

**VERIZON  
UP TO SPEED LIVE  
September 21, 2022 12:00 PM ET**

>> JEN: HAPPY WEDNESDAY, V-TEAM.

THIS IS A BIG DAY FOR THE V-TEAM AND TRACKIES AS THEY'RE KNOWN OVER AT TRACFONE.

THANKS FOR JOINING US HERE FOR UP TO SPEED LIVE.

NOW, YOU MAY BE WONDERING WHERE I AM.

IT'S NOT OUR TYPICAL BACKGROUND.

WELL, THAT'S BECAUSE I'M IN PASSAIC, NEW JERSEY, WHERE

EARLIER TODAY TRACFONE AND

VERIZON OFFICIALLY INTRODUCED TOTAL BY VERIZON, OUR NEW

PREPAID WIRELESS RETAIL BRAND, RIGHT HERE AT THE FIRST EXCLUSIVE STORE.

WE ARE SO EXCITED TO BE HERE.

NOW, NOT ONLY ARE WE GOING TO

GIVE A FIRST LOOK AT THE STORE – WHICH, BY THE WAY, IS REALLY NEAT.

I MEAN, GORGEOUS DESIGN, BUT WE ALSO HAVE SOME SPECIAL GUESTS WITH US TO

SHARE THE EXCITING NEWS. SO LET'S KICK THINGS OFF WITH THE PRESIDENT OF

TRACFONE WIRELESS, EDUARDO CORONA.

>> THANK YOU VERY MUCH!

>> IT IS FANTASTIC TO BE HERE WITH YOU.

WE'RE CELEBRATING HISPANIC HERITAGE MONTH.

[SPEAKING SPANISH].

>> WE LOVE THAT. WE LOVE THE LITTLE SPANGLISH HERE AND THERE.

BUT TODAY IS A VERY EXCITING DAY.

TELL ME A LITTLE BIT ABOUT WHAT'S HAPPENING TODAY.

>> WELL, TODAY IS A PARAMOUNT MOMENT.

THIS BRAND REPRESENTS THE BEST OF BOTH VERIZON AND TRACFONE.

AS YOU MAY KNOW, TRACFONE WIRELESS IS AMERICA'S LEADING PRE-PAID,

NO-CONTRACT WIRELESS SERVICE PROVIDER, AND FOR THE LAST 25 YEARS, WE HAVE

SERVED THE UNDERSERVED THROUGH A VARIETY OF BRANDS IN OUR PORTFOLIO. NOW, WITH THE POWER OF VERIZON'S MOST RELIABLE 5G NETWORK WITH GENEROUS BENEFITS AND PLAN PERKS, WE CAN ELEVATE THE NO-CONTRACT EXPERIENCE THROUGH NEW CHANNELS TO EVEN BETTER SERVE THE VALUE CONSCIOUS CONSUMER SEGMENT.

EXCELENTE, Y EDUARDO.

AND HOW DOES THIS ALL FIT IN TO VERIZON'S BROADER GROWTH PLAN?

>> WELL, HERE'S THE DEAL.

CONSUMERS HAVE A NEW NO-CONTRACT, NO-CREDIT REQUIRED PREMIUM OPTION THAT THEY CAN GET ONLINE, OR AT AN EXCLUSIVE RETAIL LOCATION LIKE THE ONE WE'RE VISITING TODAY, WITHOUT HAVING TO COMPROMISE QUALITY FOR CUSTOMER SERVICE. AND THIS IS GOOD FOR EVERYONE.

WE AT TRACFONE CAN NOW OFFER CONSUMERS A NO-CONTRACT OPTION WITH MORE COMPELLING BENEFITS THAN EVER BEFORE, KEEPING WITH OUR GUIDING PURPOSE OF DELIVERING COVERAGE AND ACCESS FOR ALL.

AND BEST OF ALL, OUR CUSTOMERS WILL HAVE ACCESS TO GREAT PERKS LIKE DISNEY+, 5G ULTRA WIDEBAND, GENEROUS LOCATIONS AND UNLIMITED TALK, TEXT AND DATA. ALL AT THE EXCLUSIVE RETAIL LOCATIONS.

>> ABSOLUTELY.

IT'S ALL ABOUT GIVING CUSTOMERS MORE OPTIONS.

NOW, I SEE YOU'RE NOT ALONE HERE TODAY, SO HOW ABOUT WE WELCOME ANGIE KLEIN.

