

# Basic delivery services for newspapers and free publications from January 1, 2010

Itella is entitled to change the price list, the product terms, and how they are determined.

The customer is notified of new product terms and price lists no later than a month before they take effect.

# Newspapers

## key changes on January 1, 2010

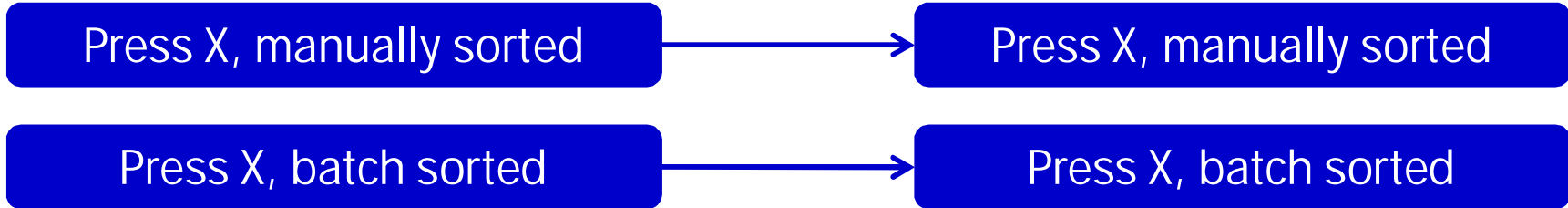
- Press Pro services: Newspapers and Magazines will be divided into separate product families.
- The aim is to simplify the products and decrease the number of product items.
- Newspaper products include addressed newspaper-type deliveries distributed in Itella's basic delivery, and at least 48 separate issues are published a year. The maximum unit weight of the delivery is 1.5 kg.
- Press Pro service names and numbers will be changed, and they will have designated Itella Newspaper price list and product terms
- The Itella Newspaper Pro 1 service will replace the Press Pro 1 A, B and C as well as the Press Pro Regional operations models.
- The Itella Newspaper 1 service will replace the Press Pro 1 D operations model.
- The Itella Newspaper 2 service will replace the Press Pro 2 & 3 operations model.

