



FAIR USAGE POLICY (FUP)

Zuku Fiber triple-play provides customers with three services - Television, Internet and Telephone - over fiber-optic cable connection at the most affordable fixed price per month paid via a single bill.

Zuku Fiber internet is one of the fastest in the market. It keeps our customers always-on, gives them the fastest internet access at a flat rate and to top it all, it is the most affordable option. Always-on means that a customer's device can remain connected to the internet at all times for the duration of the subscription.

The Fair Use Policy automatically identifies the extremely heavy users and manages their bandwidth in order to protect the services to all our customers. It seeks to protect the quality of service for the majority of our customers when they use the service, while at the same time, still allowing the extremely heavy users to continue to send and receive files with certain restrictions. The Fair Use Policy ensures that available bandwidth capacity is not used disproportionately by some customers.

Zuku Fiber service is designed to provide a good quality web surfing and download experience with adequately high speed. Customers can choose from the following internet bandwidth-options – 2Mbps, 5Mbps, 10Mbps, 20 Mbps 30Mbps, 50 Mbps or 100Mbps, 100Mbps and 250 Mbps. The bandwidth speed quoted in Tariff Guide and on the bill is the downstream local bandwidth between Zuku data centres located in Kenya and the Customer's site. The customer is able to enjoy the maximum speeds at the quoted internet bandwidth to download content that is hosted at Zuku Fiber data. in Kenya and Customer's Site. For example, if one person at the Customer's Site is watching a YouTube video, it will stream down to that person at the maximum speed of their connection i.e. 15Mbps, 30Mbps or 60Mbps (because YouTube is localized at Zuku Fiber data centres in Kenya). However, if 4 household members at the Customer's Site watch different YouTube videos at the same time the speed gets distributed between the users and each will get 3.75Mbps, 7.5Mbps and 15Mbps respectively for subscriptions of 15Mbps, 30Mbps or 60Mbps Internet access component of Zuku Fiber triple-play service. So, if there are more members sharing the same internet connection, each customer gets a better experience with a higher Internet speed.

As is the case with all internet services, users of Zuku Fiber share the available bandwidth capacity that connects them to internet content located outside Kenya via the more expensive international fiber optic links. ZUKU FIBER INTERNATIONAL BANDWIDTH IS CONTENTED BY ALL USERS IN PROPORTION TO THE QUOTED BANDWIDTH SPEED. The sharing of Zuku bandwidth capacity is designed to deliver the best possible user experience and quality of service to all users in a fair and equitable manner.

This Fair Use Policy enhances the general user experience and controls and moderates the use of bandwidth by all customers. A smaller community of heavy-users of content (e.g. videos, music downloads) should not affect the majority of normal users' right to high speed access to content. In order to give preference to general internet surfing during peak usage hours the Zuku Fiber Fair Use Policy limits the bandwidth used by the heavy downloading only during this period.

How does it work?

1. On working days, the peak usage hours are mainly in the late mornings until early evening hours (e.g. from 11am to 10pm) and on weekends and holidays, it generally extends a little earlier in the morning to until midnight.

2. The Zuku Fiber Fair Use Policy system continuously monitors the consumed volumes per customer in Megabytes.
3. During peak usage hours the Fair Use Policy system reduces the speed for those customers who have already consumed large volumes (in Megabytes) during the respective day and month.
4. The more volume a customer has already downloaded during the day and month, the more his speed priority is decreased during peak usage hours.
5. During the remaining non-peaks hours of the day the customer's speed priority usually has only limited impact on his access speed.
6. Every month on a set date, the volume account of all users is set to zero, i.e. the speed priority is reset.

Depending on individual service package, we will apply a Fair Use limit on a customer's download volume. Users downloading an amount of data in excess of this limit will trigger the "Fair Usage Policy". We may manage the application of the Fair Use Policy in our absolute discretion, including the setting of the appropriate data limit. Examples of the measures that we may take to apply the Fair Use Policy include bandwidth throttling, metering or even disconnection of the service.

During periods of peak use, when there is the greatest number of users of the system and high contention for bandwidth capacity, the Fair Use Policy restricts the available connection speed of users identified as having made disproportionate use of international bandwidth capacity, in favor of other users who have not yet used their fair share.

Users with a disproportionate user profile shall be identified by monitoring each user's total download and upload volume throughout each month. At the start of each month, the monitored volume totals are reset to zero, and all users start with a 'clean slate' - an equal usage profile and equal access to the network.

Customers can enjoy better downloads speeds, better bandwidth contention and higher Fair Usage limits by subscribing to a higher package than their current subscription.

The tables below will give an idea on how to select the right package that best meets customer needs in consideration of the Fair Use Policy.

Guidelines for Selection the Most Appropriate Package

The following tables provide our customers with guidance on selecting the most appropriate Zuku Fiber internet service package for each customers needs in consideration of our Fair Use Policy.

		10Mbps	Infinite 30Mbps	Infinite 60Mbps
Recommended activities and number of concurrent users		Small households of up to two users: email web surfing, occasional picture uploads on social media.	Households with up to 4 users: moderate music and movie downloads, media streaming on YouTube	Larger households with multiple devices and/or up to 6 users: heavy music and movie downloads, media streaming
Internet Activity	Size	Time	Time	Time
Email Attachment	1MB	4 min	47 sec	19 sec
MP3 File	5MB	19 min	2 min	1 min
Video Clip	35MB	2.2 hrs	16 min	7 min
Media Streaming ³		NO	NO	YES

Whole Music Album	60MB	3.7 hrs	28 min	11 min
TV Show Episode	300MB	18.7 hrs	2.3 hrs	56 min
Movie	1GB	62.2 hrs	7.8 hrs	3 hrs

However, the above is dependent on the following factors, which include but are not limited to:

1. Download of music and movies may require permission from the copyright owner.
2. Actual performance may vary depending on the speed of the target site and if the subscribers' speed has been reduced due to the fair use policy.
3. Excludes streaming from YouTube.