

MEMORANDUM

RUJ: TONE/20240301/01/BM

TARIKH: 1HB MAC 2024

PERKARA: **KPI PRESTASI PANGKAT BRANCH**

KEPADA: AHLI-AHLI TONE EXCEL DAN TONE PLUS

Ahli-ahli yang dihormati,

Perkara yang dirujuk di atas berkuat kuasa pada 1hb Mac 2024.

Berkuat kuasa dengan serta-merta, Semua Ahli Pangkat Branch TONE EXCEL dan TONE PLUS akan tertakluk kepada Petunjuk Prestasi Utama (KPI) sebagai keperluan untuk mengekalkan kedudukan mereka sebagai Branch.

KPI adalah berdasarkan perkara berikut:

- 1) **PENDAFTARAN** ATAU
- 2) **INSENTIF** ATAU
- 3) **PEMBELIAN SIM**

Keadaan khas lain yang mungkin dipertimbangkan.*KPI yang dirujuk diperincikan di bawah dalam **Lampiran A.

CATATAN:

- a) Keperluan KPI yang dinyatakan di atas (Nos 1 – 3), hanya terpakai kepada ahli berpangkat Branch yang telah memperoleh kelayakan atau Naik Taraf mereka melalui Kempen Auto Naik Taraf TONE WOW (MEMO RUJ: TW/20200122/01).
- b) Ahli yang membeli pangkat mereka sebelum 1hb Mac 2024, dikecualikan.
- c) Sebagai tambahan kepada perkara di atas, semua Ahli Pangkat Branch BARU dan SEDIA ADA dikehendaki menandatangani versi terkini Perjanjian Branch Center. Kegagalan berbuat demikian akan mengakibatkan tindakan diambil oleh TONE WOW.

Sekiranya anda ingin menikmati Pangkat Branch dan dikecualikan daripada keperluan ini; Ahli boleh membeli Status Branch Sepanjang Hayat. Untuk maklumat lanjut tentang perkara ini, sila hubungi Ketua Rangkaian dan Saluran kami, Chia Han Hui.

Pihak Pengurusan
TONE WOW SDN BHD

Lampiran A

Keperluan penilaian adalah berdasarkan tempoh 3-bulan (90 hari).

1) PENDAFTARAN

a) Penilaian adalah berdasarkan Pendaftaran Tajaan Langsung (Direct Registration) Ahli Baru (Nombor baharu atau MNP)

b) SEMUA pendaftaran mesti menggunakan kad SIM Lindung 2.0 sahaja (tidak termasuk pendaftaran SIM Gantian)

c) Setiap pendaftaran diakui sebagai lengkap berdasarkan tarikh kejayaan penyempurnaan pendaftaran.

d) Pendaftaran akaun baharu menggunakan kad pengenalan NRIC/ ID sendiri/sama tidak dipertimbangkan.

e) Dalam tempoh penilaian, ahli berpangkat Branch mesti mencapai pendaftaran seperti berikut:

PROGRAM	TONE EXCEL	TONE PLUS
PANGKAT	Branch	
TEMPOH PENILAIAN	3 bulan / 90 hari	
JUMLAH TAJAAN LANGSUNG	30 dalam 90 hari	
JENIS SIM	Lindung 2.0	

- *Contoh: Jika Branch telah menaja pada bulan pertama seramai 10 ahli, bulan kedua 5 ahli dan bulan ketiga 15 ahli. Jumlah pendaftaran dalam tempoh 90 hari telah mencapai sasaran pendaftaran baru (iaitu 30 ahli baru), maka ahli tersebut telah layak untuk mengekalkan pangkat Branch.*

Contoh:

Bulan	PENAJAAN BARU			Jumlah Penajaan	Status
	Bulan 1	Bulan 2	Bulan 3		
Branch A	5	8	12	25	Gagal
Branch B	10	5	15	30	Berjaya

- *Branch A gagal mengekalkan pangkat Branch*
- *Branch B berjaya mengekalkan pangkat Branch tersebut.*

2) Insentif

Penilaian adalah berdasarkan Insentif Perkongsian Pendapatan Bulanan, *tidak termasuk* Akaun Sendiri Ahli dan sebarang insentif lain.

