

## 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 Actual Volume that you post during the Incentive Period. "**Actual Volume**" means the actual number of Eligible Mail items 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 posted by you in relation to (i) Standard Activity; or Higher Rate Activity;
    - (c) meet the Eligibility Criteria at paragraph 3 below; and
    - (d) are not be 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 at least ten thousand (10,000) Eligible Items during the Incentive Period.
  - 4. Postage Credit Cap:**
    - (a) Postage Credits under this Incentive are payable on a maximum of one million (1,000,000) Eligible Items (the "Postage Cap"). 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.
    - (b) You may post Eligible Items under this Incentive to test a single mailing campaign (**Single Campaign**). However, Postage Credits under this Incentive will payable on a maximum of five hundred thousand (500,000) Eligible Items for each Single Campaign.
  - 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® derived services, with the exception that non-machinable Letters such as poly-wrapped Letter items and any Large Letter items do not need to be posted using Royal Mail Mailmark®, which services are published on our Website (b) a Direct Delivery Provider.
  - 6. Application Period:** Only completed application forms we receive before 31 December 2019 will be considered for participation in the Incentive.
  - 7. Incentive Period:** a period of six (6) months starting from the Start Date. We will email you to confirm 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 may request sight of the results at the end of the Incentive Period.
  - 8. Changes to volumes:** If, after we have approved your application form, you wish to change you Expected Volume, such change must be agreed with us, otherwise it will not apply.
  - 9. 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.
  - 10. Postage Credit Calculation:** Royal Mail will calculate the amount of any Postage Credits to be awarded by applying the relevant Postage Credit Rate to the Actual Volume you post during the Incentive Period up to the Postage Cap.
  - 11. Liability:** In addition to (and without affecting) the other Framework Terms, our liability to you under or in connection with this Incentive will be limited to £10,000