



Rate Card – Effective October 1, 2024 to November 30, 2024

This Rate Card is applicable to Salesforce Message Credits - WhatsApp and Salesforce Message Credits - WhatsApp for Marketing as set forth on the applicable Order Form. Customers will be charged per 24-hour conversation, with the applicable multiplier rate based on category conversation template and the message recipient's country code as set forth below. Additional Salesforce Message Credits - WhatsApp and Salesforce Message Credits - WhatsApp for Marketing can be purchased during the applicable Order Term. Customers do not consume Salesforce Message Credits - WhatsApp / Salesforce Message Credits - WhatsApp for Marketing messages for inbound WhatsApp messages sent by users.

For the purposes of this Rate Card, references to “user” means a recipient of a WhatsApp message sent by Customer, or a person who sends a WhatsApp message to Customer.

## Category Conversation Templates:

There are currently 4 Category Conversation Templates, 3 of which are business-initiated and one of which is user-initiated, and described as follows:

**Business-initiated conversations** begin when the Customer sends an outbound, approved Business-initiated conversation template message. Business-initiated conversations will consume multipliers based on the following three conversation category templates (all of which require user opt in):

1. **Utility conversations** - Facilitate a specific, agreed-upon request or transaction or update to a user about an ongoing transaction, including post-purchase notifications and recurring billing statements.
2. **Authentication conversations** - Enable businesses to authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).
3. **Marketing conversations** - Include promotions or offers, informational updates, or invitations for customers to respond / take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.

All **User-initiated conversations** will fall into a fourth category, **Service conversations**, which help Customers resolve user enquiries. Service conversations will only be initiated when no other conversation window is open and a Customer responds to a user with a non-templated (freeform) message within the 24-hour customer service window.

## Customer Service Window

As long as it has been less than 24 hours since a user last messaged the Customer, the Customer can respond with free form messages. If it has been more than 24 hours since a user last messaged a Customer, Customers are outside the customer service window and must use a message template. During a customer service window, if a Customer replies to a user with a template message or sends a template message in an open service conversation, this opens a new conversation based on the template category and will consume the multiplier aligned to that conversation template.

## How Conversation Multipliers are Consumed

When a template is delivered, it opens a new conversation of that category and Customer consumes the multiplier of that conversation category, unless the template is delivered during an open conversation of that category. For example, if a utility conversation is open and a marketing template is delivered within that open conversation, a new, separate marketing conversation is opened and the marketing conversation multiplier is consumed.

If Customer sends multiple templates of the same category within an open conversation, Customer will not consume additional multipliers. For example, a business can send multiple utility templates in an open utility conversation with no additional entitlement consumption.

### Free Entry Point/Referral Message Types

Customers are not charged for free entry point conversations, also known as Referral Conversations.

Referral Conversations are when users message Customers using call-to-action buttons on Ads that Click to WhatsApp or Facebook Page call-to-action buttons.

When a free entry point conversation is open, no other conversation category multiplier will be consumed, even if a Customer sends a template within the three-day (72h) free entry point conversation window.

\*Standard pricing applies for Ads that Click to WhatsApp. The conversation that initiates from the ad is free, but not the ad itself.

### Multiplier Rates by Recipient Location

Country ISO	Market	Business Initiated			User Initiated
		Marketing	Utility	Authentication	Service
AF	Afghanistan	90.38	19.39	52.47	27.66
AL	Albania	106.18	43.59	68.77	30.87
DZ	Algeria	27.78	7.54	17.78	44.82
AO	Angola	27.78	7.54	17.78	44.82
AR	Argentina	76.30	41.98	45.31	39.02
AM	Armenia	106.18	43.59	68.77	30.87
AU	Australia	90.38	19.39	52.47	27.66
AT	Austria	73.09	37.04	46.67	49.02
AZ	Azerbaijan	106.18	43.59	68.77	30.87
BH	Bahrain	42.10	19.39	21.98	26.92
BD	Bangladesh	90.38	19.39	52.47	27.66
BY	Belarus	106.18	43.59	68.77	30.87
BE	Belgium	73.09	37.04	46.67	49.02
BJ	Benin	27.78	7.54	17.78	44.82
BO	Bolivia	91.36	13.96	54.94	52.23
BW	Botswana	27.78	7.54	17.78	44.82
BR	Brazil	77.17	9.88	38.89	37.04
BG	Bulgaria	106.18	43.59	68.77	30.87

