

**Cost per message in EUR on the WhatsApp Business Platform, effective July 1, 2025**

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Please refer here for more detail on the changes referenced in this sheet: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing/>

Effective Jul. 1, 2025 - We are updating utility and/or authentication rates in specific markets.

**Prior updates already reflected here**

Effective Apr. 1, 2025 - Lower authentication-international rates will apply in Egypt, Nigeria, Pakistan, and South Africa.

Effective Feb. 1, 2025 - Updated authentication and authentication-international rates will apply in Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South Africa, and United Arab Emirates.

Effective Nov. 1, 2024 - Lower utility rate will apply to Rest of Africa.

Effective Nov. 1, 2024 - Service conversations become free, with "n/a" reflected in our rate card across markets.

Effective Oct. 1, 2024 - Updated marketing rates in India, Saudi Arabia, United Arab Emirates and the United Kingdom apply.

Effective Aug. 1, 2024 - Updated utility rates apply.

Effective Jul. 1, 2024 - Authentication templates available in India. Authentication and authentication-international rates apply for India.

Effective Jun. 1, 2024 - Authentication-international rate applies for Indonesia.

| Market                           | Currency | Marketing | Utility | Authentication | Authentication-<br>International | Service |
|----------------------------------|----------|-----------|---------|----------------|----------------------------------|---------|
| Argentina                        | €        | 0.0512    | 0.0240  | 0.0240         | n/a                              | n/a     |
| Brazil                           | €        | 0.0518    | 0.0056  | 0.0056         | n/a                              | n/a     |
| Chile                            | €        | 0.0736    | 0.0166  | 0.0166         | n/a                              | n/a     |
| Colombia                         | €        | 0.0104    | 0.0002  | 0.0002         | n/a                              | n/a     |
| Egypt                            | €        | 0.0889    | 0.0043  | 0.0043         | 0.0538                           | n/a     |
| France                           | €        | 0.1186    | 0.0248  | 0.0248         | n/a                              | n/a     |
| Germany                          | €        | 0.1131    | 0.0456  | 0.0456         | n/a                              | n/a     |
| India                            | €        | 0.0090    | 0.0012  | 0.0012         | 0.0232                           | n/a     |
| Indonesia                        | €        | 0.0341    | 0.0208  | 0.0208         | 0.1129                           | n/a     |
| Israel                           | €        | 0.0292    | 0.0044  | 0.0044         | n/a                              | n/a     |
| Italy                            | €        | 0.0572    | 0.0248  | 0.0248         | n/a                              | n/a     |
| Malaysia                         | €        | 0.0712    | 0.0116  | 0.0116         | 0.0346                           | n/a     |
| Mexico                           | €        | 0.0361    | 0.0071  | 0.0071         | n/a                              | n/a     |
| Netherlands                      | €        | 0.1323    | 0.0414  | 0.0414         | n/a                              | n/a     |
| Nigeria                          | €        | 0.0428    | 0.0056  | 0.0056         | 0.0622                           | n/a     |
| Pakistan                         | €        | 0.0392    | 0.0045  | 0.0045         | 0.0622                           | n/a     |
| Peru                             | €        | 0.0582    | 0.0166  | 0.0166         | n/a                              | n/a     |
| Russia                           | €        | 0.0664    | 0.0331  | 0.0331         | n/a                              | n/a     |
| Saudi Arabia                     | €        | 0.0376    | 0.0095  | 0.0095         | 0.0495                           | n/a     |
| South Africa                     | €        | 0.0314    | 0.0063  | 0.0063         | 0.0166                           | n/a     |
| Spain                            | €        | 0.0509    | 0.0166  | 0.0166         | n/a                              | n/a     |
| Turkey                           | €        | 0.0090    | 0.0044  | 0.0044         | n/a                              | n/a     |
| United Arab Emirates             | €        | 0.0319    | 0.0130  | 0.0130         | 0.0421                           | n/a     |
| United Kingdom                   | €        | 0.0438    | 0.0182  | 0.0182         | n/a                              | n/a     |
| North America                    | €        | 0.0207    | 0.0033  | 0.0033         | n/a                              | n/a     |
| Rest of Africa                   | €        | 0.0186    | 0.0033  | 0.0033         | n/a                              | n/a     |
| Rest of Asia Pacific             | €        | 0.0606    | 0.0094  | 0.0094         | n/a                              | n/a     |
| Rest of Central & Eastern Europe | €        | 0.0712    | 0.0175  | 0.0175         | n/a                              | n/a     |
| Rest of Latin America            | €        | 0.0612    | 0.0094  | 0.0094         | n/a                              | n/a     |
| Rest of Middle East              | €        | 0.0282    | 0.0075  | 0.0075         | n/a                              | n/a     |
| Rest of Western Europe           | €        | 0.0490    | 0.0142  | 0.0142         | n/a                              | n/a     |
| Other                            | €        | 0.0500    | 0.0064  | 0.0064         | n/a                              | n/a     |

