



APPRENTICE
VALLEY

Reverse Billed Data

Introduction

Vodacom's Reverse Billed Data offering is a new way to differentiate your company or product from your competitors. Reverse Billed Data enables mobile users to access specific online content, apps and data services without impacting their own data bundle.

The data usage charge is reverse billed to you, the sponsoring company (whether you're a M2M service provider, content provider, an advertiser, employer, information agency or healthcare provider, etc.)

Value Proposition

- Reverse Billed Data creates value to you in the following ways:
 - Enables you to increase customers through the creation of exciting "all inclusive" packaged services.
 - Boosts Advertising Revenue through increasing traffic to your apps/websites.
 - Allows you to gain valuable customer insight.
 - Increases the Goodwill value of your Company.
 - Your customer will enjoy connectivity to your online app/services, without impacting on their personal data plan.

Note: .MVNO's (i.e. FNB Mobile / Virgin Mobile / Standard Bank Mobile etc) may NOT offer Reverse Billed Data Services. Although these providers may utilise one of the four major networks infrastructure due to their internal setups users may be billed for Data.

Vodacom

Description	Cost
Setup Fee - Once off (Per URL/IP)	R999
Service Fee - Monthly (PER URL/IP)	R499

Vodacom Data Usage Tiers	Rate per MB
0GB to 29GB	R0.250c
30GB to 59GB	R0.240c
60GB to 89GB	R0.230c
90GB to 119GB	R0.225c
120GB to 149GB	R0.215c
150GB to 179GB	R0.205c
180GB to 209GB	R0.195c
210GB to 239GB	R0.185c
240GB to 269GB	R0.180c
270GB to 299GB	R0.170c
> 300GB	R0.160c

All figures exclusive of VAT

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Other Networks

Description	Cost
Setup Fee - Once off (Per URL/IP)	R4 225
Cell C Bind Fee - Once Off	R1 267
Service Fee - Monthly (PER URL/IP)	R5 070

Cell C Data Usage Tiers	Rate per MB
0GB to 10GB	R0.228c
11GB to 50GB	R0.2148c
51GB to 100GB	R0.2088c
101GB to 250GB	R0.2052c
251GB to 500GB	R0.2016c
501GB to 1TB	R0.1992c

MTN / Telkom	Rate per MB
MTN	R0.24c
Telkom	R0.16224c

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