

## Quick Guide to the Pricing Plans (April 2024)

The table below provides answers relating to the price plans included in the Access Letters Contract and the Wholesale Parcels Contract:

- National Price Plan One (SSC)
- Averaged Price Plan Two (Zones)
- Zonal Price Plan
- Regional Price Plan (Zones) (Letters Contract Only)

National Price Plan One (SSC)																															
How does Royal Mail determine its national spread?	<ul style="list-style-type: none"> <li>• We use the combined volumes of bulk Retail products and Wholesale products mapped to the Standard Selection Codes (SSCs).</li> <li>• The data by SSC as measured for Retail is taken from Mailmark volume and the Mail Characteristics Survey for non-Mailmark volume and for Wholesale, it is taken from customer uploaded data.</li> <li>• The Access Letters Contract will be measured using data from the current year i.e. if a customer is posting in 2024/25, the reference period is 2024/25</li> <li>• For the Wholesale Parcel Contract, the reference period is 2021/22. This will be the baseline until further notice.</li> <li>• We call this the National Spread Benchmark.</li> </ul>																														
Profile Commitment to National Spread by SSC																															
How will you assess my conformance to the Royal Mail National Spread Benchmark?	<ul style="list-style-type: none"> <li>• We will use your volume uploaded by SSC. We convert the volume by SSC to express it as a percentage of your overall volumes.</li> <li>• We then compare your percentage volume by SSC to the Royal Mail percentage volume for each SSC to create a ratio.</li> <li>• We have introduced an SSC threshold of the ratio to assess the pass rate, called the Ratio Threshold</li> <li>• An SSC passes if the ratio is greater than the Ratio Threshold, which is set at 0.7</li> </ul> <p>An illustrative example: at the threshold of 0.7,</p> <table border="1" data-bbox="805 1429 1492 1608"> <thead> <tr> <th></th> <th>SSC</th> <th>1</th> <th>2</th> <th>3</th> <th>Totals</th> </tr> </thead> <tbody> <tr> <td>Customer X (vol)</td> <td></td> <td>130</td> <td>210</td> <td>160</td> <td>500</td> </tr> <tr> <td>Customer X (%)</td> <td></td> <td>26%</td> <td>42%</td> <td>32%</td> <td>100%</td> </tr> <tr> <td>RM profile (%)</td> <td></td> <td>40%</td> <td>38%</td> <td>22%</td> <td>100%</td> </tr> <tr> <td>Ratio</td> <td></td> <td><b>0.65</b></td> <td>1.10</td> <td>1.45</td> <td></td> </tr> </tbody> </table> <p>With a ratio of only 0.65 for SSC 1, customer X fails to meet the Ratio Threshold for that SSC.</p>		SSC	1	2	3	Totals	Customer X (vol)		130	210	160	500	Customer X (%)		26%	42%	32%	100%	RM profile (%)		40%	38%	22%	100%	Ratio		<b>0.65</b>	1.10	1.45	
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Is there a permitted variance?	<ul style="list-style-type: none"> <li>• Yes.</li> <li>• We divide the 48-way sort SSCs into two national profile areas: England &amp; Wales (excluding Jersey, Guernsey and Isle of Man), and Scotland &amp; Northern Ireland.</li> <li>• We apply an SSC permitted variance per national profile area: this is 4 SSCs for the England &amp; Wales profile and 1 SSC for the Scotland &amp; Northern Ireland profile.</li> <li>• This means that up to 4 SSCs for the England &amp; Wales profile, and up to 1 SSC for Scotland &amp; Northern Ireland, do not have to meet the threshold</li> </ul>																														

