



RIPPLE FIBER

# Products Promotions & Policies

September 2025



## Premium features included with all Ripple Fiber plans

### Customer benefits:

- Reliability:** Consistent, high-quality service with 99.99% uptime
- Flexibility:** Customizable plans to suit varying usage patterns and requirements
- Value-Added Resources:** Access to additional services
- Mobile App: Professional** android and ios app with access to account and billing information
- Priority Support:** 24/7 access to support team including dedicated customer support line for business customers

### Billing:

- Client will be invoiced the day following their service activation for 1 month looking forward and every subsequent month on the same day going forward
- Client can pay via Auto Draft or Credit/Debit card
- If a customer disconnects for any other reason, leave the equipment with them to simplify reactivation.
- If the customer insists on returning the equipment, it can be dropped off at the closest retail location.
- The retail location to return the used equipment to be inventoried by Operations.
- Exception:** Pre-paid package where customer is buying 7 days of service upfront. If upfront payment is not received account is auto-suspended

### Key Features:

- Unlimited Data Usage:** No data capping, allowing customers to browse, stream, and download without restrictions
- Wi-Fi Coverage:** State-of-the-art Wi-Fi 6 router included, ensuring robust and fast wireless coverage throughout homes or offices
- Secure Connectivity:** Advanced network security features, including firewalls and encryption, to protect user data
- Installation:** Free professional white glove installation service to implement WiFi within the home and test the first 5 devices to ensure connectivity to the WiFi Router

### Entertainment bundles:

Ability to curate streaming services, adding value for media consumers

Up to  
**500 Mbps**  
Upload & Download Speeds



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Now **\$65** /Mo  
Includes all fees and taxes.

- ✓ Free WiFi modem/router
- ✓ Free installation by certified install technician worth \$200
- ✓ Connect unlimited WiFi devices
- ✓ No asterisks

- ✓ Additional WiFi extender for \$10/mo
- ✓ Add a VOIP line for \$20/mo.

## Promotions:

- ✓ 500Mbps discount
- ✗ Low uptake
- ✓ Overbuild
- ✗ Price For Life

500Mbps is a premium internet plan, designed to cater to the connectivity needs of residential users. It combines cutting-edge technology with customer-centric features to provide a seamless and reliable online experience whether for streaming, gaming, or professional use.

## Technical Specifications:

- **Technology:** Fiber-optic connectivity to guarantee super-fast and consistent internet speeds
- **Download Speeds:** Up to 500Mbps, ensuring options for different user needs
- **Upload Speeds:** Up to 500Mbps, supporting seamless video conferencing and cloud usage
- **Latency:** Low latency suitable for gaming and real-time applications. Usually sub 10ms to large cloud services
- **Equipment:** Wifi 6 ONT
- **Internal use only:**
  - Nokia ONT G-2426G-B Wifi 6 Gpon ONT

## Target Market:

- **Residential Customers:** Individuals and **smaller families** looking for reliable home internet service

## Additional value adds:

- **Digital Phone Line:** Optional VoIP service with competitive international calling rates. - \$20 Per month
- **Wired Wifi Extenders:** Beacon 3.1 Extenders - \$10 per month
- **Static IP Address:** - \$20 per month



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1 Gig is a premium internet plan, designed to cater to the connectivity needs of residential users. It combines cutting-edge technology with customer-centric features to provide a seamless and reliable online experience whether for streaming, gaming, or professional use.

Up to  
**1 Gig**  
Upload & Download Speeds

Now **\$85/Mo**  
Includes all fees and taxes.

- ✓ Free WiFi 6 modem/router
- ✓ Free installation by certified install technician worth \$200
- ✓ Connect unlimited WiFi devices
- ✓ Lock in this price for life
- ✓ No asterisks

- ✓ Additional WiFi extender for \$10/mo
- ✓ Add a VOIP line for \$20/mo.

