



Royal Mail Wholesale

4th Floor
185 Farringdon Road
LONDON
EC1A 1AA

13 January 2017

Access Notice: Introduction of the First Time User Incentive and Extension to the Royal Mail Group Scheme for Growth Advertising Content Incentive

Dear (customer name),

Introduction of the First Time User Incentive

I am pleased to announce that we have developed a **new First Time User Incentive** to offer advertisers and it will be **open to applications from 27 March 2017 to 26 March 2018**.

We have continued to work with our customers and the Wholesale Incentive Group to scope other opportunities to promote the use of mail.

The First Time User Incentive is designed to grow mail by attracting:

- Advertisers who have never used advertising mail before; and
- Lapsed advertising mail customers with no spend on advertising mail services over the past 24 months.

Advertisers can earn postage credits for each of their first three First Time User Advertising Campaigns (subject to certain conditions) provided they send a minimum of 10,000 items per Advertising Campaign. To encourage early take up, we are offering higher value postage credits for postings completed by 30 June 2017. The value of postage credits applied will be between:

- 4p and 15p per item for postings made by the 30 June 2017; and
- 2.5p and 9p per item for postings made after the 30 June 2017.

It is easy to apply. Details of the Key Terms and Conditions and Application Form can be found at www.royalmailwholesale.com/ftu/. Please note that participating customers will be bound by the agreement reflecting the Key Terms and Conditions, on written confirmation from Royal Mail of acceptance of the Application Form. This agreement will be made available on the website (www.royalmailwholesale.com/ftu/) by 24th February 2017 at the latest.

Formal notice of the Introduction of a New First Time User Incentive is detailed in Access Letters Contract Change Notice: 025.

Extension of Royal Mail Group Scheme for Growth and Advertising Content Incentive

The Scheme for Growth Advertising Content Incentive aimed at advertisers who grow their use of mail has proved popular since its launch in April 2016. In the first year a variety of different advertisers from a range of sectors signed up to the Advertising Content Incentive. As a result of this

success, we are extending the application period for the Royal Mail Group Scheme for Growth and the Advertising Content Incentive for a further 12 months.

*We hereby give you **notice to extend** the term of the Royal Mail Group Scheme for Growth and Advertising Content Incentive from the 28th April 2017 to the **30th April 2018**.*

Your Account Director will be available to discuss details of the First Time User incentive with you. In the meantime if you have any questions about the new First Time User incentive or the extension of the Advertising Content Incentive please contact mike.griffin@royalmail.com or speak with your Wholesale Account Director.

Yours sincerely,

A handwritten signature in black ink that reads "Luisa Fulci". The signature is written in a cursive style with a distinct loop for the letter 'L'.

Luisa Fulci
Regulated Products Director
Consumer and Network Access