

**VERIZON
UP TO SPEED LIVE
October 3, 2022 12:00 PM ET**

>> HEY, V TEAM, FOURTH QUARTER'S HERE.
>> IT'S THE LAST QUARTER OF THE YEAR.
>> TIME TO FINISH THE YEAR STRONG.
THERE'S SO MANY EXCITING OPPORTUNITIES IN QUARTER FOUR.
>> LET'S SEE IT NOW.
>> WE'RE WORK HARD BEHIND THE SCENES TO MAKE SURE IT'S THE BEST
YET.
>> WE'VE GOT AN AMAZING TEAM.
>> NOW LET'S DO THE WORK.
>> FOCUS.
>> LET'S MAKE EVERYDAY COUNT. WHO'S?
>> NOW LET'S GO.
>> WE ARE NOT STOPPING IN THE FOURTH QUARTER.
>> MAKE EVERYDAY COUNT.
>> LET'S SEE IT THROUGH.
>> YEAR IN.
>> LET'S GO!
>> LET'S GO, V TEAM!
>> LET'S GO!
>> LET'S GO V TEAM!
>> HEY, V TEAM, THE FOURTH QUARTER IS HERE AND AS YOU CAN SEE,
WE'RE BRINGING THE ENERGY. ARE YOU IN?
WE HAVE ALL THE TOOLS, THE RESOURCES AND THE BEST TEAM.
IT'S TIME TO GO OUT THERE AND FINISH 2022 STRONG!
WE'RE ENTERING THE FOURTH
QUARTER WITH GREAT NEWS - ALL
FOUR APPLE IPHONE 14 MODELS AND
THE NEW APPLE WATCH SERIES 8, SE
AND ULTRA ARE AVAILABLE FOR OUR
CUSTOMERS AND EMPLOYEES STARTING THIS FRIDAY.
FOR A LIMITED TIME, IF YOU SWITCH TO VERIZON OR ADD A NEW
LINE, YOU CAN GET UP TO \$1000
OFF A NEW IPHONE 14 PRO OR PRO
MAX OR UP TO \$800 OFF THE OTHER
MODELS WHEN YOU TRADE IN AN
OLDER PHONE AND ADD A QUALIFIED UNLIMITED PLAN.
YOU CAN ALSO UPGRADE YOUR
EXISTING PHONE AND GET UP TO
\$800 OFF WITH SELECT TRADE-IN ON SELECT UNLIMITED PLANS.
EITHER WAY, YOU GET AN AWESOME NEW PHONE AT A GREAT VALUE.
WE'VE GOT A LOT OF GREAT DEALS,
PROMOS AND OF COURSE THE BEST

