

### Apple Music 3-month free campaign Terms and Conditions

1. These standard terms and conditions, as amended by Telkom from time to time in accordance with the provisions of Telkom's Electronic Communications Service (ECS) license, the Electronic Communications Act 36 of 2005, the Consumer Protection Act, 68 of 2008 or any other applicable legislation, are applicable to the provision and use of all electronic communications services and products provided by Telkom to Subscribers.
2. The customer accepts and agrees that these terms and conditions become binding on it once Apple has processed the customer's application and agreed to provide the customer with the Apple Services.
3. Telkom currently offers Apple music through its carrier billing system. This campaign to offer up to 3 months of free Apple Music has been extended to provide the Apple Music offer through additional Telkom channels and payment options. Customers who take up this offer will receive 3 months free Apple Music and pay a monthly subscription of R69.99 per month thereafter. The contract term is for 12 months, commencing on 20 May 2023 through to 19 May 2024.
4. The Telkom and Apple partnership gives customers 3 months free Apple Music where Apple will handle the billing for the subscription fee of R69.99 per month.
5. Apple Purchases are made subject to the prevailing Apple media services Terms & Conditions which can be viewed at: [Legal - Apple Media Services - Apple](#)
6. This Service is provided by Apple Technology Company. Telkom does not exercise any editorial control over Apple content and disclaims all liability and warranties for Apple Media service and its content.
7. The content price is separate from and additional to the charge of data download which customers will sustain when perusing or downloading Apps. Consequently, in addition to the price of the content, customers will also be accountable for the data download charges. Data will be charged at the rate and on the terms and conditions of the customers applicable product plan.
8. To register for the service, Customers must have an Apple ID. Customers can click this link to learn how to create their Apple ID: <https://support.apple.com/HT204030>
9. The service is subject to a monthly spend limit for Post-paid services and in the case of Pre-paid and Hybrid services, available airtime to cater for payment for Apple subscription in any calendar month.
10. The responsibility lies with the customer to ensure that there is sufficient spending limit or adjust the spend limit accordingly to prevent interruption of the Apple service.
11. Customers can log into their Apple account to manage their Apple subscription.
12. If a customer does not wish to continue their Apple subscription, same may be terminated via the Apple website at any point in time.
13. To view or change Apple Payment details customers can follow the below url: <https://support.apple.com/HT210074>
14. Apple may change the service plans and the price of the service from time to time. Changes will be communicated in advance to Apple customers via the email address used when registering the Apple account.
15. Telkom is not liable to customers for the Apple subscription refund, any request must follow Apple's refund policy. Please contact Apple support: <https://support.apple.com/en-za/HT204084>
16. These terms and conditions are ruled by and interpreted in accordance with the laws of South Africa, and customer shall defer to the jurisdiction of the South African Courts.
17. Apple makes no other warranty to the customer either express or implied, with respect to itunes content and ancillary services, devices, store, or carrier billing. Apple specifically disclaims all other warranties, conditions, terms, undertakings, obligations, and representations, whether express or implied, to the fullest extent permitted by law.

## **EXECUTIVE SUMMARY**

Telkom previously offered Telkom Music, powered by Joox to approximately 67 000 customers. The service was, however, terminated when TenCent withdrew their business from the country at the end of 2021. After evaluating a few options, it was finally decided, and approval obtained by Telkom Exco to offer the current music base the option to migrate to Apple Music who have made considerably lucrative offer to these customers of the first 3 months for free.

This will see Telkom partnering with the Apple brand, sharing in their unique and extensive content offerings, proven and tested customer experience and journey.

### **1.1. Purpose**

Business has a requirement to partner with Apple TV offering various payment methods on the Apple iTunes Store via their Telkom bill, airtime, credit, or credit cards for:

1. Apple Music Subscriptions

### **1.2. Alignment with Telkom Strategic Objectives**

- Co-branding, marketing, and drive with Apple + app partners to drive apple adoption
- Customer Satisfaction and Growth

## **1. PRESENT MODE OF OPERATION**

Telkom does not currently have a partnership with Apple to provide Apple Music.

