

Rate Card – Effective December 1, 2024

This Rate Card is applicable to WhatsApp Chat Messages (1,000) and WhatsApp Conversations (1,000). Customers using WhatsApp Chat Messages (1,000) or WhatsApp Conversations (1,000) will be charged per 24-hour conversation, with the applicable multiplier rate based on category conversation template and the message recipient's country code. Additional WhatsApp Chat Messages (1,000) or WhatsApp Conversations (1,000) can be purchased during the Order Term. Customers do not consume WhatsApp Chat Messages or WhatsApp Conversations 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

ISO	Market	Business Initiated			User Initiated
		Marketing Utility Authentication			Service
AF	Afghanistan	73.94	47.68	42.93	0
AL	Albania	86.87	62.53	56.27	0
DZ	Algeria	22.73	16.17	14.55	0
AO	Angola	22.73	16.17	14.55	0
AR	Argentina	62.43	41.22	37.08	0
AM	Armenia	86.87	62.53	56.27	0
AU	Australia	73.94	47.68	42.93	0
AT	Austria	59.80	42.43	38.19	0
AZ	Azerbaijan	86.87	62.53	56.27	0
BH	Bahrain	34.45	20.00	17.98	0
BD	Bangladesh	73.94	47.68	42.93	0
BY	Belarus	86.87	62.53	56.27	0
BE	Belgium	59.80	42.43	38.19	0
BJ	Benin	22.73	16.17	14.55	0
BO	Bolivia	74.75	49.90	44.95	0

BW	Botswana	63.14	35.36	31.82	0
BR	Brazil	86.87	62.53	56.27	0
BG	Bulgaria	22.73	16.17	14.55	0
BF	Burkina Faso	63.14	35.36	31.82	0

Business Initiated User Initiated

ISO	Market	Marketing Utility Authentication			Service
BI	Burundi	22.73	16.17	14.55	0
KH	Cambodia	73.94	47.68	42.93	0
CM	Cameroon	22.73	16.17	14.55	0
CA	Canada	25.26	15.16	13.64	0
TD	Chad	22.73	16.17	14.55	0
CL	Chile	89.80	59.20	53.24	0
CN	China	73.94	47.68	42.93	0
CO	Colombia	12.63	8.59	7.78	0
CG	Congo	22.73	16.17	14.55	0
CD	Congo, Democratic Republic of	22.73	16.17	14.55	0
CR	Costa Rica	74.75	49.90	44.95	0
HR	Croatia	86.87	62.53	56.27	0
CZ	Czech Republic	86.87	62.53	56.27	0
DK	Denmark	59.80	42.43	38.19	0
DO	Dominican Republic	74.75	49.90	44.95	0
EC	Ecuador	74.75	49.90	44.95	0
EG	Egypt	108.39	69.40	62.43	0
SV	El Salvador	74.75	49.90	44.95	0
ER	Eritrea	22.73	16.17	14.55	0
SZ	Eswatini	22.73	16.17	14.55	0
ET	Ethiopia	22.73	16.17	14.55	0
FI	Finland	59.80	42.43	38.19	0
FR	France	144.65	77.58	69.80	0
GA	Gabon	22.73	16.17	14.55	0

GM	Gambia	22.73	16.17	14.55	0
GE	Georgia	86.87	62.53	56.27	0
DE	Germany	137.88	86.17	77.58	0
GH	Ghana	27.78	19.76	17.78	0
GR	Greece	86.87	62.53	56.27	0
GT	Guatemala	74.75	49.90	44.95	0
GW	Guinea-Bissau	22.73	16.17	14.55	0
HT	Haiti	74.75	49.90	44.95	0
HN	Honduras	74.75	49.90	44.95	0

Business Initiated **User Initiated**

ISO	Market	Marketing Utility Authentication			Service
HK	Hong Kong	73.94	47.68	42.93	0
HU	Hungary	86.87	62.53	56.27	0
IN	India	10.00	4.25	4.25	0
ID	Indonesia	41.52	20.21	20.21	0
IQ	Iraq	34.45	20.00	17.98	0
IE	Ireland	59.80	42.43	38.19	0
IL	Israel	35.66	18.99	17.08	0
IT	Italy	69.80	42.43	38.19	0
CI	Ivory Coast	22.73	16.17	14.55	0
JM	Jamaica	74.75	49.90	44.95	0
JP	Japan	73.94	47.68	42.93	0
JO	Jordan	34.45	20.00	17.98	0
KZ	Kazakhstan	86.87	62.53	56.27	0
KE	Kenya	22.73	16.17	14.55	0
KW	Kuwait	34.45	20.00	17.98	0
LA	Laos	73.94	47.68	42.93	0
LV	Latvia	86.87	62.53	56.27	0
LB	Lebanon	34.45	20.00	17.98	0
LS	Lesotho	22.73	16.17	14.55	0

