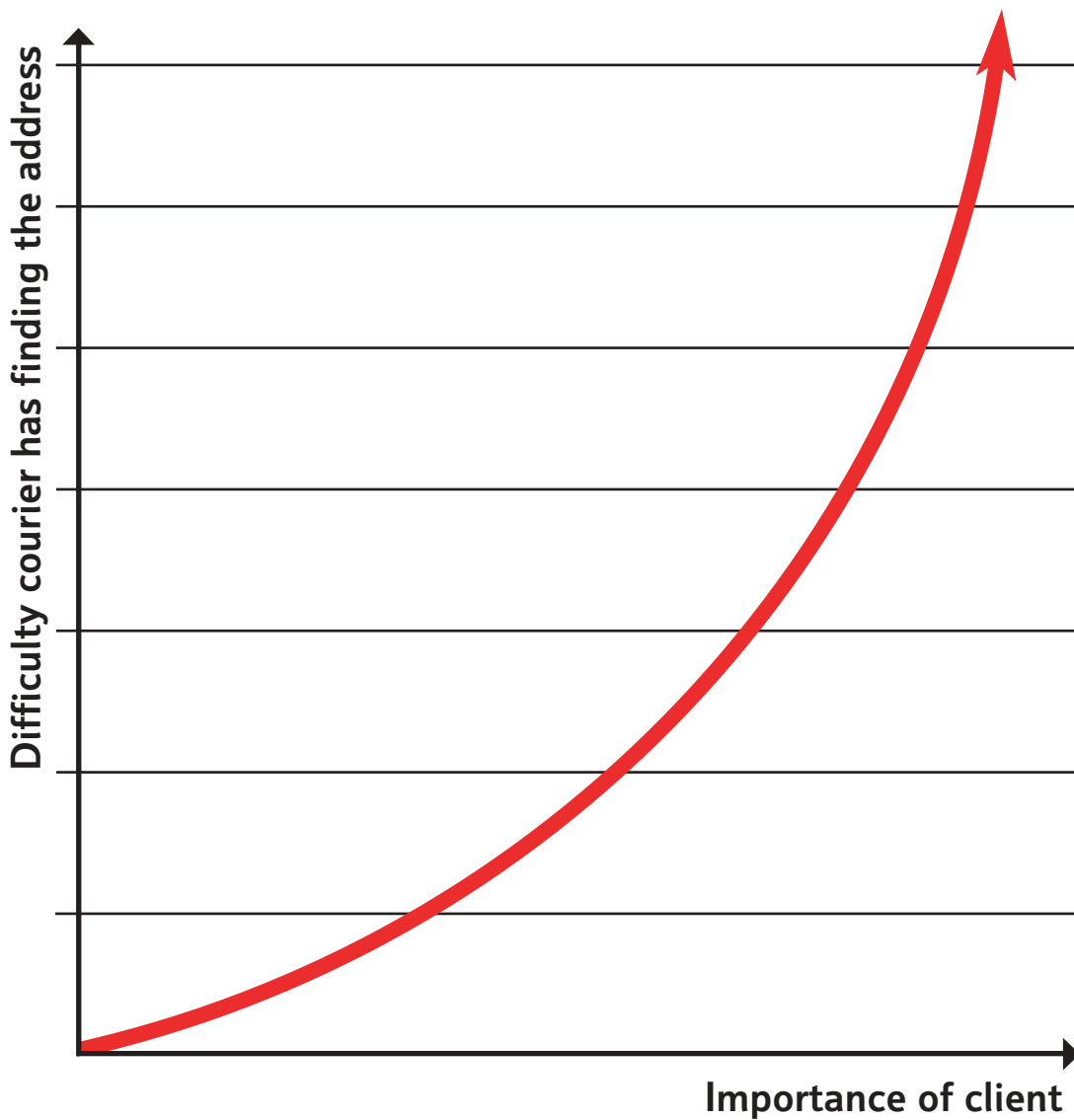


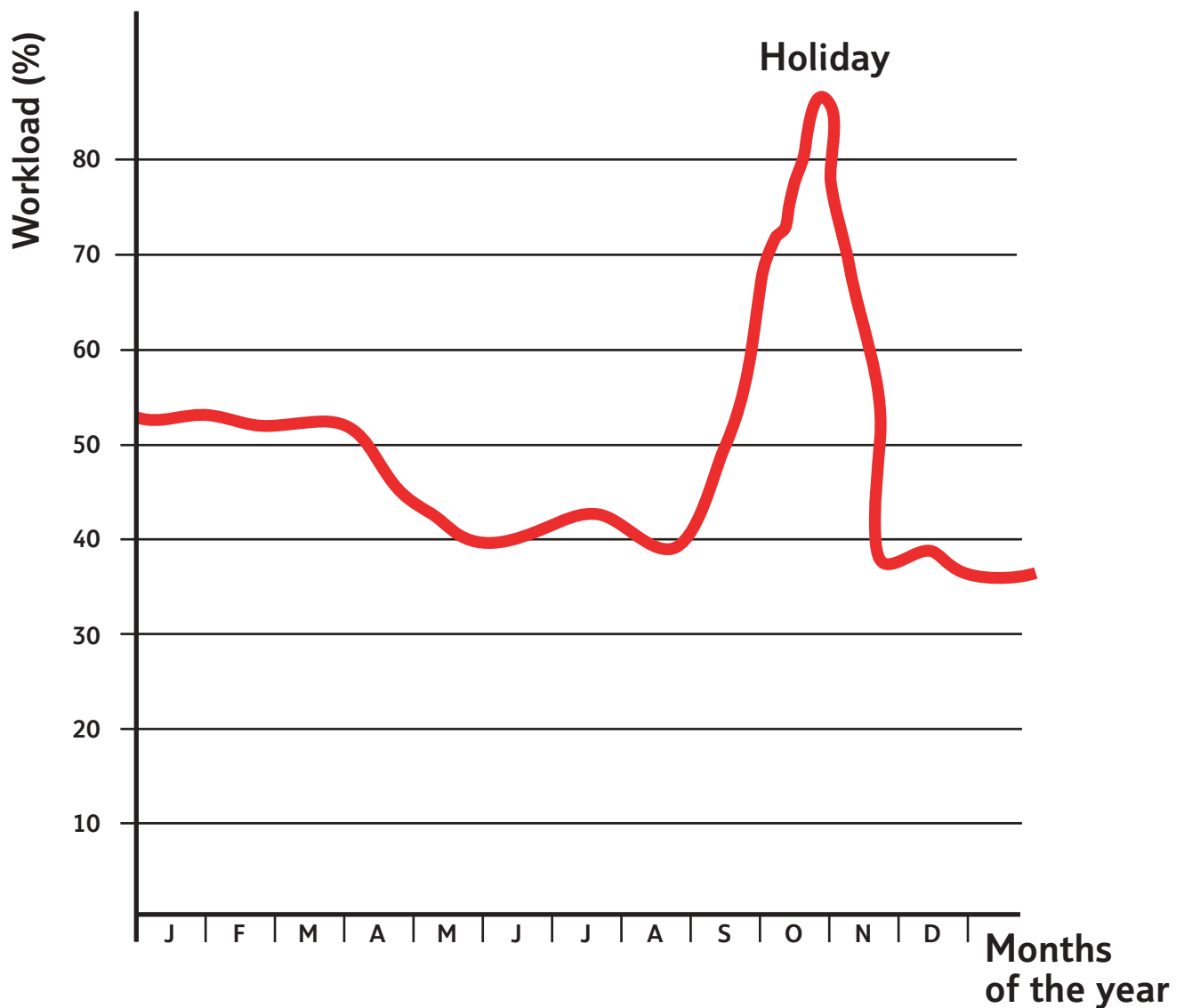
**BUSINESS IN 2003.
THIS MUCH IS CERTAIN.**

