

Product terms for Marketing services

January 1, 2025

1. Scope of application and applicable terms

These Product Terms apply to Posti Distribution Ltd's (business ID: 0109357–9) (hereinafter "Posti") Addressed Marketing Services ("Services") and Widgets ("Services") as of January 1, 2025. The Services are available to corporate and organizational customers and their use requires a customer relationship with Posti. In addition to these Product Terms, the Services are subject to the contract between Posti and the Customer, as well as Posti's valid General Contract Terms ("General Contract Terms") and the Act on Road Transport Contracts. Posti shall have the right to change these terms as described in the General Contract Terms.

2. Customer's responsibilities

In addition to what has been stated in the General Contract Terms, the Customer must comply with Posti's mailing or other instructions when using the Services and must instruct the sender to comply with them. The Customer shall be responsible for ensuring that correct and up-to-date name, address, payment and code information and any other markings required by the Service are indicated on items. The identification codes used for the items must follow Posti's specifications as to their form and information content.

The Customer is responsible for the accuracy of the information submitted to the mailing list or another ordering channel and for ensuring that the quantity and weight information of the items correspond to the mailing batch. If the information provided differs from the actual item quantity or weight, Posti shall have the right to correct the information and invoice on the basis of the actual quantity/weight. Posti shall have no obligation to correct the invoicing or refund the Customer. Posti shall have the right to charge the Customer an additional handling fee when changes are made.

If the Customer has breached Posti's terms or instructions and this results in additional work or other costs, Posti shall have the right to charge from the Customer an Additional Handling Fee as per the price list and/or the costs incurred. In the event that an item indicated on the mailing list does not meet the terms of the service selected by the Customer, Posti may change the item to correspond to the nearest equivalent service.

Posti may charge an additional fee for tasks that are not included in the service and that are due to a reason beyond Posti's control, such as correcting a mailing list or invoice.

By agreeing to these Product Terms, the Customer gives its subcontractor the right to sort a mailing batch and its address data using Posti's Sorting Service without separate authorization. In order to

use Posti's Sorting Service, the printing, posting or print-out house operating as a subcontractor of the Customer is required to have a valid agreement on its use with Posti.

3. Posti Customer Direct

Customer Direct is an addressed delivery service for companies and organizations that wish to target direct and customer marketing or communications at selected recipient groups in mainland Finland.

Customer Direct does not include address clarification. If the recipient's address is incorrect or the item cannot be delivered due to another reason beyond Posti's control, Posti shall have the right to dispose of the item in accordance with the General Contract Terms, unless the Customer has separately agreed otherwise. Items are delivered to the recipients in Posti's delivery service on weekdays (Mon–Fri).

3.1 Service restrictions

Confidential or personal items, such as invoices, bank account statements or customer loyalty point statements, may not be sent through Customer Direct; instead, they must be sent using Letter Services.

3.2 Service availability

Posti may limit the availability of the service for productive or other justifiable reasons if not agreed separately beforehand on the delivery of the batch on the date in question. The delivery times may be subject to restrictions. Annual information about these restrictions is available in the ordering channels (posti.fi).

3.3 Service level agreement

Customer Direct items posted on weekdays are usually delivered to recipients by the fourth weekday following the posting date, taking into account regional differences in delivery model. If the mailing batch size is at least 100,000 items, the mailing batch is primarily delivered by the fifth weekday. Midweek holidays may affect posting and the delivery day. Information specific to each mid-week holiday is available in Posti's service channel (posti.fi).

3.4 Item dimensions

The shape and dimensions of items must comply with Posti's instructions. The current instructions are available on the posti.fi website. If the items do not meet the specifications, Posti has the right to process and invoice the items using another service.

3.5 Additional services

Additional services to Customer Direct are Information service and Terminal Shuttle.

Information Service can be added to Customer Direct items for an additional charge. In this service, the sender is informed of a change in the recipient's address, and items will be forwarded to the new address or returned to the sender.

The posting places and times of Customer Direct items in each area are specified on posti.fi. Mailing batches supplemented with the Terminal Shuttle paid additional service may be posted at specified terminals, in addition to the official posting places. In this case, one (1) weekday is added to the service level agreement.

3.5. Pricing principles

Pricing is based on the quantity, weight, batch size and processability of items, as well as preparations made by the sender.

3.6. Compensation in domestic addressed marketing services

In order to receive compensation for damage, it must be verified that the damage occurred when Posti was responsible for the item. The progress of a Customer Direct item cannot be tracked and, consequently, it is usually not possible to determine its arrival, progress or delivery retrospectively. If the item is lost, damaged or delayed due to Posti's negligence, the maximum compensation for the item amounts to its postage fee.

4. Widget – advertising space in a digital channel

Widgets are advertising spaces with a service feature to be displayed on the confirmation page of the electronic change of address notification form and the Posti.fi Mover helper page. However, the Premium advertisement is only visible on the confirmation page of the change of address notification form.

4.1. Advertisement for customer acquisition

Based on the advertisement type chosen by the Customer, the consumer can move from the advertisement to the Customer's website or submit a contact request to the Customer. The contact request will be submitted to the Customer either via an SFTP connection opened for the Customer or via Posti's advertising space's ordering and management channel.

4.2. Premium advertisement on the change of address notification form

In the Premium advertisement on the change of address notification form service, the Customer's advertisement is added to the confirmation page of the electronic change of address notification form and is only displayed to persons included in the Customer's customer register. The precondition for using the Premium advertisement service is that the Customer's customer register is covered by Posti's continuous update service, the Customer has purchased the Customer Movers service from Posti or the Customer submits its own customer register to Posti. Posti will only use the name and address information in the Customer's customer register as the advertisement target group in the Premium advertisement on the change of address notification form service.

Based on the advertisement type chosen by the Customer, the consumer can move from the advertisement to the Customer's website or submit a contact request to the Customer. The contact request will be submitted to the Customer either via an SFTP connection opened for the Customer or via Posti's advertising space's ordering and management channel.

In the Premium advertisement on the change of address notification form service, Posti does not deliver changed address information to the Customer.

4.3. Customer's responsibility and campaign publication

The Customer carries out the campaign independently in Posti's advertising space's ordering and management channel and is responsible for the content of the campaign.

Each campaign is reviewed before publication and Posti has the right to publish or not to publish the Customer's advertisement.

4.4. Pricing principles

The service is priced based on the number of clicks collected by the advertisement or the number of sent contact requests and a fixed monthly charge. If the campaign is active on the first day of a calendar month, the monthly fee will be charged for the entire month, even if the campaign ends in the middle of the current month.

The creation of an advertising campaign can be purchased as an additional service. An hourly rate will be charged separately for work performed as expert work. Posti will create the campaign within five weekdays (Mon-Fri).

4.5. Validity and terms of the agreement

In the Premium advertisement on the change of address notification form service, Posti and the Customer enter into a separate written agreement.

In the Advertisement for customer acquisition service, section 1 applies.

Posti has the right to discontinue the provision of the Service in full or only for a certain industry. As far as possible, Posti shall inform the Customer in advance of the termination of the Service or any service interruptions or restrictions of which Posti is aware.

5. Entry into force

These Product Terms shall enter into force on January 1, 2025, and they replace the Product Terms for Marketing Services from January 1, 2024. These Product Terms shall also be applied to any agreements signed before the validity of these terms. Posti may change these Product Terms. The customer will be informed of such changes no later than one (1) month before they take effect (www.posti.fi).