

## Royal Mail Group 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; and
  - (c) "**Rollout Period**" means either the "Publishing Mail Rollout Period" or the "Business Mail Rollout Period", as applicable to the specific Incentive, as explained in clause 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 clause 7.1 below
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 each of the Test Period and (if you qualify for a Roll-out Period) the Roll-out 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 either Standard Activity or Higher Rate Activity (as described in your application form and approved by us);
  - (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 a total of at least ten thousand (10,000) Eligible Items in the Test Period. If you qualify for a Roll-out Period, you must also post a total of ten thousand (10,000) Eligible Items in your Roll-out Period.
4. **Postage Credit Caps:**
  - (a) Postage Credits under this Incentive are payable on a maximum of ten million (10,000,000) Eligible Items (the "**Postage Cap**"). The Postage Cap applies separately to the Test Period and (if you qualify for a Roll-out Period) the Roll-out Period. 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.
  - (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 conducted during the Test Period.
5. **Eligible Services:** Any service for Letters and/or Large Letters posted either with: (a) Royal Mail (whether directly or through a mailing agent and/or an access operator), as published on our Website; and (b) a Direct Delivery Provider. Publishing Mail must be posted using Large Letters services only, but 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. For the avoidance of doubt, Publishing Mail that you post as magazine subscription mail must use a Royal Mail Mailmark® derived service.

- 6. Application Period:** Only completed application forms we receive before 31 December 2019 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 period of six (6) months 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 six (6) month rollout period 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 advertising campaign. We may request sight of the results at the end of the Incentive Period.
- 8. Claiming your Postage Credits:** You may claim Postage Credits at the end of the Test Period for all Actual Mail posted during the Test Period and (if the Incentive involves Higher Rate Activity) at the end of the Roll-out Period for all Actual Mail posted during the Roll-out Period. To do this you must send us a completed Postage Credit Application Form within 6 months of the end of the Test Period and (if applicable) Roll-out Period respectively.
- 9. 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.
- 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:** 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.
- 12. 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.
- 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.