

QuickSMS Public Sector Framework Pricing

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All prices exclude VAT unless stated otherwise

This Pricing Guide sets out the standard list pricing for messaging and communication services provided by QuickSMS ("QuickSMS"). Bespoke pricing, framework-specific pricing, and contract pricing may be agreed in accordance with applicable procurement rules and documented in the applicable contract or call-off agreement.

1. UK SMS Messaging

UK SMS Pricing and Fragmentation Rules

Item	Description
Standard UK SMS Rate	£0.05 per SMS fragment (£50 per 1,000 fragments)
GSM-7 (Single Message)	Up to 160 characters = 1 fragment
GSM-7 (Multipart Message)	159 characters per fragment
UCS-2 (Single Message)	Up to 70 characters = 1 fragment
UCS-2 (Multipart Message)	69 characters per fragment
Concatenation Rules	Messages exceeding these limits are automatically concatenated into a single long message for delivery and billed as multiple fragments
Character Encoding	Encoding is determined automatically based on message content

Notes

- All SMS messages are billed per fragment in accordance with mobile network standards.
- Multipart messages are delivered as a single message to the recipient but billed per fragment.

2. International SMS Messaging

International SMS Pricing and Billing Rules

Item	Description
UK Rate	UK SMS Rate paid by the customer
Pricing Formula	UK SMS Price × Country Multiplier
Country Multipliers	Published in Annex A of this Pricing Guide
Billing Unit	Per SMS fragment

Item	Description
Fragmentation Rules	As per UK SMS fragmentation rules (Section 1)
Concatenation Rules	Multipart messages are concatenated for delivery and billed as multiple fragments
Character Encoding	Automatically determined based on message content
Routing & Termination	Subject to destination network and regulatory requirements

Notes

- International SMS prices are calculated using the published country multipliers in Annex A.
- All international messages are billed per fragment.

3. RCS Business Messaging

Service	Description	Price
RCS Basic	One-way rich messaging	£0.05 per message
RCS Single Message	Rich media delivery	£0.10 per message
RCS Conversational	Two Way rich messaging	£0.14 per message

Notes

- RCS is billed **per delivered message** (not per fragment).
- Where RCS delivery is unavailable, optional SMS fallback may occur and is charged at standard SMS fragment rates.

4. RCS Agent Registration Fee (Pass-Through)

RCS Business Messaging requires sender agents to be registered and verified with participating operators and their authorised verification providers.

Item	Description	Price
RCS Agent Registration	Operator verification fee (pass-through)	£85 one-off per agent

Notes

- Set by operators/verification providers; passed through at cost with **no markup**.
- Applies per unique RCS agent/brand.
- Re-verification or material profile changes may incur additional operator fees were imposed.

5. Digital First & NHS App Integration

Service	Description	Price
Digital First & NHS App Integration Service	App-first routing, fallback orchestration, monitoring, audit logging and compliance support	£1,000 per month

Notes

- Applies only where NHS App routing / Digital First workflows are enabled.
- Optional for SMS/RCS-only customers.
- Message usage is charged separately at standard rates.

6. NHS Fixed-Price Onboarding Offer (New Customers)

QuickSMS may offer eligible NHS organisations a fixed-price onboarding arrangement for UK SMS and RCS services in order to provide long-term cost certainty and budget predictability.

This offer is available to new NHS customers subject to the conditions set out below.

Pricing (Fixed Until 1 April 2030)

Service	Fixed Price
UK SMS	£0.0245 per fragment (2.45p)
RCS Basic	£0.0245 per message (2.45p)
RCS Single Message	£0.049 per message (4.9p)

Term and Price Protection Period

Customers entering into the NHS Fixed-Price Onboarding Offer shall commit to a minimum contract term of 36 months.

Fixed pricing under this offer shall apply from the service commencement date until the earlier of:

- a) The end of the initial 36-month contract term; or
- b) 1 April 2030.

Following the expiry of the fixed-price protection period, pricing shall revert to the then-current applicable rates in accordance with QuickSMS's pricing governance framework.

