



Grapevine Mobile Services Pricing Terms & Conditions

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Introduction

This schedule sets out the standard particular terms and pricing applicable to the communication and related services provided by Grapevine Interactive (Pty) Ltd ("GVI"). All the services in this schedule provided by GVI are governed by and subject to GVI's Standard Terms for Services from time to time ("GVI Standard Terms"), which should be read together with this schedule.

The terms defined in the GVI Standard Terms shall have the same defined meaning when used in this schedule.

All terms and prices are subject to change from time to time in accordance with the GVI Standard Terms.

Administration and complaints handling fees

The following administration and complaints handling fees shall apply to all the services provided by GVI:

Event	Handling Fee excl VAT
Representing customer to WASPA for either advice on a mobile service or on a ruling	R 800 per hour
Resolving a complaint from WASPA or other authority regarding a customer's	R 800 per hour
Providing opinion and/or advice to customer on a proposed new mobile service	R 1000
Resolving a complaint from a Network Provider regarding a customer's service	R 800 per hour

- All handling fees are in addition and without limitation to any indemnities or claims GVI may have under the GVI Standard Terms.

SMS Messaging Services

Grapevine's General SMS Messaging Capabilities

GVI provides both outbound (**MT SMS**) mobile messaging services, and inbound (**MO SMS**) mobile messaging services on standard and premium rate numbers.

Mobile Terminated (MT SMS) Outbound Messaging

Mobile Terminated messaging is outbound messaging sent via a mobile operator (Vodacom, MTN , CellC and international) to a mobile phone.

Mobile Originated (MO) Inbound Messaging

Mobile Originated messaging is when the mobile user sends a message to a premium or standard rate number and is billed accordingly.

Pre-Paid SMS Message Pricing

Customers may pre-purchase MT SMS credits from Grapevine as follows:

1 SMS Credit = 1 MT SMS delivered to any South African cellular number.

Tier	SMS Message Volume in Month	Prepaid Price per SMS Outbound (MT)excl VAT	Select Volume
1	1,500	R0.35c	<input type="checkbox"/>
2	5,001 – 10,000	R0.31c	<input type="checkbox"/>
3	10,001 – 25,000	R0.29c	<input type="checkbox"/>
4	25,001 – 50,000	R0.28c	<input type="checkbox"/>
5	50,001 -100,000	R0.27c	<input type="checkbox"/>
6	100,001 – 250,000	R0.26c	<input type="checkbox"/>
7	250,001 – 500,000	R0.25c	<input type="checkbox"/>
8	500,000+	R0.24c	<input type="checkbox"/>

Price Table 1: Prepaid SMS MT

- No monthly subscription fee.
- A min purchase bundle of R525 or 1500 messages is required.
- All messages over the min of 1500 may only be purchased in additional bundles of R525 or more.
- SMS credits are only valid for 180 days from the date of purchase after which they will expire.
- A notification will be sent when SMS credits are near depletion.
- Messages cannot be sent if SMS credits available are insufficient.
- SMS credits are for South African national use only. Customers shall not send SMS to any number that is not a South African national number ("**International**") without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International SMS using GVI's pre-paid SMS service, then (without limitation to any other remedies GVI may have) GVI shall charge its Prevailing Service Fees for International SMS's, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fees for International SMS's are subject to change from time to time and are available on request, with the rate as at November 2009 being 90 cents per International SMS excluding VAT..
- SMS credits are for national use only. Rates for international SMS credits available on request.
- Payment must be made by EFT or Direct Deposit.
- SMS credits will only be activated once payment has been confirmed as "cleared funds".
- SMS replies (MO SMS) will incur a 10c click fee per message.
- MT messages are charged according to the price tier they fall within,, i.e. if the total volume for the month falls within tier 3 then, the tier 1, 2 and 3 rates shall apply to the SMS falling in their respective ranges, e.g. the first 4999 will pay the tier one rate and then the tier 2 rate shall apply to the next 5000, and so on.
- In addition to the SMS fees, GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable relevant.
- All prices quoted above are exclusive of VAT.

SMS Credits are available for use with the following Grapevine messaging products and services:

- Outlook SMS (Email-2-SMS Application)
- SMS Applink (XML-2-HTTP; API / Webservice)
- SMS Broadcast (Web Application)
- SMS Mail (Email-2-SMS Service)
- HTTP-2-SMS
- Secure SMS
- Grapevine managed SMS Campaign Services, managed on behalf of customers

Post-Paid SMS Message Pricing

Post-paid messaging is available with a Grapevine messaging account, at the following prices:

Tier	SMS Message Volume in Month	Price per SMS Outbound (MT) excl VAT
1	1 - 5,000	R0.33c
2	5,001 - 10,000	R0.30c
3	10,001 - 25,000	R0.28c
4	25,001 – 50,000	R0.27c
5	50,001 - 100,000	R0.26c
6	100,001 – 250,000	R0.25c
7	250,001 – 500,000	R0.24c
8	500,001 +	R0.23c

Price Table 2: Postpaid SMS MT

- MT messages are charged according to the price-tier they fall within.
For example: The first 5000 messages used in a month will cost 33c and the next 5000 will cost at 30c according to the message tiers above.
- Post-Paid accounts are billed monthly in arrears; Payment is due on invoicing.
- Post-Paid SMS messages are valid for 1 calendar month and do not roll over.
- SMS replies (MO SMS) will incur a 10c click fee per message.
- All prices quoted above are exclusive of VAT.
- In addition to the SMS fees, GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, where applicable
- The above Post-Paid SMS Pricing is in respect of South African national use only. Customers shall not send International SMS's without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International SMS using GVI's pre-paid SMS service, then (without limitation to any other remedies GVI may have) GVI shall charge its Prevailing Service Fees for International SMS's, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fees for International SMS's are subject to change from time to time and are available on request, with the rate as at November 2009 being 90 cents per International SMS excluding VAT.