**The more important
the document,
the more likely
it will be
bound incorrectly.**

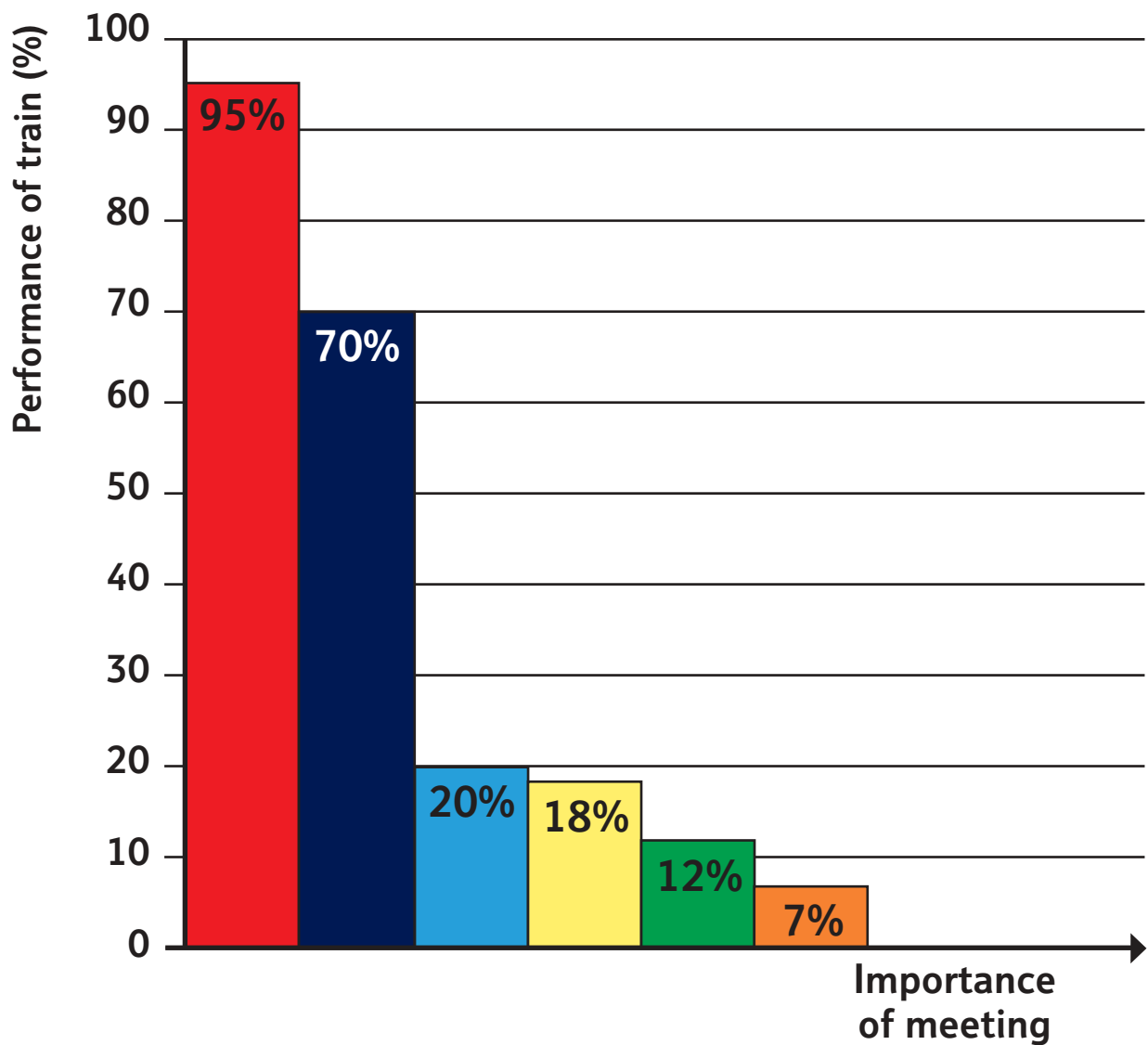
1. The more senior the client, the harder it is for the courier to find the address.



2. If you plan your holiday for the quietest time of the year, it will always turn out to be the busiest.



3. The more important the meeting, the less likely the train will get you there on time.



● **Personal Customer Care.**

Once you join the plan, we'll give you a single number to access your dedicated customer service team. We've taken everything we've learned operating one of the largest call-handling operations in Europe, and condensed it into a smaller, more personal team. One that's hand picked for their experience in working with businesses like yours.

