



Note: On Dec 1 2008 the UK government reduced VAT from 17.5% to 15%. The end-user prices on this table are the configured price points at 17.5% VAT. Postpay customers will actually be charged 2.5% less on their bill. Prepay customers will be debited the full end-user amount, however, when a prepay end-user tops up their UK mobile operator will give them an extra credit to account for the difference. The outpayments are made excluding VAT.

Summary:

MT and MO billing available. Single tariff per short code.

Local Currency \$ Equivalent

Shared Short Codes	Service Types		End-User Price	End-User Price	Billing Type	Rating
	Subscription	One-Shot (Pull)				
82820	✓	✓	GBP 0.150	\$ 0.228	MT	All public
89892	✓	✓	GBP 0.250	\$ 0.380	MT	All public
83831	✓	✓	GBP 0.500	\$ 0.760	MT	All public
83262	✓	✓	GBP 1.000	\$ 1.520	MT	All public
88999	✓	✓	GBP 1.500	\$ 2.280	MT	All public
84767	✓	✓	GBP 3.000	\$ 4.559	MT	All public
84684	✓	✓	GBP 5.000	\$ 7.599	MT	All public
78007	✓(micropayment)	✓(micropayment)	GBP 5.000	\$ 7.599	MT	All public
78810	✓(micropayment)	✓(micropayment)	GBP 10.000	\$ 15.197	MT	All public
69767	✓	✓	GBP 0.250	\$ 0.380	MT	Adult
69667	✓	✓	GBP 0.750	\$ 1.140	MT	Adult
69686	✓	✓	GBP 1.500	\$ 2.280	MT	Adult
89444	✓	✓	GBP 1.000	\$ 1.520	MT	Adult

End-user charged max up to 12p per SMS MO submitted.

Outpayment Tables

Outpayments are excluding VAT, end-user rates include VAT. Rates in USD (\$) are approximative

Exchange rate GBP to USD used:

1.5197

Outpayments are made in currency of your choice using FX rates updated monthly for each revenue report.

MT End-User Rate (incl vat)	GBP	0.15	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To						
	0	19,999	0.00	0.01	0.00	0.02	0.02	0.02
	20,000	24,999	0.02	0.01	0.00	0.04	0.02	0.02
	25,000	59,999	0.03	0.03	0.02	0.06	0.03	0.02
	60,000	124,999	0.03	0.04	0.02	0.06	0.04	0.02
	125,000	249,999	0.04	0.04	0.03	0.06	0.04	0.02
	250,000	499,999	0.05	0.05	0.04	0.06	0.05	0.02
	500,000	999,999	0.05	0.05	0.04	0.06	0.05	0.02
	1,000,000+		0.05	0.06	0.04	0.06	0.06	0.02

MT End-User Rate (incl vat)	\$	0.23	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To						
	0	19,999	\$ -	\$ 0.02	\$ -	\$ 0.03	\$ 0.03	\$ 0.03
	20,000	24,999	\$ 0.03	\$ 0.02	\$ -	\$ 0.06	\$ 0.03	\$ 0.03
	25,000	59,999	\$ 0.05	\$ 0.05	\$ 0.03	\$ 0.09	\$ 0.05	\$ 0.03
	60,000	124,999	\$ 0.05	\$ 0.06	\$ 0.03	\$ 0.09	\$ 0.06	\$ 0.03
	125,000	249,999	\$ 0.06	\$ 0.06	\$ 0.05	\$ 0.09	\$ 0.06	\$ 0.03
	250,000	499,999	\$ 0.08	\$ 0.08	\$ 0.06	\$ 0.09	\$ 0.08	\$ 0.03
	500,000	999,999	\$ 0.08	\$ 0.08	\$ 0.06	\$ 0.09	\$ 0.08	\$ 0.03
	1,000,000+		\$ 0.08	\$ 0.09	\$ 0.06	\$ 0.09	\$ 0.09	\$ 0.03