NETWORK TO MAKE THIS THE BEST QUARTER EVER.
SO WHETHER YOU'RE SERVING OUR
CUSTOMERS OR SUPPORTING THE
TEAMS THAT ARE, LET'S GO OUT THERE AND DO IT.
AND SPEAKING OF SERVING OUR
CUSTOMERS, THIS WEEK IS CUSTOMER SERVICE APPRECIATION WEEK!
IF YOU'D LIKE TO ACKNOWLEDGE A V TEAMER WHO DOES AN INCREDIBLE
JOB, TEXT THE LINK IN TODAY'S STORY TO SAY A PERSONAL THANK YOU.
I WENT TO SOUTH CAROLINA FOR THE
UNSTOPPABLE TOUR AND SPENT SOME
TIME WITH SOME OF OUR INCREDIBLE
CUSTOMER SERVICE TEAMS, SO STAY
TUNED LATER IN THE WEEK FOR MORE ON THAT.
BUT MY TRIP GOT A LITTLE INTERRUPTED WHEN HURRICANE IAN
MADE A TURN TOWARDS THE FLORIDA GULF COAST.
I SAW FIRSTHAND THE DEVASTATION OF HURRICANE IAN.
BUT SEEING OUR VERIZON FRONTLINE
CRISIS RESPONSE TEAM COME
TOGETHER TO HELP OUR FIRST RESPONDERS AND IMPACTED
COMMUNITIES WAS A REWARDING WAY TO SEE OUR CREDO IN ACTION.
TAKE A LOOK AT JUST A COUPLE OF
WAYS WE'VE BEEN OUT IN THE FIELD KEEPING PEOPLE CONNECTED.
>> HURRICANE IAN CAME THROUGH HERE AND IT'S PRETTY MUCH
DEVASTATED.
>> WE BROUGHT DOWN A DRONE SOLUTION TO AN AREA WHERE WE WERE
UNABLE TO RESTORE SERVICE WITH THE CELL SITE THAT'S LOCATED HERE.
>> THIS IS A SIMPLE ROLL IN WITH A COUPLE VEHICLES, SET IT UP, WE
SHOULD BE GOING IN ABOUT AN HOUR TO AN HOUR AND A HALF PROBABLY.
IT IS THE FASTEST METHOD OF RESTORING SERVICE THAT WE CURRENTLY
HAVE.
>> OUR GOAL IS TO.
>> COME IN, PROVIDE COVERAGE UNTIL ANOTHER EMERGENCY ASSET CAN
COME IN AND TAKE OUR PLACE, OR WE CAN GET CELL SITE SERVICE
RESTORED AND THEN WE RELOCATE TO ANOTHER PLACE THAT NEEDS
ASSISTANCE.
WE'RE JUST KIND OF THAT LITTLE BRIDGE IN THE GAP IN THE MIDDLE
BETWEEN NO SERVICE AND GETTING IT BACK.
>> THIS ENABLES FIRST RESPONDERS TO FOCUS ON THE MISSION THEY
HAVE AT HAND WITHOUT WORRYING ABOUT THEIR COMMUNICATION.
IT TOTALLY CHANGES THE MORE RALPH THEIR ENCAMPMENT WHEN WE CAN
LIGHT IT UP AND THEY CAN TALK TO FAMILY MEMBERS AGAIN.
>> WE'RE IMPORTANT IN CHARLOTTE AND WHAT'S HAPPENED IS THERE'S A
TREMENDOUS AMOUNT OF RESCUES TAKING PLACE.
THEY'RE MAKING THESE STAYS AND RESCUES AND FROM THERE THEY'RE
TURNING THEM OVER TO ADDITIONAL LAYERS OF FIRST RESPONDERS WHEN
IT COMES TO THE MEDICAL SIDE.

YOU CAN SEE THERE'S LOTS OF AMBULANCES COMING AND GOING. SOME OF THESE PEOPLE NEED X-RAYS, SOME NEED WOUNDS CLEANED, SOME NEEDS CAT SCANS.

WE'RE PROVIDING AN INTERNET CONNECTION THAT'S ALLOWING SOME OF THE COMMUNICATIONS.

BEING ON THE INTERNET IS ONE THING, BUT BEING ABLE TO DO TELEMEDICINE AND ACCESS REPORTS AND THINGS LIKE THAT SOMETIMES TAKES A LITTLE BIT STRONGER ACCESS.

THAT'S WHAT THIS MOBILE ASSET IS ALLOWING US TO DO.

THERE'S A LOT OF LAYERS, THE V TEAM IS SOME OF THE FIRST PEOPLE ON THE GROUND BUT THERE'S A LOT OF PEOPLE BEHIND THIS FROM THE SG TEAM, SALES TEAM THERE IS ONE OF OUR FIRST NATURAL DISASTERS IN THE AREA, BUT WE'VE CUT OUR TEETH ON SOME OTHER DISASTERS AND WE HAVE A GOOD CADENCE.

IT'S A CULTURE WHEN WE SAY RUN TO A CRISIS, WE ALL RUN TO A CRISIS.

>> TODAY WE'RE IN PLANT CITY FLORIDA AND WE'RE LOOKING AT ALL THE ASSETS BEING DISTRIBUTED THROUGHOUT SOUTHWEST FLORIDA.

WE HAVE A TRUCK, A [?] ON WHEELS.

WE HAVE ADDED A THIRD LAYER TO HAVE THAT, WE HAVE SATELLITE ACCESS.

WHAT WE CAN DO WITH THESE ASSETS, WE CAN PARK THEM ANYWHERE AND AS LONG AS WE CAN POINT WEST, WE GIVE CONNECTIVITY BACK TO EXISTING CELL SITES OR PULL UP WITH ONE OF OUR TRUCKS AND GET COVERAGE ANYWAY.