### Promotions:

- ✗ 500Mbps discount
- ✓ Low uptake
- ✓ Overbuild
- ✓ Price For Life



### Technical Specifications:

- **Technology:** Fiber-optic connectivity to guarantee super-fast and consistent internet speeds
- **Download Speeds:** Up to 1 Gig, ensuring options for different user needs
- **Upload Speeds:** Up to 1 Gig, supporting seamless video conferencing and cloud usage
- **Latency:** Low latency suitable for gaming and real-time applications. Usually sub 10ms to large cloud services
- **Equipment:** WiFi 6 ONT
- **Internal use only:**
  - Nokia ONT G-2426G-B WiFi 6 Gpon ONT

### Target Market:

- **Residential Customers:** Individuals and families looking for reliable home internet service

### Additional value adds:

- **Digital Phone Line:** Optional VoIP service with competitive international calling rates. - \$20 Per month
- **Wired Wifi Extenders:** Beacon 10 Extenders - \$10 per month
- **Static IP Address:** - \$20 per month



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Up to  
**2 Gig**  
Upload & Download Speeds

Now **\$95**/Mo  
Includes all fees and taxes.

- ✓ Free WiFi 6E modem/router
- ✓ Free installation by certified install technician worth \$200
- ✓ Connect unlimited WiFi devices
- ✓ Lock in this price for life
- ✓ No asterisks

✓ Additional WiFi extender for \$20/mo



## Promotions:

- ✗ 500Mbps discount
- ✓ Low uptake
- ✓ Overbuild
- ✓ Price For Life

**2 Gig** is a premium internet plan, designed to cater to the connectivity needs of residential users. It combines cutting-edge technology with customer-centric features to provide a seamless and reliable online experience whether for streaming, gaming, or professional use.

## Technical Specifications:

- **Technology:** Fiber-optic connectivity to guarantee super-fast and consistent internet speeds
- **Download Speeds:** Up to 2 Gig, ensuring options for different user needs
- **Upload Speeds:** Up to 2 Gig, supporting seamless video conferencing and cloud usage
- **Latency:** Low latency suitable for gaming and real-time applications. Usually sub 10ms to large cloud services
- **Equipment:** WiFi 6E ONT
- **Internal use only:**
  - Nokia ONT G-2426G-B WiFi 6E Gpon ONT

## Target Market:

- **Residential Customers:** Individuals and families looking for reliable home internet service

## Additional value adds:

- **Digital Phone Line:** Not available
- **Wired WiFi Extenders:** Beacon 10 Extenders - \$10 per month
- **Static IP Address:** - \$20 per month



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Now

**\$12** /WEEK

Includes all fees and taxes.



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Up to

**650** Mbps

Upload & Download Speeds

- Free WiFi modem/router
- Free installation by certified install technician worth \$200
- Connect unlimited WiFi devices
- No asterisks

- Additional WiFi extender for \$10/mo.
- Add a VOIP line for \$20/mo.

## Promotions:

- 500Mbps discount
- Low uptake
- Overbuild
- Price For Life

This basic internet plan is designed to cater to the users who desire a pre-paid weekly internet package. Users will pay upfront for 1 week of service at a time. If unpaid, the service will be interrupted until payment is reinstated.

## Technical Specifications:

- Technology:** Fiber-optic connectivity to guarantee super-fast and consistent internet speeds
- Download Speeds:** Up to 650Mbps, ensuring options for different user needs
- Upload Speeds:** Up to 650Mbps, supporting seamless video conferencing and cloud usage
- Latency:** Low latency suitable for gaming and real-time applications. Usually sub 10ms to large cloud services
- Equipment:** Nokia ONT G-2426G-B Wifi 6 Gpon ONT

## Target Market:

- Residential Customers:** Individuals and families looking for reliable home internet service

## Additional value adds:

- Digital Phone Line:** Optional VoIP service with competitive international calling rates. - \$20 Per month
- Wired Wifi Extenders:** Beacon 3.1 Extenders - \$10 per month
- Static IP Address:** - \$20 per month



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# At a glance

PLAN	UP/D OWN	DOWN	PRICE	MODUM/ ROUTER	TYPE	INSTALL	EXTENDER*	TYPE	VOIP	TERMS
500 Mbps	500 Mbps	500 Mbps	\$65/mo.	FREE	WiFi 6	FREE	\$10/mo.	Beacon 3.1	\$20/mo.	None
1 Gig	1,000 Mbps	1,000 Mbps	\$85/mo.	FREE	WiFi 6	FREE	\$10/mo.	Beacon 10	\$20/mo	Price for Life
2 Gig	2,000 Mbps	2,000 Mbps	\$95/mo.	FREE	WiFi 6E	FREE	\$10/mo.	Beacon 10	Not Available	Temporary Price for Life
Pre-paid	650 Mbps	650 Mbps	\$12/wk.	FREE	WiFi 6	FREE	\$10/mo.	Beacon 3.1	\$20/mo	None

\*All extenders are hardwired

## Low uptake promo

PLAN	PRICE /MO.	DURATION	NORMAL	ANNUAL DISCOUNT	Fee	Total Discount	APPLICATION
1 Gig	\$1	3 mo.	\$85	\$504	\$0	\$254	Uptake below 20% after 12 months or below 30% after 24 Months.
2 Gig	\$1	3 mo.	\$95	\$558	\$0	\$308	Uptake below 20% after 12 months or below 30% after 24 Months.

