

**WAB pricing**

Ref: 011123WAB

<b>Service Charges</b>
<b>Setup fee (one-off):</b> £99 <b>Ongoing fee:</b> £199/month Please refer to the table below for business initiated and user initiated text session over Whatsapp Business <b>Notes:</b> <i>Price showed in Pound Per Session. Tariffs valid from 01/11/2023</i> <i>All prices exclude VAT</i>

<b>Market</b>	<b>Business-initiated session</b>	<b>User-initiated session</b>
Argentina	0.058	0.0351
Brazil	0.0551	0.0333
Chile	0.083	0.0501
Colombia	0.0118	0.0074
Egypt	0.1173	0.0707
France	0.1562	0.0941
Germany	0.149	0.0898
India	0.0081	0.0052
Indonesia	0.0352	0.0214
Israel	0.0333	0.0204
Italy	0.0706	0.0427
Malaysia	0.0802	0.0248
Mexico	0.0388	0.0123
Netherlands	0.1619	0.0976
Nigeria	0.0569	0.0346
Pakistan	0.0522	0.0163
Peru	0.0657	0.0204
Russia	0.0728	0.044
Saudi Arabia	0.0361	0.022
South Africa	0.0313	0.0191
Spain	0.0676	0.0409
Turkey	0.0118	0.0042
United Arab Emirates	0.0352	0.0214
United Kingdom	0.0711	0.0429
North America *	0.0169	0.0104
Rest of Africa *	0.132	0.0402
Rest of Asia Pacific *	0.0817	0.0251
Rest of Central & Eastern Europe *	0.0913	0.028
Rest of Latin America *	0.0773	0.0469
Rest of Middle East *	0.0797	0.0246
Rest of Western Europe *	0.1443	0.044
Other *	0.0532	0.0167

\* List of countries for each region

North America: Canada, United States

Rest of Africa: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Namibia, Niger, Rwanda, Senegal, Sierra Leone, Somalia, South Sudan, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia

Rest of Asia Pacific: Afghanistan, Australia, Bangladesh, Cambodia, China, Hong Kong, Japan, Laos, Mongolia, Nepal, New Zealand, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam

Rest of Central & Eastern Europe: Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Croatia, Czech Republic, Georgia, Greece, Hungary, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Serbia, Slovakia, Slovenia, Ukraine

Rest of Latin America: Bolivia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Puerto Rico, Uruguay, Venezuela

Rest of Middle East: Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Yemen

Rest of Western Europe: Austria, Belgium, Denmark, Finland, Ireland, Norway, Portugal, Sweden, Switzerland

Other: All other countries not listed in the above regions or listed in the above tables