2025 Products and Pricing

Jennifer Holmes
CCO

Thursday 21st November
LINX123

Objectives

What are we trying to achieve….

Objectives of the pricing strategy

Deliver more **value** for existing members, encouraging traffic growth

Attract **new members**

Maintain **market value,** and **brand reputation**

Also…
Obtaining **feedback** from the members and ensuring we are addressing pain points where possible

2025

Changes, additions, increased value
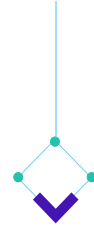
Value of the Membership Fee

Now

- First **10GE port** and **1Gbps peering** service on **all LINX LANs,** included in membership fee.

2025

- First **10GE port** and any **2Gbps service on all LINX LANs** included in membership fee

- Potentially **14Gbps*** of services for **£100 per month!!**

(*if the member is connected to all LINX owned LANs)

Port Access Fees

- Port access fees **reduced** by **12%**

- First 10GE port on each LAN included in membership fee

- Subsequent 10GE ports and 100GE ports will see **reduced port access fee**

Port Size	Access Fee 2024	Access Fee 2025
10GE	£80	£70
100GE	£320	£280

Additional peering service speeds over 10GE ports

Now

- Options over 10GE port:
1Gbps
2Gbps
5Gbps
10Gbps

Offers more **flexibility** and increased **value** to the members using 10GE connections

2025
- Options over 10GE port:
1Gbps (included in the membership fee)
or
2Gbps (included in the membership fee)
3Gbps (30% of 10Gbps price)
4Gbps (40% of 10Gbps price)
5Gbps (50% of 10Gbps price)
6Gbps (60% of 10Gbps price)
7Gbps (70% of 10Gbps price)
8Gbps (80% of 10Gbps price)
9Gbps (90% of 10Gbps price)
10Gbps
Note, one peering service per port

Peering services over 100GE

Now

- Options over 100GE port:

30Gbps
100Gbps
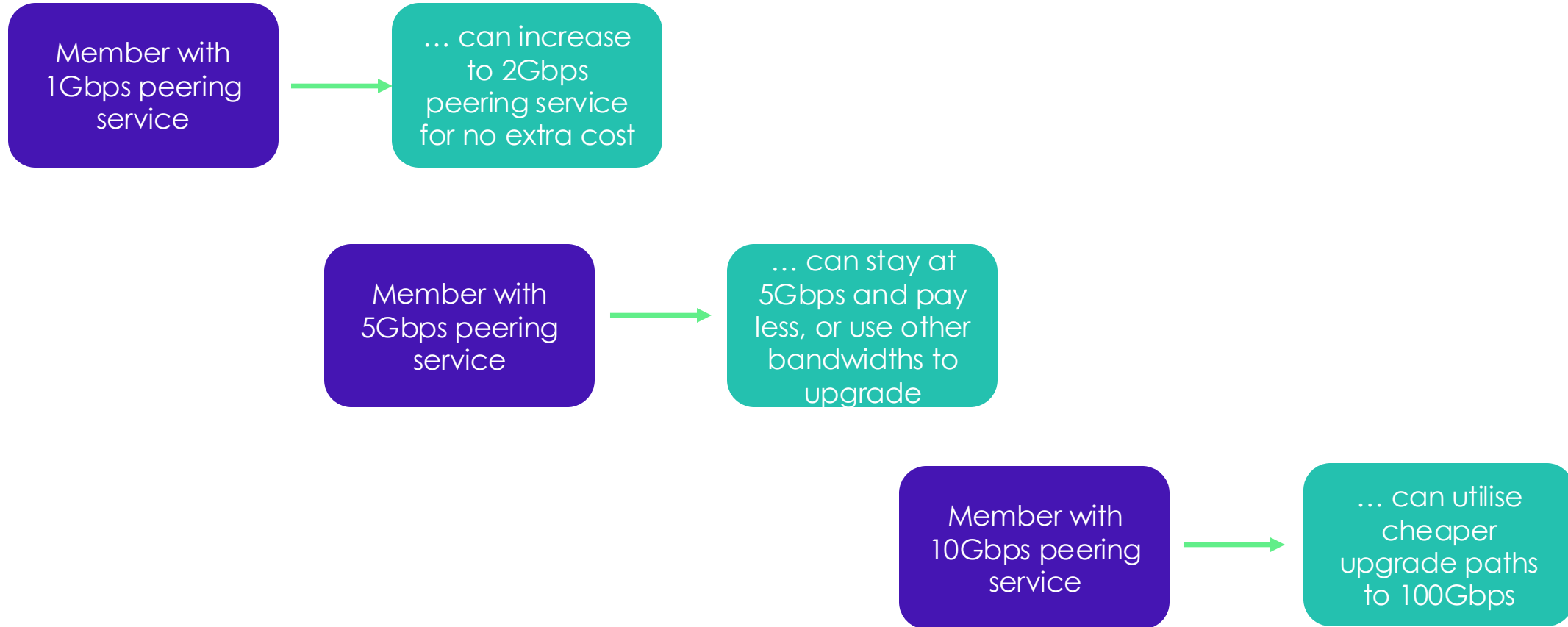
2025

- Options over 100GE port:

30Gbps (30% of 100Gbps price)
50Gbps (50% of 100Gbps price)
100Gbps

Offers further **stepping stones** for members who are increasing their usage. Makes the **upgrade paths more affordable**.

Examples of changes

Member with 1Gbps peering service → … can increase to 2Gbps peering service for no extra cost

Member with 5Gbps peering service → … can stay at 5Gbps and pay less, or use other bandwidths to upgrade

Member with 10Gbps peering service → … can utilise cheaper upgrade paths to 100Gbps

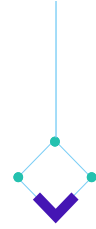# Examples continued

Member with 30Gbps peering service → … can upgrade to 50Gbps for no extra cost

Member with 100Gbps peering service → … will see reduction in cost due to reduced port access fee

- Changes come into effect on **1ˢᵗ January 2025**

- Options on the order forms on the portal will be available from 1ˢᵗ January

- If you'd like to **"pre-order"** any of the services, please email sales@linx.net

Thoughts / Comments / Questions?