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<p>What happens if a SSC is outside the permitted variance? What is the surcharge?</p>	<ul style="list-style-type: none"> <li>• If the number of failing SSCs exceed the permitted variance, customers will be surcharged at the customer's average National price for the number of additional items needed to meet the SSC threshold. (These are known as "attributable volumes").</li> </ul> <p><u>An illustrative example:</u> (this shows how the additional failed SSCs are selected for surcharging)</p> <ul style="list-style-type: none"> <li>• In the England &amp; Wales profile, a customer is allowed to fail at up to 4 SSCs;</li> <li>• They actually fail at 7 SSCs;</li> <li>• For each of the 7 SSCs, we calculate the 'gap' between the actual and minimum volumes needed to meet the threshold;</li> <li>• From this list of 7 'gaps', we take the volumes of the lowest 3 'gaps' and add them together.</li> <li>• This volume is then multiplied by the customer's average national price.</li> </ul>
<p>What happens if I exceed the ratio threshold for any SSC?</p>	<ul style="list-style-type: none"> <li>• If you exceed the ratio threshold for an SSC that SSC will be deemed to have met the profile</li> </ul>
<p>Over what period are we assessed?</p>	<ul style="list-style-type: none"> <li>• We will review customer profiles quarterly</li> <li>• The assessment for surcharges will be carried out annually</li> </ul>
<p>Will the Royal Mail National Spread Benchmark be reviewed annually?</p>	<ul style="list-style-type: none"> <li>• Yes for the Access Letters Contract. The National Spread Benchmark is a dynamic baseline and will be updated each year.</li> <li>• No for the Wholesale Parcel Contract. We will use 2021/22 as the baseline until further notice</li> </ul>
<p><b>Profile commitment to Urban Density</b></p>	
<p>What is the Urban Density measure?</p>	<ul style="list-style-type: none"> <li>• It is unique to this National Price Plan One. It is a measure to check that our costs do not exceed the national average because of too little urban mail.</li> <li>• Urban mail is a classification of postcode sectors that have a high density in terms of delivery points and/or businesses. It excludes London.</li> <li>• Our urban profile is measured as the combined urban mail volumes of bulk Retail products and Wholesale products mapped to the Standard Selection Codes (SSCs).</li> <li>• The Access Letters Contract will be measured using data from the current year i.e. if a customer is posting in 2024/25, the reference period is 2024/25</li> <li>• Our urban profile for the Wholesale Parcel Contract is measured using MCS Retail volumes. For the Wholesale Parcel Contract, the reference period is 2021/22. This will be the baseline until further notice.</li> <li>• For each SSC the Royal Mail Urban Density percentage is calculated as the urban volume of the specified SSC as a proportion of the total volume for the specified SSC.</li> <li>• We refer to this as the Urban Density Benchmark.</li> </ul>
<p>How will my urban profile be measured? What data is used for my profile?</p>	<ul style="list-style-type: none"> <li>• Your urban profile is measured either: <ul style="list-style-type: none"> <li>▪ using Mailmark data to derive zone</li> <li>▪ using actual data that has been uploaded by zone to Dockethub</li> <li>▪ or by sampling your mail at our mail centres, as part of our Mail Characteristics Survey</li> </ul> </li> <li>• We refer to this as your Urban SSC Percentage.</li> </ul>
<p>Is there a permitted variance?</p>	<ul style="list-style-type: none"> <li>• Yes. This is a relative permitted variance of 20%*. We refer to this as the Urban Permitted Variance.</li> </ul>

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	<p>* The Permitted Variance value is liable to change, please refer to the Royal Mail Wholesale website for the most recently published Urban Permitted Variance</p>
How will you assess my conformance to the Urban Density Benchmark?	<ul style="list-style-type: none"> <li>We will calculate and compare your Urban SSC Percentage to the Urban Density Benchmark and apply the Urban Permitted Variance</li> <li>An SSC passes if the Urban SSC Percentage is within the permitted variance range. For example if SSC 102 has an Urban Density Benchmark of 50%, and the Urban Permitted Variance is 20%, the acceptable range is 40% to 60%. If the customer Urban SSC Percentage falls within this range, it passes.</li> </ul>
How does surcharging for not achieving the Urban Density Benchmark work?	<ul style="list-style-type: none"> <li>If your Urban SSC Percentage is outside the Urban Permitted Variance range, the percentage difference is multiplied by your overall SSC volume to identify the number of items to be surcharged.</li> <li>Volumes over the Urban Permitted Variance are off-set against volumes that are under the Urban Permitted Variance; these will not be rebated if they are in excess. If customers have a high urban density they should investigate moving to the Zonal Price Plan.</li> <li>If the quarterly data falls below the 20% Urban Permitted Variance, the volumes which make up the overall shortfall are surcharged at the Rural zonal variance percentage for Letters applied to the customer's average national price [i.e. the difference between the national price and the rural price].</li> </ul> <p><u>Calculation:</u>            Step 1: We compare the Urban Density Benchmark with the customer's Urban SSC Percentage.            Step 2: We identify those SSCs where the customer's Urban SSC Percentage is outside the Urban Permitted Variance and multiply the percentage difference by the customer's total SSC volumes.            Step 3: We aggregate the total volume of overs and total volume of unders and then calculate the difference between the two. If the difference is positive (i.e. there are more overs) we do not surcharge. If the difference is negative we surcharge an amount equal to the Rural zonal variance percentage for Letters applied to the customer's average national price.</p>
Will there be surcharges prior to EIB?	<ul style="list-style-type: none"> <li>Yes.</li> </ul>
What happens if I exceed the Urban Permitted Variance?	<ul style="list-style-type: none"> <li>There is no surcharge, neither is there a rebate.</li> </ul>
What is the review period?	<ul style="list-style-type: none"> <li>We will review customer profiles quarterly</li> <li>The assessment for surcharges will be carried out annually</li> </ul>