MT End-User Rate (incl vat)	GBP	0.25	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To						
	0	19,999	0.06	0.07	0.06	0.07	0.07	0.08
	20,000	24,999	0.08	0.08	0.07	0.10	0.07	0.08
	25,000	59,999	0.09	0.09	0.09	0.11	0.09	0.09
	60,000	124,999	0.10	0.10	0.09	0.11	0.09	0.09
	125,000	249,999	0.10	0.10	0.10	0.11	0.10	0.09
	250,000	499,999	0.11	0.11	0.11	0.11	0.10	0.09
	500,000	999,999	0.12	0.11	0.11	0.11	0.11	0.09
	1,000,000+		0.12	0.11	0.11	0.11	0.12	0.09

MT End-User Rate (incl vat)	\$	0.38	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To						
	0	19,999	\$ 0.09	\$ 0.11	\$ 0.09	\$ 0.11	\$ 0.11	\$ 0.12
	20,000	24,999	\$ 0.12	\$ 0.12	\$ 0.11	\$ 0.15	\$ 0.11	\$ 0.12
	25,000	59,999	\$ 0.14	\$ 0.14	\$ 0.14	\$ 0.17	\$ 0.14	\$ 0.14
	60,000	124,999	\$ 0.15	\$ 0.15	\$ 0.14	\$ 0.17	\$ 0.14	\$ 0.14
	125,000	249,999	\$ 0.15	\$ 0.15	\$ 0.15	\$ 0.17	\$ 0.15	\$ 0.14
	250,000	499,999	\$ 0.17	\$ 0.17	\$ 0.17	\$ 0.17	\$ 0.15	\$ 0.14
	500,000	999,999	\$ 0.18	\$ 0.17	\$ 0.17	\$ 0.17	\$ 0.17	\$ 0.14
	1,000,000+		\$ 0.18	\$ 0.17	\$ 0.17	\$ 0.17	\$ 0.18	\$ 0.14



MT End-User Rate (incl vat)		GBP	0.50	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		0.23	0.23	0.22	0.24	0.21	0.17
	20,000	24,999		0.25	0.24	0.23	0.26	0.22	0.17
	25,000	59,999		0.26	0.26	0.25	0.29	0.24	0.18
	60,000	124,999		0.27	0.26	0.26	0.29	0.26	0.18
	125,000	249,999		0.27	0.27	0.26	0.29	0.27	0.18
	250,000	499,999		0.28	0.28	0.27	0.29	0.29	0.18
	500,000	999,999		0.28	0.28	0.27	0.29	0.31	0.18
	1,000,000+			0.29	0.29	0.28	0.30	0.32	0.18
	MT End-User Rate (incl vat)		\$	0.76	Vodafone	Orange	O2	T-Mobile	H3G
Monthly Volume	From	To							
	0	19,999		\$ 0.35	\$ 0.35	\$ 0.33	\$ 0.36	\$ 0.32	\$ 0.26
	20,000	24,999		\$ 0.38	\$ 0.36	\$ 0.35	\$ 0.40	\$ 0.33	\$ 0.26
	25,000	59,999		\$ 0.40	\$ 0.40	\$ 0.38	\$ 0.44	\$ 0.36	\$ 0.27
	60,000	124,999		\$ 0.41	\$ 0.40	\$ 0.40	\$ 0.44	\$ 0.40	\$ 0.27
	125,000	249,999		\$ 0.41	\$ 0.41	\$ 0.40	\$ 0.44	\$ 0.41	\$ 0.27
	250,000	499,999		\$ 0.43	\$ 0.43	\$ 0.41	\$ 0.44	\$ 0.44	\$ 0.27
	500,000	999,999		\$ 0.43	\$ 0.43	\$ 0.41	\$ 0.44	\$ 0.47	\$ 0.27
	1,000,000+			\$ 0.44	\$ 0.44	\$ 0.43	\$ 0.46	\$ 0.49	\$ 0.27

