

Date 2019

(RSP)  
(address)

**By email**

Dear (name)

**UPGRADE TO FIBRE OFFER – Residential and Business**

**Introduction**

In addition to the Services provided under the Enable UFB Services Agreement, Enable has agreed to offer an Upgrade to Fibre Offer (the **Offer**) to assist you to accelerate the move of our community onto retail fibre broadband services.

The purpose of the Offer is to provide a marketing fund that you will use to drive your sales and marketing initiatives to increase fibre connections in the Enable coverage area.

**The Upgrade to Fibre Offer**

The Offer is available on the following terms.

1. The Offer is available for the period between 1 September 2019 and 30 November 2019 (inclusive) and will take effect from the date you sign and return this letter (the **Offer Period**).
2. The Offer applies to orders accepted by Enable from the **RSP (the Service Provider)** during the Offer Period for residential and business Bitstream Wholesale Services for:
  - a. premises converting to fibre from copper, fixed wireless or HFC; and
  - b. intact premises for which there has been no active fibre connection for 30 or more days.
3. The Service Provider must **either**:
  - a. **Option 1** - partner with Enable to complete an aggressive migration of an agreed targeted list of your existing copper customers that is updated prior to each month. The approach, marketing and programme of activity are to be agreed between both parties. Enable will provide resources to communicate with your target customers to ensure they are well informed and motivated to upgrade to fibre. All addresses on the agreed list will qualify for the upgrade incentive and a growth target will not apply to total orders, however it is expected total orders will increase due to the focused migration programme, or

- b. **Option 2** - increase the Service Provider's orders (for previously unconnected addresses or addresses inactive for >30days) accepted by Enable by at least 10% over and above the business as usual monthly order volume (as agreed and recorded in the Schedule) for each calendar month during the Offer Period. Note the order measure does not include RSP transfers. If the cancellation rate increases by 10% or more compared to previous months, Enable will deduct the cancellations from the orders in that month which may impact achievement of the growth target.
4. Service providers may not participate in both options 1 and 2 in the same month but may agree in advance to participate in different options in different months.
5. In the case of business connections, the Service Provider is encouraged to involve their front line sales people and reward them for driving copper migrations or reaching growth targets. Enable will provide assistance with communicating with and motivating front line staff.
6. If the Service Provider complies with paragraph 3 above, for qualifying orders received in the Offer Period and then subsequently connected, Enable will apply a credit to the Service Provider's invoice as follows:

Qualifying Connection type	Credit Bitstream <100M	Credit Bitstream ≥100M
Option 1 – For all agreed copper migration target address connections	\$50	\$100
Option 2 – For all qualifying connections (not just connections over BAU) when the growth target is exceeded	NA	\$50

In order to receive the payment, orders must be connected within 6 months of ordering. The targets for option 2 residential and business growth will be managed separately and failure to achieve one of the targets e.g. Residential will not prevent payment for achieving the other e.g. Business.

7. In addition to the options in paragraphs 3 and 6, a participating Service Provider can receive an additional credit for upgrades of existing Bitstream services to the 1Gbps profile. This speed upgrade incentive is only available for bulk requests completed in September 2019. The existing services must have been connected prior to 1 August 2019 . BAU upgrades through the ordering Portal will not qualify. For qualifying speed upgrades to 1Gbps, Enable will apply a credit to the Service Provider's invoice as follows:

Qualifying speed upgrade	Credit
Upgrade of an existing Bitstream 2 or 3 service to 1Gbps	\$20

8. Enable will apply a credit in accordance with paragraph 6 above to connected orders referred to in paragraphs 2a and 2b above.
9. If a connection for which the Service Provider has received the Enable contribution is relinquished within 6 months of the date on which the connection was completed, or if the speed upgrades qualifying under paragraph 7 are switched to a lower speed service within 6 months, Enable will reverse the credit referred to in paragraphs 6 and 7 above, respectively, relating to that connection in the Service Provider's then current invoice.

10. All orders are to be placed in good faith with the intention of reaching Service Given state.
11. The Offer does not apply to:
  - a. greenfield premises;
  - b. fibre to fibre transfers (RSP to RSP at same address); or
  - c. upgrades to existing fibre connections except for upgrades qualifying under paragraph 7.

You may confirm your participation in the Offer and your acceptance of these terms by signing where indicated below and returning a copy of this letter to your Enable Account Manager.

Yours sincerely

Malcolm Campbell  
GM Marketing & Sales  
**Enable Networks Limited**

Agreed on behalf of **RSP** by:

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Name of authorised person

\_\_\_\_\_  
Date

## SCHEDULE

Monthly business as usual order volumes averaged over previous months

[Residential insert] [Business insert]

10% increase on monthly business as usual order volumes

[Residential insert] [Business insert]