# Changes in newspaper products in 2010



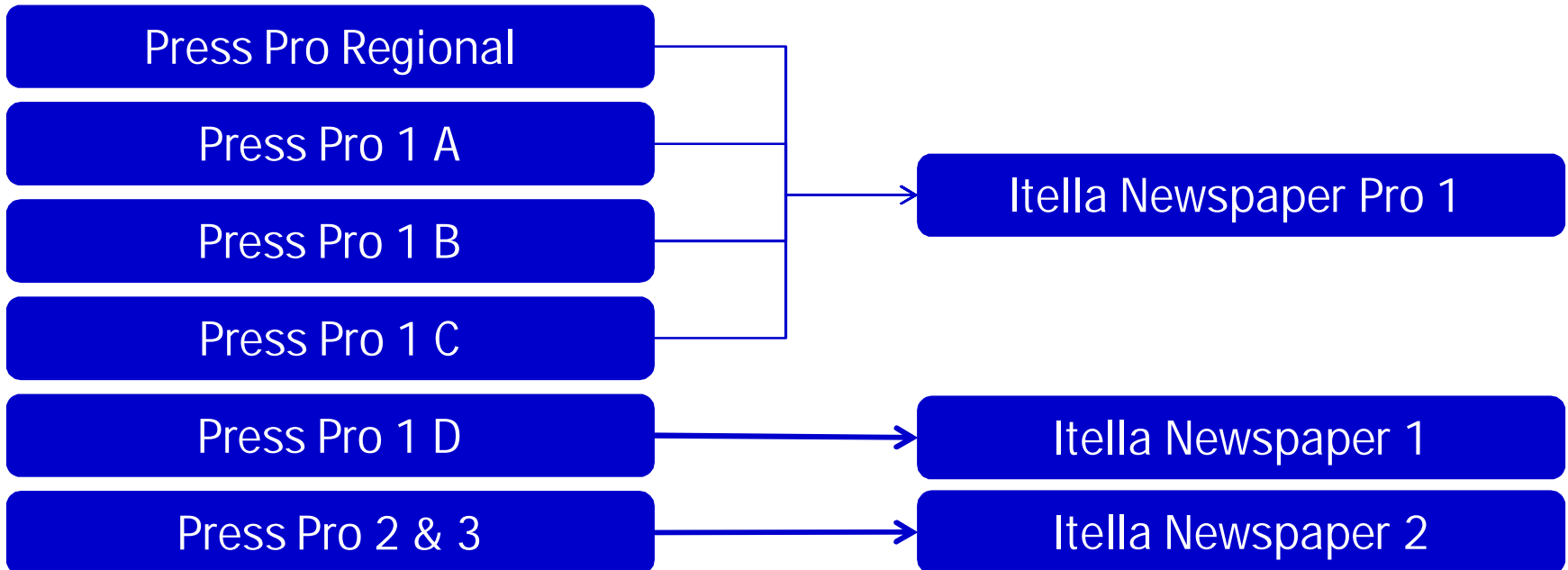
The Press X product in 2009

The Press X product in 2010



Press Pro product family 2009

Itella Newspaper deliveries in 2010

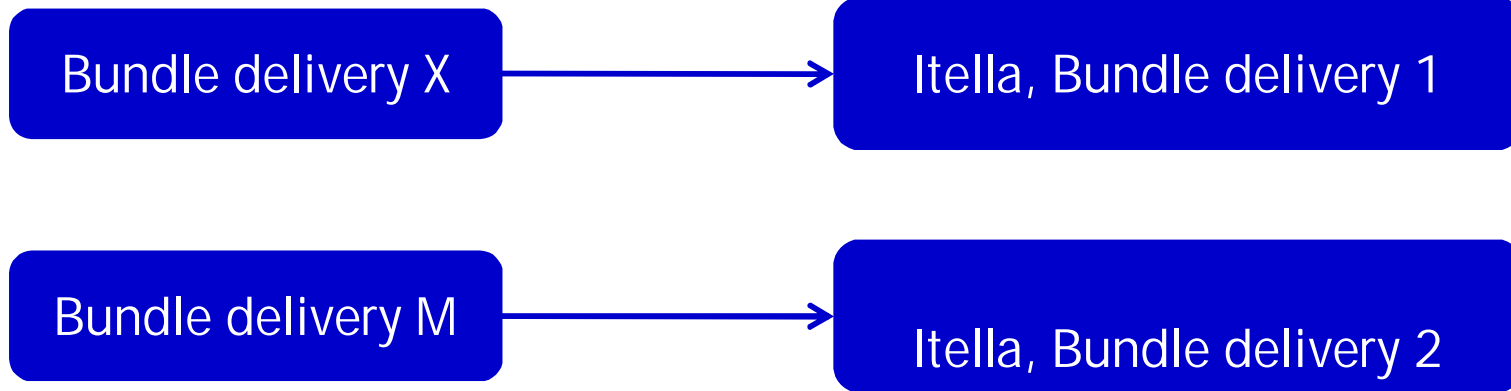


# Newspapers

## Bundle deliveries, 1 January, 2010

Bundle deliveries in 2009

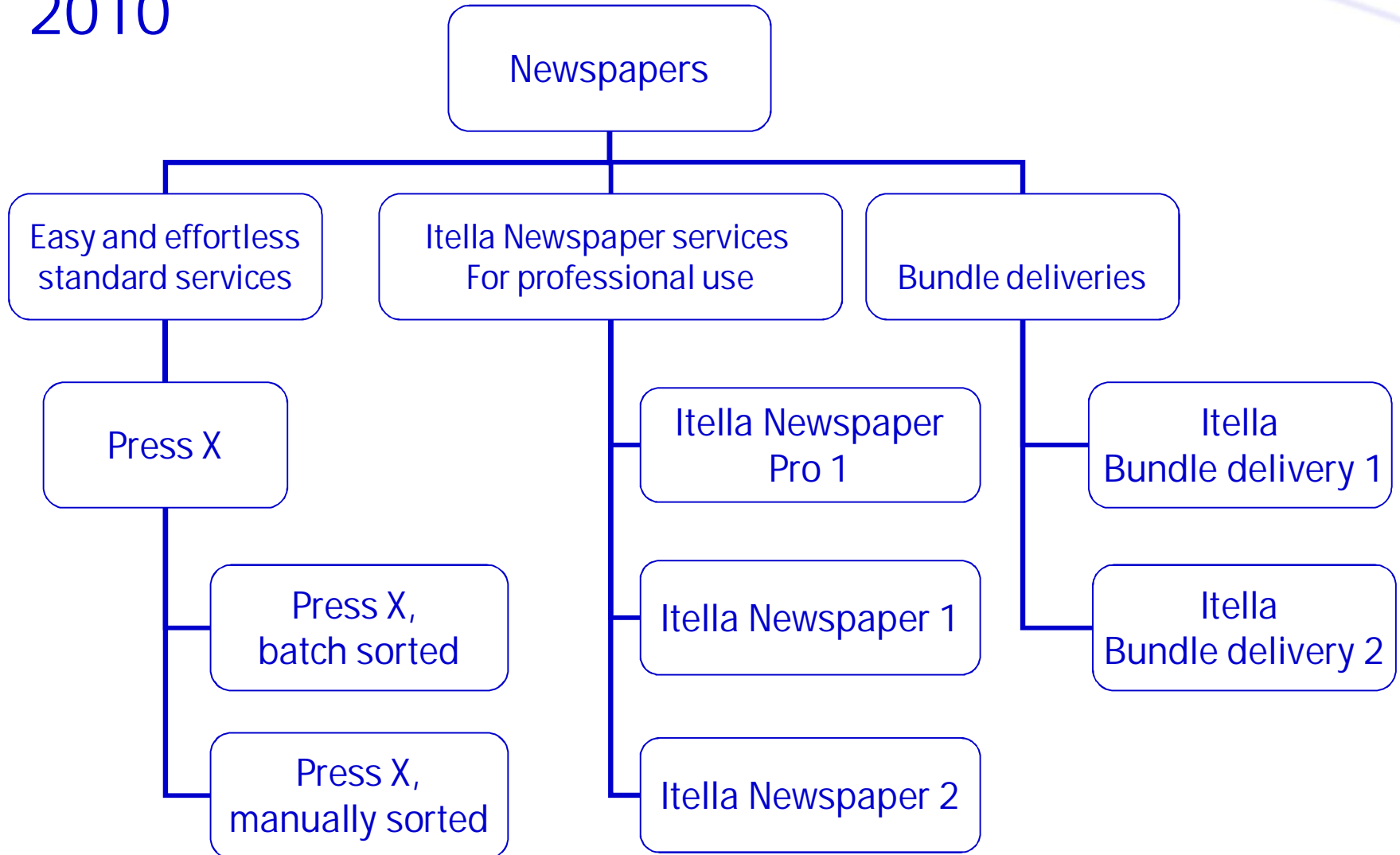
Bundle deliveries in 2010



From January 1, 2010, the Bundle delivery's price includes delivery to the recipient's address

# Newspapers

## Addressed delivery services, January 1, 2010



# Newspapers

## Itella Newspaper delivery preconditions

- The item to be delivered must be similar to a newspaper as regards handling and appearance, and the newspaper name must be included in the Itella Newspaper Register.
- The shipment must be unwrapped or wrapped in a manner that enables a clear view of the newspaper name and number, as well as address markings.
- The newspaper must be published at least 48 times per year (separate issues) for a relatively fixed group of recipients. Separate agreements will be made on single parallel issues or B issues.
- When the publication frequency is specified, the batch size of a single issue may not be essentially smaller than that of the other issue.
- Newspaper size and weight limits:
  - Minimum size 90 mm x 130 mm
  - Maximum size 320 mm x 470 mm x 30 mm (when folded, must fit into a mail slot of 30 mm x 250 mm)
  - Maximum weight 1.5 kg
- The magazines must be mailed in compliance with Itella's batch sorted guidelines (address, bundling and specification guide)