Minimum Commitment

This offer is subject to a minimum annual spend commitment, agreed at contract signature.

- The minimum commitment is calculated on aggregate SMS and RCS usage charges

- Excludes third-party pass-through fees
- Reviewed annually

Eligibility Criteria

The NHS Fixed-Price Onboarding Offer is available to organisations that meet all of the following criteria:

1. The Customer is an NHS organisation or NHS-aligned public body.
2. The Customer is a new QuickSMS customer at the time of contract signature.
3. The Customer enters into a minimum contract term of 36 months.
4. The Customer agrees a minimum annual spend commitment.
5. The Customer demonstrates anticipated messaging.
6. The Customer completes technical onboarding and service acceptance.
7. The Customer procures the service through an approved public-sector procurement route, including G-Cloud where applicable.

Eligibility is assessed objectively and documented in the applicable Contract or call-off agreement.

Conditions

This offer is subject to:

- No material changes to regulatory charging models
- Continued availability of underlying services

In the event of material external changes, the parties shall review pricing in good faith.

Contractual Status

All NHS fixed-price onboarding arrangements are documented in the applicable Contract or call-off agreement and are governed by QuickSMS's standard terms, pricing governance framework, and applicable public-sector procurement rules.

7. WhatsApp Business Platform Messaging

QuickSMS supports WhatsApp Business Platform messaging using Meta's official per-message pricing model.

Item	Pricing
WhatsApp Messaging	Meta published rates + 8% QuickSMS fee

Notes

- Meta rates vary by destination and message category and are published at: <https://business.whatsapp.com/products/platform-pricing#rates>
- QuickSMS applies an **8% administration and platform fee** to Meta charges.
- Meta conversation/template/service fees are passed through at cost and billed accordingly.

8.0 Other Multi-Channel Messaging

The channels below are supported by QuickSMS. Where pricing is not yet fixed, templates are provided for you to complete.

8.1 Apple Business Messaging

Apple Messages for Business allows businesses to communicate with customers via the Apple Messages app on iPhone, iPad, Mac, and Apple Watch using approved messaging partners

Channel	Pricing Model	Price
Apple Business Messaging	Pass-through + 8%. – Minimum Commitment may apply.	Pass-through + 0.02 – Minimum Commitment may apply.

8.2 Telegram Business Messaging Pricing

QuickSMS supports Telegram Business Messaging. QuickSMS will provide specific Telegram pricing is available via our website. All underlying partner costs are passed through at cost with a QuickSMS administration fee.

Channel	Pricing Model	Price
Telegram	Pass-through + 8% + Minimum Commitments where applicable	Telegram for Business

8.3 Viber Business Messaging Pricing

QuickSMS supports Viber Business Messaging. Pricing is based on the underlying platform or carrier charges, which vary by destination and message type, plus a QuickSMS administration fee. Specific Viber rates are available via our website and will be provided upon request or at onboarding and are documented in the applicable contract

Channel	Pricing Model	Price
Viber	Based on Message Type - Per Message	Viber Pricing

8.4 LINE

Channel	Pricing Model	Price
LINE	Pass-through + 8%	Line Pricing

LINE pricing is determined by the regional LINE Official Account / Messaging API plan and usage charges. QuickSMS will pass through all LINE platform charges at cost, with a [X%] administration fee. Specific regional rates will be provided upon request or at onboarding.

7.5 Additional Channels

Channel	Pricing Model	Price
[e.g., Kakao, Zalo, etc.]	Pass-through + 8%	Pass-through + 8%

Notes (for all channels above)

- Many OTT channels are subject to **third-party platform/network charges**.
- Where applicable, rates are agreed **in advance of activation** and documented contractually.

9. Email Messaging

Service	Volume Per Month	Price GBP
Transactional Email	0-5,000,000	0.00043
	5 – 10,000,000	0.00032
	10 – 20,000,000	0.00028
	20 – 50,000,000	0.00024
	75,000,000 +	0.00021

Notes

- Subject to third-party delivery and compliance charges where applicable.
- Pricing agreed prior to activation.

