

28 November 2016

<Recipient's Name>  
<Recipient's Title>  
<Recipient's Company>  
<Recipient's address>  
<City> <State> <Postcode>

<Dear Recipient's Name>

### Changes to Business Letter products: price changes and product enhancements

I'm writing to let you know about changes to some of our business letter products including some price increases, as well as enhancements to Charity Mail and Print Post.

From 3 January 2017, business letter prices will increase by an average of 3.7 percent. For most products, the average percentage increases are the same for Regular and Priority. The following table shows average price increases for our major products:

PreSort	5.1%
Charity Mail	3.0%
Clean Mail	4.4%
Metered/Imprint	0.5%
Print Post	4.0%
Local Country	2.1%
Reply Paid	2.8%
Registered Post	1.8%
Prepaid envelopes	1.9% - 4.4%

There is no change to ordinary letter prices, including the Basic Postage Rate (BPR), which remains at \$1 for consumers, and 60 cents for MyPost concession account customers. There are also no price increases to the following business letter products:

- **Promo Post barcoded rates** – the price for unbarcoded items remains aligned to the equivalent PreSort Regular price, which increases by 4.4%;
- **Acquisition Mail** (presented in Barcode Direct Trays) – the prices for residue items remain aligned to the equivalent PreSort Regular prices, which increase by an average of 4.5%;
- **Sample Post**; and
- **Impact Mail**.

Full details of the price changes are available at [auspost.com.au/pricingupdates](http://auspost.com.au/pricingupdates).

## Product enhancements

From 3 January 2017, we're also introducing enhancements to Print Post and Charity Mail:

- **Print Post** – allowing the inclusion of customised promotional communications, either in the publication or inserted with the publication. Print Post customers will receive further information about this separately; and
- **Charity Mail** – introducing a large 125g to 250g category, to provide more flexibility in mail pack options for charities.

**Further information about the Print Post enhancements are available at [auspost.com.au/printpost](http://auspost.com.au/printpost).**

While we understand that price changes aren't easy for you, regular pricing reviews are just one part of sustaining your high quality, national mail delivery service. While we exceeded our cost reduction targets In FY2015/16, the Postal business still recorded a significant loss of \$138 million.

We will continue to support the mail communication channel, manage our product portfolio and remain committed to achieving further operational efficiencies and cost savings. It is critically important that we address **all** of these factors to help make letters sustainable into the future.

One example of operational efficiencies is the investment in new automation equipment to more efficiently process and deliver the 50 million letters sent on average by our customers each week. In terms of product enhancements, the new Print Post capability shows how we're updating and enhancing products to ensure they remain effective for your customer acquisition, retention and servicing activities.

**If you have any queries about any of these changes or require additional information, please do not hesitate to speak to your account manager or our Customer Sales & Service Centre on 1300 519 677.**

Yours sincerely



**Mark Pollock**  
General Manager  
Mail Products