

Royal Mail Group Business Mail Testing and Innovation Scheme Incentive Incentive Terms

Background

- (A) The Royal Mail Group Testing and Innovation Scheme for Business Mail 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. The following expressions shall have the following meanings:

- (a) **"Higher Rate Activity"** means any activity that we confirm when you apply qualifies for the Higher Rate Postage Credits, as explained in our Business Mail TIS Guide (available from our Website);
- (b) **"Publishing Mail"** means a magazine, newsletter or journal which we have approved qualifies as publishing mail in accordance with the entry criteria set out in our Business Mail TIS Guide (available from our Website) and which is not a one-off edition, in that there is a reasonable prospect of you posting the item for the 24 month duration of the Publishing Mail Test Period and the Publishing Mail Roll-out Period. We will review each of the publication titles you list on your application form to confirm whether they qualify as Publishing Mail;
- (c) **"Roll-out Period"** means either the "Publishing Mail Roll-out Period" or the "Business Mail Roll-out Period", as applicable to the specific Incentive, as explained in paragraph 7.1 below;
- (d) **"Standard Activity"** means any activity that is not Higher Rate Activity; and
- (e) **"Test Period"** means either the "Publishing Mail Test Period" or the "Business Mail Test Period" as applicable to the specific Incentive, as explained in paragraph 7.1 below.

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 each of the Test Period and (if you qualify for a Roll-out Period) the Roll-out 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 either Standard Activity or Higher Rate Activity (as described in your application form and approved by us);
- (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: In order to qualify for Postage Credits, you must post a total of at least four thousand (4,000) Eligible Items in the Test Period. If you qualify for a Roll-out Period, you must also post a total of at least four thousand (4,000) Eligible Items in your Roll-out Period.

4. Postage Credit Caps:

- 4.1. Postage Credits under this Incentive are capped at either (a) a maximum of one hundred thousand (100,000) Eligible Items; or (b) where you are able to prove to our reasonable satisfaction that your Eligible Items constitute activity or a mail application that had been removed from your mailing plan and then reinstated, a maximum of two hundred thousand (200,000) 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 ten million (10,000,000) Eligible Items (the **"Postage Cap"**).
- 4.2. The Postage Cap applies separately to the Test Period and (if you qualify for a Roll-out Period) the Roll-out Period.
- 4.3. Any Eligible Items posted by you in excess of the Postage Cap in either of the Test Period or (if applicable) Roll-out Period will not count towards your Postage Credits for that period and no Postage Credits will be awarded on those items.

5. Eligible Services: The services noted as 'Eligible Services' for this Incentive on our Website and/or www.royalmail.com from time

to time and posted either with: (a) Royal Mail (whether directly or through a mailing agent and/or an access operator); and/or (b) a Direct Delivery Provider. Publishing Mail must be posted using our Magazine Subscription service or Subscription service only, but all other business mail items can be posted using either Letters and/or Large Letters services. Where the mail item is Publishing Mail, you do not have to use a Royal Mail Mailmark® derived service for it to qualify as an Eligible Service, but for all other business mail items, you do.

6. Application Period: Only completed application forms we receive on or before 31 December 2023 will be considered for participation in the Incentive.

7. Incentive Period:

7.1. Where the activity or mail application that you want to test relates to:

- (a) any business mail which is not Publishing Mail, then the Incentive Period will be a fixed period of up to six (6) months (which we will confirm to you when we approve your application) starting from the Start Date (the "**Business Mail Test Period**"). If your activity or mail application qualifies as Higher Rate Activity, we will extend the Incentive Period to include a further fixed roll-out period of up to six (6) months (which we will confirm to you when we approve your application) starting at the end of the Business Mail Test Period (the "**Business Mail Roll-out Period**"); or
- (b) Publishing Mail only, then the Incentive Period will be for a period of twelve (12) months starting from the Start Date (the "**Publishing Mail Test Period**"). If your Publishing Mail activity or mail application qualifies as Higher Rate Activity, we will extend the Incentive Period to include a further twelve (12) month roll out period, starting at the end of the Publishing Mail Test Period (the "**Publishing Mail Roll-out Period**").

7.2. For the avoidance of doubt, a single campaign does not qualify for a Roll-out Period, even if it qualifies as a Higher Rate Activity.

7.3. 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 mailing campaign. We will request sight of the results at the end of the Incentive Period, or when you send us any Postage Credit Application Form (if earlier).

8. Claiming your Postage Credits: You may claim Postage Credits by sending us one completed Postage Credit Application Form per Test Period and (if applicable) one completed Postage Credit Application Form per Roll-out Period as follows:

- (a) for all Eligible Items that have been posted during the Test Period, you may send us your Postage Credit Application Form once the Test Period has ended. You must claim your Postage Credits within six (6) months of the end of the Test Period; and
- (b) (if applicable) for all Eligible Items that have been posted during the Roll-out Period you may send us your Postage Credit Application Form once the Roll-out Period has ended. You must claim your Postage Credits within six (6) months of the end of the Roll-out 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 Test Period or the Roll-out Period, such change must be agreed and confirmed by us in writing, otherwise it will not apply. Neither the Test Period nor the Roll-out 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.

13. Cancellation of Incentive: If your Incentive involves a Higher Rate Activity but you have not started posting Eligible Items within six (6) months of the Start Date, then we may cancel the Incentive without liability to you.