

Conversation Fees

| Market | Marketing USD | Utility USD | Auth USD | Service USD |
|----------------------|---------------|-------------|----------|-------------|
| Argentina | 0.0739 | 0.0488 | 0.0439 | 0.0377 |
| Brazil | 0.0748 | 0.0499 | 0.0377 | 0.0359 |
| Chile | 0.3063 | 0.0701 | 0.0631 | 0.0543 |
| Colombia | 0.0150 | 0.0102 | 0.0092 | 0.0072 |
| Egypt | 0.1284 | 0.0822 | 0.0740 | 0.0770 |
| France | 0.1713 | 0.0999 | 0.0827 | 0.1028 |
| Germany | 0.1633 | 0.3021 | 0.0919 | 0.0980 |
| India | 0.0119 | 0.0050 | 0.0050 | 0.0047 |
| Indonesia | 0.0491 | 0.0239 | 0.0359 | 0.0227 |
| Italy | 0.0826 | 0.0502 | 0.0452 | 0.0461 |
| Malaysia | 0.3029 | 0.0239 | 0.0215 | 0.0263 |
| Mexico | 0.0521 | 0.0318 | 0.0286 | 0.0125 |
| Netherlands | 0.1911 | 0.0957 | 0.0861 | 0.1066 |
| Nigeria | 0.0618 | 0.0382 | 0.0344 | 0.0371 |
| Pakistan | 0.0566 | 0.0303 | 0.0272 | 0.0170 |
| Peru | 0.0841 | 0.0501 | 0.0451 | 0.0215 |
| Russia | 0.0959 | 0.0570 | 0.0513 | 0.0476 |
| Saudi Arabia | 0.0485 | 0.0301 | 0.0271 | 0.0233 |
| South Africa | 0.0454 | 0.0240 | 0.0216 | 0.0201 |
| Spain | 0.0735 | 0.0454 | 0.0409 | 0.0441 |
| Turkey | 0.0130 | 0.0111 | 0.0100 | 0.0036 |
| United Arab Emirates | 0.0407 | 0.0237 | 0.0213 | 0.0227 |
| Qatar | 0.0407 | 0.0237 | 0.0213 | 0.0227 |
| United Kingdom | 0.0843 | 0.0476 | 0.0428 | 0.0464 |

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|----------------------------------|--------|--------|--------|--------|
| North America | 0.0299 | 0.0179 | 0.0161 | 0.0105 |
| Rest of Africa | 0.0269 | 0.0191 | 0.0172 | 0.0434 |
| Rest of Asia Pacific | 0.0876 | 0.0565 | 0.0508 | 0.0267 |
| Rest of Central & Eastern Europe | 0.3028 | 0.0740 | 0.0666 | 0.0299 |
| Rest of Latin America | 0.0885 | 0.0591 | 0.0532 | 0.0506 |
| Rest of Middle East | 0.0408 | 0.0237 | 0.0213 | 0.0261 |
| Rest of Western Europe | 0.0708 | 0.0502 | 0.0452 | 0.0475 |
| Other | 0.0722 | 0.0404 | 0.0364 | 0.0173 |

*The charges will be calculated based on the end user's phone number.

Messaging Limitations

- ✔ Number of users a Business can Message after going Live on WhatsApp Business API Depends on Facebook Business Manager Verification
- ✔ If Facebook Business Manager is Verified, business can Send messages to more than 250 Users/24 hours
Tier 1: 1000 Users/24hrs, Tier 2 10,000/24hrs Tier 3 100,000/24hrs Tier 4 : Unlimited)
- ⓘ If Facebook Business Manager is NOT verified, Business can Send Messages upto 50 users/24 hours 33