MT End-User Rate (incl vat)		GBP	0.75	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		0.39	0.38	0.39	0.36	0.39	0.26
	20,000	24,999		0.41	0.38	0.40	0.40	0.40	0.26
	25,000	59,999		0.42	0.41	0.42	0.44	0.41	0.27
	60,000	124,999		0.43	0.42	0.43	0.44	0.43	0.27
	125,000	249,999		0.44	0.42	0.44	0.44	0.44	0.27
	250,000	499,999		0.45	0.44	0.44	0.44	0.44	0.27
	500,000	999,999		0.45	0.45	0.44	0.44	0.45	0.27
	1,000,000+			0.46	0.45	0.45	0.45	0.46	0.27
	MT End-User Rate (incl vat)		\$	1.14	Vodafone	Orange	O2	T-Mobile	H3G
Monthly Volume	From	To							
	0	19,999		\$ 0.59	\$ 0.58	\$ 0.59	\$ 0.55	\$ 0.59	\$ 0.40
	20,000	24,999		\$ 0.62	\$ 0.58	\$ 0.61	\$ 0.61	\$ 0.61	\$ 0.40
	25,000	59,999		\$ 0.64	\$ 0.62	\$ 0.64	\$ 0.67	\$ 0.62	\$ 0.41
	60,000	124,999		\$ 0.65	\$ 0.64	\$ 0.65	\$ 0.67	\$ 0.65	\$ 0.41
	125,000	249,999		\$ 0.67	\$ 0.64	\$ 0.67	\$ 0.67	\$ 0.67	\$ 0.41
	250,000	499,999		\$ 0.68	\$ 0.67	\$ 0.67	\$ 0.67	\$ 0.67	\$ 0.41
	500,000	999,999		\$ 0.68	\$ 0.68	\$ 0.67	\$ 0.67	\$ 0.68	\$ 0.41
	1,000,000+			\$ 0.70	\$ 0.68	\$ 0.68	\$ 0.68	\$ 0.70	\$ 0.41

MT End-User Rate (incl vat)		GBP	1.00	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		0.55	0.56	0.55	0.57	0.60	0.35
	20,000	24,999		0.57	0.57	0.56	0.60	0.61	0.35
	25,000	59,999		0.59	0.59	0.58	0.62	0.62	0.36
	60,000	124,999		0.60	0.60	0.59	0.62	0.64	0.36
	125,000	249,999		0.60	0.61	0.60	0.62	0.65	0.36
	250,000	499,999		0.61	0.61	0.61	0.62	0.67	0.36
	500,000	999,999		0.62	0.62	0.61	0.62	0.69	0.36
	1,000,000+			0.62	0.62	0.61	0.63	0.71	0.37
	MT End-User Rate (incl vat)		\$	1.52	Vodafone	Orange	O2	T-Mobile	H3G
Monthly Volume	From	To							
	0	19,999		\$ 0.84	\$ 0.85	\$ 0.84	\$ 0.87	\$ 0.91	\$ 0.53
	20,000	24,999		\$ 0.87	\$ 0.87	\$ 0.85	\$ 0.91	\$ 0.93	\$ 0.53
	25,000	59,999		\$ 0.90	\$ 0.90	\$ 0.88	\$ 0.94	\$ 0.94	\$ 0.55
	60,000	124,999		\$ 0.91	\$ 0.91	\$ 0.90	\$ 0.94	\$ 0.97	\$ 0.55
	125,000	249,999		\$ 0.91	\$ 0.93	\$ 0.91	\$ 0.94	\$ 0.99	\$ 0.55
	250,000	499,999		\$ 0.93	\$ 0.93	\$ 0.93	\$ 0.94	\$ 1.02	\$ 0.55
	500,000	999,999		\$ 0.94	\$ 0.94	\$ 0.93	\$ 0.94	\$ 1.05	\$ 0.55
	1,000,000+			\$ 0.94	\$ 0.94	\$ 0.93	\$ 0.96	\$ 1.08	\$ 0.56