# Newspapers

## Itella Newspaper deliveries

- Itella Newspaper Pro 1 and Itella Newspaper 1
  - Itella Newspaper Pro 1 is meant for nation-wide and local newspapers with extensive coverage, and Itella Newspaper 1 for the remote coverage of such newspapers and nation-wide newspapers. These deliveries are distributed at the 01 delivery speed (overnight).
  - Regarding deliveries at the 01 delivery speed, 95% of the newspapers in the areas specified in the newspaper's production appendix will be delivered on the working day following the submission day and the rest, 5%, at the latest on the second day after submission.
    - As an additional service subject to a charge, there is air delivery of newspapers to deliver newspapers on the day they are published to those areas in which this service level cannot be reached by means of land transport.
  - A production appendix will be generated for each Itella Newspaper Pro 1 newspaper; this also includes agreeing on the remote circulation of the Itella Newspaper 1 product. Furthermore, the production appendix includes agreements on the newspaper bundling and specification level, submission date and place, and separate auxiliary arrangements.
- Itella Newspaper 2
  - Itella Newspaper 2 is mainly meant for nation-wide delivery speed 02 newspapers.
  - Regarding the 02 delivery speed, 96% of the newspapers will be delivered on the second working day after the submission day and the rest, 4%, at the latest on the third day after submission.