>> I KNOW THAT A LOT OF YOU HAVE SEEN OUR SPOTS WHICH ARE SMALLER ASSETS THAT WE'LL DEPLOY TO A SMALLER PARKING LOT, SOMETHING THAT WILL SUPPORT A SMALLER GROUP OF PEOPLE, WHETHER IT BE ELECTRIC OR FIRE OR POLICE.

WHAT WE HAVE HERE IS WHAT WE CALL A SCOUT OR A SATELLITE.

IT IS A FULL THREE-SECTOR ASSET, HAS A FULL SET CELL SITE WITH A 1.8 METER SATELLITE DISH.

>> I THINK THAT FOR THE FIRST RESPONDERS BEING ABLE TO MAKE PHONE CALLS NOT ONLY DURING THE EMERGENCY, BUT ALSO TO THEIR LOVED ONES, LET THEM KNOW, HEY, I'M OKAY, IS HUGE.

BUT ALSO BEING ABLE TO COMMUNICATE WITH THEIR COWORKERS AND PARTNERS IN DIFFERENT AREAS IS EXTREMELY HELPFUL.

JUST FOR RESTORATION, IT'S CRUCIAL.

>> FOR ME IN THE YARD, IT'S MAKING SURE THE ASSETS ARE COMING IN, GETTING UPGRADED AND GOING OUT TO THE RIGHT PLACES.

DOESN'T MATTER IF POWER'S OUT, WE'RE GOING TO GET OUT THERE AND GET IT DONE.

CUSTOMERS ARE WHAT COUNT.

>> AMAZING WORK.

NOW THE VERIZON FRONTLINE CRISIS

RESPONSE TEAM HAS NOW DEPLOYED

MORE THAN 300 VERIZON FRONTLINE SOLUTIONS INCLUDING DRONES,

SMARTPHONES, ROUTERS, MOBILE HOTSPOTS, AND PORTABLE SATELLITE ASSETS IN SUPPORT OF EMERGENCY RESPONSE OPERATIONS IN THE REGION AND 52 GOVERNMENT AGENCIES.

>> AND AS A REMINDER, WE ARE OFFERING UNLIMITED TALK, TEXT AND DATA FOR OUR CONSUMER AND SMALL BUSINESS CUSTOMERS FROM SEPTEMBER 28th THROUGH OCTOBER 4th FOR CUSTOMERS IN CITIES MOST IMPACTED BY HURRICANE IAN. THERE IS NO ACTION NEEDED TO TAKE ADVANTAGE OF THE OFFER. YOU CAN CHECK OUT OUR STORY TO ENTER YOUR ZIP CODE AND FIND OUT IF YOUR CITY IS ELIGIBLE. AND VERIZON WAS THE FIRST CARRIER TO DONATE TO THE FLORIDA DISASTER FUND. FLORIDA'S OFFICIAL PRIVATE FUND ESTABLISHED TO PROVIDE ASSISTANCE TO COMMUNITIES AS THEY RESPOND TO AND RECOVER FROM TIMES OF EMERGENCY OR DISASTER.

>> IF YOU WANT TO HELP FAMILIES IMPACTED BY THE STORM, YOU CAN! DONATE TO VtoV OUR EMPLOYEE RELIEF FUND. THERE ARE MANY WAYS YOU CAN DONATE ALL OF THEM LISTED IN TODAY'S STORY. 100% OF ALL THE FUNDS WILL GO TO OUR V TEAMERS WHO NEED IT THE MOST. TO KEEP UP WITH OUR NETWORK RESTORATION EFFORTS AND THE VERIZON FRONTLINE CRISIS RESPONSE TEAM CHECK OUT OUR BLOG WHICH HAS THE LATEST UPDATES. YOU CAN FIND THE LINK IN TODAY'S STORY. CLEARLY, WHEN WE SAY WE RUN TO A CRISIS IN OUR CREDO.

WE MEAN IT. WE ALL KNOW AND LOVE OUR CREDO. IT DEFINES WHO WE ARE AND HOW WE WORK. I'M SURE MANY OF US CAN RECITE AT LEAST ONE OF OUR FAVORITE LINES.