Grapevine Messaging Account Costs

	Price per Month excl VAT	SMS Messages included
Account Activation	Free	
Minimum Monthly Message Bundle	R500	1,500
Online delivery report	included	

Price Table 3: Monthly Grapevine Messaging Account

An online delivery report include the following delivery statistics for messages:

- Number of successful messages
- Number of failed messages
- Number of expired messages
- Number of unconfirmed messages
- Number of replies

An online delivery report includes the following for each MSIDN to which a message was sent:

- Message code
- Campaign code (where applicable)
- Reply message (where applicable)
- Message content

The following Grapevine SMS Messaging products and services are available with a Grapevine Messaging Account:

- Outlook SMS (Email-2-SMS Application)
- SMS Applink (XML-2-HTTP; API / Webservice)
- SMS Broadcast (Web Application)
- SMS Mail (Email-2-SMS Service)
- HTTP-2-SMS
- Secure SMS
- Grapevine Managed SMS Campaign Services, managed on behalf of customers

SMS Campaign Service

GVI is able to manage SMS campaigns on behalf of customers on either a scheduled or ad-hoc (once-off) basis. A scheduled SMS is deemed any campaign which is sent on a recurring basis at a predefined frequency i.e. monthly, weekly or daily.

Set-up & Execution	Price excluding VAT
Monthly fee per scheduled SMS campaign	R2,000
Fee per ad-hoc SMS campaign	R5,000

Price Table 4: SMS Campaign Execution Fees

The setup & execution fee includes the following services managed for the customer by Grapevine:

- Mobile number validation of your recipient list, which is the removal of:
- Duplicate mobile numbers
- Incorrectly formatted mobile numbers
- Data rows with missing mobile numbers
- SMS Messages are checked for: unsupported text characters
- Campaign message testing to specified test recipients
- Message delivery report as below

An online delivery report include the following delivery statistics for messages:

- Number of successful messages
- Number of failed messages
- Number of expired messages
- Number of unconfirmed messages
- Number of replies

An online delivery report includes the following for each MSIDN to which a message was sent:

- Message code
- Campaign code (where applicable)
- Reply message (where applicable)
- Message content

SMS Pricing

- MT messages charged as per MT SMS cost tables 1 & 2 above (Please select post or pre-paid option).
- Post-Paid MT messages are charged according to the price-tier they fall within.
For example: The first 5000 messages used in a month will cost 33c and the next 5000 will cost 30c according to the message tiers above.
- SMS replies (MO SMS) will incur a 10c click fee per message.
- SMS Campaign set-up and execution fees are exclusive of VAT.
- All test SMS messages are charged as per SMS Message pricing above
- In addition to the SMS fees, GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, where applicable.
- SMS Pricing is in respect of South African national use only. Customers shall not send International SMS's without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International SMS using this service, then (without limitation to any other remedies GVI may have) GVI shall charge its Prevailing Service Fees for Internal SMS's, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fees for International SMS's are subject to change from time to time and are available on request, with the rate as at November 2009 being 90 cents per International SMS excluding VAT.

Managed SMS Campaign Message Cost Example (with Post-Paid SMS Pricing)

Should a customer transmit 23,000 messages as part of the SMS campaign the message charge would be:

Tier	Volume x Cost		Amount
5,000	5,000	x R0.33c	R 1,650.00
5,001 - 10,000	10,000	x R0.30c	R 3,000.00
10,001 - 25,000	8,000	x R0.28c	R 2,440.00
Management Fee			R 2,000.00
Total Messages	23,000	Total Cost	R 9,090.00
	+14% Vat		R 922.60
	Grand Total		R 10,362.60

MMS Campaign Service

Managed MMS Campaign Service Fees

GVI is able to manage MMS campaigns on behalf of customers on either a scheduled or ad-hoc (once-off) basis. A scheduled MMS is deemed any campaign which is sent on a recurring basis at a predefined frequency i.e. monthly, weekly or daily,

In order to ensure proper execution a lead time of THREE days is required for any managed MMS Campaigns.

Set-up & Execution	Price excluding VAT
Monthly fee per scheduled MMS campaign	R2,000
Fee per ad-hoc MMS campaign	R5,000

Price Table 5: MMS Campaign Execution Fees

The setup & execution fee includes the following services managed for the customer by Grapevine:

- Mobile number validation of your recipient list, which is the removal of:
 - Duplicate mobile numbers
 - Incorrectly formatted mobile numbers
 - Data rows with missing mobile numbers
- MMS message are checked for standard image format compatibility
- Campaign message testing to specified test recipients
- Message delivery report as below

An online delivery report include the following delivery statistics for messages:

- Number of successful messages
- Number of failed messages
- Number of expired messages
- Number of unconfirmed messages
- Number of replies

An online delivery report includes the following for each MSIDN to which a message was sent:

- Message code
- Campaign code (where applicable)
- Reply message (where applicable)
- Message content

Standard Rate MMS Message Pricing

Tier	MMS Message (100KB Volume in campaign)	Price per MMS Outbound (MT) excl VAT
1	1 - 2,000	R1.70
2	2,001 - 5,000	R1.50
3	5,001 - 10,000	R1.35
4	10,001 +	R1.20

Price Table 6: MMS Messaging Traffic

- MMS messages are charged according to the respective price-tiers they fall within - e.g. if the total volume for the month falls within tier 3 then, the tier 1 (first 2000), 2 (next 3000) and 3 (the balance) rates shall apply to the MMS falling in their respective ranges.
- Max recommended MMS size - 100KB.
- Messages over 100KB will incur an additional charge equal to volume price selected.
- MMS messages larger than 100KB price on application
- Successful delivery of MMS messages is dependent on the mobile device capabilities of the recipient.
- MMS replies (MO MMS) will incur a 30c click fee per message.
- MMS Campaign set-up and execution fees are exclusive of VAT
- Fees are billed monthly in arrears; Payment is due on invoicing.

- In addition to the MMS fees, GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, where applicable.
- MMS Pricing is in respect of South African national use only. Customers shall not send International MMS's without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International MMS, then (without limitation to any other remedies GVI may have) GVI shall charge its Prevailing Service Fees for International SMS's, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fees for International MMS's are subject to change from time to time and are available on request, the rate as at November 2009 being [] cents per International MMS excluding VAT.

Additional Execution Activities (only if requested)	Price excluding VAT
MMS Message Template	R2,000

Price Table 7: Additional MMS Campaign Fees

- Price as per managed campaign service fee, R2000,00 min service fee applies.

MMS Message Template

MMS messages may contain sound animation and graphics. GVI is able to create a MMS message template for clients from individual content elements provided by the client such as text and graphics. Once a MMS template has been created it may be re-used or modified for other MMS Campaigns.

Managed MMS Message Cost Example

If the MMS message size is **150KB** and the total number of messages is **500**, the cost to send 1 MMS is R1.50 for the first 100KB and an additional R1.50 for the remaining 50KB, for a total message cost of R3.00 per message (ex VAT).

Messages	1 st 100 KB	2 nd 100 KB	3 rd 100 KB
500 x 150KB	R1.70	R1.70	R1.70
	500 x R1.70	500 x R1.70	
Total	R 850	R 850	R0
Total MMS Messaging	R1,700.00		
+ Managed service fee	R 2,000.00		
+14% VAT	R 518.00		
Grand Total	R4,218.00 (ex VAT)		

MMS Lite Messaging Services

MMS Lite provides a much richer messaging experience than SMS, with much less cost and complexity than MMS. It also allows your customers to reply at almost no cost.

Using MMS Lite, a company can broadcast a rich mobile marketing campaign to tens of thousands of people with the following content:

- A **notification alert** that they have received an MMS Lite message.
- A **100** character heading.
- Up to **500** characters of text.
- Two images with optional captions, one of which can be used as a company logo.
- A reply of up to **250** characters, which will cost less than **R0.01** to the customer.
- Grapevine offers this solution to our customers as either a **managed service, self-service** or **hybrid-service** basis.

Managed Campaign Service Fee

Grapevine is able to manage MMS Lite campaigns on behalf of customers on either a scheduled or ad-hoc (once-off) basis. A scheduled MMS is deemed any campaign which is sent on a recurring basis at a predefined frequency i.e. monthly, weekly or daily.

In order to ensure proper execution a lead time of THREE days is required for any managed MMS Lite campaign.

Set-up & Execution	Price excluding VAT.
Monthly fee per scheduled MMS Lite campaign	R1,500
Fee per ad-hoc MMS campaign	R2,500

Price Table 8: MMS Lite Managed Campaign Fees

The setup & execution fee includes the following services managed for the customer by Grapevine:

- Mobile number validation of your recipient list, which is the removal of:
 - Duplicate mobile numbers
 - Incorrectly formatted mobile numbers
 - Data rows with missing mobile numbers
- Campaign message testing to specified test recipients
- Online message delivery report as below

An online delivery report include the following delivery statistics for messages:

- Number of successful messages
- Number of failed messages
- Number of expired messages
- Number of unconfirmed messages
- Number of replies

An online delivery report includes the following for each MSIDN to which a message was sent:

- Message code
- Campaign code (where applicable)
- Reply message (where applicable)
- Message content

MMS Lite Message Pricing

Price per MMS Lite Outbound (MT) Message excl VAT	
1- 5,000	R0.60c
5,001 – 10,000	R0.55c
10,001 - 25,000	R0.50c
25,001 -100,000	R0.45c
100,000+	R0.40c

Price Table 9: – Additional MMS Lite Managed Campaign Fees

- MMS Lite MT messages are charged according to the price tier they fall within.
For example: The first 5000 messages used will cost 60c and the next 5000 will cost 55c according to the message tiers above.
- All prices quoted above are exclusive of VAT.
- In addition to the SMS fees, GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable.
- MMS Lite Pricing is in respect of South African national use only. Customers shall not send International MMS's without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International MMS, then (without limitation to any other remedies GVI may have) GVI shall charge its Prevailing Service Fees for such International MMS's, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fees for International MMS are subject to change from time to time and are available on request, the rate as at November 2009 being 90c] cents per International MMS excluding VAT.

