ANNEX 2 - HAPPY BIRTHDAY TO TELEMOR ON KAKOAK SCENARIO

1. **Describer**

On the occasion of Telemor's 12th birthday and the goal of attracting more subscribers to Kakoak, apply the program "Happy Birthday Telemor" on Kakoak with the following content:

All customers who access the Kakoak application, press the "Happy Birthday Telemor" button on the home screen will receive 1 thank you OA with a gift from Telemor. The gift includes all types of internet data added to the phone number logged into the Kakoak application.

1. **Policy**

Based on the age of Telemor subscribers, the levels of gifts and wishes are classified as follows:

| No. | Subscriber active time | Present | Content of OA |
| --- | --- | --- | --- |
| 1 | In 2024 | F10 package | Thank you for your congratulations, Telemor would like to present to you F10 package to use till 12 pm. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |
| 2 | 2022-2023 | F20 package | Thank you for your congratulations, Telemor would like to present to you F20 package to use within 24h. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |
| 3 | 2020 - 2021 | 250 MB in 24h | Thank you for your congratulations, Telemor would like to present to you 250MB internet data to use within 24h. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |
| 4 | 2018 - 2019 | 500 MB in 48h | Thank you for your congratulations, Telemor would like to present to you 500MB internet data to use within 48h. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |
| 5 | 2014 – 2017 | 1GB in 72h | Thank you for your congratulations, Telemor would like to present to you 1GB internet data to use within 3 days. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |
| 6 | Before 2014 | 2GB in 120h | Thank you for your congratulations, Telemor would like to present to you 2GB internet data use within 3 days. Please check the promotion on Kakoak or check via \*122#. Post on Facebook to receive more data. Log in Kakoak everyday to receive thousands of gifts and other benefits. |

Note:

* Each customer can only receive the gift once (based on the subscriber's age in the provided list).
* Customers click on the "Happy Birthday Telemor " button for the second time, will receive the default OA: *"Thank you for sending your congratulations to Telemor..."*

1. **Scenario**

| Case | #1: Click “Happy Birthday” Button | #2: OA “MyTelemor” send 1 Message. | #3: Send the content base on the policy | #4: check data/bonus |
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