

Hi Assaf,

Two departments that may have concerns/objections are the **Chief Commercial Officer** and the **Chief Financial Officer**.

Chief Commercial Officer

- May raise concerns about marketing to a younger audience, and this change could be confusing for some customers. It is important to maintain the brand image.

Mitigation

- Carefully plan and launch our marketing campaign, with clear communication to customers
- Exemplify benefits of handset leasing prior and during launch platforms such as instagram and facebook

Chief Financial Officer

- Could have an issue with lower up-front costs that "Bargain Upgrades Plan" will result in. This could affect the top line.

Mitigation

- Comparables markets suggest that increased market share and more attractive plans, as a result of handset leasing, tend to outperform the rest of the market in top line growth. (ARPU may decline)

Concerns can be managed by presenting historical data and studies from the industry to support the Bargain Upgrades Plan. Driving this proposal through facts should be our focus.

Kind regards,
Deepanshu Gond