

## WhatsApp cost per conversation in EUR, effective June 1, 2023

| Destination                      | Marketing | Utility | Authentication | Service |
|----------------------------------|-----------|---------|----------------|---------|
| Argentina                        | 0.0512    | 0.0338  | 0.0304         | 0.0261  |
| Brazil                           | 0.0518    | 0.029   | 0.0261         | 0.0248  |
| Chile                            | 0.0736    | 0.0485  | 0.0437         | 0.0376  |
| Colombia                         | 0.0104    | 0.0071  | 0.0063         | 0.005   |
| Egypt                            | 0.0889    | 0.0569  | 0.0512         | 0.0533  |
| France                           | 0.1186    | 0.0636  | 0.0572         | 0.0712  |
| Germany                          | 0.1131    | 0.0707  | 0.0636         | 0.0679  |
| India                            | 0.0083    | 0.0035  | 0.0035         | 0.0033  |
| Indonesia                        | 0.0341    | 0.0166  | 0.0249         | 0.0157  |
| Israel                           | 0.0292    | 0.0155  | 0.014          | 0.0149  |
| Italy                            | 0.0572    | 0.0347  | 0.0313         | 0.0319  |
| Malaysia                         | 0.0712    | 0.0166  | 0.0149         | 0.0182  |
| Mexico                           | 0.0361    | 0.022   | 0.0198         | 0.0087  |
| Netherlands                      | 0.1323    | 0.0663  | 0.0596         | 0.0738  |
| Nigeria                          | 0.0428    | 0.0265  | 0.0238         | 0.0257  |
| Pakistan                         | 0.0392    | 0.021   | 0.0189         | 0.0118  |
| Peru                             | 0.0582    | 0.0347  | 0.0312         | 0.0149  |
| Russia                           | 0.0664    | 0.0395  | 0.0355         | 0.0329  |
| Saudi Arabia                     | 0.0336    | 0.0209  | 0.0187         | 0.0161  |
| South Africa                     | 0.0314    | 0.0166  | 0.0149         | 0.0139  |
| Spain                            | 0.0509    | 0.0315  | 0.0283         | 0.0305  |
| Turkey                           | 0.009     | 0.0077  | 0.0069         | 0.0025  |
| United Arab Emirates             | 0.0282    | 0.0164  | 0.0147         | 0.0157  |
| United Kingdom                   | 0.0584    | 0.033   | 0.0297         | 0.0321  |
| North America                    | 0.0207    | 0.0124  | 0.0112         | 0.0073  |
| Rest of Africa                   | 0.0186    | 0.0133  | 0.0119         | 0.03    |
| Rest of Asia Pacific             | 0.0606    | 0.0391  | 0.0352         | 0.0185  |
| Rest of Central & Eastern Europe | 0.0712    | 0.0512  | 0.0461         | 0.0207  |
| Rest of Latin America            | 0.0612    | 0.0409  | 0.0368         | 0.0351  |
| Rest of Middle East              | 0.0282    | 0.0164  | 0.0147         | 0.0181  |
| Rest of Western Europe           | 0.049     | 0.0348  | 0.0313         | 0.0329  |
| Other                            | 0.05      | 0.028   | 0.0252         | 0.012   |