

INTRODUCING: ULTIMATEFLEX

A new way of working with
our Wholesale partners



**SWITCH
INCLUDED**



BUSINESS

We're switching things up so you can too

If the last year is anything to go by it's anyone's guess what will happen in the next one.

Or even the next month for that matter.

And one thing more than any other is going to help UK businesses thrive in this new everyday.

Flexibility.

That's why we're switching things up for our partners from June...

Introducing **UltimateFlex**. Brand new contracting terms for our Wholesale connectivity services.

We're saying **farewell to restrictive contract terms with up-front fees.**

All our ethernet, high capacity and internet access services will now come with **anytime cancellation.**

Simple as that.

Reduced notice periods.

No hassle.

Just a whole lot of flexibility.

In short.

We're giving you an off switch.



**SWITCH
INCLUDED**

And that's not all.

The monthly rental for installed services will be **regularly benchmarked** against our standard acquisition tariff and adjust accordingly. So it never falls out of sync with the market.

Plus, we're taking this opportunity to **improve our pricing** for all partners to be even more competitive.

With **UltimateFlex**, we don't think you'll want to leave. But we're not going to make you stay.

#LeadTheRevolution



**SWITCH
INCLUDED**

Leading the revolution

In 2020, the world turned upside down.

77% of senior IT managers felt their existing networking infrastructure hindered the speed and agility at which they were able to respond to the pandemic (*Virgin Media Business Wholesale*).

At VMB Wholesale we felt a duty to adapt.
And in 2020 we launched **#LeadTheRevolution**.

This is was a philosophy that put action and co-creation at the heart of our business.

It was a renewed commitment to working collaboratively with our partners to respond to your needs and those of your end customers.

We're proud to launch **UltimateFlex** as the next step in our roadmap of change.

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Right now, our wholesale partners need lean, adaptable services, and a supplier that can change with the market. We're here to provide you with that flexibility

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Introducing: UltimateFlex

One game-changing package of commercial features.
Developed by our partners, with our partners and for our partners.



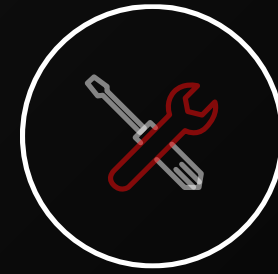
**Anytime
cancellation**



**Benchmarked
rates**

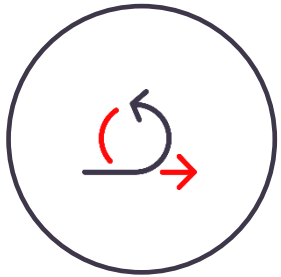


**Refreshed
tariff**



**Price
confidence**

Anytime cancellation



All our Ethernet, DIA
and High Capacity
Services will come with
anytime cancellation

- We're moving away from restrictive fixed-length contract terms and offering anytime cancellation across all our connectivity services, including fractional bandwidths. Excluding Dark Fibre.
- We're providing ultimate flexibility to cater for upgrades, downgrades, moves and transfers.
- After the first 90 days of service, you'll be able to cancel with 30 days notice without paying any early termination fees. Cancellations within the first 90 days of service acceptance will be liable to pay for their first 90 days of service.
- UltimateFlex applies to new business only as standard. However, we are open to discussing a range of options for managing your existing VMB estate, including applying this prop, subject to agreeing to a win-win scenario which creates joint value.
- Initially all circuits sold under UltimateFlex will be deemed as 12 month with anytime cancellation. But at the end of that 12 month contract all features of the proposition will continue to apply (e.g. benchmarking).

Benchmarked rates



The monthly rental for installed services will be regularly adjusted in line with our standard acquisition tariff

- Rentals will align with our own acquisition pricing and change every time we adjust our acquisition prices.
- Rates will be changed by us as a matter of course. Partners won't need to do anything and won't be committed to any additional term.
- Price adjustments are not directly defined by any external factors, like Openreach adjustments or competitor promotions, but of course it's in our interest to keep rates competitive and adjust as often as needed.
- Technically, monthly rentals could increase. However, the partner will be notified in advance and has the flexibility to cease.
- Partners will continue to be billed as they are today and may be credited if pricing changes between billing cycles.
- This proposition applies to Wholesale business only. And only applies to new circuits.

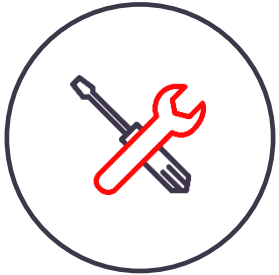
Refreshed tariff



We're introducing an improved rate card price equivalent to today's most competitive multi-year contract

- We are aligning our strategic and standard rate cards and presenting one, highly competitive rate for all partners.
- We don't think there should be any reason that services available on Virgin's national network should need to be placed elsewhere.
- Almost all our partners will benefit from improved, more aggressive pricing across all bandwidths.
- For partners that currently have access to bespoke agreements with better rates for specified services or bandwidths than our new proposed tariff, they will retain the pre-agreed rates
- Bespoke, commitment-based pricing may be available to partners on request. This will follow the bespoke Commercial Deals process as it exists today.

Price confidence



There will be no installation or Excess Construction Charges (ECCs) passed on to our partners for these services

- Our standard position is that we will no longer pass ECCs on to our partners.
- However, we retain the right not to accept an order if its not economically viable for us. In these very rare circumstances, if a customer still wishes to proceed and contribute towards ECCs, the choice is theirs.
- Partners will not be notified of any ECCs incurred and absorbed by us, however communications will continue to take place as per today relating to Customer Promise Date (CPD) and any obstacles to delivery.
- We won't charge an installation fee on any of ours services as standard. However, in some instances where capital costs are abnormally high, we may introduce an installation in line with the process that exists today.
- There will be no changes to Pre Installation Cancellation (PIC) policy. And so it will not be possible to cease these circuits within 90 days of customer acceptance.

The important stuff...

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, [see here](#).

**We're leading a revolution.
Will you join us?**

#LeadTheRevolution