LR	Liberia	22.73	16.17	14.55	0
LY	Libya	22.73	16.17	14.55	0
LT	Lithuania	86.87	62.53	56.27	0
MO	Macau	73.94	47.68	42.93	0
MK	Macedonia	86.87	62.53	56.27	0
MG	Madagascar	22.73	16.17	14.55	0
MW	Malawi	22.73	16.17	14.55	0
MY	Malaysia	86.87	20.21	18.19	0
ML	Mali	22.73	16.17	14.55	0
MR	Mauritania	22.73	16.17	14.55	0
MX	Mexico	44.05	26.87	24.15	0
MD	Moldova	86.87	62.53	56.27	0
MN	Mongolia	73.94	47.68	42.93	0
MA	Morocco	22.73	16.17	14.55	0

Business Initiated **User Initiated**

ISO	Market	Marketing Utility Authentication			Service
MZ	Mozambique	22.73	16.17	14.55	0
NA	Namibia	22.73	16.17	14.55	0
NP	Nepal	73.94	47.68	42.93	0
NL	Netherlands	161.32	80.81	72.73	0
NG	Nigeria	52.13	32.23	28.99	0
NZ	New Zealand	73.94	47.68	42.93	0
NI	Nicaragua	74.75	49.90	44.95	0
NE	Niger	22.73	16.17	14.55	0
NO	Norway	22.73	16.17	14.55	0
OM	Oman	59.80	42.43	38.19	0
PK	Pakistan	34.45	20.00	17.98	0
PA	Panama	47.78	25.56	23.04	0
PG	Papua New Guinea	74.75	49.90	44.95	0
PY	Paraguay	73.94	47.68	42.93	0

PE	Peru	71.02	42.33	38.09	0
PH	Philippines	73.94	47.68	42.93	0
PL	Poland	86.87	62.53	56.27	0
PT	Portugal	59.80	42.43	38.19	0
PR	Puerto Rico	74.75	49.90	44.95	0
QA	Qatar	34.45	20.00	17.98	0
RO	Romania	86.87	62.53	56.27	0
RU	Russia	81.02	48.19	43.34	0
RW	Rwanda	22.73	16.17	14.55	0
SA	Saudi Arabia	41.02	25.46	22.83	0
SN	Senegal	22.73	16.17	14.55	0
RS	Serbia	86.87	62.53	56.27	0
SL	Sierra Leone	22.73	16.17	14.55	0
SG	Singapore	73.94	47.68	42.93	0
SK	Slovakia	86.87	62.53	56.27	0
SI	Slovenia	86.87	62.53	56.27	0
SO	Somalia	22.73	16.17	14.55	0
ZA	South Africa	38.29	20.21	18.19	0

Business Initiated User Initiated

ISO	Market	Marketing Utility Authentication			Service
SS	South Sudan	22.73	16.17	14.55	0
ES	Spain	62.13	38.39	34.55	0
LK	Sri Lanka	73.94	47.68	42.93	0
SD	Sudan	22.73	16.17	14.55	0
SE	Sweden	59.80	42.43	38.19	0
CH	Switzerland	59.80	42.43	38.19	0
TW	Taiwan	73.94	47.68	42.93	0
TJ	Tajikistan	73.94	47.68	42.93	0
TZ	Tanzania	22.73	16.17	14.55	0
TH	Thailand	73.94	47.68	42.93	0

TG	Togo	22.73	16.17	14.55	0
TN	Tunisia	22.73	16.17	14.55	0
TR	Turkey	11.02	9.40	8.39	0
TM	Turkmenistan	73.94	47.68	42.93	0
UG	Uganda	22.73	16.17	14.55	0
UA	Ukraine	86.87	62.53	56.27	0
AE	United Arab Emirates	34.35	20.00	17.98	0
GB	United Kingdom	71.22	40.21	36.17	0
US	United States	25.26	15.16	13.64	0
UY	Uruguay	74.75	49.90	44.95	0
UZ	Uzbekistan	73.94	47.68	42.93	0
VE	Venezuela	74.75	49.90	44.95	0
VN	Vietnam	73.94	47.68	42.93	0
YE	Yemen	34.45	20.00	17.98	0
ZM	Zambia	22.73	16.17	14.55	0
ZW	Zimbabwe	61.02	34.15	30.71	0
-	Other	22.73	16.17	14.55	0