

EFFECTIVE RATE

What is an Effective Rate?

- Effective rate is the price of the data purchased per Megabyte. The formula is:
 - $\text{Effective rate} = \text{price paid for bundle} / \text{volume of data}$. The effective rate formula is published as a Cents per MB figure (incl. VAT)(“ERMB”).

What bundles does it apply to?

- The Effective Rate is applicable to **DATA** bundles only.
- The Effective Rate is available for the following data bundles:
 - Daily bundles
 - Daily Nite bundles
 - Weekly bundles (5-day/7-day)
 - Monthly bundles (including those with 90-day validity)
 - Monthly recurring bundles
 - WhatsApp 7-day/ 14-day and 30-day bundles
 - Socializa bundles
 - Data that is allocated as “standard” inclusive value any of the bundles above AND any additional bonus/free data.
 - The “standard” data will include any nite data included in a bundle.
 - Bundles purchased across all sales channels and formats (VAS / Virtual / Pinless / Banking etc.)
 - Data transfer
 - Data rollover
- The Effective Rate is **NOT** available for the following data bundles:
 - All-in-One bundles
 - 6-month data offers
 - 12-month data offers
 - Upfront Payment bundles
 - Any bundle given for free and not paid for by the customer.
 - Any bundle that is gifted.

Where is the Effective Rate available to view? How do I access this information?

- The Effective Rate will be displayed on the following Cell C channels:
 - USSD *147#
 - Cell C App
 - Cell C Portal/Website (www.cellc.co.za)
- Look out for the (x.xx/MB) next to all applicable data bundles

Where can I sign up to see their Effective Rate?

- You do not need to sign up to see the Effective Rate. It is automatically available to view.

Who can see their Effective Rate?

- The Effective Rate is available to anyone able to access the following Cell C channels:
 - USSD *147#
 - Cell C App
 - Cell C Portal/Website (www.cellc.co.za)

What is the Effective Rate Service?

- The Effective Rate service calculates the previous month's purchases and the ERMB on these purchases based on data used. The effective rate service calculation will be based on the cumulative usage on all bundles with an ERMB, from the time of purchase until the end of the calendar month (on the last day at 23:59:59).
- The formula is:
 - $\text{Effective rate service} = (\text{price paid for bundle} + \text{rollover costs}) / (\text{volume of data used} + \text{volume of data transferred out})$.
- The effective rate service result is published as a Cents per MB figure (incl. VAT).

Where is the Effective Rate Service published? How do I access this information?

- The Effective Rate service will be available on the following Cell C channels:
 - USSD *147#
 - Cell C App
 - Cell C Portal/Website (www.cellc.co.za)

Where can customers sign up to the Effective Rate Service?

- Customers do not need to sign up to access the Effective Rate Service. It is automatically available to view.

Who can see their Effective Rate service?

- The Effective Rate service is available to all active Prepaid, TopUp and Postpaid Cell C customers.

How do I know what bundles are included in the Effective Rate Service calculation?

- Last month's bundle purchase list is available on the following Cell C channels:
 - USSD *147#
 - Cell C App
 - Cell C Portal/Website (www.cellc.co.za)
- List contains the bundle purchased and ERMB for each bundle