

## TOP RATE PLANS

Segment		Consumer Bell		Small Business		EPP		Virgin Plus	
Plan		SmartPay	BYOD	SmartPay	BYOD	SmartPay	BYOD	Sweet Pay	BYOP
		Select 100GB	Select 100GB	Lite 60GB	Select 200GB	Select 100GB CAN / US	Lite 60GB	SweetPay 40GB + 10GB	BYOD 40GB + 10GB
SOC		BRPT00124	BRPB00090	BRPT00134	SRPB00076	BRPT00116	BRPB00100	VRPT00029	VRPB00062
\$10 AUTOPAY CREDIT	Line 1	\$65 MLWEST10 MLUAX999	\$50 MLKRE999	\$50 MLUVI999	\$50 <div></div>	\$55 MLDAG010	\$45 <div></div>	\$55	\$40 VML5X99C
	Line 2	\$60 SLO15AROP MLUAX999	\$50 MLKRE999	\$60 SLO15AROP		\$50 V5OFF_OP	\$40 V5OFF_OP		
	Line 3	\$45 3LOA15_OP MLUAX999	\$40 3LOA15_OP	\$45 3LOA15_OP					
	Line 4+	<div></div>	\$30 4LOA10OP	<div></div>					
Activity		NEW	NEW	NEW / HUG	NEW	NEW / HUG	NEW	NEW / HUG	NEW
Network		5G+						4G	
International Texting		Yes						Yes	
Hotspot		Yes						Yes	
Crave Basic		Yes						No	
Plans Include		Call Display, Message Centre, Call Waiting, Conference Calling and Suspicious call detection							

## TOP OFFERS

### Device Discretionary Budget \$360 / 50%

New 2 Year Activations

Excludes Basic and Virgin Sweet Pay Lite  
& iPhone Air / iPhone 17 series devices



### \$50 Spend and Get

New SmartPay Activations when you spend  
\$50 on CE  
(excludes EPP & iPhone Air / iPhone 17 series  
devices)



### \$50 ISC on BYOD

New BYOD Activations



### Virgin to Bell exclusive credits




\$25 credit on New BYOD activations on select  
plans  
\$30 credit on New 2YR activations on select  
plans

Validate in WSC for eligibility



## TOTAL COST OF OWNERSHIP

(Consumer Only)

DEVICE	<b>ULTRA</b> ✓ 250GB of Data ✓ International Roaming to 65 Countries	<b>MAX</b> ✓ 175GB of Data ✓ Roaming to US ✓ Unlimited calling to 27 Countries	<b>SELECT</b> ✓ 100GB of Data ✓ Nationwide Calling	<b>LITE</b> ✓ 60GB of Data ✓ Nationwide Calling
<b>Samsung S25</b> 	<b>\$115.00</b> (\$95 + \$20)	<b>\$95.00</b> (\$75 + \$20)	 <b>\$85.00</b> (\$65 + \$20)	<b>\$106.63</b> (\$65 + \$41.63)
<b>Google Pixel 9</b> 	<b>\$96.00</b> (\$95 + \$1)	 <b>\$76.00</b> (\$75 + \$1)	<b>\$106.87</b> (\$65 + \$41.87)	<b>\$106.87</b> (\$65 + \$41.87)
<b>iPhone 16</b> 	<b>\$127.88</b> (\$95 + \$32.88)	<b>\$107.88</b> (\$75 + \$32.88)	 <b>\$97.88</b> (\$65 + \$32.88)	<b>\$97.88</b> (\$65 + \$32.88)
<b>iPhone 17</b> 	<b>\$128.59</b> (\$95 + \$33.59)	<b>\$108.59</b> (\$75 + \$33.59)	 <b>\$98.59</b> (\$65 + \$33.59)	<b>\$98.59</b> (\$65 + \$33.59)
<b>Samsung S25 FE</b> 	<b>\$111.83</b> (\$95 + \$16.83)	<b>\$91.83</b> (\$75 + \$16.83)	 <b>\$81.83</b> (\$65 + \$16.83)	<b>\$91.83</b> (\$65 + \$26.83)
<b>DISCRETIONARY</b>	<b>\$360 / 50%</b> Excludes iPhone 17	<b>\$360 / 50%</b> Excludes iPhone 17	<b>\$360 / 50%</b> Excludes iPhone 17	<b>\$360 / 50%</b> Excludes iPhone 17



### THE KEY TO UPSELLING

- 1 Lead with value, not price
- 2 Stack the Benefits
- 3 Create the comparison

### TRADE-IN AND SAVE!

Based on A+ pristine condition. See Device Hub for all trade-in values. Values subject to change.

iPhone 14 Pro Max 128GB	\$460
iPhone 14 128GB	\$360
iPhone 13 128GB	\$190
Samsung S23 128GB	\$220
Google Pixel 8 128GB	\$140

\*Bell Consumer Price Comparison Only, Price Includes Flex Option. Always Check OneSource for Latest Device and Rate Plan Pricing

# Bell Consumer Rate Plans

For store-use only | Not Customer Facing

Effective: September 26, 2025  
Channel: Best Buy Express  
Region: AB / BC



## ALL RATE PLANS

**Plans include:** Unlimited Canada-wide calling, text, picture & video messaging, Call Display, Message Centre, Call Waiting and Conference Calling. One-time Connection Service Fee (\$75) applies.

