

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) Service Fee - Monthly (PER URL/IP)	R999 R499	

Vodacom Data Usage Tiers	Rate per MB	
OGB 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

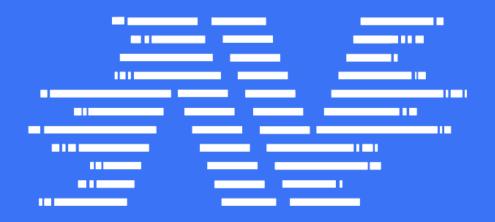
Description	Cost	
Setup Fee - Once off (Per URL/IP)	R4 225	
Cell C Bind Fee - Once Off	R1 267	
Service Fee - Monthly (PER URL/IP)	R5 070	

Cell C Data Usage Tiers	Rate per MB
OGB 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	

All figures exclusive of VAT

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