10. Voice Messaging & IVR

Service	Description	Price
Voice Alerts	Automated voice notifications	0.0025 per second
IVR	Interactive voice services	0.0025 per second

Notes

- Pricing varies by destination, call duration, and carrier routing.

11. Virtual Mobile Numbers (VMNs)

Service	Description	Price	Minimum Term
UK VMN	UK long code virtual number	£10 per month	12 months
International VMN	International long code virtual number	£50 per month	12 months

Notes

- Prices are per number, subject to availability and operator allocation.
- Early termination may result in remaining term charges becoming payable.

12. Shortcodes

Service	Description	Price
Dedicated UK Shortcode	Exclusive shortcode	£750 per month
Shared UK Shortcode (Keyword)	Shared shortcode with unique keyword	FOC (subject to availability)
International Shortcodes	Country-specific shortcodes	On request

Notes

- Subject to operator approval and provisioning times.
- International shortcode pricing varies by country/operator.
- Setup/registration charges may apply where imposed.
- Dedicated Shortcodes have a minimum 12 month term.

13. Platform & API Access

Included (no additional licence or hosting fees):

- Web platform access
- Secure API access
- Reporting & analytics
- Scheduling and automation tooling
- Unified channel management (where enabled)

14. Integrations & Clinical Systems

Integration	Price
Access Rio	Included
SystemOne	Included
All Other Accurx, EMIS etc	Included

15. Volume and Contract Pricing

QuickSMS may offer preferential pricing to Customers entering into term agreements or where sustained usage levels are anticipated or committed.

Any such pricing is:

- Assessed on a case-by-case basis
- Based on anticipated or committed volumes and service scope
- Documented in the applicable Contract or call-off agreement
- Applied objectively and consistently

Volume/contract pricing does not apply to third-party pass-through charges unless expressly agreed in writing.

16. Strategic Tier - Anticipated 5M+ Messages per Month

For public-sector and enterprise customers with anticipated combined SMS and RCS volumes exceeding 5 million messages per month, QuickSMS may offer strategic pricing based on forecast usage.

16.1 Strategic Tier Rates

Service	Price
UK SMS	£0.025 per fragment (2.4p)
RCS Basic	£0.025 per message (2.4p)
RCS Single Message	£0.050 per message (4.8p)

Multi Year Pricing - Price will increase in each year by 5% Fixed on the 1st April each year, Starting 1st April 2027 up to 1st April 2030.

16.2 Conditions

- Forecast volumes documented in the Contract/call-off
- Reviewed periodically (normally every 6 months)
- Subject to carrier availability and material network pricing stability
- No retrospective penalties for forecast variance (changes apply prospectively)

17. Forecast-Based Pricing (Public Sector)

Where a customer cannot commit to minimum volumes (e.g., central government services), pricing may be agreed based on **anticipated usage bands**, documented in the Contract/call-off agreement and reviewed periodically. Any adjustments are applied prospectively.

18. Annual Price Adjustment Cap

Prices are subject to a fixed annual uplift applied on 1 April each year during the term of the Call-Off Contract. This uplift is pre-defined, non-discretionary, and applies uniformly to the applicable service charges. No other in-term price increases will be applied unless expressly agreed in writing and permitted under the Call-Off Contract.

Standard Pricing

- For all standard (non-strategic) UK SMS and RCS services, UK SMS and RCS pricing shall increase by 7% per annum, applied once per calendar year on 1 April.

Strategic Volume Pricing

- For Customers operating under the Strategic Volume Pricing tier (as defined in Section 16), UK SMS and RCS pricing shall increase by 5% per annum, applied once per calendar year on 1 April.
- All price adjustments remain subject to applicable framework, regulatory, and contractual requirements.
- This uplift arrangement applies until 1 April 2030, after which any subsequent pricing framework will be agreed in accordance with applicable procurement and contractual requirements.
- This uplift arrangement does not apply to the NHS Fixed Price Offer (as defined in Section 6)

19. Regulatory & Third-Party Charges

Certain services may incur external charges, including:

- Regulatory compliance fees
- Third Party Fees.

