

## Royal Mail Group Advertising Mail Testing and Innovation Scheme Incentive Incentive Terms

### Background

- (A) The Royal Mail Group Advertising Mail Testing and Innovation Scheme Incentive (the **Incentive**) will award Postage Credits to a posting customer who posts mail items in relation to a new activity or mail application that they have not posted before.
- (B) We will award Postage Credits for Eligible Mail posted under the terms of the Incentive in accordance with the applicable Postage Credit Rates set out on our Website.
- 1. Definitions.** Capitalised terms/expressions used in these Incentive Terms will have the meaning given to them in the Framework Terms, if they are not defined elsewhere in these Incentive Terms. "**Higher Rate Activity**" means any activity that we confirm when you apply qualifies for the Higher Rate Postage Credits, as explained in our Advertising Mail TIS Guide (available from our Website) and "**Standard Activity**" means any activity that is not Higher Rate Activity.
- 2. Incentive Postings:** Subject to the Framework Terms and the other terms below, we will award you Postage Credits for all Eligible Items that you post during the Incentive Period. "**Eligible Items**" means items of Eligible Mail which:
- (a) are posted by you using the Eligible Services (and which are made in accordance with the relevant terms and conditions for such services);
  - (b) are not postcards, unless such postcards meet the specification requirements set out in our Machinable Postcard and One-Piece Mailer for Incentives Guide (available from our Website);
  - (c) are posted by you in relation to (i) Standard Activity; or (ii) Higher Rate Activity;
  - (d) meet the Eligibility Criteria at paragraph 3 below; and
  - (e) are not subject to any of our other incentive schemes (as determined by us).
- 3. Eligibility Criteria:**
- 3.1 In order to qualify for Postage Credits, you must post at least either: (a) 4,000 Eligible Items using Royal Mail's Access Mailmark Advertising Mail; Royal Mail's Access Mailmark Economy Advertising Mail; or Royal Mail's Access 1400 Advertising Mail; or (b) 10,000 Eligible Items using Royal Mail's Access Mailmark Partially Addressed Mail; or Royal Mail's Access Mailmark Economy Partially Addressed Mail during the Incentive Period.
- 3.2 In order to qualify for Postage Credits on items posted using Royal Mail's Access Mailmark Partially Addressed Mail or Royal Mail's Access Mailmark Economy Partially Addressed Mail ("**PAM**"), you must not have posted using PAM before.
- 4. Postage Credit Cap:**
- 4.1 Postage Credits under this Incentive are capped at a maximum of one hundred thousand (100,000) Eligible Items, unless we consider (in our absolute discretion) that your Eligible Items constitute new, incremental volume, in which case we may decide (but, for the avoidance of doubt, will have no obligation to do so) to increase the cap up to a maximum of one million (1,000,000) Eligible Items (the "**Postage Cap**").
- 4.2 Any Eligible Items posted by you in excess of the Postage Cap will not count towards your Postage Credits and no Postage Credits will be awarded on those items.
- 5. Eligible Services:** Any service for Letters and/or Large Letters which qualify as advertising mail and are posted either with: (a) Royal Mail (whether directly or through a mailing agent and/or an access operator) using Royal Mail Mailmark® or Royal Mail Mailmark® Economy derived services, with the exception that non-machinable Letters (such as poly-wrapped Letter items) that do not have an equivalent Mailmark service available, and any Large Letter items, do not need to be posted using Royal Mail Mailmark® or Royal Mail Mailmark® Economy, which services are published on our Website; and/or (b) a Direct Delivery Provider.
- 6. Application Period:** Only completed application forms we receive on or before 31 December 2022 will be considered for participation in the Incentive.
- 7. Incentive Period:** a fixed period of up to six (6) months starting from the Start Date. We will email you to confirm the duration of the fixed period and your Start Date if we approve your application form. For the duration of any Incentive Period, you agree to implement a testing framework and key performance indicators to measure the effect the Incentive has on your advertising campaign. We will request sight of the results at the end of the Incentive Period.

- 8. Claiming your Postage Credits:** You may claim Postage Credits by sending us one completed Postage Credit Application Form per Incentive Period for all Eligible Items that have been posted during the Incentive Period, once the Incentive Period has ended. You must claim your Postage Credits within six (6) months of the end of the Incentive Period.
- 9. Changes to volumes or the Incentive Period:** If, after we have approved your application form, you wish to change your Expected Volume or the duration of the Incentive Period, such change must be agreed and confirmed by us in writing, otherwise it will not apply. No Incentive Period can exceed six (6) months in duration.
- 10. Postage Credit Rates:** The applicable Postage Credit Rates for this Incentive can be found on our Website. We will tell you if we change the Postage Credit Rates on 30 (thirty) Working Days' notice.
- 11. Postage Credit Calculation:** We will calculate the amount of any Postage Credits to be awarded by applying the relevant Postage Credit Rate to the volume of Eligible Items you post during the Incentive Period, up to the Postage Cap.
- 12. Liability:** In addition to (and without affecting) the Framework Terms, to the maximum extent permitted by law, our liability to you under or in connection with this Incentive will be limited to £10,000.