BUT DO YOU KNOW THE STORY OF HOW THE CREDO CAME TO BE? ANDY SAT DOWN WITH OUR CHIEF COMMUNICATIONS OFFICER, JIM GERACE, TO HEAR MORE ABOUT THE CREDO'S ORIGINS. CHECK IT OUT.

>> THIS IS THE VERIZON CREDO. IT'S SOMETHING WE'VE ALL BEEN INTRODUCED TO BEGINNING WITH OUR VERIZON ONBOARDING IN ORIENTATION AND IT CONTINUES TO PLAY AN IMPORTANT PART IN SHAPING WHO WE ARE.

BUT DO YOU KNOW WHERE IT ORIGINALLY CAME FROM AND WHY IT STILL MATTERS SO MUCH?

TO DIG INTO ITS HISTORY, I THOUGHT I'D START WITH SOMEONE WHO WAS THERE AT ITS CREATION.

JUST THE MAN I WANT TO SEE.

HELLO, SIR.

>> ANDY, HOW ARE YOU?

>> THIS IS JIM GERACE.

HE LEADS OUR VERIZON COMMUNICATIONS TEAM.

FULL DISCLOSURE, HE'S MY BOSS.

THIS IS JIM AROUND '04 WHEN HE WAS A YOUNG CUB ON THE VERIZON COMMUNICATIONS TEAM.

LUST TIE.

>> I DON'T KNOW WHAT YOU'RE TALKING ABOUT.

YOU MUST BE THINKING ABOUT SOMEBODY ELSE.

>> BACK IN THE EARLY DAYS OF WIRELESS, EVEN BEFORE TEXT MESSAGING, THEY FORMED VERIZON WIRELESS.

THESE WERE REGIONAL WIRELESS COMPANIES BROUGHT TOGETHER TO MAKE A SINGLE NATIONWIDE WIRELESS COMPANY.

>> BY EARLY 2000s, INTEREST WAS THE WILD WEST OF COMPANY CULTURE. WE HAD MULTIPLE CULTURES.

WE NEEDED ONE.

I WAS JUST OBSERVING THE BEHAVIORS THAT I THOUGHT HAD SOMETHING TO DO WITH THE SUCCESS THAT WE WANTED TO KIND OF BOTTLE UP AND PRESERVE FOREVER.

>> WHEN DID THESE THOUGHTS BECOME WHAT IT IS NOW?

>> WE WERE PUTTING TOGETHER THE KICKOFF MEETING IN TOGETHER, AND IT DAWNED ON ME I HAD THIS LEGAL PAD FULL OF NOTES.

I SAID DENNY, I ACTUALLY GOT SOMETHING.

I RAN IT DOWN THE HALLWAY, GOT THE LEGAL PAD, RIPPED OFF THE PAGES, AND LITERALLY GAVE HIM THE HANDWRITTEN NOTES.

AND HE'S READING THEM AND HE SMIRKS AND THEN HE SAID, LET ME SPEND IN TIME WITH THIS.

I'LL GET BACK TO YOU.

THE NEXT MORNING WAS THE KICKOFF MEETING.

>> SO I WOULD LIKE TO LEAVE YOU THIS MORNING WITH THE DEFINITION OF WHO IS THIS COMPANY THAT WE CALL VERIZON WIRELESS?

WE HAVE WORK BECAUSE OUR CUSTOMERS VALUE OUR HIGH-QUALITY WIRELESS COMMUNICATION SERVICE.

>> AND HE READ IT WORD FOR WORD, THE HAND SCRIBBLED NOTES THAT I NEVER INTENDED TO BE READ LIKE THAT BECAUSE IT WASN'T DONE.

AND HE CALLED IT A CREDO.

>> CREDO.

>> HE DID CALL IT THE CREDO.

WE HAD TO KEEP CORRECTING HIM.

>> SO YOU SAY CREDO, I SAY CREDO, EITHER WAY, THIS WAS WIRELESS'S TEN COMMANDMENTS.

>> WE KNOW THAT HAVING THE HIGHEST ETHICAL STANDARDS IS A COMPETITIVE ADVANTAGE.

WE KNOW OUR BEST WAS GOOD TODAY, TOMORROW WILL BE BETTER.

>> HERE'S SOME MORE CREDO HISTORY COURTESY OF THE SUPPLY CLOSET. THIS IS ONE OF THE ORIGINAL CREDO PRINTOUTS FROM 2005.