## Overbuild promo

PLAN	PRICE /MO.	DURATION	NORMAL	ANNUAL DISCOUNT	Fee	Total Discount	APPLICATION
500 Mbps	\$35	6 mo.	\$65	\$180	\$0	\$180	Overbuild areas approved by Exco.
1 Gig	\$45	12 mo.	\$85	\$120	\$0	\$240	Overbuild areas approved by Exco.
2 Gig	\$55	12 mo.	\$95	\$120	\$0	\$240	Overbuild areas approved by Exco.

**Rules:** Only one promo per market can run concurrently. No promo runs for more than 60 days, with 30 days being optimal. Should not run a promo in a market more than 3 times a year. 500Mbps overbuild promo is only used D2D and not in marketing materials.

## 500Mbps discount

PLAN	PRICE /MO.	DURATION	NORMAL	ANNUAL DISCOUNT	Fee	TOTAL DISCOUNT	APPLICATION
500 Mbps	\$45	12 mo.	\$65	\$240	\$0	\$240	HH income <\$50K - live 6 months

## Door knock pocket promo

PLAN	PRICE /MO.	DURATION	NORMAL	ANNUAL DISCOUNT	Fee	TOTAL DISCOUNT	APPLICATION
1 Gig	\$45	12	\$85	\$252	\$0	\$252	Only D2D - do not lead with promo
2 Gig	\$2	3	\$95	\$282	\$0	\$282	Only D2D - do not lead with promo
Gift Card	Normal	N/A	N/A	None	\$0	\$0	\$200 gift card after first payment

**Rules:** Only one promo per market can run concurrently. No promo runs for more than 60 days, with 30 days being optimal. Should not run a promo in a market more than 3 times a year. 500Mbps overbuild promo is only used D2D and not in marketing materials.

# PROMOTION

## \$1 GIG

\$1 Gig or 2Gig plan for 3 months. Then lock in your price for life at regular price

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### USES

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Low uptake Promo  
Less than 20% uptake after 12 months

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Service Issue  
HQL campaing

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## \$40 OFF

\$40 off the 1 Gig Plan for 12 mo. Then lock in your price for life a the regular price

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### USES

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Zero Uptake Promo  
0% uptake from month 2 - 11

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Back Pocket Promo  
Sales team to use at door as last resort.

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Indirect Sales  
Indirect Sales team

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Low demographic

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**Rules:** Only one promo per market can run concurrently. No promo runs for more than 60 days, with 30 days being optimal. Should not run a promo in a market more than 3 times a year.



With Ripple Fiber's Price for Life guarantee,  
you'll never have to worry about increasing internet prices.

The price you sign up for is the price you pay — for as long as you remain a customer.

1 Gig Plan: Secure your service at **\$85/month – for life**

2 Gig Plan: For a limited time, lock in **\$95/month for life**

This guarantee applies to your internet package only  
and doesn't cover optional add-ons or equipment.



# Ripple Fiber: White Glove Installation Policy

**Pre-Arrival Call:** We will contact you when we're on our way so you'll know exactly when to expect us.

**Service Awareness:** Before we arrive, our technician will already know the services you've ordered, so there's no need to ask you again.

**Respectful Entry:** As soon as we enter your home, our technician will put on boot covers to keep everything clean and tidy.

**Initial Assessment:** We'll start by checking the Network Interface Device (NID) and then discuss with you where you'd like the Optical Network Terminal (ONT) to be located.

**Installation Path Plan:** Our technician will walk you through the best route to bring the fiber into your home and place the ONT exactly where it will work best for you.

**ONT Setup & Device Connectivity:** After installing the ONT, we'll typically use the same username and password as your previous network to ensure all your devices—like laptops, phones, tablets, TVs, gaming consoles, thermostats, and garage openers—connect to Wi-Fi seamlessly. If you'd prefer a new Wi-Fi username and password, our technician will help you set it up and assist with connecting up to 5 Wi-Fi devices you need help with.