| Cost per message in EUR on the WhatsApp Business Platform, effective July 1, 2025 - Reflecting volume tiers                                                                                                                                                              |          |                      |             |                |        |               |                      |             |                |        |               |                              |             |                |        |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|-------------|----------------|--------|---------------|----------------------|-------------|----------------|--------|---------------|------------------------------|-------------|----------------|--------|---------------|
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| Please refer here for more detail on our volume tiers, effective July 1, 2025: <a href="https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers">https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers</a> |          |                      |             |                |        |               |                      |             |                |        |               |                              |             |                |        |               |
| Market<br>(per rate card)                                                                                                                                                                                                                                                | Currency | Utility              |             |                |        |               | Authentication       |             |                |        |               | Authentication-International |             |                |        |               |
|                                                                                                                                                                                                                                                                          |          | Messages (per month) |             | What we charge |        |               | Messages (per month) |             | What we charge |        |               | Messages (per month)         |             | What we charge |        |               |
|                                                                                                                                                                                                                                                                          |          | From                 | To          | Rate type      | Rate   | vs. List rate | From                 | To          | Rate type      | Rate   | vs. List rate | From                         | To          | Rate type      | Rate   | vs. List rate |
| Argentina                                                                                                                                                                                                                                                                | €        | 0                    | 100,000     | List rate      | 0.0240 | 0%            | 0                    | 120,000     | List rate      | 0.0240 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0228 | -5%           | 120,001              | 400,000     | Tier rate      | 0.0228 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0216 | -10%          | 400,001              | 1,000,000   | Tier rate      | 0.0216 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 15,000,000  | Tier rate      | 0.0204 | -15%          | 1,000,001            | 5,000,000   | Tier rate      | 0.0204 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 15,000,001           | 30,000,000  | Tier rate      | 0.0192 | -20%          | 5,000,001            | 10,000,000  | Tier rate      | 0.0192 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 30,000,001           | --          | Tier rate      | 0.0180 | -25%          | 10,000,001           | --          | Tier rate      | 0.0180 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| Brazil                                                                                                                                                                                                                                                                   | €        | 0                    | 250,000     | List rate      | 0.0056 | 0%            | 0                    | 500,000     | List rate      | 0.0056 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 250,001              | 2,000,000   | Tier rate      | 0.0053 | -5%           | 500,001              | 3,000,000   | Tier rate      | 0.0053 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 2,000,001            | 17,000,000  | Tier rate      | 0.0050 | -10%          | 3,000,001            | 5,250,000   | Tier rate      | 0.0050 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 17,000,001           | 35,000,000  | Tier rate      | 0.0048 | -15%          | 5,250,001            | 10,000,000  | Tier rate      | 0.0048 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 35,000,001           | 70,000,000  | Tier rate      | 0.0045 | -20%          | 10,000,001           | 20,000,000  | Tier rate      | 0.0045 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 70,000,001           | --          | Tier rate      | 0.0042 | -25%          | 20,000,001           | --          | Tier rate      | 0.0042 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| Chile                                                                                                                                                                                                                                                                    | €        | 0                    | 100,000     | List rate      | 0.0166 | 0%            | 0                    | 120,000     | List rate      | 0.0166 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0158 | -5%           | 120,001              | 400,000     | Tier rate      | 0.0158 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0149 | -10%          | 400,001              | 1,000,000   | Tier rate      | 0.0149 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 15,000,000  | Tier rate      | 0.0141 | -15%          | 1,000,001            | 5,000,000   | Tier rate      | 0.0141 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 15,000,001           | 30,000,000  | Tier rate      | 0.0133 | -20%          | 5,000,001            | 10,000,000  | Tier rate      | 0.0133 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 30,000,001           | --          | Tier rate      | 0.0125 | -25%          | 10,000,001           | --          | Tier rate      | 0.0125 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| Colombia                                                                                                                                                                                                                                                                 | €        | 0                    | 100,000     | List rate      | 0.0002 | 0%            | 0                    | 120,000     | List rate      | 0.0002 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0002 | -5%           | 120,001              | 400,000     | Tier rate      | 0.0002 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0002 | -10%          | 400,001              | 1,000,000   | Tier rate      | 0.0002 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 15,000,000  | Tier rate      | 0.0002 | -15%          | 1,000,001            | 5,000,000   | Tier rate      | 0.0002 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 15,000,001           | 30,000,000  | Tier rate      | 0.0002 | -20%          | 5,000,001            | 10,000,000  | Tier rate      | 0.0002 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 30,000,001           | --          | Tier rate      | 0.0002 | -25%          | 10,000,001           | --          | Tier rate      | 0.0002 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| Egypt                                                                                                                                                                                                                                                                    | €        | 0                    | 100,000     | List rate      | 0.0043 | 0%            | 0                    | 300,000     | List rate      | 0.0043 | 0%            | 0                            | 300,000     | List rate      | 0.0538 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0041 | -5%           | 300,001              | 2,000,000   | Tier rate      | 0.0041 | -5%           | 300,001                      | 2,000,000   | Tier rate      | 0.0511 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0039 | -10%          | 2,000,001            | 10,000,000  | Tier rate      | 0.0039 | -10%          | 2,000,001                    | 10,000,000  | Tier rate      | 0.0484 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0037 | -15%          | 10,000,001           | 20,000,000  | Tier rate      | 0.0037 | -15%          | 10,000,001                   | 20,000,000  | Tier rate      | 0.0457 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0034 | -20%          | 20,000,001           | 40,000,000  | Tier rate      | 0.0034 | -20%          | 20,000,001                   | 40,000,000  | Tier rate      | 0.0430 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0032 | -25%          | 40,000,001           | --          | Tier rate      | 0.0032 | -25%          | 40,000,001                   | --          | Tier rate      | 0.0404 | -25%          |
| France                                                                                                                                                                                                                                                                   | €        | 0                    | 100,000     | List rate      | 0.0248 | 0%            | 0                    | 300,000     | List rate      | 0.0248 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0236 | -5%           | 300,001              | 2,000,000   | Tier rate      | 0.0236 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0223 | -10%          | 2,000,001            | 10,000,000  | Tier rate      | 0.0223 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0211 | -15%          | 10,000,001           | 20,000,000  | Tier rate      | 0.0211 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0198 | -20%          | 20,000,001           | 40,000,000  | Tier rate      | 0.0198 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0186 | -25%          | 40,000,001           | --          | Tier rate      | 0.0186 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| Germany                                                                                                                                                                                                                                                                  | €        | 0                    | 100,000     | List rate      | 0.0456 | 0%            | 0                    | 300,000     | List rate      | 0.0456 | 0%            | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0433 | -5%           | 300,001              | 2,000,000   | Tier rate      | 0.0433 | -5%           | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0410 | -10%          | 2,000,001            | 10,000,000  | Tier rate      | 0.0410 | -10%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0388 | -15%          | 10,000,001           | 20,000,000  | Tier rate      | 0.0388 | -15%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0365 | -20%          | 20,000,001           | 40,000,000  | Tier rate      | 0.0365 | -20%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0342 | -25%          | 40,000,001           | --          | Tier rate      | 0.0342 | -25%          | n/a                          | n/a         | n/a            | n/a    | n/a           |
| India                                                                                                                                                                                                                                                                    | €        | 0                    | 25,000,000  | List rate      | 0.0012 | 0%            | 0                    | 750,000     | List rate      | 0.0012 | 0%            | 0                            | 750,000     | List rate      | 0.0232 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 25,000,001           | 50,000,000  | Tier rate      | 0.0011 | -6%           | 750,001              | 15,000,000  | Tier rate      | 0.0011 | -6%           | 750,001                      | 15,000,000  | Tier rate      | 0.0218 | -6%           |
|                                                                                                                                                                                                                                                                          | €        | 50,000,001           | 100,000,000 | Tier rate      | 0.0011 | -12%          | 15,000,001           | 20,000,000  | Tier rate      | 0.0011 | -12%          | 15,000,001                   | 20,000,000  | Tier rate      | 0.0204 | -12%          |
|                                                                                                                                                                                                                                                                          | €        | 100,000,001          | 200,000,000 | Tier rate      | 0.0010 | -18%          | 20,000,001           | 50,000,000  | Tier rate      | 0.0010 | -18%          | 20,000,001                   | 50,000,000  | Tier rate      | 0.0190 | -18%          |
|                                                                                                                                                                                                                                                                          | €        | 200,000,001          | 300,000,000 | Tier rate      | 0.0009 | -24%          | 50,000,001           | 100,000,000 | Tier rate      | 0.0009 | -24%          | 50,000,001                   | 100,000,000 | Tier rate      | 0.0176 | -24%          |