IN 2011, THE WIRELESS CREDO HAD BEEN UPDATED TO BECOME THIS OVERALL VERIZON CREDO, WHICH IS THE ONE WE ALL SHARE NOW. LOOKS PRETTY FAMILIAR.

OKAY.

HERE'S SOME MORE ARCHIVAL CREDO SWAG, PRETTY HEAVY.

AN OLDER VERSION OF THE ACTUAL CREDO AWARD.

THIS IS OUR SIGNATURE AWARD AND HAS BECOME PART OF SOME VERY SPECIAL PRESENTATIONS TO VERY SPECIAL V TEAMERS.

>> WE GIVE THESE CREDO AWARDS TO RECOGNIZE ROLE MODELS AROUND THE BUSINESS BUT ARE DIFFERING FOR CUSTOMERS, SHAREHOLDERS, AND OUR OTHER EMPLOYEES.

>> THANK YOU FOR BEING SUCH GREAT ROLE MODELS AND AN INSPIRATION TO ALL OF US.

>> WE'RE HONORED TO PRESENT YOU WAY CREDO AWARD TODAY.

>> BEHIND THE SUCCESS IT'S ALL ABOUT THE PEOPLE.

>> YOU REPRESENT EVERYTHING THAT IS IN THIS CREDO EVERY DAY.

>> AS A TRUE LEADERSHIP, TAKING FROM THE CUSTOMER ALL THE WAY INTO ORIENTATION.

>> NOW AT KICKOFFS EACH YEAR WE LIKE TO SHARE A NEW CREDO VIDEO. THESE VIDEOS ARE A FASCINATING WINDOW INTO OUR EVER-EVOLVING V TEAM CULTURE.

>> WHO WE ARE.

>> WE HAVE WORKED BECAUSE OUR CUSTOMERS VALUE OUR HIGH QUALITY.

>> OUR HIGH-QUALITY WIRELESS COMMUNICATION SERVICE.

>> WE EMBRACE DIVERSITY AND PERSONAL DEVELOPMENT.

NOT ONLY BECAUSE IT'S THE RIGHT THING TO DO, BUT ALSO BECAUSE IT'S SMART BUSINESS.

>> WE MAKE IT EASY FOR CUSTOMERS DO BUSINESS WITH US.

>> BY LISTENING, ANTICIPATING, AND RESPONDING TO THEIR NEEDS.

>> WE FOCUS OUTWARD ON THE CUSTOMER.

>> WHAT'S THE FIRST THING THAT COMES TO MIND WHEN I GIVE THAT TO YOU?

>> IT'S WHO WE ARE.

IT'S WHAT VERIZON AS A BUSINESS STANDS FOR.

IT'S A REMINDER OF WHO I AM, WHO I WANT TO BE, WHAT WE STRIVE FOR EACH AND EVERY DAY.

WE'RE NOT PERFECT, BUT WE'RE ALWAYS GOING TO BE SHOOTING FOR THE ABSOLUTE BEST.

>> THE LINE IN THE CREDO THAT ACTUALLY LEAPS RIGHT OFF THE PAGE AT ME IS THAT WE ARE ACCOUNTABLE AND WE FOLLOW THROUGH WITH THE SENSE OF URGENCY.

>> WE'RE GOING TO BE THE BEST VERSION OF OURSELVES THAT WE CAN BE AT THIS COMPANY SO THAT VERIZON CAN BE THE BEST VERSION OF ITSELF SO THEN THE CUSTOMERS CAN GET THE BEST VERSION OF VERIZON.

>> THERE'S A LOT OF HISTORY AND A LOT OF SOUL IN OUR CREDO. IT CONNECTS ALL OF US TO A POWERFUL CULTURE OF DOING THE RIGHT THINGS FOR THE RIGHT REASONS IN THE RIGHT WAY.

I THINK THAT'S SOMETHING VERY SPECIAL, THAT IN A COMPANY AS LARGE AS OURS, REGARDLESS OF ANY INDIVIDUAL DIFFERENCES WE MAY HAVE, WHETHER WE SAY CREDO OR CREDO, THIS IS ONE THING WE CAN ALL AGREE ON.