# Newspapers

## Price changes in 2010, basic delivery

- Newspaper products
  - Newspaper Pro 1 + 2.5% (to the list price of the current Press Pro Regional)
  - Newspaper 1 + 4.0% (to the list price of the current Press Pro 1 D)
  - Newspaper 2 + 2.0% (to the list price of the current Press Pro 2 & 3)
- Press X
  - batch sorted and manually sorted + 6.0%
- Newspaper blanket delivery, basic delivery 0%
- The list prices are valid from January 1, 2010, until further notice. Itella will notify any changes no later than a month before they take effect.

# Free Publications

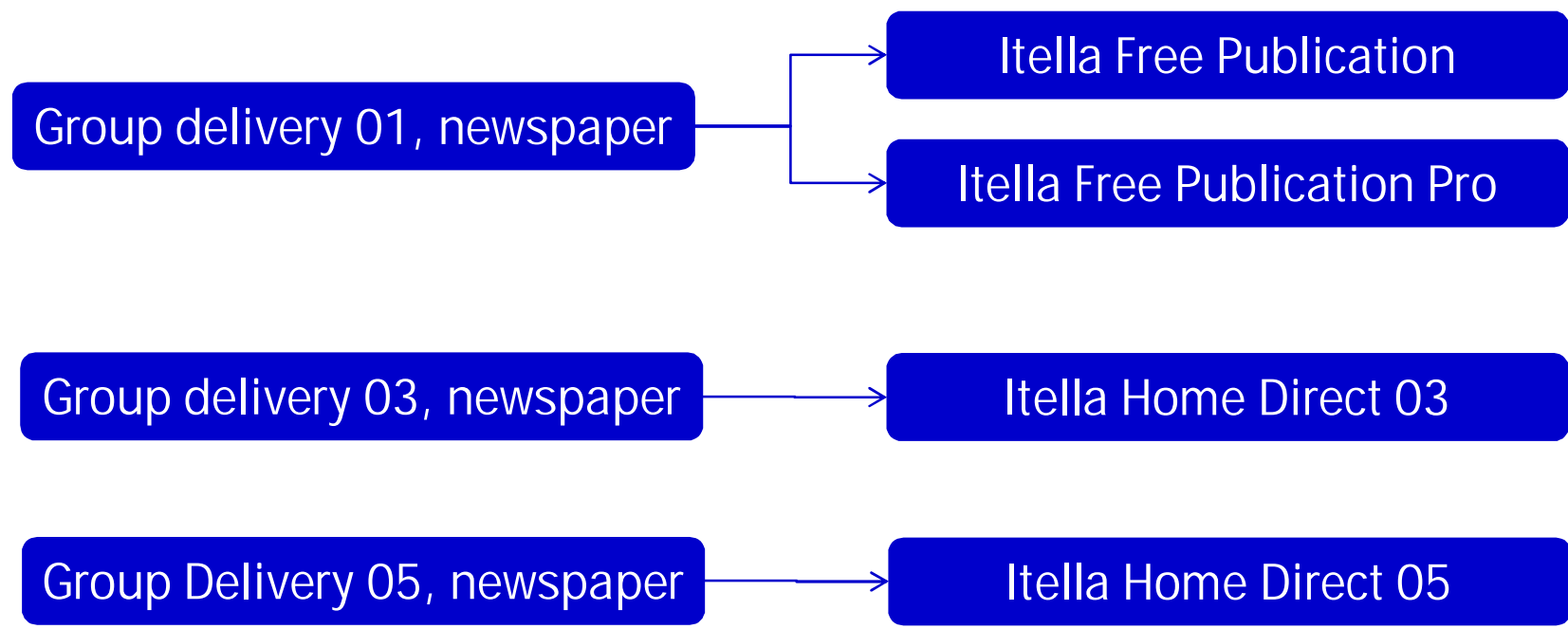
## Key changes, January 1, 2010

- Regional pricing will be adopted for Free Publication products
- The Group delivery paper 01 product will be divided into Itella Free Publication and Itella Free Publication Pro products, always delivered at the 01 speed (overnight)
  - The Itella Free Publication product is intended for easy, one-off mailing
  - Itella Free Publication Pro is suitable for professional, regular (at least four times a year) mailing
- The new product corresponding to the Group delivery paper 03 product is the Itella Home Direct 03 product, delivered as a fixed-day delivery at the 03 speed (i.e., on the third day after the submission to an outlet)
- The new product corresponding to the Group delivery paper 05 product is the Itella Home Direct 05 product, distributed as a weekly delivery at the 05 speed (i.e., within five successive business days after submission to an outlet)

