



## Revenue Share re-signs and DISE contract end dates

*Please note that failure to re-sign your customer into commitment will result in all commission payments ceasing to be paid.*

In September 2009 the first customers signed to contracts under the revenue share commercial model became eligible for re-sign. We therefore felt it was a good time to remind you of O2 re-sign rules.

### **Customers in the last 12 months of their contracts**

- Customers must be re-signed before the last 30 days of their contract thus avoiding the end user being open for all other sales channels to re-sign that customer and the customer no longer being ring fenced.
- Subject to approval by Avenir and O2, customers can be re-signed within the last 90 days of their contract. In this case, the contract length is not affected by the re-sign date. Example: if the contract end date is 31st December 2009 and the customer re-signs on a 24 month contract on 1st October 2009 (90 days before contract end date), the new contract end date is 31st December 2011.
- It is vital that you review & understand the table on the next page, which shows an example, based upon a connection date of the 1st October 2008, of the re-sign date & new commitment terms. In addition, all contracts that are re-signed from day 1 of month 13 and up to the 90 day approval period will have the unexpired term of the current contract added to the new 24 month contract term.

### **Customers eligible for Mid Term Revenue Share Re-Sign**

- Customers must be re-signed up to 30 days prior to the end of the first 12 months of the original 24 month contract in order to qualify for the mid term re-sign rules. Example: if the original contract end date is 30th September 2010, and the customer re-signed on 1st September 2009 on a 24 month contract, the new contract end date would become 30th September 2011.
- Any other re-sign that is completed will therefore be subject to the "Customers in the last 12 months of their contracts" rules as outlined previously.
- From the 1st October you will have a great opportunity to protect your customer base and increase your income since you will receive a monthly payment of 40% of ARPU from month 25 up to the new contract end date.

Please note that should a customer contact O2 asking to leave less than 30 days from their contract end date, O2 will process the request without making an attempt to retain the customer. Therefore it's very important that you stay in contact with your customers and make sure they're re-signed well before their contract end.

For an example based on a connection going live on 01/10/2008, please see over the page.

*From 1st October 2009 all contracts and POs sent to our Client Services department for all new, upgrade or re-sign MUST identify all the contractual payments applicable so the correct commission payable is made i.e. this includes all bolt ons, additional minutes and BlackBerry products.*

Example shown below is based on a connection going live on 01/10/2008:

Start	Finish	End of Month	Eligible for re-sign	Contract End date	Customer "ring fenced"	Re-sign contract term	New Contract End Date
01/10/2008	31/10/2008	1	No	30/9/2010	Yes	N/A	N/A
01/11/2008	30/11/2008	2	No	30/9/2010	Yes	N/A	N/A
01/12/2008	31/12/2008	3	No	30/9/2010	Yes	N/A	N/A
01/01/2009	31/01/2009	4	No	30/9/2010	Yes	N/A	N/A
01/02/2009	28/02/2009	5	No	30/9/2010	Yes	N/A	N/A
01/03/2009	31/03/2009	6	No	30/9/2010	Yes	N/A	N/A
01/04/2009	30/04/2009	7	No	30/9/2010	Yes	N/A	N/A
01/05/2009	31/05/2009	8	No	30/9/2010	Yes	N/A	N/A
01/06/2009	30/06/2009	9	No	30/9/2010	Yes	N/A	N/A
01/07/2009	31/07/2009	10	No	30/9/2010	Yes	N/A	N/A
01/08/2009	31/08/2009	11	No	30/9/2010	Yes	N/A	N/A
01/09/2009	30/09/2009	12	Yes	Mid term re-sign	Yes	24 Months	30/09/2011
01/10/2009	31/10/2009	13	Yes	Re-sign	Yes	24 Months	30/09/2012
01/11/2009	30/11/2009	14	Yes		Yes	24 Months	30/09/2012
01/12/2009	31/12/2009	15	Yes		Yes	24 Months	30/09/2012
01/01/2010	31/01/2010	16	Yes		Yes	24 Months	30/09/2012
01/02/2010	28/02/2010	17	Yes		Yes	24 Months	30/09/2012
01/03/2010	31/03/2010	18	Yes		Yes	24 Months	30/09/2012
01/04/2010	30/04/2010	19	Yes		Yes	24 Months	30/09/2012
01/05/2010	31/05/2010	20	Yes		Yes	24 Months	30/09/2012
01/06/2010	30/06/2010	21	Yes		Yes	24 Months	30/09/2012
01/07/2010	31/07/2010	22	Yes		90 day request & approval	Yes	24 Months
01/08/2010	31/08/2010	23	Yes		Yes	24 Months	30/09/2012
01/09/2010	30/09/2010	24	Yes	Last 30 Days	No as in last 30 days	24 Months	30/09/2012

## Revenue Share Mid-term Re-signs

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