|                                                                                                                                                                                                                                                                          | €        | 300,000,001          | --          | Tier rate      | 0.0008 | -30%          | 100,000,001          | --          | Tier rate      | 0.0008 | -30%          | 100,000,001                  | --          | Tier rate      | 0.0162 | -30%          |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|-------------|----------------|--------|---------------|----------------------|------------|----------------|--------|---------------|------------------------------|------------|----------------|--------|---------------|
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| Market<br>(per rate card)                                                                                                                                                                                                                                                | Currency | Utility              |             |                |        |               | Authentication       |            |                |        |               | Authentication-International |            |                |        |               |
|                                                                                                                                                                                                                                                                          |          | Messages (per month) |             | What we charge |        |               | Messages (per month) |            | What we charge |        |               | Messages (per month)         |            | What we charge |        |               |
|                                                                                                                                                                                                                                                                          |          | From                 | To          | Rate type      | Rate   | vs. List rate | From                 | To         | Rate type      | Rate   | vs. List rate | From                         | To         | Rate type      | Rate   | vs. List rate |
| Indonesia                                                                                                                                                                                                                                                                | €        | 0                    | 750,000     | List rate      | 0.0208 | 0%            | 0                    | 750,000    | List rate      | 0.0208 | 0%            | 0                            | 750,000    | List rate      | 0.1129 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 750,001              | 4,000,000   | Tier rate      | 0.0198 | -5%           | 750,001              | 2,000,000  | Tier rate      | 0.0198 | -5%           | 750,001                      | 2,000,000  | Tier rate      | 0.1073 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 4,000,001            | 25,000,000  | Tier rate      | 0.0187 | -10%          | 2,000,001            | 6,000,000  | Tier rate      | 0.0187 | -10%          | 2,000,001                    | 6,000,000  | Tier rate      | 0.1016 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 25,000,001           | 75,000,000  | Tier rate      | 0.0177 | -15%          | 6,000,001            | 30,000,000 | Tier rate      | 0.0177 | -15%          | 6,000,001                    | 30,000,000 | Tier rate      | 0.0960 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 75,000,001           | 150,000,000 | Tier rate      | 0.0166 | -20%          | 30,000,001           | 60,000,000 | Tier rate      | 0.0166 | -20%          | 30,000,001                   | 60,000,000 | Tier rate      | 0.0903 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 150,000,001          | --          | Tier rate      | 0.0156 | -25%          | 60,000,001           | --         | Tier rate      | 0.0156 | -25%          | 60,000,001                   | --         | Tier rate      | 0.0847 | -25%          |
| Israel                                                                                                                                                                                                                                                                   | €        | 0                    | 100,000     | List rate      | 0.0044 | 0%            | 0                    | 300,000    | List rate      | 0.0044 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0042 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0042 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0040 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0040 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0037 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0037 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0035 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0035 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0033 | -25%          | 40,000,001           | --         | Tier rate      | 0.0033 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Italy                                                                                                                                                                                                                                                                    | €        | 0                    | 100,000     | List rate      | 0.0248 | 0%            | 0                    | 300,000    | List rate      | 0.0248 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0236 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0236 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0223 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0223 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0211 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0211 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0198 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0198 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0186 | -25%          | 40,000,001           | --         | Tier rate      | 0.0186 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Malaysia                                                                                                                                                                                                                                                                 | €        | 0                    | 150,000     | List rate      | 0.0116 | 0%            | 0                    | 100,000    | List rate      | 0.0116 | 0%            | 0                            | 100,000    | List rate      | 0.0346 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 150,001              | 