



24 January 2017

Royal Mail Wholesale
4th Floor
185 Farringdon Road
LONDON
EC1A 1AA

ACCESS NOTICE: ROYAL MAIL GROUP SCHEME FOR GROWTH'S ADVERTISING CONTENT

INCENTIVE

Double Discount available between 1 February 2017 and 25 March 2017

Dear customer,

I am pleased to announce that we are doubling the discount for additional incremental mail posted between 1 February 2017 and the 25 March 2017 under the Royal Mail Group Scheme for Growth's Advertising Content Incentive. This double discount offer will enable a participant to earn postage credits of between 5p and 21p. The discounts are specific to the service used as published at www.royalmailwholesale.com/schemeforgrowth/.

We will email customers who have already submitted an application and explain how they can qualify for the additional discount.

For any new applicants, we will:

- agree with the applicant their original planned incremental volume for February and March 2017 (i.e. their incremental forecast); and
- agree their potential additional incremental volume that could be posted by 25 March 2017 and could qualify for the additional discount (i.e. the additional mail posted above the agreed incremental forecast).

For postage credits to be awarded for this double discount offer, participants are required to meet the terms of the Scheme for Growth Advertising Content Incentive.

We believe a doubling of the discount for the Advertising Content Incentive will be well received by advertising customers. It is designed to benefit you and your customers before the end of March 2017 so speed is of the essence. We will therefore assume your agreement to its introduction from the 1 February 2017.

If you have any queries or questions relating to this notice, please contact Mike Griffin via groupincentive@royalmail.com

Yours sincerely,

Luisa Fulci
Regulated Products Director
Consumer and Network Access

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