

## 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. We may run one or more different Tests under this Incentive as set out in the Eligible Services and Postage Credit Rates Document on the Incentive Website, each of which is subject to these Incentive Terms.
- (B) We will award Postage Credits for Eligible Mail posted under the terms of this Incentive in accordance with the applicable Eligible Services and Postage Credit Rates Document set out on the Incentive 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.

**"Always On Test"** means the test which is specified as the "Always On Test" in, and the details of which are described in, the Eligible Services and Postage Credit Rates Document set out on the Incentive Website;

**"Eligible Services and Postage Credit Rates Document"** means the document as published on the Incentive Website from time to time setting out information relevant to this Incentive such as Eligible Services, the application period, the credit value(s) applicable to this Incentive and, where applicable, the cap applicable to the Postage Credit(s) which may be obtained and the first and last posting dates under this Incentive;

**"Incentive Website"** means the website which sets out further details of this Incentive at (a) [www.royalmail.com](http://www.royalmail.com) or (b) if you post Eligible Mail through an access operator or mailing agent, <https://www.royalmailwholesale.com/advertising-mail>;

**"Test"** means each of (a) the Always On Test and (b) each applicable Timebound Test which is available at the relevant time; and

**"Timebound Test"** means each test which is specified as a "Timebound Test" in, and the details of which are described in, the Eligible Services and Postage Credit Rates Document set out on the Incentive Website.

- 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) if posted using partially addressed mail services (where these are eligible), are Letters only (for the avoidance of doubt, Large Letters posted using partially addressed mail services will not qualify as Eligible Items under this Incentive);
- (c) 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 the Incentive Website);
- (d) are posted by you in relation to a Test and are not already subject to any of the other Tests (as determined by us);
- (e) meet the Eligibility Criteria at paragraph 3 below; and
- (f) 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 in relation to any Test, you must post at least 4,000 Eligible Items which qualify as Advertising Mail in relation to that Test.
- 3.2 In order to qualify for Postage Credits on items posted under the Always On Test using Royal Mail's Access Mailmark Partially Addressed Mail or Royal Mail's Access Mailmark Economy Partially Addressed Mail ("**PAM**"), you must (a) post at least 10,000 Eligible Items which qualify as Partially Addressed Mail during the Incentive Period; and (b) not have posted using PAM before.
- 3.3 In order to qualify for Postage Credits in relation to any Timebound Test, you must also, in addition to meeting the criteria set out at clause 3.1 above, meet the eligibility criteria as set out in the Eligible Services and Postage Credit Rates Document as set out on the Incentive Website for the relevant Timebound Test.

**4. Postage Credit Cap:**

- 4.1 The volume cap applicable for Postage Credits under this Incentive shall be the volume cap set out for the Always On Test and/or the relevant Timebound Test (as applicable) in the Eligible Services and Postage Credit Rates Document set out on the Incentive Website (each a "**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:** The Eligible Services for each Test are those which are listed in relation to the applicable Test in the Eligible Services and Postage Credit Rates Document set out on the Incentive Website and are 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.
- 5A **Eligible Services and Regulatory Reform:** Any Eligible Services described as "Access STD" in the Eligible Services and Postage Credit Rates Document shall mean (1) (from the Start Date and up to, but not including, the Variation Date) services for Eligible Mail posted through an access operator or mailing agent whereby we aim to deliver the Eligible Mail to the Service Standard, as such term is defined in the Access Letters Contract (which can be found at <https://www.royalmailwholesale.com/access-letters>); and (2) (with effect from the Variation Date) services for Eligible Mail posted through an access operator or mailing agent whereby we aim to deliver the Eligible Mail to the D+3 Service Standard. For the avoidance of doubt, services for which we aim to deliver the mailing items to the Service Standard shall no longer qualify as an Eligible Service from the Variation Date. For the purposes of this clause, "Variation Date" and "D+3 Service Standard" shall have the meanings given to them in Access Letters Contract Change Notice 114 (which can be found at <https://www.royalmailwholesale.com/access-letters>).
6. **Application Period:** We will only consider for participation in the applicable Incentive applications which we receive within the application period as specified for the Always On Test and/or the applicable Timebound Test (as applicable) in the Eligible Services and Postage Credit Rates Document set out on the Incentive Website.
7. **Incentive Period:**
  - 7.1 The Incentive Period shall be:
    - (a) in respect of the Always On Test, a fixed period of up to six (6) months starting from the Start Date; and
    - (b) in respect of any Timebound Test, the period beginning on and including the first posting date and ending on and including the last posting date as confirmed by us by email if we approve your application form. The earliest and latest possible posting date which we may accept in respect of the applicable Timebound Test are set out in the Eligible Services and Postage Credit Rates Document on the Incentive Website.

We will email you to confirm the duration of the fixed period and your Start Date if we approve your application form.
  - 7.2 For the duration of any Incentive Period, you agree to implement a testing framework and key performance indicators to measure the effect this 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:**
  - 9.1 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.
  - 9.2 We may accept or reject any change requested under clause 9.1 in our sole discretion. However, we shall not under any circumstances accept any request to change the duration of the Incentive Period if (a) such requested change to the Incentive Period means that (a) the total Incentive Period exceeds six (6) months in duration or (b) in relation to a Timebound Test, the Incentive Period is not within the earliest and latest possible posting dates referred to in clause 7.1 above.
10. **Postage Credit Rates:** The applicable Postage Credit Rates for this Incentive can be found on the Incentive Website. We will tell you on no less than 30 (thirty) Working Days' notice if we change the Postage Credit Rates applicable to a Test in respect of which you have a current application.
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 (including all Tests which you participate in hereunder) will be limited to £10,000 in total.