up to unlimited level indirectly; Reverse 2 UP 是 Tone Wow 独有的佣金系统。这个系统让你不止能够抽取直属注册用户的 top up 佣金、还能允许你无限代抽取你旗下整个组织的 top up 佣金。



Expected top up commission according to Reverse 2 UP if you only recruit 4 users in the first month. This system automatically helps you recruit shared users from your network even if you stop recruiting; 根据 Reverse 2 UP 系统, 就算您只在第一个月介绍了 4 名用户, 以下会是您预期的 top up 佣金。这个系统会自动帮助你的组织成长, 让您在没有介绍任何新用户的情况下都能在接下来的月份抽取更多的收入。

Month 月份	Number of users 用户人数	LM 8%	NM 13%
1	4	RM 9.60	RM 15.60
2	8	RM 19.20	RM 31.20
3	16	RM 38.40	RM 62.40
4	32	RM 76.80	RM 124.80
5	64	RM 153.60	RM 249.60
6	128	Upgrade to NM 13%	RM 499.20
7	256		RM 998.40
8	512		RM 1996.80
9	1024		RM 3993.60
10	2048		RM 7987.20
11	4096		RM 15974.40
12	8192		RM 31948.80

Condition:

- The calculations are based on RM30 top up from each users, 以上数据假设每名用户都 top up RM30



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- In order to be qualified to reverse 2 up system, one must have at least four Qualified Members (QM) or four Biz members. QM refers to Lite Members whom have successfully performed top up of minimum RM30 within 3 days after registration. 要参与 reverse 2 up 系统的代理必须拥有至少 4 个 Qualified Member (QM)或者 4 个 Biz member. QM 指的是 Lite 代理有在注册后的 3 天内至少 top up RM30。