

Table 19: Summary of new products, services and special offers (July 2003 to November 2004)

Month	Prepay	Competition	Consumer	Competition	Business	Competition
July 03	<p>Vodafone</p> <p>Happy Hour Promotion "Off Peak Starts Early" 5pm every Friday in July (\$1.39 peak CF \$0.49 off peak per minute)</p> <p>AA Reward Competition - Customers who register with Vodafone for AA Rewards between 2 July and 30 September 2003 will go into the draw to win 1 Vodafone live! Sharp GX10 mobile worth \$999.</p>		<p>Vodafone</p> <p>Happy Hour Promotion "Off Peak Starts Early" 5pm every Friday in July If included minutes have run out then off-peak rates apply</p> <p>AA Reward Competition - Customers who register with Vodafone for AA Rewards between 2 July and 30 September 2003 will go into the draw to win 1 Vodafone live! Sharp GX10 mobile worth \$999.</p>	<p>Competition</p> <p>With Message Alerts you're "in when you're out". Free text to 027 when voicemail message on landline</p>	<p>Vodafone</p> <p>Happy Hour Promotion "Off Peak Starts Early" 5pm every Friday in July</p> <p>Switch Promotion: New Sony Ericsson T610 on a 36 month talkZone plan for \$249 plus GST (for non-Vodafone customers to switch)</p> <p>Travellers Business Campaign Entry into a prize draw to win \$10,000 worth of travel through Quantas if the recipient has roaming added to their account.</p>	<p>Competition</p> <p>With Message Alerts you're "in when you're out". Free text to 027 when voicemail message on landline</p>
Aug 03	<p>TXT Message Double-up Promotion – For every txt sent in September, 10c will be charged instead of 20c.</p> <p>Prepay double-ups Any Prepay customer that tops up between 3 and 10 August 2003 will receive double their top-up amount.</p>	<p>\$10 TXT (02/08/03) Telecom caps the price of sending text messages at \$10 a month for those using 027 mobile phones. Cap comes into effect after the first 50 P@P texts are sent.</p>	<p>TXT Message Double-up Promotion – Customers with TXT bundles will receive the same number of TXTs free for September.</p> <p>Get Plan Bonus for August All Get plan customers will get a Bundle Bonus of double their bundle.</p>	<p>\$10 TXT (02/08/03) Telecom caps the price of sending text messages at \$10 a month for those using 027 mobile phones. Cap comes into effect after the first 50 P@P texts are sent.</p>	<p>TXT Message Double-up Promotion – For every txt sent in September, 10c will be charged instead of 20c.</p>	<p>"Work where you want to work" Free GTran PC Card On a 36 month Mobile Data 70 Plan</p>
Sep 03	<p>Prepay IOU Prepay customers can get a \$2 IOU credit by texting "IOU" to 468. They then pay Vodafone back next time they top up.</p>	<p>'Meet the Fab new GTRAN 4020 \$499.00 + \$0 free txt till end of the year....existing mobile customers get \$50.00 off rrp if they upgrade to a mnthly Mytime plan</p>		<p>'Meet the Fab new GTRAN 4020 \$499.00 + \$0 free txt till end of the year....existing mobile customers get \$50.00 off rrp if they upgrade to a mnthly Mytime plan</p>		<p>Work where you want to work- Kyocera 2235 + USB Data Cable for \$149 when you connect to both a 24 mth anytime call plan and Mobile Data 25 Plan.</p>