PROGRAM	TONE EXCEL	TONE PLUS
PANGKAT	BRANCH	
INSENTIF MINIMA PERKONGSIAN PENDAPATAN	RM3,000 *	
TEMPOH PENILAIAN	90 hari	

* Catatan: Purata pendapatan RM3,000 dalam insentif perkongsian pendapatan bulanan mesti dikekalkan dalam tempoh taksiran.

Contoh:

Bulan	Insentif Penkongsian Pendapatan Bulanan			JUMLAH	Purata Perkongsian Pendapatan / Bulan	STATUS
	1	2	3			
Branch A	RM 2,300	RM 3,500	RM 3,800	RM 9,600	RM 3,200	Berjaya
Branch B	RM 3,100	RM 2,800	RM 3,040	RM 8,940	RM 2,980	Gagal

- Branch A berjaya kekal pangkat Branch
- Branch B gagal untuk mengekalkan pangkat Branch.

3) Pembelian SIM

Jika ahli berpangkat Branch tidak mencapai mana kriteria, ahli tersebut boleh membuat pembelian SIM kad berjumlah RM 10,000 daripada HQ untuk mengekalkan pangkat Branch.

CATATAN: Kedudukan status Branch Ahli masih tertakluk kepada semakan KPI dalam tempoh penilaian berikutan.

PROGRAM	TONE EXCEL	TONE PLUS
PANGKAT	BRANCH	
JUMLAH PEMBELIAN SIM KAD (RM)	RM10,000	
JENIS SIM	LINDUNG 2.0	

** Jumlah (RM) pembelian SIM kad terkumpul selama tempoh 6 bulan.*

Pembelian SIM kad gantian tidak diambil kira.

- Semua pembelian yang dibuat hendaklah melalui saluran rasmi melalui TONEWOW HQ beserta resit sebagai bukti pembelian.
- Kad SIM yang dibeli untuk tujuan ini tidak boleh dijual di luar rangkaian Ahli sendiri.
- kesemua 100% kad SIM yang dibeli untuk tujuan ini mesti berjaya diaktifkan secara langsung oleh Ahli atau dalam rangkaian mereka sendiri DAN dalam tempoh 6 bulan yang sama.
- Semua Pembelian yang dibuat mestilah pada ID Ahli yang bertujuan untuk naik taraf Kedudukan.

Kegagalan untuk memenuhi mana-mana KPI yang dinyatakan di atas (Nos 1 – 3), akan menyebabkan kedudukan ahli TURUN PANGKAT KEPADA PANGKAT SEBELUMNYA pada akhir tempoh penilaian.

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Tone Excel

TONE EXCEL INTERNATIONAL SDN BHD
(Formerly known as Tone Excel Sdn Bhd)

821189-A

TONE PLUS

TONE PLUS SDN BHD

1225327-U

TONE WOW

TONE WOW SDN BHD

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MEMORANDUM

REF: TONE/20240301/01/EN

DATE: 01 MARCH 2024

SUBJECT: **PERFORMANCE KPI FOR BRANCH**

ATTN: TONE EXCEL AND TONE PLUS MEMBERS

Esteemed Members,

The matter referenced above comes into effect March 1, 2024.

All TONE EXCEL and TONE PLUS Branch Members are, with immediate effect, subject to Key Performance Indicators (KPI) as a requirement to retain their Rank as a Branch.

The KPI's are based on the following:

- 1) **REGISTRATION OR**
- 2) **INCENTIVE OR**
- 3) **SIM PURCHASE**

**Other special circumstances which may be considered.*

The KPI referred are detailed below in **Attachment A**.