### Averaged Price Plan Two (Zones)

How is customer profile percentage measured	<ul style="list-style-type: none"> <li>Customer profile is measured against the price zones</li> <li>Your zonal profile is measured either:               <ul style="list-style-type: none"> <li>using Mailmark data to derive zone</li> <li>using actual data that has been uploaded by zone to Dockethub</li> <li>or by sampling your mail at our mail centres, as part of our Mail Characteristics Survey.</li> </ul> </li> </ul>
How is the baseline set?	<ul style="list-style-type: none"> <li>The baseline is updated each year and is based on               <ul style="list-style-type: none"> <li>the current year's data for the Access Letters Contract</li> <li>the previous year's data for the Wholesale Parcel Contract</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>The baseline for the Access Letters Contract includes wholesale and retail bulk volumes.</li> <li>The baseline for the Access Parcels Contract uses Retail volumes</li> <li>We refer to this as the Royal Mail Zonal Posting Profile</li> </ul>
Is there a permitted variance?	<ul style="list-style-type: none"> <li>There is a permitted variance of 3.6%*</li> <li>This is applied on all the zones that are more expensive than the national price. The less expensive zones are then rebased.</li> </ul> <p>* Please refer to the Royal Mail Wholesale website for the most recently published permitted variance.</p>
How does surcharging for not achieving the zonal profile work?	<p>Appendix 1 of Schedule 3 (Option B – Averaged Price Plan Two (Zones)) provides the methodology for how we surcharge customers for not achieving the Royal Mail Zonal Posting Profile.</p> <p>If customers fail to meet the profile, we will levy a surcharge if the amount you would have paid on a Zonal price plan (see below) is greater than the amount you would have paid if your total annual volume met the Royal Mail Zonal Posting Profile.</p>
What is the review period?	<ul style="list-style-type: none"> <li>We will review customer profiles quarterly</li> <li>The assessment for surcharges will be carried out annually</li> </ul>

### Zonal Price Plan

What is the Zonal price plan?	<ul style="list-style-type: none"> <li>The Zonal price plan is essentially a ‘pay as you go’ price plan whereby you will be charged differing prices for the Mailing Items according to the price plan zones those Mailing Items are destined for</li> </ul>
How many price zones are there?	<ul style="list-style-type: none"> <li>The current 4 zones will apply. The 4 zones are: Urban, Suburban, Rural and London</li> </ul>
Will I need to apply a Zonal indicator to my items?	<ul style="list-style-type: none"> <li>Yes.</li> </ul>
Do I need to meet any geographic profile?	<ul style="list-style-type: none"> <li>No, but you will need to declare items by zone on the posting docket.</li> </ul>

