

Date: 1 March 2019

Dear Valued GOtv Subscriber

RE: 2019 GOtv subscription price adjustment

Please be advised of the upcoming changes to GOtv subscription prices, effective 1 April 2019.

Over the past two years, we've made efforts to freeze and/or decrease GOtv prices and committed to holding our prices at the same level, barring any extreme factors such as the devaluation of currency or other macro-economic headwinds. Unfortunately, because of inflation - which stands at 9.20% in Malawi - and the rising programming and operational costs, we've had to review our pricing so we can remain sustainable as a business and continue bringing you the quality video entertainment content you love - anytime, any where.

Please see your new monthly GOtv subscription prices below:

Bouquet	Old Price	New Price
GOtv Max	MWK 11,900	MWK 12,500
GOtv Plus	MWK 7,950	MWK 8,500
GOtv Value	MWK 4,250	MWK 4,700
GOtv Lite	MWK 1,600	MWK 1,800

Be assured that we've worked hard to keep the price increases as low as possible so your GOtv packages can remain affordable and accessible. You can take advantage of your old pricing before the new price changes by simply paying your GOtv subscription for several months in advance before **31 March 2019**. Should you pay 12 months in advance, you will also receive the 12th month on us.

Thank you for your continued support and for sharing your quality-time with us as we entertained you this past year.

Yours sincerely,



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