**Hardwiring & Speed Test:** If you'd like, our technician will hardwire equipment to the ONT and show you that you're receiving the speeds you paid for. This doesn't include running any new home cabling, but we'll ensure everything works as expected.

**Booster Equipment Limitations:** Please note, our technician won't test speeds through your existing Wi-Fi boosters, as we can't guarantee they'll support multi-gig speeds.

**Wi-Fi Coverage Test:** We'll use a Wi-Fi tool to check the speeds throughout your home. If any areas fall below our acceptable minimum of -65DB, we'll recommend adding a booster to improve coverage.

**Booster Recommendations:** If needed, our technician will suggest boosters, but we'll also inform you that too many boosters can congest the network and negatively impact Wi-Fi speeds.

**Final Check & Satisfaction:** Before wrapping up, our technician will ask if you're satisfied with the installation. If there's anything else you need, just let us know.

**Clean-Up:** Our technician will clean up any mess made during the installation and ensure that all holes are sealed properly. No wires will be left dangling outside.

**Continued Support:** We'll provide you with our technician's phone number so you can reach out if you have any questions or need assistance in the future—this way, we can avoid unnecessary service visits.



# Ripple Fiber Service Promise

## 1. Customer Eligibility Criteria

To qualify for reimbursement:

- Money back guarantee applies for up to 2 months
- Reimbursement excludes installation fees, if paid for by the customer
- Customer must have an active service account
- Issue must be reported within 30 days of activation and Ripple Fiber must be given a chance to resolve it, client must supply the halo ticket reference
- Issue must be documented in Halo with timestamps and resolution attempts
- All resolution attempts must be exhausted
- Customer must explicitly request reimbursement

## 2. Submission Process

Customers may submit their experience via:

- Email: [servicepromise@ripplefiber.com](mailto:servicepromise@ripplefiber.com)

## 3. Internal Review & Approval

- Submissions are routed to Halo via the [servicepromise@ripplefiber.com](mailto:servicepromise@ripplefiber.com) inbox
- Assigned to Customer Experience
- Reviewed by Customer Experience leadership
- CSR supervisor should review and provide any direction for resolution prior to being escalated to manager
- CSR supervisor must submit approval to manager which includes
  - Customer name and address
  - Description of the issue
  - Resolution attempt details
  - Requested reimbursement amount
- Approved reimbursements are processed and a check will be sent within 14 days for up to 2 months of service cost only

## Reimbursements do not apply to:

- Device connectivity issues
- Issues related to customer-owned equipment
- Outages caused by third-party or external causes
- Service interruptions due to force majeure events (i.e. natural disasters)
- Fraudulent or abusive claims



# Contract Buyout Program: Internal Sales & Fulfillment Process

## 1. Sales Enablement

Sales reps should be trained to use the following pitch when a customer mentions being under contract and reason for not switching: "We understand switching can be tough. That's why we offer up to \$200 to help buy out your current internet contract. Just send us your final bill to [buyouts@ripplefiber.com](mailto:buyouts@ripplefiber.com) within 90 days of activation, and we will deduct up to \$50 per month from your bill."

- This offer should be positioned as a limited-time incentive to create urgency
- Reps must note the offer in Sales Rabbit at the time of sale

## 2. Customer Eligibility Criteria

To qualify for reimbursement:

- The customer must activate service
- Submit a copy of their cancellation bill from the previous provider showing early termination fees (ETFs)
- Submit the bill within 90 days of activation
- The bill must clearly show the customer's name, address, and ETF amount

## 3. Submission Process

Customers can submit their bill via:

- Email to: [buyouts@ripplefiber.com](mailto:buyouts@ripplefiber.com)

## 4. Internal Review & Approval

- [buyouts@ripplefiber.com](mailto:buyouts@ripplefiber.com) email to create Halo ticket and assign to RF-Buyouts team
- Submissions are reviewed by the Billing team
- Approved reimbursements are logged and processed through the Promo & Discounts portal function
- Reimbursement is issued up to \$50/month Bill credit

## 5. Tracking & Reporting

Halo dashboard should track:

- Submissions received
- Approvals/denials
- Reimbursement amounts
- Time to resolution

## 6. Documentation & Compliance

- Ensure all reimbursements are tied to a valid customer account
- Maintain copies of submitted bills within Halo for audit purposes

## 7. Marketing/sales Material

- Handout for sales reps to provide at the door
- Information to be added to the website