Managed Campaign Service Fees

Additional Execution Activities (only if requested)	Price (Excl VAT)
Campaign campaign development	R450/hour
Message preparation	R350/hour

Price Table 10: – Additional MMS Lite Managed Campaign Fees

Custom Campaign Development

GVI is able to run MMS Lite campaigns with mobile and web site integration, should the clients MMS Lite campaign require such integration an additional hourly development fee will apply.

Message Preparation

GVI is able to create a MMS Lite message on the client behalf, should the time taken to prepare this message exceed time allocated for setup \$ execution (normally 8 hours), an additional hourly message preparation fee will apply.

USSD Messaging Services

About USSD

USSD is a short message protocol supported by ALL mobile phones for transmitting multiple text messages between a mobile phone and a service application using a cellular network such as Vodacom, MTN & CellC.

A USSD session is initiated from a mobile phone when a code starting with a * and ending with a # is entered. This session typically comprises of a series of questions(prompts) and answers(responses) between a mobile phone and the USSD service application.

About GVI USSD Service

GVI is able to create and manage USSD applications on behalf of customers. This service includes applying for an USSD network code from Vodacom, MTN & CellC (please allow 10 working days).

Each USSD service application is assigned a dedicated USSD code such as *120*127#. The code may then be advertised along with a service or promotion in which information should be submitted by USSD.

With GVI USSD incoming messages are identified based on the USSD code entered to initiate the session and a preconfigured XML file which defines the questions(prompts) and answers(responses) to be used for the session. Responses can also be passed via XML to an external application for validation before the next prompt is sent to the phone as with for instance pre-paid mobile airtime purchases.

Managed USSD Application Service Fees

In order to ensure proper execution a lead time of FIVE days is required for any managed USSD Campaigns.

Service	Ad-hoc Hourly Rate
Custom USSD Application Setup	R 650
	Setup Fee
Dedicated USSD Code Allocation (per USSD Application)	R 2,000
	Monthly Fee
Dedicated USSD Code Rental Fee	R 1,500

Price Table 11: USSD Service Fees

The setup & execution fee includes the following services managed for the customer by Grapevine:

- Application for USSD network code allocation with Cellular networks
- Configuration of USSD Application
 - Creation of USSD XML Tree
 - Handling of USSD sessions
 - Forwarding of received USSD Data to client application via XML if required

An online custom application report includes the following:

- Total number of respondents
- Response data per respondent MSISDN (based on answers to prompts)
- The duration of each USSD session per respondent MSISDN
- Report can be filtered by month and year

Shortcode Messaging Services

Shortcodes are 5-digit numbers compatible across all cellular networks in South Africa. Shortcodes are available for use with standard rate and premium rate MO (mobile originated) messaging. It is possible to run multiple services on a single shortcode by using different keywords.

Shortcode Setup & Usage Fees

Type	Set-up	Monthly Rental	Keywords Included
Dedicated	R2,000	R1,500	10
Shared	R1,000	R 500	5
Additional Keywords	R 500	R 500	1

Price Table 12

- Dedicated standard rate shortcodes are subject to availability.
- Setup fee must be paid in advance; keywords inclusive.
- Shortcode rental fee must be paid 3 months in advance.
- MT messages charged as per MT SMS cost tables 1 & 2 above.
- SMS replies (MO SMS) will incur a 10c click fee per message.
- Shortcode applications may take up to 10 working days depending service requirements

Standard Rate Shortcodes

Standard rate inbound messaging is offered on 5 digit shortcodes in the “31xxx” number range. Messages sent to standard rate shortcodes are billed to the subscriber at the standard SMS tariff.

Dedicated Shortcodes

These are standard or premium rate shortcodes reserved for exclusive use by a Grapevine customer. A minimum monthly transmission of 2000 inbound (MO) messages is required for use of a dedicated shortcode.

Shared Shortcodes

These are shortcodes shared with other Grapevine customers. At least one unique keyword must be chosen in order for all inbound (MO) messages received with your chosen keyword/s to be sent to your account.

Premium Rate Shortcodes

Premium rate messaging is offered on 5 digit shortcodes in eight number ranges from “32” through to “42”. Each number range corresponds to a rate. Mobile subscribers are billed for every message they send to a premium rate shortcode.

Available Premium Rate Number Bands

Band	Select	Band	Select
R1.00	<input type="checkbox"/>	R5.00	<input type="checkbox"/>
R1.50	<input type="checkbox"/>	R10.00	<input type="checkbox"/>
R2.00	<input type="checkbox"/>	R20.00	<input type="checkbox"/>
R3.00	<input type="checkbox"/>	R30.00	<input type="checkbox"/>

Revenue Band Table 1

Premium Rated Shortcode Revenue Share

GVI pays customers **80%** of the shortcode revenue share paid out to it by the networks (Vodacom, MTN & CellC). Each operator offers slightly different payouts and revenue share models for premium rated shortcodes.

