



THE MOSHI-TOSHI LICENSE MODEL



Moshi-Toshi offers highly professional options but remains very user-friendly. The enormous convenience is mostly thanks to the clarity in the structure of the platform. This clarity is also forwarded in the direction of our license model. You always know exactly what you're paying for – there are absolutely no variable or hidden expenses!

HOW DOES IT WORK

The model is based on the size of your address book; the number of contacts that you wish to supply with your newsletter through the use of Moshi-Toshi. There are licenses for all companies – from sole proprietorships to multinationals. Licenses vary, starting from 25 (our free-of-charge test license) to 250, 500, 1000, 2500 and 5.000 contacts. For more than 5.000 contacts we prefer to make a custom offer. In this way we already have different users with licenses of up to 250.000 contacts. All licenses offer the exact same functionalities, which include statistics, templates, clipart and the Moshi-Toshi editor. So in the end all you have to do is select how many contacts you want incorporated in your address book when opening your account. The license can be ordered online and instantly activated!

SIMPLE LICENSE EXCHANGE POSSIBILITIES

Is your contact base growing, then Moshi-Toshi is growing along with you; you can always expand your license. On top of that, your existing (old) license will be automatically credited so that you don't need to make unnecessary or double expenses. Moshi-Toshi works with a 100% flat fee – you will not incur retrospective charges for sent mailings or for the use of templates and clipart.

WITH EACH LICENSE YOU WILL PROFIT FROM:

- Flat fee pricing. You pay a flat fee, no matter the amount of newsletter you send out.
- Insight on the efficiency of your newsletters through the use of expansive statistics.
- Expert support via email, even during the evening hours and on weekends.
- Unlimited access to professional set-up templates, which can be adjusted as per your liking.
- Unlimited access to an expansive image/picture library.

	▶ TRY FOR FREE LICENCE 25 contacts
	▶ 250 250 contacts
	▶ 500 500 contacts
	▶ 1.000 1.000 contacts
	▶ 2.500 2.500 contacts
	▶ 5.000 5.000 contacts
	▶ NEED MORE? Contact us!

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HOW TO ORDER

Our online order module consists out of three steps:

1 SELECT YOUR LICENSE (STEP 1/3)

Indicate whether you want to take advantage of one of our special promotions (if applicable). At the moment for example, you have the possibility to include a modest Moshi-Toshi button to the bottom of your mailings. If you select this option then you will enjoy two months usage of this platform for free. Because of these buttons recipients can see that the mailing was sent out through Moshi-Toshi and in this way you are putting our platform in the center or attention. If you choose to send this button along with your mailings you will always receive two months worth of access for free. It is of no importance whether or not your contacts will click on the link and / or also choose Moshi-Toshi.

2 ENTER THE DATA (STEP 2/3)

Here you will be asked to provide your contact and company data. If you are already logged in (for example with the use of your test license) the data that had been filled in beforehand will now already be entered. Important to know is the fact that Moshi-Toshi works on the basis of invoicing. So, there is no need to enter confidential information such as credit card information.

3 AGREEMENT DATA (STEP 3/3)

Check your data, the selected license and the invoice amount. Download and read the General Conditions and check the box to indicate that you agree to these General Conditions. Eventual questions and / or remarks can be entered here. Our team will read these remarks and they will also answer any eventual questions within one working day. Finally click on 'continue'.

CONGRATULATIONS, YOUR MOSHI-TOSHI LICENSE HAS BEEN ACTIVATED!

You can get started right away*. Our system instantly sends the invoice to the entered email address. We request to settle the invoice within 14 working days. By selecting for this method of billing we are able to activate your license right away without the need to use a credit card.

We offer you a warm welcome to Moshi-Toshi!

* This is the case for licenses of up to 2500 contacts. Larger licenses will be checked and approved by our co-workers within one working day. This is necessary in order to avoid abuse (spam) of the platform.

The screenshot illustrates the three-step ordering process:

- 1. SELECT YOUR LICENSE (STEP 1/3):** A grid of license options is shown. The first row includes a 'try for free' offer (25 days free, up to 25 mailings, 25 contacts) and licenses for 250, 500, and 1000 contacts. The second row includes licenses for 2500 and 5000 contacts, along with a 'Need more?' section. Each license card displays the number of contacts, the license duration (3 years), and the price (net and gross).
- 2. ENTER THE DATA (STEP 2/3):** A form for entering user and company details. The 'Log in details of your new account' section includes fields for first name, email address, username, and password. The 'Company details' section includes fields for company name, address, postal code, town/city, country, telephone, and fax. A 'Special offers' section has a checkbox for a limited period offer.
- 3. AGREEMENT (STEP 3/3):** An agreement page with a table of costs and a confirmation section. The table shows the license cost, one-off set-up costs, subtotal, and total. The confirmation section includes a checkbox for agreeing to the General Terms and Conditions.