

**eSIM with
Telstra Wholesale:
Seamless connectivity,
simplified**



Wholesale

Introducing eSIM

eSIM transforms how you acquire and activate mobile services.

eSIM uses an embedded UICC (SIM chip) built into a compatible device. Over the air updates handle activation and getting the eSIM connected and ready to go with your mobile services. This makes it straightforward for users to activate and start using a new service, as well as creating opportunities for new revenue streams for your business.

eSIM with Telstra Wholesale

Let us help your customers take advantage of eSIM.

The Telstra Wholesale eSIM solution provides everything you need to offer, activate and manage eSIM-enabled plans. We work with you from the start to develop the core eSIM capabilities and get set-up with our established eSIM operational and lifecycle management services.

Benefits to end users



Seamless activation



No need to visit a shop or wait for a SIM card delivery



Easily use an existing primary number with compatible devices

Benefits for service providers

- Improve customer experience
- Make service management easier
- Cut waste, postage and storage costs by avoiding physical SIM cards
- Opportunities to sell connected companion devices (e.g. with eSIM Companion Plan)

Rapid eSIM Connect **New!**

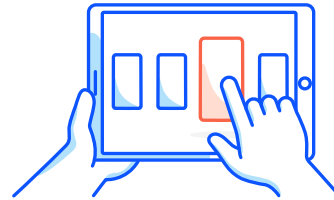
Rapid eSIM Connect can help you combine marketing, point-of-sale (PoS) and on-the-spot eSIM activation. Customers scan a Public QR Code to purchase and activate a new service on their eSIM-compatible devices, anywhere you can place a QR Code¹. No more single-use activation codes, waiting for SIM delivery or app download required. Scan, connect and go!

Benefits for your customers

- Purchase and activate a mobile service faster than ever – on the spot
- Receive personalised offers with Rapid eSIM campaigns tailored for specific needs
- App free activation on a single device

Benefits for service providers

- Supercharge your acquisition campaigns
- Use time and volume bound campaigns to drive purchase decisions
- Activate thousands of services² with one Public QR Code per campaign
- Cut down on plastic waste, postage and physical stock management
- Stand out from the crowd by offering innovative, cutting-edge mobile activation



How you could deploy Rapid eSIM Connect

Inbound Roamers

Help travellers get connected on arrival in Australia with a QR code in the in-flight catalogue, adverts in the terminal or in the hotel room.

Event-themed campaigns

Promote mobile data deals for mobile gamers on a gaming website, or data boosts for fans at a pop concert. Convert interest into customers right then and there.

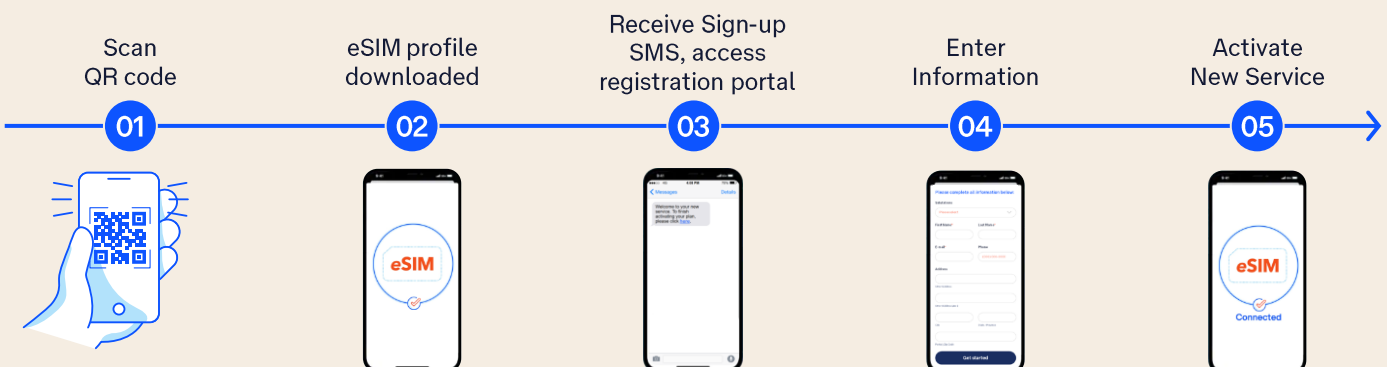
Bring Special Offers to life

Promote value add offers and incentives such as plan credits which new customers can take up on-the-spot.

¹Note that internet connectivity such as Wi-Fi, or existing cellular connectivity, is required for customers to download the eSIM profile to their device via the Public QR Code.

²The number of activations per Public QR code is limited to the number of eSIM Profiles ordered for the campaigns you run over the campaign period and each download attempt, whether successful or not, will consume a profile.

How it works



eSIM Companion Plan

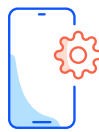
Grow your mobile offerings and give your customers the freedom to leave their phone at home with Telstra Wholesale eSIM Companion Plan.

eSIM Companion Plan provides connectivity for a range of eSIM-enabled smartwatches. You can offer end users voice and data services on their smartwatch devices on eligible primary plans, independently from their paired smart phone.

Benefits for your customers



Telstra Wholesale One Number allows users to seamlessly use their primary number with their smartwatch



Shared data options with the primary service



Simple activation through their mobile device

Benefits for service providers

- Add new revenue streams with additional voice and data services
- Bundle connectivity with smartwatches

Telstra Wholesale One Number means end users share their primary number with their watch

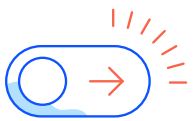


Standalone Smartwatch connectivity via eSIM to Telstra Wholesale mobile network

Continue your eSIM journey

eSIM is the future of mobile service activations and management.

Visit <https://www.telstrawholesale.com.au/products/mobiles/wholesale-esim.html> to continue your eSIM journey and find out more about any of the products mentioned here.



Getting Started

If you are a current customer of Telstra Wholesale and are interested in any of the solutions in our eSIM product suite, get in touch with your account team today

If you're a mobile service provider looking for better mobile solutions, scan this QR code to inquire about eSIM and other services on the Telstra Wholesale Mobile Network today.

<https://connect.telstrawholesale.com/new-customer-form>