● **Round the clock service support.**

If the nature of your business means that you need round the clock service support, we can give your business the certainty and peace of mind you require. In the unlikely event of a fault,⁴ we're committed to responding within 4 hours of you reporting it and you can be certain that we won't let you down. This is normally chargeable but with BT Business Plan it is available to you FREE when you sign up to receive this assured service.

● **Regular reviews.**

You will receive regular account reviews which will analyse your line usage and point out any opportunities for further savings. We will also proactively check to make sure you are getting the most out of BT. And throughout the year we will keep you abreast of other preferential deals that may be available as part of BT Business Plan.

● **Call Report Analysis.**

Do you want to know the average time your people take to answer calls, what percentage of incoming calls receive an engaged tone, and how many simply go unanswered? Our itemised breakdown reports⁵ mean you'll be able to manage your service and efficiency levels and monitor them month by month. Sign up for this service now and try it FREE for six months.

Lastly, there's the certainty you get from being connected to one of the world's largest digital networks. We currently have a 99.8% network success rate – on average that's less than one fault every seven years as far as your business is concerned. Our financial strength allows us to bring you the reliability you need – today and tomorrow.

Add certainty to your business through assured service and predictable pricing

Thankfully, BT Business Plan brings some new certainties to business.

Since the recent launch of BT Business Plan, we've already found several more ways to enhance our service.

It's now an impressive list of benefits with a mixture of savings and service that you'll find below.

- **No UK¹ call need cost your business more than 10p.**

Once you join BT Business Plan we'll immediately put a ceiling on the cost of your calls. So, while calls or faxes can cost less than 10p, they needn't cost any more. In fact each call can last up to an hour. You can now stay on the phone for as long as your customer or business requires you to, without having to worry about the cost of your telephone bill.

- **International calling made predictable.**

These are, if anything, even simpler. Here's a table to cover 21 of the countries businesses call most.²

Cost per minute	3p	5p														7p					
Destination	USA	AUSTRIA	BELGIUM	CANADA	DENMARK	FINLAND	FRANCE	GERMANY	GREECE	REPUBLIC OF IRELAND	ITALY (EXCLUDING VATICAN CITY)	LUXEMBOURG	NETHERLANDS	PORTUGAL	SPAIN	SWEDEN	SWITZERLAND	AUSTRALIA	HONG KONG	JAPAN	NORWAY

- **Rewards.**

If after 12 months on the plan you have met your minimum call spend of £500 (per annum for each site you choose to sign up) on local, national, international and fixed to mobile calls, you'll be rewarded with an annual 5% reward credit on all your eligible³ calls.

Terms and Conditions

Call rates are in pence per minute, charged by the second. Minimum call charges or set up fee apply. All prices exclude VAT.

1. On calls up to 60 minutes only. Pence per minute rates apply after 60 minutes on each call. Rate based on sign up to BT Business Plan which is subject to an annual minimum call spend threshold. Call restrictions apply. Maximum average of 4 hours per day, per calendar month applies to each local or national number called at the capped rate, after which pence per minute rates apply. Subject to eligibility. Terms and conditions apply.
2. These fixed pence per minute rates apply to 21 designated destinations. All other destinations are at the rates published (01/05/03). Minimum call charges apply.
3. For details of 'eligible calls' see below. Additional call types also apply to the £500 spend and 5% reward credit. Reconciliation fees apply if the £500 (per annum for each site you choose to sign up) threshold is not met.
4. BT will respond within 4 hours of receipt of a fault report, (24 hours a day, 7 days a week including Bank Holidays) but this does not apply to faults which do not immediately affect the use of your equipment. If the fault is not cleared during this period, BT will advise you of progress being made to clear the fault via the contact. This service is available to your BT Business Plan lines (excluding Private Circuits) at no charge, upon your application to BT, within the initial 1 year BT Business Plan Contract Period only.
5. Limited to one report per site per month. No charge for six months provided that you sign up to BT Business Plan. At the end of the initial six month period, BT's standard prices will apply. See price list referred to below for details of normal charges. Each report will cover a maximum of 50 telephone lines. Any additional lines will require a second report which will be charged at normal prices. Other exclusions apply.

For a full set of terms and conditions, a comprehensive price list (including international calling rates) and confirmation of 'Eligible & Contributory' and 'Non-Eligible & Contributory' calls, please visit www.bt.com/businessplan

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