Premium Rated Network Revenue Share Payout

Price Band		Payout (Excl VAT.)		
Incl. VAT	Excl. VAT	Vodacom	MTN	Cell C
R1.00	R0.88	R0.36	R0.33	R0.29
R1.50	R1.32	R0.70	R0.61	R0.59
R2.00	R1.75	R1.03	R0.88	R0.89
R3.00	R2.63	R1.70	R1.44	R1.37
R5.00	R4.39	R3.04	R2.56	R2.56
R10.00	R8.77	R6.40	R5.35	R5.55
R20.00	R17.54	R13.10	R10.93	R11.51
R30.00	R26.32	R19.81	R16.51	R17.48

Revenue Share Table 1 (Updated:11/3/2009)

- MT messages (Reply SMSs) charged as per “MT SMS cost tables 1 & 2” above.
- 80/20% revenue share split. (Will only pay out if more than R500 of revenue per month is generated on the service. 80% to the customer and 20% to Grapevine.)
- The revenue share paid out is subject to change according to network revenue sharing.
- Revenue share payouts include VAT.
- The right to claim revenue share monies due shall expire within 180 days from date of statement.
- Revenue share payment by Operators is 60 to 90 days.
- Grapevine will pay revenue share within 90 days of receiving payment from the Operators.
- Grapevine reserves the right to withdraw the use any dedicated shortcode by a customer,

R5.00 Premium Rate Shortcode Revenue Share Calculation for Vodacom Contract Subscribers

Customer Revenue Share = R5.00 **less** Operator Bearer Fee (R1.96) **less** Grapevine Revenue Share (R0.61c) = R2.43

Price Band	Deductions (Excl VAT.)			
	Vodacom Contract Subscriber			
	Vodacom Bearer Fee		Grapevine Rev Share	
	%	Rands	%	Rands
R5.00	39.2%	R1.96	20%	R.61c

Revenue Share Table 2 (Example)

Event Based Billing Services (OBS, EBB)

Vodacom OBS Billing

Vodacom's Online Billing Services (OBS) is a Billing and Collection Service provided to trusted third parties such as Grapevine on whose behalf Vodacom bills and collects payment for content services from the Vodacom prepaid or contract subscriber for any amounts up to R50 per event.

MTN EBB Billing

MTN Event Billing allows Grapevine to bill MTN customers for products and services by creating a billing event, which is independent of any MTN network bearer services. This new billing mechanism allows trusted WASPs like Grapevine far more flexibility in billing MTN customers.

CellC Event Billing

Cell C Event Billing Services is a Billing and Collection Service provided to Grapevine on whose behalf Cell C bills and collects payment for mobile services from the Cell C prepaid or contract subscriber for any amounts up to R50 per event.

Event based billing is most commonly used as the payment mechanism for mobile subscription services. Network Operators charge a percentage-based revenue-share for each successful transaction processed.

Network Operators also charge a fee for each successful transaction processed, and currently also a fee for unsuccessful billing attempts.

Event Based Billing Revenue Share

Each network pays out varied amounts according to their own revenue share models.

Grapevine shall pay the following revenue share portion to its customers.

Revenue = Subscriber Charge **less** Operator Bearer Fee **less** Grapevine share.

OBS/EBB Network Revenue Share

Network	% of Revenue Share Payout	
	Pre-Paid	Contract
Vodacom	75.5%	85%
MTN	65 – 71% (variable rate)	
CellCs	33 – 67% (variable rate)	

Revenue Share Table 4

- Network revenue share table available on request.
- The variable network operator rate for OBS/EBB revenue share is dependant on...

Network Operator Bearer Fees

Network	Transaction Charges	
	Successful	Failed
All Networks	30c	10c

Price Table 13

- MT messages (Reply SMSs) charged as per "MT SMS rate table 1 and 2" above.
- The revenue share paid out is subject to change according to network revenue sharing.
- A maximum of 3 failed OBS/EBB transaction attempts allowed per day per mobile number
- Revenue share payouts include VAT.
- The right to claim revenue share monies due shall expire within 180 days from date of statement.
- Revenue share payment by Operators is 60 to 90 days.
- Grapevine will pay revenue share within 90 days of receiving payment from the Operators.
- Changes to Operator rules (e.g. transaction attempts) are for the client's cost and risk.

Mobile Internet Services

GVI's high speed, high availability mobile services platform makes it fast and easy for brands, marketing agencies, content owners and other companies to create compelling and effective mobile phone initiatives.

Grapevine offers the iLoop mFinity™ **Mobile Site and Content Delivery Service** to our customers as either a managed service or as a self-service solution. A managed solution is one where Grapevine undertakes all creative, development and hosting services for the customer. A self-service solution is where the customer wishes to perform their own creative and development effort and Grapevine only handles the hosting component of the Mobile Internet site.

In the case of a self-service solution, the Customer must purchase access to the Mobile Internet development toolset on a monthly basis as indicated below.

Monthly Mobile Internet Service Fees (excl VAT)

Project Size	Dev Environment Access per Month excl VAT	Platform Utilisation per month	Minimum Contract	Page Views per month
	Per User	Per Site	Period	Number of Items
Entry-level Site	R1,500	R500	12 Months	5,000
Small/Landing site	R1,500	R2,500	12 Months	20,000
Medium Site	R1,500	R6,000	12 Months	100,000
Large Site	R1,500	R11,000	12 Months	250,000
Portal	R1,500	R25,000	12 Months	500,000

