SECTOR PROPOSAL / CONNECTIVITY + PHYSICAL BRAND MEDIA

THE SIM CONNECTS.
THE BRAND
CAN STAY.



What happens to the SIM carrier after activation? HOLDERCARD gives telecom onboarding a second use: a practical phone support and a route back to official services.

SIM OR eSIM HANDOVER → USEFUL OBJECT → BRAND RETURN

01 / THE SHORT LIFE OF AN ACTIVATION PACK

ACTIVATION ENDS.
MUST THE AD BE DISCARDED?

A conventional SIM carrier or welcome insert may become unnecessary once the phone is connected. Its printed brand, support links and QR can disappear with it.

ORDINARY CARRIER

DELIVER → ACTIVATE → DISCARD?

Most of its value belongs to a brief setup moment.

HOLDERCARD

DELIVER → ACTIVATE → USE

The brand has a reason to stay near the phone.

A potential reduction in disposable handouts, not a proven lifecycle or environmental comparison.

02 / ONE BRAND SURFACE, AN EVERYDAY FUNCTION

BRAND + QR TODAY.
PHONE SUPPORT TOMORROW.

A real printed HOLDERCARD folds into a practical phone stand. The QR may connect a subscriber to official, managed support and service pages.



FLAT / BRAND + PUBLIC SERVICE QR



FOLDED / USE WITH YOUR PHONE

Real HOLDERCARD photographs. The integrated SIM-carrier concept is a separate engineering proposal, not shown as an approved product.

03 / TWO DIFFERENT WAYS TO ONBOARD

PHYSICAL SIM OR eSIM. CHOOSE THE RIGHT ROUTE.

For eSIM: a standard branded welcome/service card. For physical SIM: a specially engineered removable-carrier variant, conditional on sample, geometry, logistics and operator approval.

eSIM / WELCOME	Standard branded service card; no SIM in the print.
PHYSICAL SIM	Integrated carrier is a design concept only.
AFTER ACTIVATION	Stand + official service QR, if retained.



04 / CONNECT THE NEXT SERVICE TOUCHPOINT

SCAN. ACTIVATE. KEEP. RETURN.

The branded object can introduce onboarding and remain as a physical route to assistance, roaming or top-ups when a subscriber needs them.

01 ONBOARDING

Approved activation help or eSIM guide.

02 DAILY PHONE USE

Practical stand after setup.

03 NEXT SERVICE NEED

Account, top-up, roaming or support.



Public QR pages only. Credentials, personal provisioning QR and subscriber data stay in the operator’s secure systems.

05 / EXTEND PHYSICAL USEFUL LIFE

LESS THROWAWAY PACKAGING. MORE REASONS TO KEEP.

Where a physical welcome item is already needed, giving it a useful second function can keep branded space in use after the moment of acquisition.

ONE LESS DEAD END

Replace part of single-purpose printed handouts.

USE AFTER SETUP

The customer may use the stand again at home.

RETURN THROUGH QR

Operator-managed destinations can evolve.

DELIVER → ACTIVATE → USEFUL LIFE → OPTIONAL RE-ENGAGEMENT

06 / THE FORMAT IS REAL; SIM INTEGRATION NEEDS TESTING

A REAL PRINTED PRODUCT.
A SEPARATE SIM ENGINEERING STEP.

Standard branded HOLDERCARD is already produced. Physical SIM integration and personalised activation are new telecom-specific workflows to validate.

STANDARD CARD

Actual folding product and print-ready corporate campaigns exist.

eSIM / WELCOME

A branded service card; operator links must be approved.

SIM CARRIER

Cut-outs, assembly and compatibility need a prototype.

STANDARD-CARD PRICES DO NOT INCLUDE SIM EMBEDDING OR ASSEMBLY.

No telecom client case, activation conversion, waste reduction or device compatibility is claimed.

07 / APPROVED PRICE OF A STANDARD BRANDED CARD

SCALE THE BRAND CONTACT. PRICE THE ENGINEERING SEPARATELY.

Ukraine corporate price tiers for an ordinary branded HOLDERCARD, EUR/unit. A combined SIM carrier requires separate feasibility and costing.

SMALL CAMPAIGNS / STARTER

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

MULTI-LOCATION DISTRIBUTION

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / CUSTOM QUOTE, FACTORY CONFIRMATION REQUIRED

Approved Ukraine prices: 26 Oct 2026. SIM integration, tooling, assembly, delivery, artwork and taxes excluded.

08 / EVALUATE USE, NOT GUESSES

1,000 CARDS.
ONE TESTABLE ONBOARDING JOURNEY.

Illustrative eSIM/welcome pilot: 1,000 standard branded cards, €440 at approved Ukraine rates. Physical SIM integration is not included.

01

DISTRIBUTE

Register real handouts by batch.

02

DIRECT + APPROVED QR

Send to operator-managed public pages.

03

MEASURE

Count consent-based service actions.

QR VISITS DO NOT PROVE CARD RETENTION, SUBSCRIBER LOYALTY OR A LOWER ENVIRONMENTAL FOOTPRINT.

09 / CONNECT AN EXISTING CUSTOMER MOMENT TO REUSE

THE SIM CONNECTS.
THE BRAND CAN REMAIN.

Transform a short-lived activation touchpoint into a useful physical advertising medium — with official links and an operator-approved rollout.

UKRAINE REFERENCE: 1,000 STANDARD CARDS / €440

Choose eSIM welcome or physical SIM R&D; confirm QR journey, operator IT/security, artwork, prototype, quantities and distribution.

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