1,000,000   | Tier rate      | 0.0110 | -5%           | 100,001              | 300,000    | Tier rate      | 0.0110 | -5%           | 100,001                      | 300,000    | Tier rate      | 0.0329 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,000,000   | Tier rate      | 0.0104 | -10%          | 300,001              | 1,000,000  | Tier rate      | 0.0104 | -10%          | 300,001                      | 1,000,000  | Tier rate      | 0.0311 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,000,001            | 25,000,000  | Tier rate      | 0.0099 | -15%          | 1,000,001            | 10,000,000 | Tier rate      | 0.0099 | -15%          | 1,000,001                    | 10,000,000 | Tier rate      | 0.0294 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 25,000,001           | 50,000,000  | Tier rate      | 0.0093 | -20%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0093 | -20%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0277 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 50,000,001           | --          | Tier rate      | 0.0087 | -25%          | 20,000,001           | --         | Tier rate      | 0.0087 | -25%          | 20,000,001                   | --         | Tier rate      | 0.0260 | -25%          |
| Mexico                                                                                                                                                                                                                                                                   | €        | 0                    | 1,000,000   | List rate      | 0.0071 | 0%            | 0                    | 250,000    | List rate      | 0.0071 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 5,000,000   | Tier rate      | 0.0067 | -5%           | 250,001              | 1,000,000  | Tier rate      | 0.0067 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 5,000,001            | 10,000,000  | Tier rate      | 0.0064 | -10%          | 1,000,001            | 3,000,000  | Tier rate      | 0.0064 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 10,000,001           | 20,000,000  | Tier rate      | 0.0060 | -15%          | 3,000,001            | 5,000,000  | Tier rate      | 0.0060 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 20,000,001           | 40,000,000  | Tier rate      | 0.0057 | -20%          | 5,000,001            | 10,000,000 | Tier rate      | 0.0057 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | --          | Tier rate      | 0.0053 | -25%          | 10,000,001           | --         | Tier rate      | 0.0053 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Netherlands                                                                                                                                                                                                                                                              | €        | 0                    | 100,000     | List rate      | 0.0414 | 0%            | 0                    | 300,000    | List rate      | 0.0414 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0393 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0393 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0373 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0373 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0352 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0352 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0331 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0331 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0311 | -25%          | 40,000,001           | --         | Tier rate      | 0.0311 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Nigeria                                                                                                                                                                                                                                                                  | €        | 0                    | 100,000     | List rate      | 0.0056 | 0%            | 0                    | 300,000    | List rate      | 0.0056 | 0%            | 0                            | 300,000    | List rate      | 0.0622 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000   | Tier rate      | 0.0053 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0053 | -5%           | 300,001                      | 2,000,000  | Tier rate      | 0.0591 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000   | Tier rate      | 0.0050 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0050 | -10%          | 2,000,001                    | 10,000,000 | Tier rate      | 0.0560 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000  | Tier rate      | 0.0048 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0048 | -15%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0529 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000  | Tier rate      | 0.0045 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0045 | -20%          | 20,000,001                   | 40,000,000 | Tier rate      | 0.0498 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --          | Tier rate      | 0.0042 | -25%          | 40,000,001           | --         | Tier rate      | 0.0042 | -25%          | 40,000,001                   | --         | Tier rate      | 0.0467 | -25%          |
| Pakistan                                                                                                                                                                                                                                                                 | €        | 0                    | 150,000     | List rate      | 0.0045 | 0%            | 0                    | 100,000    | List rate      | 0.0045 | 0%            | 0                            | 100,000    | List rate      | 0.0622 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 150,001              | 1,000,000   | Tier rate      | 0.0043 | -5%           | 100,001              | 300,000    | Tier rate      | 0.0043 | -5%           | 100,001                      | 300,000    | Tier rate      | 0.0591 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,000,000   | Tier rate      | 0.0041 | -10%          | 300,001              | 1,000,000  | Tier rate      | 0.0041 | -10%          | 300,001                      | 1,000,000  | Tier rate      | 0.0560 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,000,001            | 25,000,000  | Tier rate      | 0.0038 | -15%          | 1,000,001            | 10,000,000 | Tier rate      | 0.0038 | -15%          | 1,000,001                    | 10,000,000 | Tier rate      | 0.0529 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 25,000,001           | 50,000,000  | Tier rate      | 0.0036 | -20%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0036 | -20%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0498 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 50,000,001           | --          | Tier rate      | 0.0034 | -25%          | 20,000,001           | --         | Tier rate      | 0.0034 | -25%          | 20,000,001                   | --         | Tier rate      | 0.0467 | -25%          |

