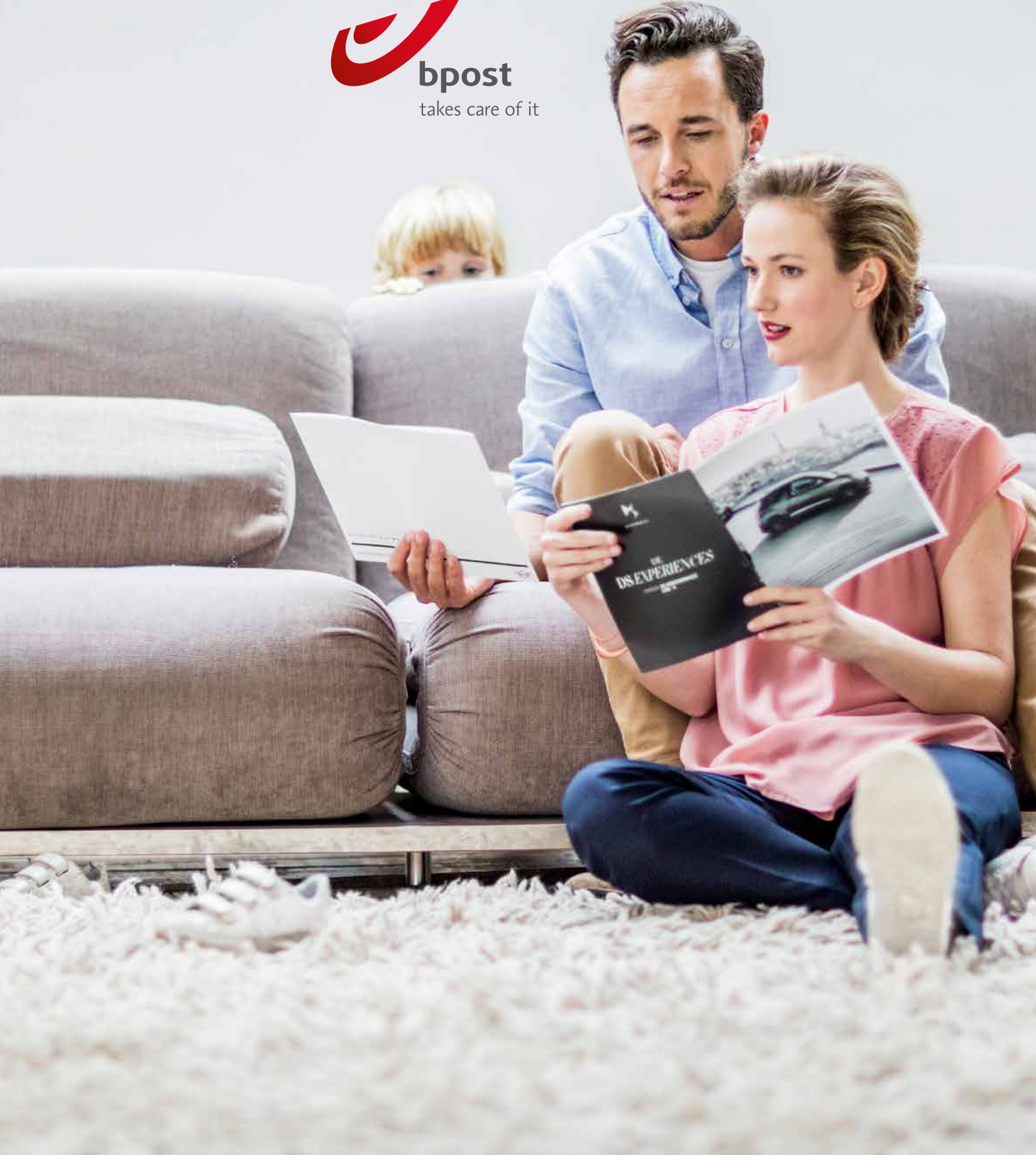


Access criteria for bpost **Direct Mail** tariffs



Applicable from 1th of January 2021



Are the contents of my mail item eligible for Direct Mail tariffs?

