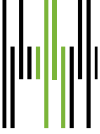




TDG Wholesale Incentive Summary

January 2022





Growth & Commitment Schemes



ADVERTISING GROWTH INCENTIVE		ADVERTISING VOLUME COMMITMENT		ADVERTISING VOLUME COMMITMENT Y2	
WHO IS IT FOR?	For when you mail more volume than the same period last year.	WHO IS IT FOR?	For when you mail more volume than the same period last year.	WHO IS IT FOR?	Continue credit into year 2, should you choose to retain mail volumes.
CREDIT	A postage credit of up to 20% is available depending on incremental volume on eligible advertising mail.	CREDIT	A postage credit of up to 20% is available depending on incremental volume on eligible advertising mail.	CREDIT	7.5% for matched volumes 15% for <3m incremental growth. 20% for >3m incremental growth.
TO QUALIFY	The minimum incremental volume is 150k Letter or 75k Large Letter items.	TO QUALIFY	The minimum incremental volume is 150k Letter or 75k Large Letter items.	TO QUALIFY	Matching or exceeding the volume posted in your Advertising Volume Commitment Incentive.
TIMESCALE	12 month period.	TIMESCALE	12 month period.	TIMESCALE	12 month period.



Test & Innovate and First Time User

ADVERTISING MAIL TEST AND INNOVATE SCHEME

WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.
CREDIT	10% per item for a standard test. 15% per item for an exceptional test. 7% per items for Partially Addressed.
TO QUALIFY	Test from 4k to 100k. 10k for Partially Addressed. Maximum is 1m items.*
TIMESCALE	One off campaign or series of tests over 6 months.

BUSINESS MAIL TEST AND INNOVATE SCHEME

WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.
CREDIT	10% per item for a standard test. 30% per item for an exceptional test. 10% per item for roll out.
TO QUALIFY	Test from 4k to 100k Maximum is 10m items.*
TIMESCALE	One off campaign or series of tests over 6 months. 12 month extension available.

ADVERTISING MAIL FIRST TIME USER SCHEME

WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.
CREDIT	10% per item for a standard test. 30% per item for an exceptional test. 10% per item for roll out.
TO QUALIFY	Test from 4k to 100k Maximum is 10m items.*
TIMESCALE	One off campaign or series of tests over 6 months. 12 month extension available.

* Royal Mail normally accept tests of between 4k and 100k but at Royal Mails' discretion RM will accept test of up to 1m for advertising mail and up to 10m for business mail.



Publishing Mail Growth

PUBLISHING MAIL VOLUME COMMITMENT

WHO IS IT FOR?	For retaining publishing mail volumes.
CREDIT	2% postage credit is available on eligible subscription mail.
TO QUALIFY	Mail at least 95% of the volume mailed the year before and mail at least 250k items.
TIMESCALE	12 month period.

Full terms and conditions apply



Mail Mark Economy Incentive

MAILMARK ECONOMY INCENTIVE

WHO IS IT FOR?	If you want to increase your mail volumes at an economy price.
CREDIT	Up to 30% postage credit is available on eligible mail.
TO QUALIFY	The minimum volume is 150,000 items above an agreed baseline. Maximum is 5m.*
TIMESCALE	Volume posted between 30 August 2021 and 26 March 2022.

* Royal Mail may decide to accept applications with incremental volumes which exceeds 5m if we think it is fair and reasonable to do so.

Full terms and conditions apply

Let's work together.

The Delivery Group

Unit 2

Catalina Approach

Omega South

Warrington

WA5 3UY