



Royal Mail Group Testing and Innovation Scheme Incentive

Incentive Terms for Business Mail

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) "**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
 - (b) "**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; and
 - (b) "**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 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 a new activity or mail application that you have not posted before (as described in this 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 each of the Test Period and Roll-out Period.
- 4. Postage Credit Cap:** Postage Credits under this Incentive are payable on a maximum of ten million (10,000,000) Eligible Items (the "**Posting Cap**"). The Postage Cap applies separately to each of the Test Period and Roll-out Period. Any Eligible Items posted by you in excess of the Posting Cap in either of the Test Period or 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:** 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.
- 6. Application Period:** Only completed application forms we receive before 31 December 2018 will be considered for participation in the Incentive.
- 7. Incentive Period:** Where the new 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 twelve (12) months starting from the Start Date, made up of a test period of six (6) months starting from the Start Date (the "**Business Mail Test Period**") and a six (6) month roll out period starting at the end of the Test Period (the "**Business Mail Roll-out Period**"); or



- (b) Publishing Mail only, then the Incentive Period will be for a period of twenty-four (24) months starting from the Start Date, and will be made up of a test period of twelve (12) months starting from the Start Date (the "**Publishing Mail Test Period**"), followed by a twelve (12) month roll out period, starting at the end of the Test Period (the "**Publishing Mail Roll-out 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 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 Roll-out Period respectively.
- 9. Changes to volumes:** If, after we have approved your application form, you wish to change your 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 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.