

Sun Pamilyang Pinoy Rechargeable Calling Card

Text and call your family back home.
Give them a message of hope.

sun Pamilyang PINOY

Rechargeable Calling Card
Super budget IDD Rates from Japan to Sun Cellular & Digital in the Philippines

UP TO 150 MINUTES FOR ONLY ₱2,000!
PLUS FREE 25 INTERNATIONAL TEXTS TO SUN NUMBERS IN THE PHILIPPINES!

24-hr. Customer Service:
(English / Tagalog)
TOLL FREE 0032-982-288

Powered by:
sun & SOPHIE

Be part of the SUN Pamilyang Pinoy today!

June 2011

SUN PAMILYANG PINOY RECHARGEABLE CALLING CARD FAQs

❖ Background

- Existing calling card in Japan: Sun Call Home calling card sold for ¥2,000.
- Partner: Telecall
- Sun Call Home has airtime of 60minutes calling to a Sun number for ¥35/min.

❖ What is the Sun Pamilyang Pinoy?

- It is the 2nd international card of Sun Cellular that will be sold in the Japan for only ¥2,000.
- Can call Sun, Digitel, Suntel postpaid and prepaid subscribers for as low as ¥13/min.
- Card users can experience making calls with very affordable rates at no hidden fees and no connection charges.

❖ Who is the target market?

- The Filipino and Japanese community with family and friends in the Philippines.

❖ Who is Sun Cellular's partner?

- IPS Japan – ranked 3rd in total Philippine Calling Card distributor.

❖ Where will the cards be distributed?

- Sun Pamilyang Pinoy will be available in 270 retail stores in Japan.
 - Family Mart
 - ampm Store
 - Sunkus Circle K
- Thru field selling.
- Telemarketing done in the Philippines thru IPS own call center support.

SUN PAMILYANG PINOY RECHARGEABLE CALLING CARD FAQs

- ❖ How do I check the remaining minutes on the card?
 - An IVR will notify the customer on their remaining balance before the call gets connected.
 - Customers can also call the customer service number to inquire.

- ❖ Can this card be used in calling other mobile or landline numbers?
 - Yes, IPS does not restrict the user from calling to other networks, but the user has more airtime when calling to a Sun or Digitel number.

- ❖ What number should I call if I have inquiries or problems regarding the service?
 - Call the Customer Service Hotline at 0032-982-288 for any inquiries or concerns concerning the card.

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100% Budget IDD Rates from Japan to Sun Cellular & Digitel in the Philippines

Stay connected with your family and friends in the Philippines

sun & SOPHIE

24-hr. Customer Service: (English / Tagalog) [download for FREE at App Store](#) **0032-982-288**

TO BECOME SUN CELLULAR MEMBER

Register your number for free to become a member of Sun Cellular family! Enjoy perks and promos exclusive to Sun Cellular members only!

1. Dial 002218 & Select Language
2. Enter 10 digit PIN & #
3. Press "1" to register.

Our 24-hour hotline service is available anytime.

- Press 1 to register
- Press 2 to change your number
- Press 3 to change your language
- Press 4 to change your PIN
- Press 5 to change your PIN
- Press 6 to change your PIN
- Press 7 to change your PIN
- Press 8 to change your PIN
- Press 9 to change your PIN
- Press 0 to change your PIN

TO MAKE A CALL

003218 | Access Number + Country Code + Mobile Code + Phone Number
Example: 003218 + 639221234567

* 003218 is not available in your area, please dial the applicable access numbers below
* 01-0000-1000 (with charges)

24 hours Customer Service 0032-982-288

RATES

Sophie application to Sun & Digitel	150 minutes
Sophie application to other fixed Philippine Networks	145 minutes
Sophie application to other Philippine Networks	130 minutes
Landline to Sun & Digitel	90 minutes
Mobile to Sun Digitel	60 minutes
Landline to Other Philippine Networks	60 minutes
Mobile to Other Philippine Networks	53 minutes

Total minutes based on 7,000 denomination.
Sun Cellular members start with 60, 100, 200, 400, 600, 800, 1000, 2000, 4000, 6000, 8000, 10000 minutes.