TERM	TIER	DATA	ROAMING	SOC CODE	ACTIVITY	PRICE w/o AutoPay	PRICE w/ AUTOPAY				CRAVE BASIC
							LINE 1	LINE 2	LINE 3	LINE 4+	
SMARTPAY	ULTRA	250GB	INT	BRPT00127	AGA / HUG	\$120	\$95 MLWEST10 MLUAX999	\$90 SLO15AROP MLUAX999	\$75 3LOA15_OP MLUAX999	—————▶	Yes
	MAX	175GB	US	BRPT00126	AGA / HUG	\$100	\$75 MLWEST10 MLUAX999	\$70 SLO15AROP MLUAX999	\$55 3LOA15_OP MLUAX999	—————▶	Yes
	SELECT	200GB	-	BRPT00125	HUG	\$90	\$65 MLWEST10 MLUAX999	\$60 SLO15AROP MLUAX999	\$45 3LOA15_OP MLUAX999	—————▶	Yes
		100GB	-	BRPT00124	AGA	\$90	\$65 MLWEST10 MLUAX999	\$60 SLO15AROP MLUAX999	\$45 3LOA15_OP MLUAX999	—————▶	Yes
	LITE	100GB	-	BRPT00139	AGA / HUG	\$75	\$65	\$50 SLO15AROP	—————▶		Yes
		60GB	-	BRPT00134	AGA / HUG	\$85	\$75	\$60 SLO15AROP	\$45 3LOA15_OP	—————▶	Yes
	BASIC	-	-	BRPT00007	AGA / HUG	\$35	\$25 —————▶				No
BYOD	ULTRA	250GB	INT	BRPB00144	AGA	\$105	\$75 MLKRE999	\$75 MLKRE999	\$65 3LOA15_OP	\$55 4LOA10OP	Yes
	MAX	175GB	US	BRPB00143	AGA	\$90	\$60 MLKRE999	\$60 MLKRE999	\$50 3LOA15_OP	\$40 4LOA10OP	Yes
	SELECT	100GB	-	BRPB00090	AGA	\$80	\$50 MLKRE999	\$50 MLKRE999	\$40 3LOA15_OP	\$30 4LOA10OP	Yes
	LITE	60GB	-	BRPB00108	AGA	\$70	\$60	\$45 SLO15AROP —————▶		Yes	
	STUDENT LITE (Non-Share)	60GB	-	BRPB00119	AGA	\$70	\$60 —————▶				Yes
	BASIC	-	-	BRPB00121	AGA	\$35	\$25 —————▶				No

## ALL IoT RATE PLANS

Tier	RATE PLAN	SOC CODE	DATA	SHAREABLE	ACTIVITY	PRICE
BYOP	<b>TABLET</b> (Excludes Grey Market Devices)	TBUC1530E	20GB	No	AGA	\$20
	<b>WATCH STANDALONE</b>	WSAAUCR3E	5GB	No	AGA	\$15
	<b>WATCH NUMBER SHARE</b>	WNSUCR30E	5GB	No	AGA	\$15
	<b>FREEDOM – TABLET</b>	TBFLX30	100MB – 5GB	No	AGA	\$15 - \$50
	<b>FREEDOM - MOBILE INTERNET</b>	MIFLX230	30GB - 150GB	No	AGA	\$30 - \$150
	<b>FREEDOM – INTERNET / LONG DISTANCE</b>	MIFLD230	30GB - 150GB	No	AGA	\$50 - \$170

## ALL IoT RATE PLANS - RATE PLAN CHANGE

Tier	RATE PLAN	SOC CODE	DATA	SHAREABLE	ACTIVITY	PRICE
BYOP	<b>TABLET</b> (Excludes Grey Market Devices)	TBUC1630D	4GB	Yes	Rate Plan Change	\$20
	<b>WATCH STANDALONE</b>	WSAAUCR3B	4GB	Yes	Rate Plan Change	\$20
	<b>WATCH NUMBER SHARE</b>	WNSUCR30B	4GB	Yes	Rate Plan Change	\$20
	<b>FREEDOM - MOBILE INTERNET</b>	MIFRDM30	30GB - 150GB	No	Rate Plan Change	\$30 - \$150

ALL EPP RATE PLANS

**Plans include:** Unlimited Canada-wide calling, text, picture & video messaging, Call Display, Message Centre, Call Waiting and Conference Calling. One-time Connection Service Fee (\$75) applies.

