Customer receives simplified notification which refers to online account for further information (alternative option is to call)



Mr A B Sample 123 Sample Street Sample Town Sample County 2012AB

300 February, 2019

Helio «Name»

Your minimum contract period for SkyTV ends on 24th February 2019. At this point the price of your current SkyTV package will increase from £72.65 that you pay today to £93.50 per month.

What are my options?

We have a number of re-contract offers that you could choose, including:

. Our best value package that most closely matches your current TV package

An alternative lower monthly price option if you move to Sky O

If you would like to change to one of these packages or get further information about your current TV package and how your prices will change, please log in to the 'Manage' section on Sky.com using your Sky ID. Alternatively, release call us on your poor your sky ID. Alternatively, release call us on your poor your sky ID. Alternatively, release call us on your poor your party of the package o

Your other options are to:

- . Do nothing and stay on your current package
- Switch to a different TV provider. Remember you may be able to get a better deal as a new customer with another provider.

Ending your TV contract

You can now cancel your TV subscription without any early termination charges, although a 31 day notice period applies. Information on how to cancel can be found in the 'manage' section on Sky.com or in your terms and conditions.

Also, please be aware that:

- If you cancel Sky TV then you will no longer be eligible for free calls and texts on Sky Mobile and unlimited calls and texts will cost you £10 permonth.
- If you cancel your Sky Sports subscription, then your Sky Broadband discount of £5 per month will end as
 this is dependent on you keeping a Sky Sports subscription.

We look forward to bringing you another unmissable year of entertainment if you chose to stay with Sky TV.

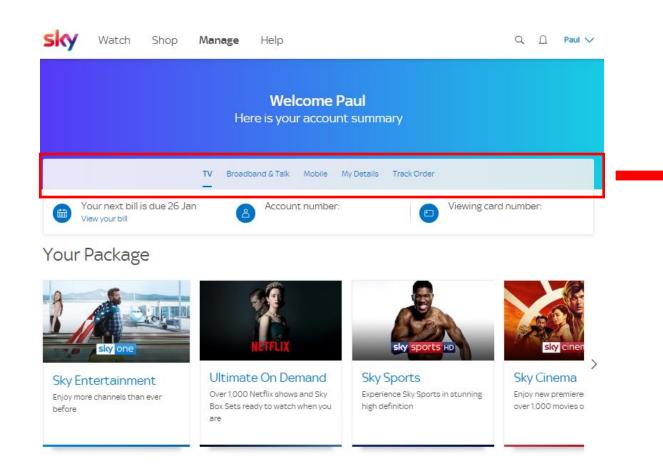
Your Sky Tea

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- Clear instructions for customers on how to access further information including by logging in to their online account.
- Notifications sent by email would include an account link for direct access.



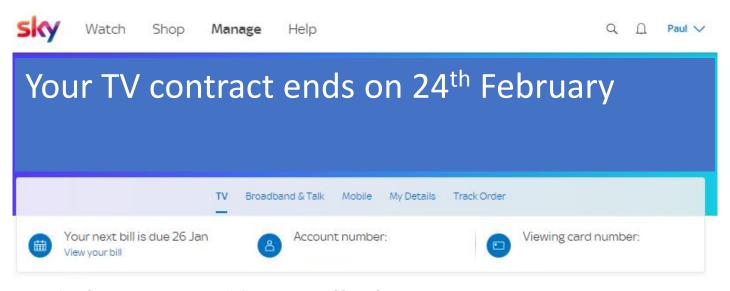
Customer who logs in to their online account is presented a prominent link to end of contract / best tariff information



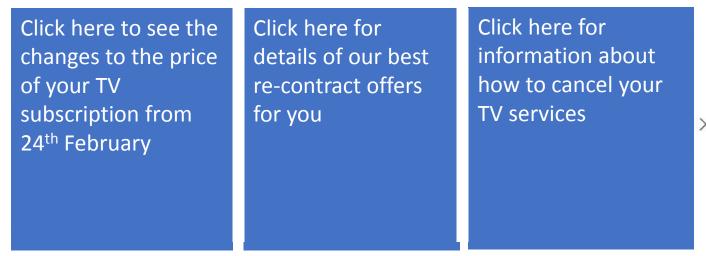
For example, a new link added to the banner navigation on the main 'Manage' page headed 'End of contract / best tariff information'



Customer clicking that link is presented with end of contract / best tariff information in an easy to navigate format



End of contract and best tariff information





Customer clicking on the best tariff link is presented with up to three options