Price Table 14

- Subject to early termination in terms of the GVI Standard Terms, the duration of the mobile web hosting and related internet services is for the minimum contract period indicated above and after the minimum contract period the services can be terminated by either party on 30 calendar days written notice. Unless otherwise agreed in writing, on termination the Customer shall cease using the internet site and the content provided or created directly or indirectly by GVI or any of its suppliers or licensors, including without limitation, iMobile Loop Inc.
- Customer use of the mFinity tools, platform and content is on an enduser basis on the license terms set out in the GVI Standard Terms.
- Where a self-service solution is chosen, the Customer must purchase the monthly Development Tools option
- Content items refer to downloadable content such as audio, video or image files stored in the mFinity content management system. It does not include images used for the layout of site pages (e.g. such as company logos or product images)
- mFinity retains ownership of all mFinity content, including any authorized modifications thereto, and use of mFinity content is subject to the license terms and only to for the duration of such license which terminates on termination of the services.
- The Hosted Website shall have an URL address specified by GVI. Unless GVI agrees in writing to register a unique customised domain name excluding any reference to GVI for the Customer to be 'owned' by the Customer, Customer shall only be entitled to use such domain name for the duration of the services and GVI shall retain all other rights in and to the domain name.
- The service is subject to the specifications of the applicable iLoop Mobile Inc and mFinity services and products
- The service excludes internet and network access and capacity for which the Customer is solely responsible.
- Fees are billed monthly in arrears; Payment is due on invoicing.
- In addition GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable.

Mobile Internet Value Added Services

The following items are optional services that customers may choose to enhance their Mobile Internet sites

Service	Cost excluding VAT
Campaign Reporter	R2,000 per month
Additional 50 downloadable content items in repository	R 1,000 per month
Net Revenue share on each OBS/EBB billing	20% to Grapevine, 80% to Client
OBS/EBB billing monthly minimum	R 2,500 per month
Cost per WAP Push message	R 0.25c per message
Domain registration and routing (if required)	R 500 – once off plus annual domain fees

Price Table 15

- Campaign Reporter is GVI's automated survey data processor and viewer for mobile surveys. Customers can choose to develop their own or make use of this product for their mobile survey campaigns
- OBS/EBB is GVI's service to directly bill a mobile user's cellphone balance for funds in order to deliver mobile content. There is a minimum fee for requesting access to the OBS/EBB service as indicated above.
- Mobile Internet sites may be requested using an SMS keyword sent to a mobile short code. This will result in a WAP Push message being sent to the requester's mobile cellphone with the mobile Internet site's URL included. Each WAP Push message has a delivery cost of R0.25c as indicated in the pricelist above.

Mobile Internet Development Services

For managed solutions, Grapevine Interactive will provide the following skills required for the customer's mobile Internet project.

Service	Ad-hoc Hourly Rates
Graphic design	R 400
Site design and creation	R 450
Database development and access	R 500
Custom development	R 550
Content loading and management	R 300

Price Table 16

- Unless otherwise agreed in writing and signed by GVI's duly authorized representative, all expenses and costs incurred will be for the Customer's account at cost.
- Unless otherwise agreed in writing and signed by GVI's duly authorized representative, all intellectual property rights in and to any graphic design, site design and creation, database development, custom development services (and any modifications or additions thereto) shall be exclusively owned by GVI (or its licensee as the case may be) and the Customer shall only be licensed to use such intellectual property for the duration of the related web-hosting services provided by GVI on the standard licence terms set out in the GVI Standard Terms and Conditions.

Bulk Email Marketing Services

GVI provides high speed robust Internet marketing services to enterprises, SME's and consumers.

GVI uses **SilverPOP™ Engage** is a unique, enterprise-class hosted software solution that allows companies and agencies to deliver dynamic, personalised and highly scalable email communications. The technology, infrastructure and architecture can easily send millions of HTML and rich-media emails. Marketer utilises technology from proven industry leaders; the database solutions, high-performance operating systems and multi-platform high-level programming languages guarantee solutions that you can rely on.

Grapevine offers this Web-based solution to our customers as either a **managed service, self-service or hybrid-service** basis.

The Silverpop Engage solution utilises two distributed hosting centres at IBM and Verizon co-location facilities in the United States.

Clients can purchase email messages on either a contract or Ad-hoc basis.

Ad-hoc Bulk Email Message Pricing

Messages	Cost/Email
1- 5,000	R0.30c
5,001 - 10,000	R0.22c
10,001 - 25,000	R0.18c
25,001 - 50,000	R0.14
50,001 – 100,000	R0.12c
100,001 - 250,000	R0.10c
250,000 +	POA

Price Table 17

- Messages are charged according to the respective price tiers they fall within, i.e. if the total volume for the month falls within tier 3 then, the tier 1, 2 and 3 rates shall apply to the messages falling in their respective ranges, e.g. the first 5000 will pay the tier one rate and then the tier 2 rate shall apply to the next 5000, and so on.
- Fees are billed monthly in arrears; Payment is due on invoicing.
- In addition GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable.

Bulk Email Contract Message Pricing

Minimum Monthly Committed Messages	Cost/Email	Monthly Minimum Fee	Select Volume
1- 5,000	R0.18	R900	<input type="checkbox"/>
5,001 - 10,000	R0.14	R1,400	<input type="checkbox"/>
10,001 - 25,000	R0.11	R2,750	<input type="checkbox"/>
25,001 - 100,000	R0.10	R10,000	<input type="checkbox"/>
100,001 - 250,000	R0.09	R22,500	<input type="checkbox"/>
250,000+	POA		

Price Table 18

- Subject to early termination in terms of the GVI Standard Terms, the duration of the bulk email contract and related services is for the minimum contract period of 12 calendar months and after the minimum contract period the services can be terminated by either party on 90 calendar days written notice.
- Customer must commit to a minimum monthly messaging volume as set out in Price Table 18 above and the Customer shall be billed for the great of the actual usage and the minimum volume commitment.
- Fees are billed monthly in arrears; Payment is due on invoicing.
- In addition GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable.