The content criteria are described in detail inside. Alternatively, run a check using our online tool: www.bpost.be/amchecker



YES, because my mail item exclusively meets one or more of the descriptions opposite to the addressee

1. An announcement of a commercial or advertising character:

- An expressly **commercial offer** with the exclusive purpose of **selling to the addressee products/services** that are part of the sender's range, including:
 - A commercial offer for prospection or sale;
 - A new offer to increase sales or expand a paying service based on an existing contractual relationship (cross-selling, upselling).
- **An advertising message in which the advantages of the products/services** that are part of the sender's range are recommended and that is sent outside of any contractual relationship with the addressee, such as the promotion or launch of a product range.
- **Information regarding membership of a free saving or loyalty system** with a delayed discount, such as the sending of a loyalty card or credit statement.
- **An appeal for donations** / a new charity appeal.
- **An invitation to a trade fair or an event** where products/services of the sender are to be presented for promotional purposes, such as invitations to an open day, and trade fairs.
- **An invitation to take part** on a voluntary basis in a **survey or market research**.

2. Relational Communication that positively influences the customer experience

- **Communication with or without an explicit commercial offer that aims to positively influence the relationship with the existing customers** by means of two categories of personalized communications:
 - **Communication to celebrate key moments**, such as:
 - Birthday of the receiver or its children, of the brand or the contract anniversary;
 - Public and non-public holidays (Xmas, New year, Valentine-s day, Mother's day, ...);
 - Important moments in the addressee's life, such as:
 - Graduation or obtaining a driving license;
 - Purchase or rental of a new home;
 - Moving to a new home;
 - Wedding;
 - Birth of a child;
 - New job;
 - Retirement;
 - Invitations to events, whether or not organized by the company.
 - **Communication related to the customer life cycle**, as for instance:
 - Thank you or welcome gifts after a sale or a donation;
 - Apologies after the handling of a complaint;
 - Communication to reactivate a sleeping customer (« we miss you »);
 - Communication to say goodbye to a churned customer;
 - Reminders of the benefits of an existing subscription or membership;
 - Communication that is not linked to any specific occasion, whose main purpose is to show customer is cared about.

* or, for public institutions, citizens or inhabitants of a specific geographic zone.

(1) The purpose of the list is to provide more clarity on the general principles and is in no way exhaustive.

YES, because my mail item exclusively meets one or more of the descriptions opposite

3. Prevention and awareness-raising announcement intended for the general interest

- **A non-commercial announcement** to the general public with the **purpose of changing behaviour or encouraging participation** in a voluntary campaign:
 - A recommendation to take part in a screening for a disease;
 - An appeal to encourage selective sorting, energy savings;
 - An announcement regarding road safety;
 - An appeal to take part in a blood drive.

4. A regular newsletter

- **A publication made up of at least 30% redactional content**, published at least once a year and sent to addressees who are connected to the sender, such as:
 - A corporate magazine or club newsletter;
 - An annual report.

The frequency must be stated on the cover of the publication.




For the 4 purposes mentioned above, the message must not impose any obligation to act/react on the sender and the addressee.

The type of mail items (such as a greeting card, diary, calendar or sample) is not the decisive factor in determining the eligibility for Direct Mail tariffs. What matters is the contents of the mail item.

The following contents may be included in your Direct Mail items, provided this is not in response to a previous request from the addressee:

- Promotional vouchers, purchase orders and discount coupons;
- Samples promoting products in the sender's range (it must be clearly stated on the object or the cover letter that the sample is free of charge);
- Free gifts to encourage the addressee to purchase a product/service or make a donation (it must be clearly stated on the object or the cover letter that the gift is free of charge).