| Cost per message in EUR on the WhatsApp Business Platform, effective July 1, 2025 - Reflecting volume tiers                                                                                                                                                              |          |                      |            |                |        |               |                      |            |                |        |               |                              |            |                |        |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|------------|----------------|--------|---------------|----------------------|------------|----------------|--------|---------------|------------------------------|------------|----------------|--------|---------------|
| This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <a href="https://developers.facebook.com/docs/whatsapp/pricing#rate-cards">https://developers.facebook.com/docs/whatsapp/pricing#rate-cards</a>       |          |                      |            |                |        |               |                      |            |                |        |               |                              |            |                |        |               |
| Please refer here for more detail on our volume tiers, effective July 1, 2025: <a href="https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers">https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers</a> |          |                      |            |                |        |               |                      |            |                |        |               |                              |            |                |        |               |
| Market<br>(per rate card)                                                                                                                                                                                                                                                | Currency | Utility              |            |                |        |               | Authentication       |            |                |        |               | Authentication-International |            |                |        |               |
|                                                                                                                                                                                                                                                                          |          | Messages (per month) |            | What we charge |        |               | Messages (per month) |            | What we charge |        |               | Messages (per month)         |            | What we charge |        |               |
|                                                                                                                                                                                                                                                                          |          | From                 | To         | Rate type      | Rate   | vs. List rate | From                 | To         | Rate type      | Rate   | vs. List rate | From                         | To         | Rate type      | Rate   | vs. List rate |
| Peru                                                                                                                                                                                                                                                                     | €        | 0                    | 100,000    | List rate      | 0.0166 | 0%            | 0                    | 120,000    | List rate      | 0.0166 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0158 | -5%           | 120,001              | 400,000    | Tier rate      | 0.0158 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0149 | -10%          | 400,001              | 1,000,000  | Tier rate      | 0.0149 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 15,000,000 | Tier rate      | 0.0141 | -15%          | 1,000,001            | 5,000,000  | Tier rate      | 0.0141 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 15,000,001           | 30,000,000 | Tier rate      | 0.0133 | -20%          | 5,000,001            | 10,000,000 | Tier rate      | 0.0133 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 30,000,001           | --         | Tier rate      | 0.0125 | -25%          | 10,000,001           | --         | Tier rate      | 0.0125 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Russia                                                                                                                                                                                                                                                                   | €        | 0                    | 100,000    | List rate      | 0.0331 | 0%            | 0                    | 300,000    | List rate      | 0.0331 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0314 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0314 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0298 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0298 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0281 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0281 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0265 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0265 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0248 | -25%          | 40,000,001           | --         | Tier rate      | 0.0248 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Saudi Arabia                                                                                                                                                                                                                                                             | €        | 0                    | 100,000    | List rate      | 0.0095 | 0%            | 0                    | 300,000    | List rate      | 0.0095 | 0%            | 0                            | 300,000    | List rate      | 0.0495 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0090 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0090 | -5%           | 300,001                      | 2,000,000  | Tier rate      | 0.0470 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0086 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0086 | -10%          | 2,000,001                    | 10,000,000 | Tier rate      | 0.0446 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0081 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0081 | -15%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0421 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0076 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0076 | -20%          | 20,000,001                   | 40,000,000 | Tier rate      | 0.0396 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0071 | -25%          | 40,000,001           | --         | Tier rate      | 0.0071 | -25%          | 40,000,001                   | --         | Tier rate      | 0.0371 | -25%          |
| South Africa                                                                                                                                                                                                                                                             | €        | 0                    | 100,000    | List rate      | 0.0063 | 0%            | 0                    | 300,000    | List rate      | 0.0063 | 0%            | 0                            | 300,000    | List rate      | 0.0166 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0060 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0060 | -5%           | 300,001                      | 2,000,000  | Tier rate      | 0.0158 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0057 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0057 | -10%          | 2,000,001                    | 10,000,000 | Tier rate      | 0.0149 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0054 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0054 | -15%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0141 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0050 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0050 | -20%          | 20,000,001                   | 40,000,000 | Tier rate      | 0.0133 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0047 | -25%          | 40,000,001           | --         | Tier rate      | 0.0047 | -25%          | 40,000,001                   | --         | Tier rate      | 0.0125 | -25%          |
| Spain                                                                                                                                                                                                                                                                    | €        | 0                    | 100,000    | List rate      | 0.0166 | 0%            | 0                    | 300,000    | List rate      | 0.0166 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0158 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0158 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0149 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0149 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0141 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0141 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0133 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0133 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0125 | -25%          | 40,000,001           | --         | Tier rate      | 0.0125 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| Turkey                                                                                                                                                                                                                                                                   | €        | 0                    | 100,000    | List rate      | 0.0044 | 0%            | 0                    | 300,000    | List rate      | 0.0044 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0042 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0042 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0040 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0040 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0037 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0037 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0035 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0035 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0033 | -25%          | 40,000,001           | --         | Tier rate      | 0.0033 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
| United Arab Emirates                                                                                                                                                                                                                                                     | €        | 0                    | 100,000    | List rate      | 0.0130 | 0%            | 0                    | 300,000    | List rate      | 0.0130 | 0%            | 0                            | 300,000    | List rate      | 0.0421 | 0%            |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0124 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0124 | -5%           | 300,001                      | 2,000,000  | Tier rate      | 0.0400 | -5%           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0117 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0117 | -10%          | 2,000,001                    | 10,000,000 | Tier rate      | 0.0379 | -10%          |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0111 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0111 | -15%          | 10,000,001                   | 20,000,000 | Tier rate      | 0.0358 | -15%          |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0104 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0104 | -20%          | 20,000,001                   | 40,000,000 | Tier rate      | 0.0337 | -20%          |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0098 | -25%          | 40,000,001           | --         | Tier rate      | 0.0098 | -25%          | 40,000,001                   | --         | Tier rate      | 0.0316 | -25%          |
| United Kingdom                                                                                                                                                                                                                                                           | €        | 0                    | 100,000    | List rate      | 0.0182 | 0%            | 0                    | 300,000    | List rate      | 0.0182 | 0%            | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0173 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0173 | -5%           | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0164 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0164 | -10%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0155 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0155 | -15%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0146 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0146 | -20%          | n/a                          | n/a        | n/a            | n/a    | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0137 | -25%          | 40,000,001           | --         | Tier rate      | 0.0137 | -25%          | n/a                          | n/a        | n/a            | n/a    | n/a           |