Month	Prepay Vodafone	Competition	Consumer Vodafone	Competition	Business Vodafone	Competition
		'It's win, win, win' situation- \$100 credit when you bring yr connected 021 or 029 in, \$50.00 credit on yr home ph, \$50.00 credit on international calls, 100 hrs of free internet access- an additional \$50.00 credit if you bring three services to Telecom.		'It's win, win, win' situation- \$100 credit when you bring yr connected 021 or 029 in, \$50.00 credit on yr home ph, \$50.00 credit on international calls, 100 hrs of free internet access- an additional \$50.00 credit if you bring three services to Telecom.		
Oct 03	Longest Weekend All calls on the Vodafone network, day or night during October and November, are at the off-peak rate All Prepay customers, including Prepay Anytime customers will pay \$0.49 per minute for a call to an 021/029.	'Enjoy Daylight Saving on Go027' - Pay off peak rates all day and all night for 027-027 calls you make for the rest of Oct + txt all u want and pay no more than \$10 a month. Go Black and get the inside word from the all blacks free and exclusive for everyone on 027.	Longest Weekend All calls on the Vodafone network, day or night during October and November, are at the off-peak rate Available on selected On Account plans.	'Enjoy Daylight Saving on Go027' - Pay off peak rates all day and all night for 027-027 calls you make for the rest of Oct + txt all u want and pay no more than \$10 a month. Go Black and get the inside word from the all blacks free and exclusive for everyone on 027.	Longest Weekend All calls on the Vodafone network, day or night during October and November, are at the off-peak rate Available to Business On Account Daytime 50, 100 and 200 customers Business Retail Offer A choice of 3 Vodafone live! Handsets on a new 36 month TalkZone plan - with a \$300 air time credit thrown in.	'Work where you want to work' , Jet stream- Free Sierra Wireless Air Card on a 26 mnth mobile data 70 plan.
Nov 03	Take the Sony Ericsson T100 + Sim2 connection pk for \$199.00	Talk Talk Talk to the end of November – Enjoy daylight Saving G027 extended. 027-027 calls only + \$10.00 txt deal.	Take the Sony Ericsson T100 + Sim2 connection pk for \$199.00	Talk Talk Talk to the end of November – Enjoy daylight Saving G027 extended. 027-027 calls only + \$10.00 txt deal. Slide into something more stylish with the Kyocera Slider SE47 for only \$599 on a monthky my time plan or low weekly payments of just \$7.42 (includes \$10.00 TXT deal and upgrade to a monthly Mytime plan and take off a further \$50.00	HP MMC Mobilise Offer Customers who purchase a HP nx7000 Notebook from 15 November to 31 December will be able to purchase the 'Mobilise + Pack' for \$99.00 excluding GST (Vodafone Mobile Connect Card, normally valued at \$399.00 excluding GST). TXT Education To encourage business customers to use TXT	Work where you want to work Kyocera 7135 \$949, Sierra PC Card free on a 24 mnth Data 70 Plan, GTRAN PC Card Free on a 24 mnth data 70 plan, Free Bonus Box plus \$20.00 airtime when you buy the Nokia 2280 \$249

Month	Prepay Vodafone	Competition	Consumer Vodafone	Competition	Business Vodafone	Competition
					services. An offer of 100 free TXT's. Two Great Reasons to Switch Nokia 6100 \$99 and Nokia 5100 \$99 on 36 mnth talkzone plan	
Dec 03	Summer Promo - The Longest Weekend All calls on the Vodafone network, day or night during December and January, are at the off-peak rate.	Buy a Boost mobile and get the chance to win a double pass to the big day out plus \$20.00 free airtime, Kyocera Phantom KE414 \$199	Summer Promo - The Longest Weekend All calls on the Vodafone network, day or night during December and January, are at the off-peak rate IBM Thinkpad and Mobile Connect Card Bundle Customer who purchase an IBM ThinkPad combined with a Vodafone Mobile Connect Card and GPRS data connection, will be eligible for unlimited GPRS data usage in NZ, for \$50 excluding GST per month until 15 January 2004.	Nokia 3586 Free on a 24 month builder plan plus \$300.00 account credit with and 021/029 trade-in	IBM Thinkpad and Mobile Connect Card Bundle Customer who purchase an IBM ThinkPad combined with a Vodafone Mobile Connect Card and GPRS data connection, will be eligible for unlimited GPRS data usage in NZ, for \$50 excluding GST per month until 15 January 2004.	PC card Free on a 24 month data 70 plan
Jan 04					Alcatel 735 free on a 36 month Talkzone plan	Doing business on 027 never looked so good. Nokia 6585 FREE on a 36 month team builder plan. 15c per min calling to your Telecom calling group. Introducing the adjustor plan for mobiles – Spend \$40.00 a month and they adjust calling rates based on usage.

Month	Prepay Vodafone	Competition	Consumer Vodafone	Competition	Business Vodafone	Competition
Apr 04		Telecom caps \$10TXT at 500 per month		Telecom caps \$10TXT at 500 per month	<p>Existing Business Customers DM Campaign to selected existing SME Business customers offering them 1 of 3 deals:</p> <ol style="list-style-type: none"> 1. Get TalkZone & Double the plans included FCNs 2. Double the included FCN on their TalkZone Plan 3. Special international calling rates available until 15 July 2004 <p>Switch Campaign: Available to customers signing up new business connections on 24 or 36 month terms:</p> <ol style="list-style-type: none"> 1. Free Access for 3 Months 2. \$100 Credit to Your Account 3. Your Choice of Device 	<p>Team Builder lets you talk to your team for 15c + GST per min including 10 nominated TM landlines – Hyundai TX95c Camera Phone \$99 on a 36 month team builder plan.</p> <p>Mobile Jetstream data card- \$199 plus GST on a 24 month mobile data plan 45.</p>