Country ISO	Market	Business Initiated			User Initiated
		Marketing	Utility	Authentication	Service
BF	Burkina Faso	27.78	7.54	17.78	44.82
BI	Burundi	27.78	7.54	17.78	44.82
KH	Cambodia	90.38	19.39	52.47	27.66
CM	Cameroon	27.78	7.54	17.78	44.82
CA	Canada	30.87	4.94	16.67	10.87
TD	Chad	27.78	7.54	17.78	44.82
CL	Chile	109.76	24.70	65.07	56.05
CN	China	90.38	19.39	52.47	27.66
CO	Colombia	15.44	0.25	9.51	7.41
CG	Congo	27.78	7.54	17.78	44.82
CD	Congo, Democratic Republic of	27.78	7.54	17.78	44.82
CR	Costa Rica	91.36	13.96	54.94	52.23
HR	Croatia	106.18	43.59	68.77	30.87
CZ	Czech Republic	106.18	43.59	68.77	30.87
DK	Denmark	73.09	37.04	46.67	49.02
DO	Dominican Republic	91.36	13.96	54.94	52.23
EC	Ecuador	91.36	13.96	54.94	52.23
EG	Egypt	132.47	6.42	76.30	79.51
SV	El Salvador	91.36	13.96	54.94	52.23
ER	Eritrea	27.78	7.54	17.78	44.82
SZ	Eswatini	27.78	7.54	17.78	44.82
ET	Ethiopia	27.78	7.54	17.78	44.82
FI	Finland	73.09	37.04	46.67	49.02
FR	France	176.80	37.04	85.31	106.05
GA	Gabon	27.78	7.54	17.78	44.82
GM	Gambia	27.78	7.54	17.78	44.82
GE	Georgia	106.18	43.59	68.77	30.87
DE	Germany	168.52	67.91	94.82	101.12
GH	Ghana	27.78	7.54	17.78	44.82
GR	Greece	106.18	43.59	68.77	30.87
GT	Guatemala	91.36	13.96	54.94	52.23
GW	Guinea-Bissau	27.78	7.54	17.78	44.82
HT	Haiti	91.36	13.96	54.94	52.23

Country ISO	Market	Business Initiated			User Initiated
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HN	Honduras	91.36	13.96	54.94	52.23
HK	Hong Kong	90.38	19.39	52.47	27.66
HU	Hungary	106.18	43.59	68.77	30.87
IN	India	13.21	1.73	1.73	4.94
ID	Indonesia	50.75	24.70	37.04	23.46
IQ	Iraq	42.10	19.39	21.98	26.92
IE	Ireland	73.09	37.04	46.67	49.02
IL	Israel	43.59	6.55	20.87	22.23
IT	Italy	85.31	37.04	46.67	47.66
CI	Ivory Coast	27.78	7.54	17.78	44.82
JM	Jamaica	91.36	13.96	54.94	52.23
JP	Japan	90.38	19.39	52.47	27.66
JO	Jordan	42.10	19.39	21.98	26.92
KZ	Kazakstan	106.18	43.59	68.77	30.87
KE	Kenya	27.78	7.54	17.78	44.82
KW	Kuwait	42.10	19.39	21.98	26.92
LA	Laos	90.38	19.39	52.47	27.66
LV	Latvia	106.18	43.59	68.77	30.87
LB	Lebanon	42.10	19.39	21.98	26.92
LS	Lesotho	27.78	7.54	17.78	44.82
LR	Liberia	27.78	7.54	17.78	44.82
LY	Libya	27.78	7.54	17.78	44.82
LT	Lithuania	106.18	43.59	68.77	30.87
MO	Macau	90.38	19.39	52.47	27.66
MK	Macedonia	106.18	43.59	68.77	30.87
MG	Madagascar	27.78	7.54	17.78	44.82
MW	Malawi	27.78	7.54	17.78	44.82
MY	Malaysia	106.18	17.29	22.23	27.17
ML	Mali	27.78	7.54	17.78	44.82
MR	Mauritania	27.78	7.54	17.78	44.82
MX	Mexico	53.83	12.35	29.51	12.97
MD	Moldova	106.18	43.59	68.77	30.87
MN	Mongolia	90.38	19.39	52.47	27.66

