

ACA WSO Purchasing Power Parity (PPP) Pricing Policy

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Reviewed and Approved by the Finance Committee and Publishing Committee

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1. Purpose

The goal of ACA WSO's international pricing policy is to make ACA literature equitably affordable worldwide while ensuring organizational sustainability. Purchasing Power Parity (PPP) pricing is a commonly used method that can help align book costs with local economic conditions.

Purchasing power parity conversion factor is the number of units of a country's currency required to buy the same amounts of goods and services in the domestic market as U.S. dollar would buy in the United States. It does not involve currency exchange rates.

2. Policy Overview

- U.S. retail prices serve as a baseline for all ACA WSO books.
 - PPP-adjusted regional prices are calculated using the global economic data (World Bank, IMF, OECD) most recent data from this website:
<https://data.worldbank.org/indicator/PA.NUS.PPPC.RF>
 - Data is grouped into pricing tiers. Tiers are used to guide ACA WSO pricing policy decisions.
 - Adjustments are reviewed whenever new data is published online by the World Bank, IMF, OECD at <https://data.worldbank.org/indicator/PA.NUS.PPPC.RF>
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3. Methodology

1. Base Price: U.S. retail price
2. Data Source: World Bank PPP Price Level Ratio
3. Assign PPP tiers

4. Formula:
Local PPP Price = U.S. Price × PPP Factor
 5. Round to practical retail pricing
 6. Convert to local currency
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4. Examples of Global PPP Pricing Bands

Tier 1 — Full Price (1.00)

High-income / near-US pricing

Region	Countries	Factor
US	United States	1.00
North America	Canada	1.00
Europe	UK, Germany, France	1.00
Asia-Pacific	Australia, Japan	1.00
Middle East	UAE, Israel	1.00

Tier 2 — 0.80

Region	Countries	Factor
Europe	Spain, Italy	0.80
Asia	South Korea	0.80
Middle East	Saudi Arabia	0.80

Tier 3 — 0.65

Region	Countries	Factor
Latin America	Mexico, Brazil	0.65
Europe	Poland, Hungary	0.65

Region	Countries	Factor
Asia	China, Thailand	0.65
Africa	South Africa	0.65

Tier 4 — 0.50

Region	Countries	Factor
Latin America	Colombia, Peru	0.50
Eastern Europe	Russia, Romania	0.50
Asia	Philippines	0.50
Middle East	Egypt, Jordan	0.50

Tier 5 — 0.30

Region	Countries	Factor
South Asia	India	0.30
Africa	Sub-Saharan markets	0.30

5. Pricing Examples by Country

Example: Europe (\$23 BRB Book)

Country	Factor	Tier	PPP Price	Rounded
UK	1.00	Tier 1	\$23.00	\$23.00
Germany	1.00	Tier 1	\$23.00	\$23.00
France	1.00	Tier 1	\$23.00	\$23.00
Spain	0.80	Tier 2	\$18.40	\$18.49
Italy	0.80	Tier 2	\$18.40	\$18.49
Poland	0.65	Tier 3	\$14.95	\$14.99

Country	Factor	Tier	PPP Price	Rounded
Hungary	0.65	Tier 3	\$14.95	\$14.99
Romania	0.50	Tier 4	\$11.50	\$11.49
Bulgaria	0.50	Tier 4	\$11.50	\$11.49

6. Example: Eastern Europe (\$23 BRB Book)

Country	Factor	Tier	PPP Price	Rounded
Russia	0.50	Tier 4	\$11.50	\$11.99
Turkey	0.50	Tier 4	\$11.50	\$11.99
Serbia	0.50	Tier 4	\$11.50	\$11.99
Ukraine	0.35	Tier 5	\$8.05	\$7.99

7. Example: Asia (\$23 BRB Book)

Country	PPP	Tier	Price	Rounded
Japan	0.95	Tier 1	\$21.85	\$21.99
China	0.65	Tier 3	\$14.95	\$14.99
Thailand	0.60	Tier 3	\$13.80	\$13.99
Philippines	0.50	Tier 4	\$11.50	\$11.49
India*	0.30	Tier 5	\$6.90	\$6.99

*India floor applied

8. Example: Mexico (\$23 BRB Book)

US Price	PPP	Tier	PPP	Rounded
\$23	0.60	Tier 3	\$13.80	\$13.99

9. Policy Oversight

Literature purchased under a Tier 2, Tier 3, Tier 4, or Tier 5 price is not intended for routine resale, redistribution, shipment, or transfer into a country assigned to a higher pricing tier for the purpose of obtaining a lower price or bypassing ACA WSO or an authorized distributor serving that higher-tier market.

Purchasers and authorized distributors receiving Regional Affordability Pricing must:

- Use the pricing primarily to serve customers, ACA groups, and service entities located within their approved country or territory;
- Obtain prior written approval from ACA WSO before regularly selling or shipping literature into a country assigned to a higher pricing tier;
- Refrain from advertising reduced-tier pricing as an alternative purchasing channel for customers located in higher-tier countries;
- and Provide reasonable sales, shipping, or distribution information to ACA WSO when requested to confirm compliance with this policy.

This provision is not intended to prohibit incidental personal purchases, members carrying a reasonable quantity of literature while traveling, emergency assistance to a nearby ACA group, or other limited cross-border activity consistent with carrying the ACA message.

ACA WSO may approve exceptions when local availability, language, shipping conditions, humanitarian circumstances, or service needs justify a different arrangement.

If ACA WSO determines that Regional Affordability Pricing is being used primarily to supply a higher-tier market, bypass an established ACA WSO distribution channel, or obtain an unintended commercial advantage, ACA WSO may require corrective action, adjust the purchaser's pricing or territorial authorization, suspend access to reduced-tier pricing for up to 5 years, or establish other reasonable conditions as deemed necessary by the board.