



13 June 2019

Royal Mail Wholesale

4th Floor
185 Farringdon Road
London
EC1A 1AA

Royal Mail Partially Addressed Mail™ Service: Extending the trial term

Dear Customer,

I am pleased to announce the extension of our Royal Mail Partially Addressed Mail™ service trial until 31 March 2020.

Customers have told us that to help plan and budget for Partially Addressed mailing campaigns, they need to know that the service will be available beyond the current trial end date of 7 November 2019. Therefore I hope by extending the trial term, this will give customers greater confidence in using the service and the opportunity to test the efficacy of Partially Addressed Mail as an enabler of customer acquisition.

Following our evaluation of the trial performance, in the coming months we will announce our plans about the future of the service, and I welcome any feedback that you may have which might help this evaluation.

What is Partially Addressed Mail?

Partially Addressed Mail is for advertisers prospecting for new customers. Instead of addressing a mailing item to an individual prospective customer, the mail item is addressed to the household. Addressing mailing items in this way enables customer acquisition without the use of personal data about recipients by targeting households using geo-demographics at postcode level (c.15 households).

Is the trial price remaining the same?

Participants in the trial benefit from our introductory price, with up to 4p per item discount off Advertising Mail rates. This introductory price will continue to apply until **31 December 2019**. In October 2019, we will announce our new tariff prices, including for Partially Addressed, to take effect from 2 January 2020.

I am not currently participating in the trial. What do I need to do?

If you are not already participating in the trial and you would like to do so, please contact your Royal Mail Account Director. We will ask you to agree to the trial terms and conditions before you start the trial.

I am currently participating in the trial. What do I need to do?

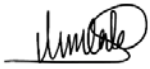
If you are already participating in the trial there is nothing further you need to do apart from continue to enjoy the service. Under clause 5.1 of the trial terms and conditions, please accept this letter as our notice to you of the amendment of the definition of 'Trial Period' in clause 1.2 to read:

*"**Trial Period**" means 'the period from and including 08 November 2018 and up to and including 31 March 2020'."*

In accordance with clause 5.1, this amendment will take effect 30 days after the date of this letter.

To find out more about the service and to view the trial's terms and conditions (including details on the specification) please visit www.royalmailwholesale.com/partially-addressed-mail-service-trial.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Tim Cable', with a horizontal line underneath.

Tim Cable
Wholesale Products Director
Royal Mail Letters