TERM	TIER	DATA	ROAMING	SOC CODE	ACTIVITY	PRICE w/o AutoPay	PRICE w/ AUTOPAY			
							LINE 1	LINE 2	LINE 3	LINE 4+
SMARTPAY	ULTRA	250GB	INT	BRPT00120	AGA / HUG	\$100	\$85 MLDAG010			
	MAX	175GB	US / MX	BRPT00117	AGA / HUG	\$80	\$65 MLDAG010			
	SELECT	100GB	US	BRPT00116	AGA / HUG	\$70	\$55 MLDAG010			
BYOD	ULTRA	250GB	INT	BRPB00140	AGA	\$95	\$80 MLDAG009			
	MAX	175GB	US / MX	BRPB00137	AGA	\$75	\$60 MLDAG009			
	SELECT	100GB	US	BRPB00136	AGA	\$65	\$50 MLDAG009			
	LITE	60GB	-	BRPB00100	AGA	\$55	\$45			

# Bell Small Business Rate Plans

For store-use only | Not Customer Facing

Effective: September 23, 2025  
Channel: Best Buy Express  
Region: SK / AB / BC



## ALL SMB RATE PLANS

**Plans include:** Unlimited Canada-wide calling, text, picture & video messaging, Call Display, Message Centre, Call Waiting and Conference Calling. One-time Connection Service Fee (\$75) applies.

TERM	TIER	DATA	ROAMING	SOC CODE	ACTIVITY	PRICE w/o AutoPay	PRICE w/ AUTOPAY				CRAVE BASIC
							LINE 1	LINE 2	LINE 3	LINE 4+	
SMARTPAY	ULTRA	250GB	INT	BRPT00127	AGA / HUG	\$120	\$85 MLWEST25	\$95 SLO15AROP	\$80 3LOA15_OP		Yes
	MAX	175GB	US	BRPT00126	AGA / HUG	\$100	\$65 MLWEST25	\$75 SLO15AROP	\$60 3LOA15_OP		Yes
	SELECT	200GB	-	BRPT00125	HUG	\$90	\$55 MLWEST25	\$65 SLO15AROP	\$50 3LOA15_OP		Yes
		100GB	-	BRPT00124	AGA	\$90	\$55 MLWEST25	\$65 SLO15AROP	\$50 3LOA15_OP		Yes
		60GB	-	SRPT00096	AGA/ HUG	\$65	\$55				Yes
	LITE	60GB	-	BRPT00134	AGA / HUG	\$85	\$50 MLUVI999	\$60 SLO15AROP	\$45 3LOA15_OP		Yes
	BASIC	-	-	BRPT00007	AGA / HUG	\$35	\$25				No
BYOD	ULTRA	250GB	INT	BRPB00144	AGA	\$105	\$80 MLAAA999	\$80 SLO15AROP	\$65 3LOA15_OP	\$55 4LOA100P	Yes
	MAX	175GB	US	BRPB00143	AGA	\$90	\$65 MLAAA999	\$65 SLO15AROP	\$50 3LOA15_OP	\$40 4LOA100P	Yes
	SELECT	200GB	-	SRPB00076	AGA	\$60	\$50				Yes
		100GB	-	BRPB00090	AGA	\$80	\$50 MLUDU999	\$55 SLO15AROP	\$40 3LOA15_OP	\$30 4LOA100P	Yes
	LITE	60GB	-	SRPB00073	AGA	\$55	\$45				Yes
	BASIC	-	-	BRPB00121	AGA	\$35	\$25				No

# Bell Small Business Rate Plans

For store-use only | Not Customer Facing

Effective: July 25, 2025  
Channel: Best Buy Express  
Region: National



## ALL SMB IoT RATE PLANS

Tier	RATE PLAN	SOC CODE	DATA	SHAREABLE	ACTIVITY	PRICE
BYOP	<b>TABLET</b> (Excludes Grey Market Devices)	TBUC1530E	20GB	No	AGA	\$20
	<b>WATCH STANDALONE</b>	WSAAUCR3E	5GB	No	AGA	\$15
	<b>WATCH NUMBER SHARE</b>	WNSUCR30E	5GB	No	AGA	\$15
	<b>FREEDOM – MOBILE INTERNET</b>	MIFLD230	30GB - 150GB	No	AGA	\$50 - \$150
	<b>FREEDOM – INTERNET / LONG DISTANCE</b>	MIFLX230	30GB - 150GB	No	AGA	\$30 - \$170