# Changes in Free Publication products in 2010

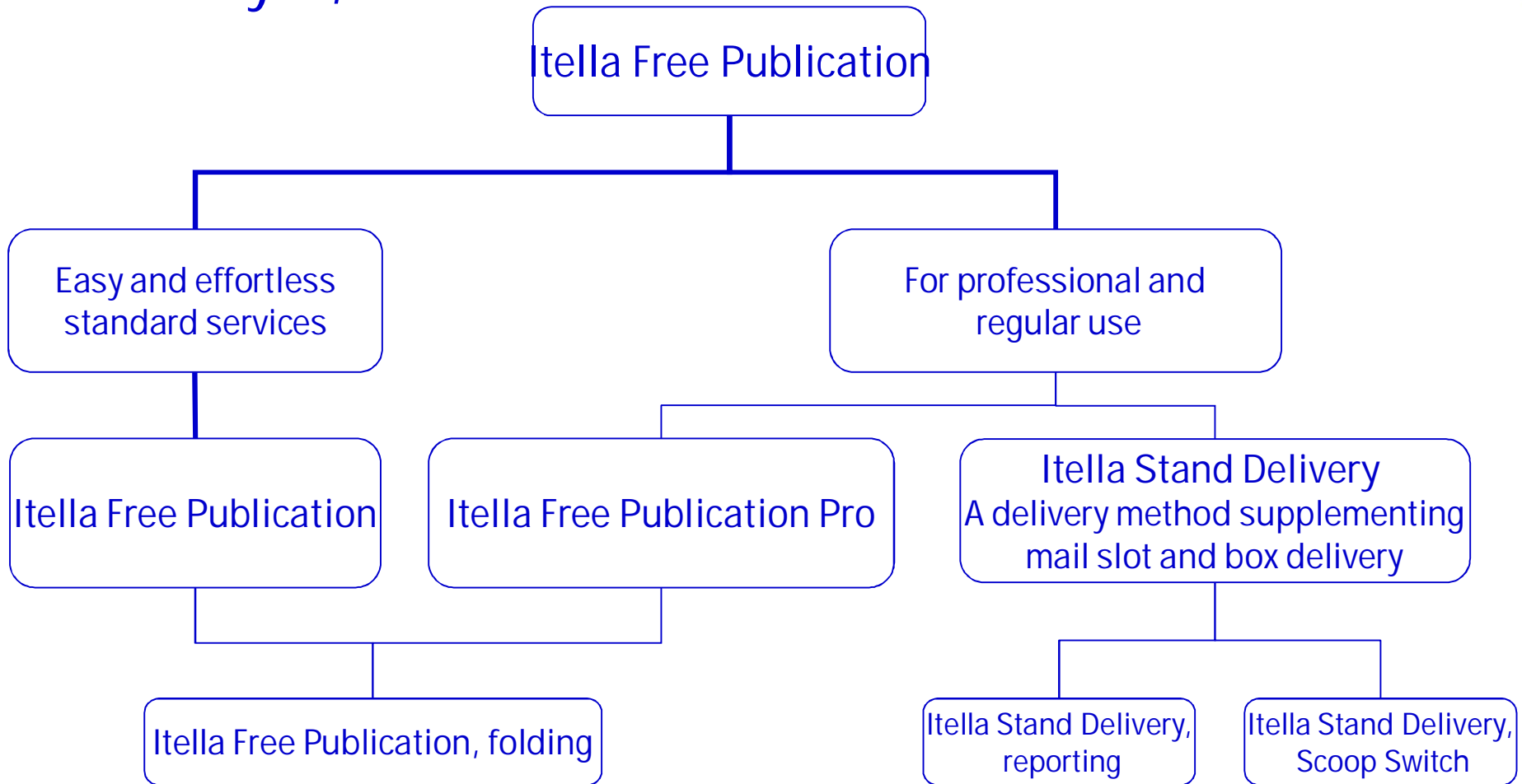
Group delivery paper in 2009

Itella Free Publication in 2010



# Free Publications

## Unaddressed delivery services on January 1, 2010



# Free Publications

## Price changes in 2010, basic delivery

- Itella Ilmaislehti Pro uses regional pricing
  - Regional pricing may affect customer prices
- The list price of Itella Free Publication follows the average regional distribution
  - The price is simple, without batch size levels
  - the batch size sent by the customer has no impact on the price