



BUSINESS

UltimateFlex

Wholesale connectivity
built around you

virginmediabusiness.co.uk/UltimateFlex

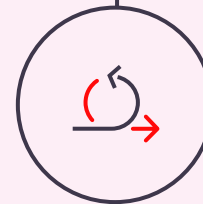


One complete package

UltimateFlex is a new way to buy connectivity services from Virgin Media Business Wholesale. It's a set of contracting terms available on our wholesale Ethernet, Internet Access and High Capacity Services that offers a range of benefits you simply won't get from traditional contracts:

"There's never been a better time to provide partners with more options to find value. That's why we've developed a radical new model that abolishes upfront fees, provides lifetime price confidence and comes with anytime cancellation so you have the tools you need to thrive."

Kat Randall Bowmaker,
Head of Commercial at
Virgin Media Business Wholesale



Contract flexibility

Upgrade, downgrade, move, or cancel your service without any charges.

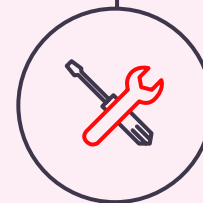
After the first 90 days of service, you'll be able to amend or even cancel your service at any time, with just 30 days' notice, and no additional fees to pay.¹



Benchmarked rates

Your ongoing rental will be regularly adjusted so it's always kept in line with our new business prices.

We'll benchmark your price throughout the entire life of your circuit, until the service is stopped. There's nothing you'll need to do, price changes will simply be reflected in the next bill.



Price confidence

We've removed installation fees² and Excess Construction Charges (ECCs), apart from in exceptional circumstances.³

You'll see one simple price for our qualifying on-net services. No term-dependent pricing and no unplanned costs – giving you peace of mind.

¹ UltimateFlex excludes Dark Fibre and all services at bandwidths above 10Gbps.

² In some instances where capital costs are abnormally high, we may introduce an installation in line with the process that currently exists.

³ We reserve the right to cancel any qualifying order where excess construction costs have been identified and deemed uneconomical to incur.



How can UltimateFlex change your business?

UltimateFlex gives you plenty of freedom to do business in a way that suits you. Take advantage of a range of options and opportunities to stand out from the crowd:

Our Wholesale connectivity services

We are introducing UltimateFlex to all of our managed services, across most bandwidths. UltimateFlex can be applied to National Ethernet, Ethernet Extension, Fully Managed and Partially Managed DIA products and National and Dedicated HCS services. But it excludes Dark Fibre.



Innovate and take risks with confidence

- Benefit from protection if you or your customers need to cancel – there's no charge for stopping the service
- Change your connectivity requirements without punishment
- Make bold decisions without being tied to restrictive contract terms



Gain a commercial edge

- Uncover a new margin opportunity – no obligation to pass price changes onto customers
- Be aggressive with your commercials, knowing the price is likely to reduce over time
- Make commercial decisions with the confidence that you won't pay additional charges



Design bespoke contracts

- Adjust contract terms, installation fees, in-service changes, or build in churn allowances
- Have the freedom to differentiate your business and offer bespoke contract lengths to your end customers
- Choose whether to charge an install fee and decide how you want to handle cancellations

Why Virgin Media Business Wholesale?

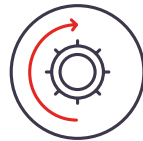
Partnerships

We take pride in fostering customer-centric partnerships; your success is our success



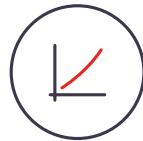
New thinking

We strive to think differently about how we respond to our partners' needs



Growth

We're focused on helping partners achieve their growth ambitions



The time has come for UltimateFlex

UltimateFlex is an unprecedented package of benefits that brings you more flexibility and support to navigate a challenging market. It's time to explore the opportunities that UltimateFlex can bring to your business.

[Find out more >](#)

General: Virgin Media network areas only. Subject to survey and serviceability. Offer only available on new orders for Ethernet Extension, National Ethernet, High Capacity and Internet Access services with bandwidths of up to 10Gb, delivered entirely through Virgin Media's network and placed after 12.01am on 7 June 2021. Code "UltimateFlex" or relevant tick box must be used at checkout. **Minimum term and cancellation:** 12 month minimum term. If a customer cancels within the first 90 days they will pay a cancellation charge equal to 90 days of service, less any pre-paid amounts. After day 90 a customer can cancel with 30 days' notice. **Up-front costs:** Virgin Media Wholesale Limited reserve the right to cancel any qualifying order where excess construction costs have been identified and deemed uneconomical to incur. In this instance a customer shall not pay a cancellation charge. **Adjustable rates:** Virgin Media Wholesale Limited will conduct a rental review at least once in each 12 month period. This will compare the rate of a customer's qualifying order against the rate for a new qualifying order. If there is a difference, the customer's rate will be adjusted accordingly. This could result in an increase or decrease of the customer's rate. Any changes will apply prospectively. Rentals will align with acquisition pricing and change every time acquisition prices are adjusted. For full terms and conditions, visit: virginmediabusiness.co.uk/UltimateFlex