### Regional Price Plan (Zones)

What is a Regional Price Plan (Zones)?	<ul style="list-style-type: none"> <li>It offers customers who do not post nationally an option to pay a uniform ‘zonally averaged’ price for mail to a specific region. There are three regions to choose from: Northern Ireland; Scotland; and England &amp; Wales (excluding London), or any combination of the regions. The principle is similar to APP2 but the profile a customer is required to meet is only measured against 3 price zones: Urban, Suburban and Rural zones within each region.</li> </ul>
Can I post items for London on this price plan?	<ul style="list-style-type: none"> <li>Yes. The items will be priced at the London Zone price of the Zonal Price Plan, but they will not form part of the profile measurement</li> </ul>
Will the price plan allow me to post in all 3 regions?	<ul style="list-style-type: none"> <li>Yes</li> </ul>
Will I need to print a zonal indicator on each mail piece?	<ul style="list-style-type: none"> <li>No</li> </ul>
Will I need to upload against a zonal manifest?	<ul style="list-style-type: none"> <li>Yes</li> </ul>
How is the customer profile measured?	<ul style="list-style-type: none"> <li>Posted volume is monitored against each of the 3 price zones in each region</li> </ul>

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	<ul style="list-style-type: none"> <li>We will use your actual zonal data provided on the manifest to determine the volume percentage for each price zone and compare your actual profile against the Royal Mail Zonal Posting Profile baseline in each region</li> </ul>									
How is the baseline set?	<ul style="list-style-type: none"> <li>The baseline is updated each year and is based on the current year's data</li> <li>The baseline includes wholesale and retail bulk volumes</li> <li>We refer to this as the Royal Mail Zonal Posting Profile (RM ZPP)</li> </ul>									
How does surcharging for not achieving the zonal profile work?	<ul style="list-style-type: none"> <li>We measure customer's adherence to the RM ZPP by individual zone, which means we assess each zone's performance as an absolute i.e. if you are above the Royal Mail profile in the more expensive zones, we will surcharge the excess items, and if you are below the Royal Mail profile in the more expensive zones, we offset this volume against any excess volume.</li> </ul> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: center;">Mark Down (Urban/Suburban)</th> <th style="text-align: center;">Mark Up (Rural/London)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Above Profile</td> <td style="text-align: center;">Offset</td> <td style="text-align: center;">Surcharge</td> </tr> <tr> <td style="text-align: center;">Below Profile</td> <td style="text-align: center;">0</td> <td style="text-align: center;">Offset</td> </tr> </tbody> </table>		Mark Down (Urban/Suburban)	Mark Up (Rural/London)	Above Profile	Offset	Surcharge	Below Profile	0	Offset
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Can I also use other price plans on my Access contract?	<ul style="list-style-type: none"> <li>No</li> </ul>									

<b>Moving between price plans</b>	
Is there a point at which Royal Mail could terminate my National/Averaged price plan for my failures to meet the commitment to profile?	<ul style="list-style-type: none"> <li>Yes. If the number of items incurring surcharges equals 15% or more of the customer's annual volumes on the relevant price plan.</li> </ul>
Can I switch from one price plan to another?	<ul style="list-style-type: none"> <li>Yes, on 30 days' notice, provided that you meet the eligibility criteria of the new price plan.</li> </ul>
Will a transfer from a National/Averaged price plan to a Zonal price plan involve a change to my systems and uploads?	<ul style="list-style-type: none"> <li>Yes, as the product codes for Zonal are different. You will also change to a different account number.</li> <li>A new account number needs to be mapped to a brand new Mailmark 'bill-payer participant', which can be requested by emailing <a href="mailto:mailmark@royalmail.com">mailmark@royalmail.com</a>.</li> <li>Once the participant is created it will need to form part of new Supply Chain ID's (SCIDs), which can be requested by emailing <a href="mailto:mailmark@royalmail.com">mailmark@royalmail.com</a>.</li> <li>Your indicia number will remain the same.</li> </ul>
Can I have the National price plan or the Averaged price plan and the Zonal price plan running consecutively?	<ul style="list-style-type: none"> <li>Yes, subject to a minimum 6 million items per annum for the Letters and Large Letters contract and a minimum £1.2m spend per annum for the Parcels contract (the Parcels entry criterion will be waived for a customer who meets the entry criterion for the Letters and Large Letters contract).</li> <li>Separate uploads will be required because of pricing codes, hence separate account numbers will be required for each plan on each contract.</li> </ul>