## 2. FUTURE MODE OF OPERATION

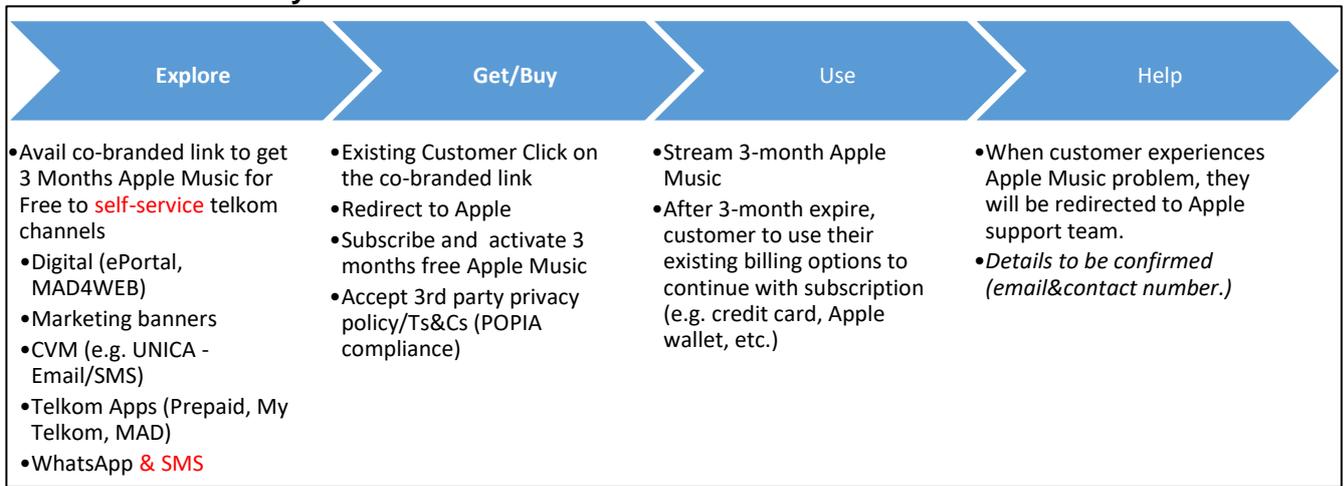
Enable Telkom customers to access Apple iTunes Store for the following: - Apple Music Subscriptions

### 2.1. The promotion should be availed:

Special offer for Telkom customers up to 3 Months Apple Music for Free.

The requirement is to avail Telkom’s existing channels to enable customers to subscribe to 3 Months Apple Music for Free. The customer can then choose the available payment means to acquire the service.

