

NEW PRICE POLICY

Dear Partners,

We would like to take this opportunity to thank you for your continued business and support so far in the brand. Kindly be informed the changes of our prices for both the devices and packages as stated on below;

1- Decoder Price:

	Old price					New price				
Decoder type	Mega dealer	Sub dealer	Market	Package	Deduct dealer vps	Mega dealer	Sub dealer	Market	within Package	Deduct dealer vps
StarTimes -DTT Decoder+Antenna +9mCable	N5500	N6000	N7400	CLASSIC -N2750	0	N5800	N6200	N8900	CLASSIC -N3100	1400
StarTimes -DTH Decoder+Dish +Accessories+ 13mcable	N7000	N7600	N8900	SUPER-N4900	0	N7900	N8300	N13300	SUPER-N5300	2400

REMARK:for dth,old price without 13m cable.

Profit on Decoder:

Products	Channel	Decoder Cost	VPS Cost	Total Cost	Market Price	Profit Margin
DTT	Mega Dealer	5,800	1,400	7,200	8,900	1,700
	Sub Dealer	6,200	1,400	7,600	8,900	1,300
DTH	Mega Dealer	7,900	2,400	10,300	13,300	3,000
	Sub Dealer	8,300	2,400	10,700	13,300	2,600

NOTE:

1. The dealer's cost is divided into two parts: Hardware purchase cost and VPS cost.
2. The VPS cost will be automatically deducted from the dealer's starba account after the dealer activates the decoder.

3. When the dealer sells and activates, he needs to ensure that his starba has enough VPS balance, at least N1,400 or N2,400; avoid deduction of VPS failure and activation failure.
4. This way of deducting VPS is equivalent to reducing the cost of the dealer to purchase decoders in disguise; every time one is activated, part of the cost is gradually recovered.

Activation Bonus

Activation(DTT&DTH)	Activation Bonus
FROM 1-9	N200/EACH
FROM 10-19	N300/EACH
20 & above	N500/EACH
For example: If dealer JOS342 activate 25 decoders his bonus is: $9*200+10*300+6*500=7800$.	

2- Subscription Price:

Decoder type	Package	Old price	New price
StarTimes-DTT	NOVA	900	1,200
StarTimes-DTT	BASIC	1,850	2,100
StarTimes-DTT	CLASSIC	2,750	3,100
StarTimes-DTH	NOVA	900	1,200
StarTimes-DTH	SMART	2,600	2,800
StarTimes-DTH	SPECIAL	-	3,900
StarTimes-DTH	SUPER	4,900	5,300

Summary of the New Price Policy

DTT Subscription				DTT Decoder	
Bouquet	Month	Week	Day		
NOVA	1,200	400	100	N8,900	DECODER + ANTENNA + 9M CABLE
BASIC	2,100	700	200		
CLASSIC	3,100	1,200	320		
DTH Subscription				DTH Decoder	
Bouquet	Month	Week	Day		
NOVA	1,200	400	100	N13,300	DECODER + DISH + ACCESSORIES + 13M CABLE
SMART	2,800	900	250		
SPECIAL	3,900	1,300	400		
SUPER	5,300	1,800	500		
Additional Bouquet					
CHINESE	9,800				
FULL	12,000				

The changes will take effect from April 14th, 2023.

Dealer website and StarBA will reflect the new prices on the same day. Also, there will be massive awareness to inform the public about the new price and we will be providing some marketing materials to your offices to enable you to easily communicate with your customers. But till then, you can take benefit of the old prices.

We appreciate your continued support and look forward to continuing successful business relationship in the future.

If you have any questions, please contact your sales manager or ask us directly.

Yours Sincerely,

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