Managed Email Campaign Service Fees

GVI is able to manage mailing campaigns on behalf of customers on either a scheduled or unscheduled (once-off) basis. A scheduled mailing is deemed any campaign which is sent on a recurring basis at a predefined frequency i.e. monthly, weekly or daily.

Our managed mailing service is available to both contract and ad-hoc customers, however non contract customers pay non-contract email message pricing.

In the case of a managed email campaign the following setup and execution fes shall apply.

Set-up & Execution	Price excluding VAT
Monthly fee per scheduled mailing	R2,000
Fee per unscheduled mailing	R5,000

Price Table 19

The setup & execution fee includes the following services managed for the customer by GVI:

- Mailing preparation
- Email address validation of your recipient list, which is the removal of:
 - Duplicate email addresses
 - Incorrectly formatted email addresses
 - Data rows with missing email addresses
- Automated subscription handling, click-tracking
- Mail testing to specified test recipients
- Email campaign delivery reporting including:
 - Bounced email address receipts (hard & soft)
 - Click tracking of hyperlinks per recipient
 - Open tracking of mailing per recipient
- Emails are subject to the Communication content restrictions in the GVI Standard Terms.

Managed Campaign Service Fees

Additional Execution Activities (only if requested)	Price excluding VAT
HTML Email Template	R2,900
Web Submission Form (per hour)	R350
Database Cleansing (per hour)	R350
Custom Development (per hour)	R450

Price Table 20

- Unless otherwise agreed in writing and signed by GVI's duly authorized representative, in addition to the above fees, all expenses and costs incurred by GVI in connection with the services will be for the customers account at cost.

HTML Email Template

GVI is able to design a HTML mailing template in a manner suitable for the email medium. A HTML template includes the creation of landing pages and platform testing to ensure that it is displayed properly across the different operating systems and email platforms.

Web Submission Form

A form can be placed on your web site to encourage visitors to subscribe. GVI is able to capture information such as email address, preferred email format, and interest preferences.

Database Cleansing

If required GVI is able to merge disparate data sources into one and de-duping to ensuring that each recipient only receives an email once.

Custom Development

Should clients have requirements that are not met by our current service offering, GVI is able to assist you in meeting such requirements at a competitively priced hourly rate or at a predetermined fixed cost.

Mailing Preparation

Email preparation involves laying out the email and structuring the content supplied so that the flow and feel are consistent. The final HTML and plain text mailings are then prepared and a test is always sent before final delivery.

Bulk Email Contract Service Fees

Set-up			Price
Account setup primary user	Required	Once-off	R1,250
Account setup (per additional user)	Optional	Once-off	R 300
Dedicated IP Address	Optional	Once-off	R10,000
Custom Domain (per IP address)	Optional	Once-off	R14,500
Additional Services			
IP Address Maintenance (If IP selected)	Required	Monthly	R 500
Inbox Monitoring (per mailing)			R 100
Training			
1 day training course per user			R1,000
Support			
8am to 5pm, Monday to Friday – excluding South African public holidays		Per-incident	R 350

Price Table 21

Support

- Support is limited to first line telephonic and email support that will endeavor to resolve any support requests
- All support requests relating to the Silverpop Product not functioning will be at no charge

Bulk email contract service fees shall include the following:

- Unlimited mailing events with no email file size restriction
- Unlimited data transfer (uploads/downloads) via user interface, API or FTP
- Access to web forms creation module
- All images hosted on the worldwide Akamai content distribution network
- Unlimited access to template management and creation tool for newsletters supporting HTML and Text fulfillment
- Standard Refer-A-Friend technology and reporting on each campaign
- Standard Unsubscribe form and reporting on each campaign
- Full standard reporting via web interface
- Hard and Soft Bounce Management
- Subscription Management
- Unique IP address(es) and custom domain maintenance

Voice Messaging Services

RoboCall Automated Voice Mail Service

RoboCall is a robust automated calling system for depositing a pre-recorded voice message into a mobile phone user's voicemail box (Vodacom, MTN & CellC). Much like any other voicemail message the mobile user is immediately notified by SMS of the new voicemail message from RoboCall. The recipient is then able to listen to your message by simply calling their voice mail service whenever it suits them.

The base Robocall service provides that a single recorded message will be left in the voice inbox of mobile phone users. There is no other functionality within the base Robocall service. Should additional functionality be required, a custom Robocall service can be developed for the customer based on an agreed quotation and time period.

Managed RoboCall Voice Mail Campaign Fees

GVI will manage all voice mail campaigns on behalf of the customer.