#### - Customer Journey



## Customer Experience: Verizon Apple Arcade best practice

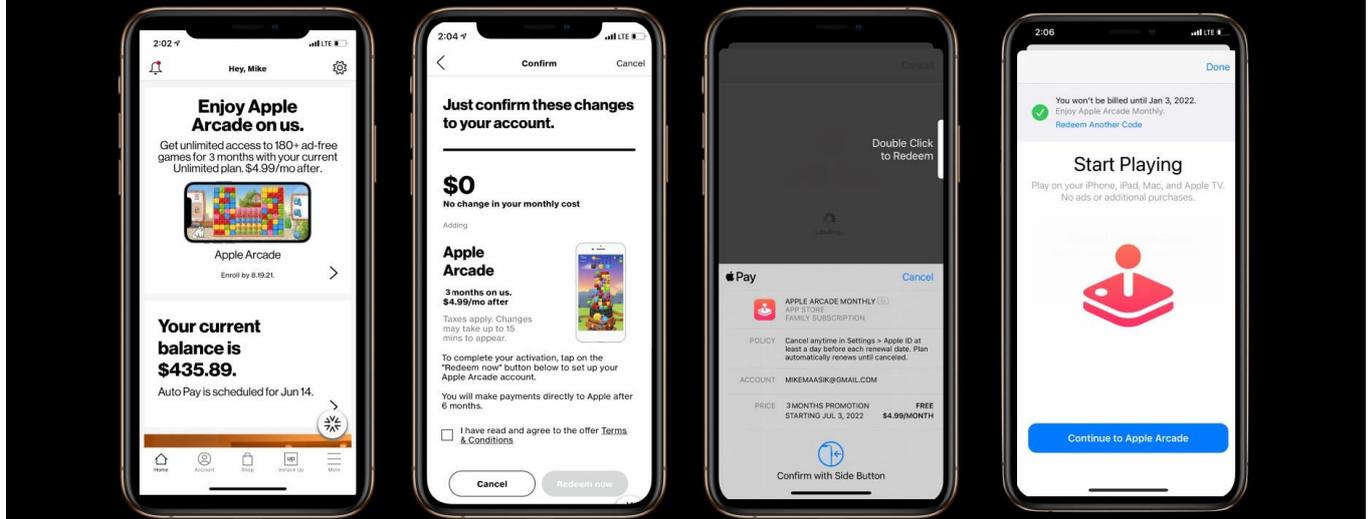


Figure 1: Example of a Get Customer Journey - Verizon Apple Arcade best practise

### 3. FUNCTIONAL REQUIREMENTS

Req. ID #	Requirement
<b>Phase One: Special offer for Telkom customers up to 3 Months Apple Music for Free.</b>	
<b>Subscription Provisioning</b>	
1.	<p>Avail Telkom's existing self-service channels to enable customers to subscribe to a promotional subscription of Apple Music.</p> <ul style="list-style-type: none"> <li>• Digital (ePortal, MAD4WEB)</li> <li>• Marketing banners (e.g., Telkom.co.za)</li> <li>• CVM (e.g., UNICA)</li> <li>• Telkom Apps (Prepaid, My Telkom, MAD)</li> <li>• WhatsApp &amp; SMS</li> </ul>
2.	This Apple music subscription should be available for iOS and Android users.
3.	When the customer subscribes to the Apple Music promotional subscription, they will receive Apple Music subscription for free the first 3 Months.
4.	During the 3 months, the customer will not be charged the Apple Music subscription.
5.	<p>When the 3 months promotional period ends, the customer can opt to:</p> <ul style="list-style-type: none"> <li>- Continue with the charged subscription, or.</li> <li>- Cancel the subscription before the 3 months end.</li> </ul>
6.	<p>If the customer continues with the subscription, the customer should be presented with the existing applicable billing options for them to be billed for the Apple Music subscription from the Apple Music platform.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Credit/Debit card</li> <li>• Apple Pay</li> <li>• Apple Gift Card</li> <li>• Etc.</li> </ul>
7.	Apple Music subscriptions will be treated as separate subscriptions.
8.	This Apple Music promotion only applies to new and Winback Apple music subscribers. If a Telkom customer is an existing Apple subscriber, they are not eligible for this offer.
<b>Cancellation</b>	
9.	The existing rules for Apple Music cancelation will applied and will be managed from the Apple side.

### 4. BUSINESS RULES

BR #	Business Rule
BR1.	The 3-month Apple Music promotion is eligible to new Apple Music customers only. E.g., if you are a Telkom customer that already has an Apple Music subscription, you will not be eligible for this offer.
BR2.	Each customer (i.e., Unique ID/subscriber) will have an opportunity to redeem the voucher codes of the 3-month Apple Music subscription only once.
BR3.	Each Apple ID is a unique subscription, therefore if the customer has multiple Apple ID's their subscription should be treated as individual subscriptions.
BR4.	Currently, Telkom billing will not be impacted. The billing of Apple Music after the customer has used up the 3-month free subscription will be done for the Apple side.

BR5.	When the subscriber takes the offer from the Telkom/Apple co-branded channel, they must accept the privacy policy in compliance with the POPIA for sharing their details with a 3 <sup>rd</sup> party (Apple Music).
BR6.	All support related queries should be redirected to Apple support team. Apple should communicate the applicable channel to be used.
BR7.	The Apple Music offer includes: <ul style="list-style-type: none"> <li>• The Apple Music retail price is ZAR 59.99.</li> <li>• Offer 3-month Apple Music for free.</li> <li>• Term 12 months Apple Music eligibility.</li> </ul>
BR8.	This Apple music subscription should be available for iOS and Android users.

## 5. DECISIONS TAKEN

Decision number	Description	Date	Comment
D1.	<b>Phase One:</b> Special offer for Telkom customers up to 3 Months Apple Music for Free. This will be the urgent requirement to be prioritized.	2022-10-04	Business decision
D2.	<b>Phase Two:</b> a sub-CR will be logged to include additional capability to enhance the subscription.	2022-10-04	Business decision
D3.			

## 6. ASSURANCE

Req. ID #	Requirement
1.	Business requires a report for customers' redemption and conversion of their Apple Music subscriptions.
2.	The report should be generated and shared with Telkom monthly indicating the following: <ul style="list-style-type: none"> <li>- The number of subscriptions activated for the 3-month promotion.</li> <li>- Number of new and <a href="#">win-back</a> subscribers that have continued with the subscription after the 3-month promotion has ended.</li> <li>- A status indicating the subscribers volume target reached. (One time commission of ZAR 59.99 for each customer that convert to paid. Only payable to Telkom if volume target is achieved as per the commercial agreement).</li> <li>- The number of abandoned or failed activations</li> <li>- The number of abandoned or failed conversions</li> <li>- Used voucher codes which have been redeemed by the customers through this promotion</li> </ul>
3.	

4.	
5.	

## 7. ASSURANCE

The assurance process will be managed from the Apple side. Apple to provide the assurance process which will be communicated to the relevant Telkom channels through the channel brief.

## 8. INFORMATIONAL REQUIREMENT (High Level Reporting Requirements)

Req. ID #	Requirement
6.	Business requires a report to be received from Apple.
7.	<p>The Apple report should be generated and shared with Telkom monthly indicating the following:</p> <ul style="list-style-type: none"> <li>- A report should show the number of subscriptions received for the 3-month promotion.</li> <li>- Number of subscribers (Win-backs) that have continued with the service after the 3-month promotion has ended.</li> <li>- A status indicating the subscribers volume target reached. (One time commission of ZAR 59.99 for each customer that convert to paid. Only payable if volume target is achieved)</li> <li>- Customers whose transactions have failed as they subscribed</li> <li>- Customers who have sent through the subscription request and have abandoned the subscription process.</li> </ul>