Month	Prepay		Consumer		Business	
	Vodafone	Competition	Vodafone	Competition	Vodafone	Competition
Jun 04	Off-Peak June The whole of June is Off-Peak for Vodafone to Vodafone calls in NZ.	'3 great reasons 2 G027 bundled offer including: \$10 Txt, photo messaging and off peak rates for 027-027 for all June	Off-Peak June The whole of June is Off-Peak for Vodafone to Vodafone calls in NZ.	'3 great reasons 2 G027 bundled offer including: \$10 Txt, photo messaging and off peak rates for 027-027 for all June	Off-Peak June The whole of June is Off-Peak for Vodafone to Vodafone calls in NZ. For selected On Account (Daytime 50, 100 and 200) Business Customers	Email Anywhere Kit Free Mobile Data Card, \$1 per MB & a money back guarantee if you sign up for a 24 month Power User Data Plan. \$100 credit on a business account when you sign up for a 24 month contract on a Mytime 200 or anytime 50 plan.
Jul 04	Alcatel/Nokia + One Month Free Access New customers who sign up on Get 70, Get 200, Get 300 or TXT 150 plans & buy the Alcatel 735 or the Nokia 3200 and get one month's access free.	\$1 TXT Boost Mobile launches \$1TXT Send 25 texts a day for \$1	Alcatel/Nokia + One Month Free Access New customers who sign up on Get 70, Get 200, Get 300 or TXT 150 plans & buy the Alcatel 735 or the Nokia 3200 and get one month's access free.	Buy a Sanyo 8100 for \$699 on a Mytime Go 200 24 month plan and get a second for \$99 on Go Prepaid.	Mobile Email Campaign All new and existing business connections signing from 14 July to 30 October can receive: <ol style="list-style-type: none"> 1. Up to 15MB of free email with Vodafone Mail 2. Free personalised domain name for 12 months 	\$300 account credit when you trade in a 021/029 handset and connect to a 24 or 36 month Business Builder Plan.

Month	Prepay Vodafone	Competition	Consumer Vodafone	Competition	Business Vodafone	Competition
Aug 04	<p>Motormouth Plan Off-peak 24/7 for all calls to NZ Vodafone mobiles or NZ landlines (49c anytime) International calls to Australia, Canada, Ireland, UK & USA for the same price as calling a Vodafone mobile in NZ (49c anytime)</p> <p>Motormouth 10c TXT For Motormouth customers all Text Messages sent to other Vodafone NZ mobiles will be charged at 10c between Aug & Oct.</p>	<p>0% interest over 24 months on any 027 mobile over \$199 RRP in August.</p> <p>Monsta TXT Boost Mobile launches Monsta Text Send 1000 texts to 025/027 mobiles for only \$10 a month. Then pay 2c a text to 025/027. Pay 20c for texts to other networks.</p>	<p>Motormouth Plan Off-peak 24/7 for all calls to NZ Vodafone mobiles or NZ landlines (49c anytime) International calls to Australia, Canada, Ireland, UK & USA for the same price as calling a Vodafone mobile in NZ (49c anytime)</p> <p>Motormouth 10c TXT For Motormouth customers all Text Messages sent to other Vodafone NZ mobiles will be charged at 10c between Aug & Oct.</p>	<p>0% interest over 24 months on any 027 mobile over \$199 RRP in August.</p>	<p>New Business Pricing Plans</p> <ul style="list-style-type: none"> - Removal of "Peak Rate" for Mobilise 50, 100 & 200 plans the "off-peak" rate will become the new anytime rate - Monthly access fee will drop for Mobilise 100 & 200 - New international rates: Australia; UK; USA; Ireland; Canada – all calls \$0.44 per minute; 	
Sep 04		<p>'Get your money back as airtime credit' Trade-in any 021 or 029 handset and purchase a 027 handset and get whatever the cost of the new handset in airtime credit. The airtime credit expires on 31 December</p>		<p>'Get your money back as airtime credit' Trade-in any 021 or 029 handset and purchase a 027 handset and get whatever the cost of the new handset in airtime credit. The airtime credit expires on 31 December</p>		
Oct 04		<p>0% interest over 24 months on any 027 mobile over \$199 until Christmas.</p>		<p>0% interest over 24 months on any 027 mobile over \$199 until Christmas.</p>	<p>Buy either the Motorola E398 or the Panasonic X70 on a 36 month Mobilise 200 or Mobilise talkZone plan & get Get 600 free minutes</p>	<p>FREE Mobile Jetstream Data Card Money Back Guarantee & free upgrade to T3G data card – (If you sign up to a 36 month Power User Data Plan before 31 October.</p>

Month	Prepay		Consumer		Business	
	Vodafone	Competition	Vodafone	Competition	Vodafone	Competition
Nov 04			Christmas Bonus - All On Account Consumer customers a Xmas bonus - twice their bundle of mins, TXTs, PXTs			Builder One plan trade in your 021/029 mobile & get \$300 account credit & 3 month's access worth over \$300. Nokia 6225 camera phone or Samsung X609 phone Free on 36 mth Team Builder One plan