Country ISO	Market	Business Initiated			User Initiated
		Marketing	Utility	Authentication	Service
MA	Morocco	27.78	7.54	17.78	44.82
MZ	Mozambique	27.78	7.54	17.78	44.82
NA	Namibia	27.78	7.54	17.78	44.82
NP	Nepal	90.38	19.39	52.47	27.66
NL	Netherlands	197.17	61.73	88.89	110.00
NG	Nigeria	63.71	8.28	35.44	38.28
NZ	New Zealand	90.38	19.39	52.47	27.66
NI	Nicaragua	91.36	13.96	54.94	52.23
NE	Niger	27.78	7.54	17.78	44.82
NO	Norway	73.09	37.04	46.67	49.02
OM	Oman	42.10	19.39	21.98	26.92
PK	Pakistan	58.40	6.67	28.15	17.54
PA	Panama	91.36	13.96	54.94	52.23
PG	Papua New Guinea	90.38	19.39	52.47	27.66
PY	Paraguay	91.36	13.96	54.94	52.23
PE	Peru	86.80	24.70	46.55	22.10
PH	Philippines	90.38	19.39	52.47	27.66
PL	Poland	106.18	43.59	68.77	30.87
PT	Portugal	73.09	37.04	46.67	49.02
PR	Puerto Rico	91.36	13.96	54.94	52.23
QA	Qatar	42.10	19.39	21.98	26.92
RO	Romania	106.18	43.59	68.77	30.87
RU	Russia	99.02	49.39	52.97	49.14
RW	Rwanda	27.78	7.54	17.78	44.82
SA	Saudi Arabia	56.18	14.20	27.91	24.08
SN	Senegal	27.78	7.54	17.78	44.82
RS	Serbia	106.18	43.59	68.77	30.87
SL	Sierra Leone	27.78	7.54	17.78	44.82
SG	Singapore	90.38	19.39	52.47	27.66
SK	Slovakia	106.18	43.59	68.77	30.87
SI	Slovenia	106.18	43.59	68.77	30.87
SO	Somalia	27.78	7.54	17.78	44.82
ZA	South Africa	46.80	9.39	22.23	20.75

Country ISO	Market	Business Initiated			User Initiated
		Marketing	Utility	Authentication	Service
SS	South Sudan	27.78	7.54	17.78	44.82
ES	Spain	75.93	24.70	42.23	45.56
LK	Sri Lanka	90.38	19.39	52.47	27.66
SD	Sudan	27.78	7.54	17.78	44.82
SE	Sweden	73.09	37.04	46.67	49.02
CH	Switzerland	73.09	37.04	46.67	49.02
TW	Taiwan	90.38	19.39	52.47	27.66
TJ	Tajikistan	90.38	19.39	52.47	27.66
TZ	Tanzania	27.78	7.54	17.78	44.82
TH	Thailand	90.38	19.39	52.47	27.66
TG	Togo	27.78	7.54	17.78	44.82
TN	Tunisia	27.78	7.54	17.78	44.82
TR	Turkey	13.46	6.55	10.25	3.71
TM	Turkmenistan	90.38	19.39	52.47	27.66
UG	Uganda	27.78	7.54	17.78	44.82
UA	Ukraine	106.18	43.59	68.77	30.87
AE	United Arab Emirates	47.41	19.39	21.98	23.46
GB	United Kingdom	65.31	27.17	44.20	47.91
US	United States	30.87	4.94	16.67	10.87
UY	Uruguay	91.36	13.96	54.94	52.23
UZ	Uzbekistan	90.38	19.39	52.47	27.66
VE	Venezuela	91.36	13.96	54.94	52.23
VN	Vietnam	90.38	19.39	52.47	27.66
YE	Yemen	42.10	19.39	21.98	26.92
ZM	Zambia	27.78	7.54	17.78	44.82
ZW	Zimbabwe	27.78	7.54	17.78	44.82
-	Other	74.57	9.51	37.54	17.91