MT End-User Rate (incl vat)		GBP	1.50	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		0.88	0.87	0.86	0.86	0.84	0.53
	20,000	24,999		0.90	0.88	0.88	0.90	0.87	0.53
	25,000	59,999		0.92	0.91	0.90	0.93	0.89	0.54
	60,000	124,999		0.94	0.92	0.92	0.94	0.90	0.55
	125,000	249,999		0.94	0.93	0.93	0.94	0.91	0.55
	250,000	499,999		0.95	0.94	0.93	0.94	0.92	0.55
	500,000	999,999		0.96	0.94	0.93	0.94	0.93	0.55
	1,000,000+			0.97	0.95	0.94	0.95	0.95	0.55
MT End-User Rate (incl vat)		\$	2.28	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		\$ 1.34	\$ 1.32	\$ 1.31	\$ 1.31	\$ 1.28	\$ 0.81
	20,000	24,999		\$ 1.37	\$ 1.34	\$ 1.34	\$ 1.37	\$ 1.32	\$ 0.81
	25,000	59,999		\$ 1.40	\$ 1.38	\$ 1.37	\$ 1.41	\$ 1.35	\$ 0.82
	60,000	124,999		\$ 1.43	\$ 1.40	\$ 1.40	\$ 1.43	\$ 1.37	\$ 0.84
	125,000	249,999		\$ 1.43	\$ 1.41	\$ 1.41	\$ 1.43	\$ 1.38	\$ 0.84
	250,000	499,999		\$ 1.44	\$ 1.43	\$ 1.41	\$ 1.43	\$ 1.40	\$ 0.84
	500,000	999,999		\$ 1.46	\$ 1.43	\$ 1.41	\$ 1.43	\$ 1.41	\$ 0.84
	1,000,000+			\$ 1.47	\$ 1.44	\$ 1.43	\$ 1.44	\$ 1.44	\$ 0.84

MT End-User Rate (incl vat)		GBP	3.00	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		1.84	1.82	1.82	1.82	1.82	1.06
	20,000	24,999		1.86	1.85	1.85	1.89	1.85	1.07
	25,000	59,999		1.89	1.88	1.88	1.96	1.89	1.09
	60,000	124,999		1.92	1.91	1.91	1.98	1.92	1.10
	125,000	249,999		1.92	1.92	1.92	1.98	1.92	1.10
	250,000	499,999		1.92	1.92	1.92	1.98	1.93	1.10
	500,000	999,999		1.93	1.92	1.92	1.98	1.94	1.10
	1,000,000+			1.95	1.94	1.94	2.00	1.97	1.11
MT End-User Rate (incl vat)		\$	4.56	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		\$ 2.80	\$ 2.77	\$ 2.77	\$ 2.77	\$ 2.77	\$ 1.61
	20,000	24,999		\$ 2.83	\$ 2.81	\$ 2.81	\$ 2.87	\$ 2.81	\$ 1.63
	25,000	59,999		\$ 2.87	\$ 2.86	\$ 2.86	\$ 2.98	\$ 2.87	\$ 1.66
	60,000	124,999		\$ 2.92	\$ 2.90	\$ 2.90	\$ 3.01	\$ 2.92	\$ 1.67
	125,000	249,999		\$ 2.92	\$ 2.92	\$ 2.92	\$ 3.01	\$ 2.92	\$ 1.67
	250,000	499,999		\$ 2.92	\$ 2.92	\$ 2.92	\$ 3.01	\$ 2.93	\$ 1.67
	500,000	999,999		\$ 2.93	\$ 2.92	\$ 2.92	\$ 3.01	\$ 2.95	\$ 1.67
	1,000,000+			\$ 2.96	\$ 2.95	\$ 2.95	\$ 3.04	\$ 2.99	\$ 1.69