NOTE:

- a) The KPI requirements mentioned above (Nos 1 – 3), only apply to Ranking Branch members who have obtained their qualification or Rank Upgrade via the TONE WOW Auto Upgrade Campaign (MEMO REF:TW/20200122/01).
- b) Members who purchased their rank prior to 1st March 2024, are exempt.
- c) In addition to the above, all NEW and EXISTING Branch Members are required to sign the latest version of the Branch Center Agreement.
Failure to do so will result in action being taken by TONE WOW.

Should you wish to enjoy the Rank of Branch Center and be exempt from these requirements; Members are able to purchase a Lifetime Branch Center Status.

For more information on this, kindly contact our Head Network and Channel, Chia Han Hui.

Yours sincerely,

Management Team
TONE WOW SDN BHD

WOWTM
Prepaid That Pays

Attachment A

Evaluation requirements are based on a 3-month period (90 days).

1) REGISTRATION

- a) Assessment is based on Direct Registration of New Members (New numbers or MNP).
- b) ALL registrations must utilise the Lindung 2.0 SIM cards only (excludes Replacement SIM's).
- c) A registration is acknowledged as complete based on the successful date of completion.
- d) Registration of new accounts using own/same NRIC/ID is not considered.
- e) During the assessment period, Branch-ranked members must achieve the following in registration:

PROGRAM	TONE EXCEL	TONE PLUS
RANK	Branch	
ASSESSMENT PERIOD	3 months / 90 days	
TOTAL CUMULATIVE DIRECT REGISTRATIONS	30 over 90 days	
SIM TYPE	Lindung 2.0	

* Example: If a member sponsors 10 members in the first month, 5 new members in the second month, and 15 new members in the third month. The total registrations within 90 days is 30, then the member is entitled to retain their Branch Rank

Month	NEW REGISTRATION			TOTAL	STATUS
	Month 1	Month 2	Month 3		
Branch A	5	8	12	25	Fail
Branch B	10	5	15	30	Success

Example:

- Member A will fail to retain Branch Rank
- Member B successfully retains Branch Rank.

2) INCENTIVE

Assessment is based on Monthly Revenue Share Incentives, *excluding* Member's Own Account and any other incentives.

PROGRAME	TONE EXCEL	TONE PLUS
RANK	BRANCH	
MONTHLY REVENUE SHARE INCENTIVE	RM3,000 *	
ASSESSMENT PERIOD	90 days	

* Note: An average income of RM3,000 in revenue sharing incentive must be maintained within the assessment period.

Example:

	MONTHLY REVENUE SHARE INCENTIVE			TOTAL	Average MONTHLY REV SHARE	STATUS
	1	2	3			
Month						
Branch A	RM 2,300	RM 3,500	RM 3,800	RM 9,600	RM 3,200	Success
Branch B	RM 3,100	RM 2,800	RM 3,040	RM 8,940	RM 2,980	Fail

- Member A successfully retains Branch rank
- Member B fails to retains their Branch rank.

3) SIM PURCHASE

In the event either KPI above is not met and in order to retain their Branch Rank status, a Branch has the option to make SIM card purchases amounting to RM10,000.

NOTE: The Member's Branch Rank will still be subject to review in the following period of assessment.

PROGRAM	TONE EXCEL	TONE PLUS
RANK	BRANCH	
TOTAL SIM CARD PURCHASES (RM)	RM10,000*	
SIM TYPE	LINDUNG 2.0	

* The total (RM) amount of SIM card purchases accumulated over a period of 6 months.

Replacement SIM card purchases are not considered.

- a. All purchases made must be through the official channel via TONEWOW HQ with original receipts as proof of purchase.
- b. SIM cards purchased for this purpose cannot be sold outside of the Members own network.
- c. All 100% of the SIM cards purchased for this purpose must be successfully activated directly by the Member or within their own network AND within the same 6-month period.
- d. All Purchases made must be on the Members ID which is intended for upgrade of Rank.

NOTE: Failure to meet any of the above KPI (Nos 1 – 3), will result in a DEMOTION TO PREVIOUS RANK at the end of the assessment period.

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