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NO, because my mail item contains at least one of the following elements ⁽¹⁾

- **Announcements that follow an order/purchase/donation or that are sent pursuant to the execution of a contract** (such as a subscription or membership or affiliation), including any message necessary for the use of the product/service in question or facilitating or improving its use. This includes:
 - Sending of the ordered products;
 - Order/payment confirmations;
 - Delivery follow-ups;
 - Accounting documents;
 - Guides;
 - Competition follow-ups, research results;
 - Updates or changes to a sold product/service.
- **Administrative announcements** or announcements required by law or pursuant to a regulation or that entails an obligation or legal consequences for the addressee or the sender, such as:
 - Invitation to a general meeting;
 - A regulation or administrative text;
 - Tax documents (e.g. certificates);
 - Summonses;
 - A pension notice;
 - An invitation to an annual vehicle test;
 - A green European insurance card or proof of registration;
 - Information about public works.
- **Announcements that have a strictly personal or confidential content**, including all types of:
 - Bank cards or cards providing access to certain products/services;
 - Paying loyalty or benefits cards or loyalty cards that are used as debit or credit cards;
 - Memberships cards to a paying service;
 - Business cards.
- **Mail items that can be immediately exchanged for cash**, such as:
 - Service vouchers and lunch passes. (this does not apply to discount coupons).
- **Mail items that follow up on an engagement of the sender or a question of the addressee**, such as:
 - Shipment of the promised prize after a lottery;
 - Labels from health insurers;
 - Green European insurance card et European Accident statement form, etc.



“Mixed” announcements are not eligible for Direct Mail tariffs. These are announcements including both content that meet the eligibility criteria for Direct Mail tariffs and content that do not meet the eligibility criteria for Direct Mail tariffs.

If you are unsure about the eligibility of the contents of your mail item, you can:

- Ask us for a pre-validation of the contents via the e-MassPost application (www.bpost.be/emasspost);
- Run an informative check using our online tool at www.bpost.be/amchecker where you will find more examples.

(1) The purpose of the list is to provide more clarity on the general principles and is in no way exhaustive.

To be eligible for Direct Mail tariffs ⁽¹⁾ your mail items must also meet the following criteria:

All mail items in the same drop must:

- addressed to an address of destination in Belgium ⁽²⁾;
- weigh the same ⁽³⁾;
- be the same format (Small, Large, Large+, Special);
- have the same dimensions and packaging;
- belong to the same sorting type;
- have a return address in Belgium;
- be franked with a franking mark Postage Paid (P.P.), a differed payment mark (U.V./R.D.) or with a franking machine.

The Drop:

- Must contain at least 50 mail items (and maximum 3000 items) when dropped at a recognized post office or at least 500 mail items when dropped at a MassPost Center.
- For contractual customers only, may contain mail items that belong to one or several Direct Mail Campaigns provided that:
 - each campaign contains at least 500 mail items;
 - the mail items of a campaign do have the same content, except for personalisation that does not change the nature of the message, and must originate from a single and unique Sender;
 - a pre-Drop validation is performed, for which a physical specimen of a mail item from each Direct Mail campaign combined in the Drop must be provided.

For full details see our MassPost guide at www.bpost.be/masspost

Fulfilment of the eligibility criteria is checked at the MassPost Center on the basis of two representative campaign specimens ⁽⁴⁾ relating to the drop. If any mail items do not fulfil all of the eligibility criteria set out in this document, the tariff ⁽¹⁾ applicable to mail items with that type of content will be charged for all mail items in the drop.

(1) Tariffs are published at www.bpost.be/tarieven.

(2) The terms and conditions and practical requirements that generally apply to addressed mail also apply here, including:

- The mail item must fulfil the definition of "letter mail" (Article 2,8° Law of 26 January 2018);
- The terms and conditions set out in the applicable postal regulations;
- The terms and conditions set out in the General Terms and Conditions that cover the services provided by bpost ("General Terms and Conditions governing the Provision of Services by bpost") (including those relating to prohibited or illegal contents);
- In the event of a drop in a MassPost Center, the practical requirements and obligations applicable to letters, as set out in the "MassPost Guide".

(3) The Drop of Mail Items with different weights is authorised under specific conditions for DM Boost and DM Intense solutions. These conditions are defined in the MassPost Guide.

(4) In case of mixed weight for the DM BOOST and INTENSE solutions, one specimen for each weight will be requested.



Queries? Questions?

 Call your Account Manager or our customer service on +32 (0)2 201 11 11
 Unsure about the purpose of your mail item? Use our online tool at www.bpost.be/amchecker or have us validate the contents through the e-MassPost application (www.bpost.be/emasspost)