MT End-User Rate (incl vat)		GBP	5.00	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		3.10	3.10	3.16	3.04	3.16	1.77
	20,000	24,999		3.14	3.14	3.21	3.16	3.20	1.79
	25,000	59,999		3.18	3.22	3.25	3.27	3.25	1.81
	60,000	124,999		3.22	3.26	3.29	3.30	3.30	1.83
	125,000	249,999		3.23	3.26	3.30	3.30	3.31	1.83
	250,000	499,999		3.23	3.30	3.30	3.30	3.33	1.83
	500,000	999,999		3.23	3.30	3.30	3.30	3.34	1.83
	1,000,000+			3.27	3.34	3.34	3.34	3.38	1.85
MT End-User Rate (incl vat)		\$	7.60	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		\$ 4.71	\$ 4.71	\$ 4.80	\$ 4.62	\$ 4.80	\$ 2.69
	20,000	24,999		\$ 4.77	\$ 4.77	\$ 4.88	\$ 4.80	\$ 4.86	\$ 2.72
	25,000	59,999		\$ 4.83	\$ 4.89	\$ 4.94	\$ 4.97	\$ 4.94	\$ 2.75
	60,000	124,999		\$ 4.89	\$ 4.95	\$ 5.00	\$ 5.02	\$ 5.02	\$ 2.78
	125,000	249,999		\$ 4.91	\$ 4.95	\$ 5.02	\$ 5.02	\$ 5.03	\$ 2.78
	250,000	499,999		\$ 4.91	\$ 5.02	\$ 5.02	\$ 5.02	\$ 5.06	\$ 2.78
	500,000	999,999		\$ 4.91	\$ 5.02	\$ 5.02	\$ 5.02	\$ 5.08	\$ 2.78
	1,000,000+			\$ 4.97	\$ 5.08	\$ 5.08	\$ 5.08	\$ 5.14	\$ 2.81



MT End-User Rate (incl vat)		GBP	10.00	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		6.96	6.21	7.04	6.09	6.49	3.55
	20,000	24,999		7.04	6.29	7.12	6.16	6.72	3.59
	25,000	59,999		7.11	6.44	7.21	6.38	6.95	3.63
	60,000	124,999		7.18	6.52	7.29	6.45	7.18	3.67
	125,000	249,999		7.18	6.53	7.30	6.45	7.35	3.67
	250,000	499,999		7.18	6.61	7.31	6.61	7.35	3.67
	500,000	999,999		7.18	6.61	7.31	6.61	7.35	3.67
1,000,000+			7.26	6.68	7.38	6.68	7.43	3.71	
MT End-User Rate (incl vat)		\$	15.20	Vodafone	Orange	O2	T-Mobile	H3G	Virgin
Monthly Volume	From	To							
	0	19,999		\$ 10.58	\$ 9.44	\$ 10.70	\$ 9.25	\$ 9.86	\$ 5.39
	20,000	24,999		\$ 10.70	\$ 9.56	\$ 10.82	\$ 9.36	\$ 10.21	\$ 5.46
	25,000	59,999		\$ 10.81	\$ 9.79	\$ 10.96	\$ 9.70	\$ 10.56	\$ 5.52
	60,000	124,999		\$ 10.91	\$ 9.91	\$ 11.08	\$ 9.80	\$ 10.91	\$ 5.58
	125,000	249,999		\$ 10.91	\$ 9.92	\$ 11.09	\$ 9.80	\$ 11.17	\$ 5.58
	250,000	499,999		\$ 10.91	\$ 10.05	\$ 11.11	\$ 10.05	\$ 11.17	\$ 5.58
	500,000	999,999		\$ 10.91	\$ 10.05	\$ 11.11	\$ 10.05	\$ 11.17	\$ 5.58
1,000,000+			\$ 11.03	\$ 10.15	\$ 11.22	\$ 10.15	\$ 11.29	\$ 5.64	

Premium MT Transport Charge For premium MT delivered to Vodafone subscribers a transport fee of 2p (excl VAT) will be charged. This amount will be refunded for each successfully submitted MT.

Zero rated and bulk SMS GBP 0.05/sms (excluding VAT)

Zero rated and bulk SMS conditions apply for UK mobile networks only.

Dedicated Short Code Notes Please contact us for rates on implementation, monthly and minimum volumes for a dedicated short code.

Required Messages In the event a carrier requires certain messages, such as Help, Info, or Contact to be responded to at a required low end-user rate, the Zong platform will enforce this rate. Such messages are not eligible for outpayment.

Vodafone Successful Delivery Refund

For each premium MT successfully delivered to a Vodafone subscriber, a refund of 2p (excl VAT) will be provided.

Orange Penalty to non-billable users

Orange may charge 3p for SMS sent to non-billable users. Echovox will pass this charge on at cost for services that send SMS to non-billable users.

End-User Rates Please contact us if you require information on rates not listed.

H3G Ringtones and Logos Please contact us if your application requires to send ringtones, games, or logos to H3G customers.