## ALL SMB IoT RATE PLANS - RATE PLAN CHANGE

Tier	RATE PLAN	SOC CODE	DATA	SHAREABLE	ACTIVITY	PRICE
BYOP	<b>TABLET</b> (Excludes Grey Market Devices)	TBUB1630D	4GB	Yes	Rate Plan Change	\$20
	<b>WATCH STANDALONE</b>	WSAUBS30B	4GB	Yes	Rate Plan Change	\$20
	<b>WATCH NUMBER SHARE</b>	WNSUNS30B	4GB	Yes	Rate Plan Change	\$20
	<b>FREEDOM – MOBILE INTERNET</b>	MIFRDM30	35GB	Yes	Rate Plan Change	\$35

# Virgin Plus Rate Plans

For store-use only | Not Customer Facing

Effective: October 1, 2025  
Channel: Best Buy Express  
Region: AB / BC / SK / MB / ON / ATL



## ALL RATE PLANS

**Plans include:** Unlimited Canada-wide calling, text, picture & video messaging, Call Display, Voicemail, Call Waiting and Conference Calling. One-time Connection Service Fee (\$75) applies.

Tier	RATE PLAN	BONUS DATA	CALLING	ROAMING	SOC CODE	ACTIVITY	PRICE w/o AutoPay	PRICE w/ AUTOPAY	
								LINE 1	LINE 2
SWEET PAY	SWEET PAY 100GB	-	CAN	-	VRPT00031	HUG	\$65	\$55	\$50 V5OFF_OP
	SWEET PAY 60GB	10GB V10GBBOP	CAN	-	VRPT00030	AGA / HUG	\$70	\$60	\$55 V5OFF_OP
	SWEET PAY 40GB	10GB V10GBBOP	CAN	-	VRPT00029	AGA	\$65	\$55	\$50 V5OFF_OP
	SWEET PAY LITE 40GB	10GB V10GBBOP	CAN	-	VRPT00027	AGA	\$55	\$45	\$40 V5OFF_OP
BYOP	BYOP 60GB	10GB V10GBBOP	CAN	-	VRPB00063	AGA	\$60	\$45 VML5X99C	\$45 V5OFF_OP
	BYOP 40GB	10GB V10GBBOP	CAN	-	VRPB00062	AGA	\$55	\$40 VML5X99C	\$40 V5OFF_OP
	BYOP 10GB	10GB V10GBBOP	CAN	-	VRPB00061	AGA	\$50	\$40	
TALK & TEXT	SWEET PAY TALK	-	CAN	-	VRPT00022	AGA	\$35	\$25	—————>
	SWEET PAY TALK	-	CAN	-	VRPT00021	HUG	\$40	\$30	—————>
	BYOP TALK	-	CAN	-	VRPB00060	AGA	\$35	\$25	—————>

Always refer to OneSource for complete eligibility and details.



# Virgin Plus Rate Plans

For store-use only | Not Customer Facing

Effective: May 29, 2025  
Channel: Best Buy Express  
Region: National



## ALL IoT RATE PLANS

Tier	RATE PLAN	SOC CODE	DATA	ACTIVITY	PRICE
BYOP	TABLET	VTA300_30	5GB	AGA	\$15
	WATCH NUMBER SHARE	VSWDR306	5GB	AGA	\$15

## ALL IoT RATE PLANS – RATE PLAN CHANGE

Tier	RATE PLAN	SOC CODE	DATA	ACTIVITY	PRICE
BYOP	TABLET	VTA301_30	10GB	Rate Plan Change	\$20
	WATCH NUMBER SHARE	VSWDR308	10GB	Rate Plan Change	\$20

ALL RATE PLANS

**Plans include:** Unlimited World-wide Texts, Incoming Calling, Call Display, Voicemail, Call Waiting and 3-way Calling. A one-time \$10 SIM card charge may apply for activations.

Rate Plan	Calling	SOC CODE	Price	Data w/ Auto Top Up
Talk and Text 40GB	CAN TO CAN	LC47Z4G	\$47	80GB
Talk and Text 30GB	CAN TO CAN	LC39Z4G	\$39	60GB
Talk and Text 5GB	CAN TO CAN	LC34W4G	\$34	10GB
Talk and Text 3GB	CAN TO CAN	LC28W4G	\$28	3.5GB
Talk and Text	CAN TO CAN	LC19R5	\$19	500MB

ADDITIONAL INFORMATION

The Benefits of Auto Top Up



- ✓ Up to 40GB of Bonus Data
- ✓ No Need to top up manually
- ✓ Peace of Mind with Uninterrupted Service

International Calling Add-Ons

200 min   Region A	50 min   Region B	20 min   Region C	Unlimited Canada to US Calling
China, Hong Kong, India, Mexico, Pakistan, U.K and more	Brazil, Jamaica, Philippines, Turkey, Ukraine and more	Algeria, Chile, Morocco, Portugal, Switzerland, and more	
\$10/mo			