>> HELLO!

>> CHIEF REVENUE OFFICER FOR TRACFONE AND OUR PREPAID BRANDS.

THANKS SO MUCH FOR BEING HERE TODAY, ANGIE.

GOOD TO SEE YOU.

>> I'M SO EXCITED TO BE HERE WITH ALL OF YOU.

AS EDUARDO SAID EARLIER, THIS IS A KEY PART OF OUR STRATEGY TO SERVE THE ENTIRE MARKET WITH THE PORTFOLIO BRANDS THAT MATCH EVERY CUSTOMER'S NEED, NO MATTER WHERE THEY ARE, AND TOTAL BY VERIZON IS A CENTRAL PART OF ENABLING US TO SERVE THAT ENTIRE MARKET, INCLUDING THE VALUE-CONSCIOUS SEGMENT. AND WHAT I AM SO THRILLED ABOUT IS TO SAY NOT ONLY ABOUT THIS GREAT, BEAUTIFUL EXCLUSIVE STORE THAT WE'RE IN, THE DISTRIBUTION TEAM AT TRACFONE, MY HAT'S OFF TO THEM, BECAUSE IN THE NEXT COMING WEEKS, AND I'M TALKING WEEKS, TOTAL BY VERIZON IS GOING TO BE AVAILABLE AT 50,000 RETAIL LOCATIONS, INCLUDING WAL-MART, TARGET AND DOLLAR GENERAL, AS WELL AS, OF COURSE, YOU CAN GO RIGHT NOW AND CHECK US OUT AT TOTAL BY VERIZON.COM.

>> ABSOLUTELY.

ALL RIGHT.

WELL, THANK YOU SO MUCH FOR THAT, ANGIE.

AND THANK YOU, EDUARDO.

NOW, HOW CAN OUR TEAMMATES, THE TRACKIES, THE V-TEAM, EVERYONE WATCHING, HOW CAN THEY HELP WITH ALL OF THIS?

>> WELL, AS YOU KNOW, I'M SO INSPIRED TO SEE US COMING TOGETHER IN TOTAL BY VERIZON.

V-TEAMERS AND TRACKIES, FIRST OF ALL, I'D LIKE TO THANK EVERYONE WHO HAS WORKED SO HARD TO MAKE THIS INNOVATIVE NEW BRAND LAUNCH HAPPEN.

YOUR DEDICATION, COLLABORATION, WE LOVE TO SAY IN TRACFONE, RADICAL COLLABORATION AND PASSION WILL HELP US TRULY TRANSFORM THE INDUSTRY.

PLEASE TELL EVERYONE YOU KNOW ABOUT OUR NEW TOTAL BY VERIZON BRAND, WHICH WAS CREATED SPECIFICALLY FOR CONSUMERS LOOKING FOR A WIRELESS SERVICE OPTION THAT COMBINES VERIZON'S POWERFUL NETWORK AND SUPERIOR BENEFITS WITH THE FREEDOM OF NO-CONTRACT PLANS, PURCHASED ONLINE OR IN STORE,

COMING SOON TO THEIR AREA.

>> ABSOLUTELY.

YEAH.

AND IT'S SUCH AN EXCITING DAY ALREADY.

I MEAN, WE'VE HAD SO MANY PEOPLE COMING IN CURIOUS TO KNOW ABOUT THIS AMAZING NEW STORE HERE, AND, OF COURSE, OUR GREAT REPS ARE TAKING CARE OF THEM JUST DOING WHAT WE DO BEST HERE, WHICH IS TAKING CARE OF THE CUSTOMER. SO WE LOVE THAT SO MUCH.

THANK YOU AGAIN, EDUARDO AND ANGIE, FOR BEING HERE.

THIS IS SUCH AN EXCITING DAY.

V-TEAM, TRACKIES, THANK YOU SO MUCH FOR JOINING US FOR THIS EXCITING ANNOUNCEMENT!

I HOPE YOU ALL HAVE A WONDERFUL REST OF YOUR WEDNESDAYS, AND EDUARDO, ANGIE, HOW ABOUT YOU HELP ME CLOSE OUT THIS EXCITING EPISODE.

ARE YOU READY?

>> WE'RE READY.

>> PERFECT!

ALL RIGHT!

UNTIL NEXT TIME...

>> YOU'RE UP TO SPEED!