Set-up & Execution	Fee excluding VAT	
	< 10,000	> 10,000
No. of Calls		
Single Voice Mail Message	R 500	included

Price Table 22

The setup & execution fee includes the following services is managed for the customer by GVI:

- Re-purposing of voice message format for mobile phone voice mailbox.
- Mobile number validation of your recipient list, which is the removal of:
 - Duplicate mobile numbers
 - Incorrectly formatted mobile numbers
 - Data rows with missing mobile numbers
- Test voice broadcast to specified test recipients
- Online delivery report as below

An online delivery report include the following delivery statistics for messages:

- Number of successful messages
- Number of failed messages
- Number of expired messages
- Number of unconfirmed messages
- Number of replies

An online delivery report includes the following for each MSIDN to which a message was sent:

- Message code
- Campaign code (where applicable)
- Reply message (where applicable)
- Message content

Campaign Requirements

- Pre-recorded voice message supplied to GVI.
- GVI also provides a phone number to call and record a message.
- This allows us to cover the overhead time in making the call i.e Listening to the voice message

Voice Call Pricing

Time/Seconds	Cost/Call
30 seconds	R 1.25
60 seconds	R 2.50

Price Table 23

- Minimum 30 second call charge.
- Maximum recommended call duration is 120 seconds
- Best user experience 30 seconds or less is recommended
- Service is subject to enduser having a voice message mailbox with the relevant Network Provider
- Voice Call pricing is in respect of South African national use only. Customers may not send International Voice Call messages without GVI's prior written approval. Unless otherwise agreed in writing, if, notwithstanding such prohibition, a Customer sends an International Voice Call message, then (without limitation to any other remedies GVI may have) GVI shall charge GVI's Prevailing Service Fees for International Voice Call messages, which charge shall be payable on receipt of the invoice from GVI. GVI's Prevailing Service Fee for International Voice Call messages are subject to change from time to time and are available on request, the rate as at November 2009 being [] per International Voice Call message excluding VAT.

Call Cost Example

The minimum call charge is 30 seconds. Each additional 30 seconds is charged at a further R1.25. Total Cost for sending 5000 sixty (60) second voice calls:

Calls	1 st 30 seconds	2 nd 30 seconds	3 rd 30 seconds
5000	R1.25	R1.25	R1.25
	5000 x R1.25	5000 x R1.25	
Total	R6,250	R6.250	R0
Voice Call Total	R12,500 (ex VAT)		
+Management Fee	R 500.00		
+14% VAT	R 1,820.00		
Grand Total	R 14,820.00		

- Fees are billed monthly in arrears; Payment is due on invoicing.
- In addition GVI's standard administration fees and ad hoc service fees on page [3] shall be charged, when applicable.

Acceptance of Agreement

Company Details

COMMENCING FROM:	
NAME OF COMPANY/CC/OTHER:	
VAT REGISTRATION NUMBER:	
PHYSICAL ADDRESS:	
	(Postal Code)
POSTAL ADDRESS:	
	(Postal Code)

Company Contact Information

Main Contact		Technical Contact	
Name		Name & Surname	
Surname		Email Address	
Position		Cellnumber	
Email Address		Financial Contact	
Cellnumber		Name & Surname	
Landline		Email Address	
Fax Number		Cellnumber	

Banking and Payment Details

Authority for Debit Order			
PLEASE DEBIT MY ACCOUNT IN FAVOUR OF GRAPEVINE INTERACTIVE WITH THE TOTAL AMOUNT OWING BY ME EACH MONTH			
CURRENT	SAVINGS	TRANSMISSION	
BANK	<input type="text"/>	BRANCH	<input type="text"/>
ACC NO	<input type="text"/>	BRANCH CODE	<input type="text"/>
PRINT NAME	<input type="text"/>	SIGNATURE	<input type="text"/>

The Customer must pay by Debit Order. In order for the first month's service to be enabled, the initial set-up fee and monthly license fee is to be paid directly into Grapevine Interactive's bank account with proof of payment to be faxed with application form. The debit order will come into effect from the following month

For direct deposits into Grapevine Interactive's Bank Account:

Bank:	STANDARD BANK OF SA LIMITED
Branch:	BLUE ROUTE CENTRE, CODE: 02-5609
Account:	GRAPEVINE INTERACTIVE (PTY) LTD, A/C # 072052821

Declaration

Duly accepted and signed by:

Company: Capacity:

Full Name:

Date: E-Mail:

Signature: _____

Duly accepted and signed by an authorised representative of Grapevine:

Full Name: Capacity:

Date: E-Mail:

Signature: _____

Support Procedures

Only where a particular service expressly indicates that it includes support services, the following support procedure set out below should be followed.

The Customer accepts that these services are provided on a 'reasonable endeavours' basis and that GVI disclaims all express or implied warranties and representations in connection with these services, of whatsoever nature.

Support Contact:

- Email: support@vine.co.za
- Telephone: (021) 702-3333

Support Requests:

Please email support requests to support@vine.co.za. Support requests must be submitted by the technical contact specified above. Other contacts specified will not be added to Grapevine support white-list.

- Please supply the following information in the request:

Add, Delete, Edit Users

- User's Details in the body of the email
- Specify Grapevine service that users must be added to
- The client must specify who will receive the user activation emails: a) the users directly or the technical contact person

Service not working/error notifications

- Full description of error notification OR Screenshot OR copy of error notification received from Grapevine.
- The user email address and cell number that experienced the problem/error.
- Date and time of SMS sent
- Message Content

Tracing a message

- Time and Date Message was sent
- Originating Email address/ User's email address that sent the message
- Cell number that the message was sent to
- Message content

Reporting

- What type of reporting a) Statistics b) Originator report for Billing c) Detailed report
- Specific Dates of Report period