Where applicable, such charges are passed through at cost and agreed in advance.

20. Billing and Payment Terms

- Billing: Monthly in arrears (unless agreed otherwise)
- Currency: GBP (£)
- VAT: Applied at prevailing rates
- Payment terms: As per Contract

21. Pricing Review and Governance

Pricing is maintained as a controlled document and may be updated periodically in accordance with applicable contractual and framework requirements.

Material changes will be communicated in advance where contractually required.

Annex A – International SMS Country Multipliers

SMS Fragment Price × Country Multiplier

Country	Multiplier
Afghanistan	11
Albania	4
Algeria	7
Andorra	4
Angola	4
Argentina	4
Armenia	6
Aruba	4
Australia	3
Austria	3
Azerbaijan	10
Bahrain	4
Bangladesh	10
Belarus	7
Belgium	4
Belize	6
Benin	8
Bhutan	11
Bolivia	5
Bosnia-Herzegovina	4
Botswana	4
Brazil	3
Brunei	3
Bulgaria	5
Burkina Faso	5
Burundi	9
Cambodia	9
Cameroon	6
Central Africa Republic	8
Chad	7

Country	Multiplier
Chile	3
China	2
Colombia	3
Comoros	8
Congo	8
Congo, Democratic Republic of	8
Costa Rica	2
Cote d'Ivoire	11
Croatia	3
Cuba	3
Cyprus	3
Czech Republic	3
Denmark	3
Djibouti	5
Ecuador	5
Egypt	8
El Salvador	3
Equatorial Guinea	7
Estonia	3
Ethiopia	10
Falkland Islands	4
Faroe Islands	3
Fiji	6
Finland	3
France	3
French Guiana	5
French Polynesia	4
Gabon	9
Gambia	5
Georgia	5
Germany	6
Ghana	9
Gibraltar	3
Greece	3
Guadeloupe	5
Guatemala	6

Country	Multiplier
Guinea	7
Guyana	7
Haiti	9
Honduras	6
Hong Kong	3
Hungary	3
Iceland	3
India	3
Indonesia	13
Iran	7
Iraq	10
Irish Republic	3
Israel	7
Italy	3
Japan	3
Jordan	9
Kenya	4
Korea	2
Kuwait	8
Kyrgyzstan	9
Laos	9
Latvia	3
Lebanon	10
Liberia	7
Libya	10
Lithuania	3
Luxembourg	3
Macau	2
Macedonia	9
Madagascar	13
Malawi	9
Malaysia	8
Mali	8
Malta	3
Mariana Island	9
Martinique	5

Country	Multiplier
Mauritania	7
Mauritius	5
Mayotte / Reunion	4
Mexico	4
Moldova	3
Monaco	5
Mongolia	8
Montenegro	5
Morocco	7
Mozambique	5
Namibia	2
Nepal	9
Netherlands	4
New Zealand	3
Nicaragua	5
Niger	9
Nigeria	9
Norway	3
Oman	5
Pakistan	13
Panama	5
Papua New Guinea	7
Paraguay	4
Peru	6
Philippines	6
Poland	2
Portugal	3
Qatar	7
Romania	3
Russia	11
Rwanda	9
Saudi Arabia	6
Senegal	8
Serbia	8
Seychelles	5
Sierra Leone	6

Country	Multiplier
Singapore	3
Solomon Islands	3
Somalia	6
South Africa	4
South Sudan	9
Spain	3
Sri Lanka	13
Sudan	9
Surinam	7
Swaziland	9
Sweden	3
Switzerland	3
Syria	10
Taiwan	3
Tajikistan	11
Tanzania	8
Thailand	2
Togo	8
Tunisia	10
Turkey	2
Uganda	8
Ukraine	6
Union of Myanmar	10
United Arab Emirates	4
Uruguay	3
USA & Canada	2
Uzbekistan	13
Vanuatu	5
Venezuela	3
Vietnam	5
Yemen Arab Republic	7
Zambia	9
Zimbabwe	6
Slovenia	5
All other countries	9