| Cost per message in EUR on the WhatsApp Business Platform, effective July 1, 2025 - Reflecting volume tiers                                                                                                                                                              |          |                      |            |                |        |               |                      |            |                |        |               |                              |     |                |      |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|------------|----------------|--------|---------------|----------------------|------------|----------------|--------|---------------|------------------------------|-----|----------------|------|---------------|
| This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <a href="https://developers.facebook.com/docs/whatsapp/pricing#rate-cards">https://developers.facebook.com/docs/whatsapp/pricing#rate-cards</a>       |          |                      |            |                |        |               |                      |            |                |        |               |                              |     |                |      |               |
| Please refer here for more detail on our volume tiers, effective July 1, 2025: <a href="https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers">https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers</a> |          |                      |            |                |        |               |                      |            |                |        |               |                              |     |                |      |               |
| Market<br>(per rate card)                                                                                                                                                                                                                                                | Currency | Utility              |            |                |        |               | Authentication       |            |                |        |               | Authentication-International |     |                |      |               |
|                                                                                                                                                                                                                                                                          |          | Messages (per month) |            | What we charge |        |               | Messages (per month) |            | What we charge |        |               | Messages (per month)         |     | What we charge |      |               |
|                                                                                                                                                                                                                                                                          |          | From                 | To         | Rate type      | Rate   | vs. List rate | From                 | To         | Rate type      | Rate   | vs. List rate | From                         | To  | Rate type      | Rate | vs. List rate |
| North America                                                                                                                                                                                                                                                            | €        | 0                    | 80,000     | List rate      | 0.0033 | 0%            | 0                    | 100,000    | List rate      | 0.0033 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,001               | 750,000    | Tier rate      | 0.0031 | -5%           | 100,001              | 500,000    | Tier rate      | 0.0031 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 750,001              | 2,250,000  | Tier rate      | 0.0030 | -10%          | 500,001              | 2,000,000  | Tier rate      | 0.0030 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 2,250,001            | 3,000,000  | Tier rate      | 0.0028 | -15%          | 2,000,001            | 5,000,000  | Tier rate      | 0.0028 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 3,000,001            | 6,000,000  | Tier rate      | 0.0026 | -20%          | 5,000,001            | 10,000,000 | Tier rate      | 0.0026 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 6,000,001            | --         | Tier rate      | 0.0025 | -25%          | 10,000,001           | --         | Tier rate      | 0.0025 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Africa                                                                                                                                                                                                                                                           | €        | 0                    | 100,000    | List rate      | 0.0033 | 0%            | 0                    | 300,000    | List rate      | 0.0033 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0031 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0031 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0030 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0030 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0028 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0028 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0026 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0026 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0025 | -25%          | 40,000,001           | --         | Tier rate      | 0.0025 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Asia Pacific                                                                                                                                                                                                                                                     | €        | 0                    | 150,000    | List rate      | 0.0094 | 0%            | 0                    | 100,000    | List rate      | 0.0094 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 150,001              | 1,000,000  | Tier rate      | 0.0089 | -5%           | 100,001              | 300,000    | Tier rate      | 0.0089 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,000,000  | Tier rate      | 0.0085 | -10%          | 300,001              | 1,000,000  | Tier rate      | 0.0085 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,000,001            | 25,000,000 | Tier rate      | 0.0080 | -15%          | 1,000,001            | 10,000,000 | Tier rate      | 0.0080 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 25,000,001           | 50,000,000 | Tier rate      | 0.0075 | -20%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0075 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 50,000,001           | --         | Tier rate      | 0.0071 | -25%          | 20,000,001           | --         | Tier rate      | 0.0071 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Central & Eastern Europe                                                                                                                                                                                                                                         | €        | 0                    | 100,000    | List rate      | 0.0175 | 0%            | 0                    | 300,000    | List rate      | 0.0175 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0166 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0166 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0158 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0158 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0149 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0149 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0140 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0140 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0131 | -25%          | 40,000,001           | --         | Tier rate      | 0.0131 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Latin America                                                                                                                                                                                                                                                    | €        | 0                    | 100,000    | List rate      | 0.0094 | 0%            | 0                    | 120,000    | List rate      | 0.0094 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0089 | -5%           | 120,001              | 400,000    | Tier rate      | 0.0089 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0085 | -10%          | 400,001              | 1,000,000  | Tier rate      | 0.0085 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 15,000,000 | Tier rate      | 0.0080 | -15%          | 1,000,001            | 5,000,000  | Tier rate      | 0.0080 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 15,000,001           | 30,000,000 | Tier rate      | 0.0075 | -20%          | 5,000,001            | 10,000,000 | Tier rate      | 0.0075 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 30,000,001           | --         | Tier rate      | 0.0071 | -25%          | 10,000,001           | --         | Tier rate      | 0.0071 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Middle East                                                                                                                                                                                                                                                      | €        | 0                    | 100,000    | List rate      | 0.0075 | 0%            | 0                    | 300,000    | List rate      | 0.0075 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0071 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0071 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0068 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0068 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0064 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0064 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0060 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0060 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0056 | -25%          | 40,000,001           | --         | Tier rate      | 0.0056 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Rest of Western Europe                                                                                                                                                                                                                                                   | €        | 0                    | 100,000    | List rate      | 0.0142 | 0%            | 0                    | 300,000    | List rate      | 0.0142 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 100,001              | 1,000,000  | Tier rate      | 0.0135 | -5%           | 300,001              | 2,000,000  | Tier rate      | 0.0135 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 1,000,001            | 4,500,000  | Tier rate      | 0.0128 | -10%          | 2,000,001            | 10,000,000 | Tier rate      | 0.0128 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 4,500,001            | 40,000,000 | Tier rate      | 0.0121 | -15%          | 10,000,001           | 20,000,000 | Tier rate      | 0.0121 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 40,000,001           | 80,000,000 | Tier rate      | 0.0114 | -20%          | 20,000,001           | 40,000,000 | Tier rate      | 0.0114 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,000,001           | --         | Tier rate      | 0.0107 | -25%          | 40,000,001           | --         | Tier rate      | 0.0107 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |
| Other                                                                                                                                                                                                                                                                    | €        | 0                    | 80,000     | List rate      | 0.0064 | 0%            | 0                    | 100,000    | List rate      | 0.0064 | 0%            | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 80,001               | 750,000    | Tier rate      | 0.0061 | -5%           | 100,001              | 500,000    | Tier rate      | 0.0061 | -5%           | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 750,001              | 2,250,000  | Tier rate      | 0.0058 | -10%          | 500,001              | 2,000,000  | Tier rate      | 0.0058 | -10%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 2,250,001            | 3,000,000  | Tier rate      | 0.0054 | -15%          | 2,000,001            | 5,000,000  | Tier rate      | 0.0054 | -15%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 3,000,001            | 6,000,000  | Tier rate      | 0.0051 | -20%          | 5,000,001            | 10,000,000 | Tier rate      | 0.0051 | -20%          | n/a                          | n/a | n/a            | n/a  | n/a           |
|                                                                                                                                                                                                                                                                          | €        | 6,000,001            | --         | Tier rate      | 0.0048 | -25%          | 10,000,001           | --         | Tier rate      | 0.0048 | -25%          | n/a                          | n/a | n/a            | n/a  | n/a           |