

ANNEX 2 SYNO CLOUD SERVICES

1. This Annex 2 “Syno Cloud services” is an integral part of the Agreement. All provisions from the Agreement are valid for this Annex 2 “Syno Cloud services” and have been approved by the Parties by executing the Agreement.

2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Services under below specified pricing list Services which are called “Syno Cloud services”.

3. **Syno Cloud platform means: the Company developed a software system - called “Syno Cloud”. “Syno Cloud” is a powerful online data management platform. It provides a platform that combines multiple data collection methods, panel and project management, data processing and reporting. More information about the Syno Cloud platform is available on <https://www.synoint.com> .**

4. The main requirements and conditions for the Syno Cloud services: The Client has access to Syno Cloud through www.synoint.com

5. The pricing list of Syno Cloud Services:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
Syno Cloud Basic	Syno Cloud Free	Access: (i) to Syno Cloud Platform with up to 50 user accounts; (ii) to projects and invoices; (iii) to Answers omnibus (iiii) to Distribution - Panel (v) Evaluation	Free
Syno Cloud Premium subscription	Subscription for usage of Syno Cloud Premium including integrations with Audience, Panel, Survey, Library, Identities and Distribution	Allows data collection and integration between all Syno solutions.	500 EUR / month
	Survey	Allows creation and analysis of surveys	Up to 15 000 completed interviews per month included Additional completed interview cost 0,10 Eur/interview
	Distribution email basic	Allows distribution of invites via email to own registers of contacts. Max 10 000 emails per month.	Included
	Audience basic	Allows integration of survey data with Audience data and profile data. Max 10 m impressions per month.	Included
	Panel basic	Allows creation and administration of panels/communities. See Panel annex for details and usage costs.	Included
	Library	Data lake for handling Identities, data access and rights	Included
Additional Services	Other services	The Client can ask and order other services which are needed.	TBA

6. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of Services specified in this Annex 2 by a written notice to unsubscribe to the Syno account manager or email: info@synoint.com, termination date being the date when the pricing update comes into effect.

ANNEX 3 PANEL SERVICES

1. This Annex 3 “Panel services” is an integral part of the Agreement. All provisions from the Agreement are valid for this Annex 3 “Panel services” and have been approved by the Parties by executing the Agreement.

2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Services under below specified pricing list which are called “Panel services”.

3. Panel system means: the Company developed a software system called “Panel” (hereinafter the “Panel system”). This system allows the creation of a “Panel” where people (individual persons “Panellists”) can sign up, participate in surveys, market research, etc. Furthermore, the Company in Panel system provides a full platform to set up, recruit, manage, support, incentivize and monetize communities of Panellists to automatically generate additional data and efficiently conduct research. The Company can administer the Panel on behalf of the Client. More about the Panel system is on <https://www.synoint.com/syno-panel/>.

4. The main requirements and conditions for the Syno Panel Services: the Client has access to the Syno Panel platform.

5. Definitions:

- “**Panel**” refers to a collection of individuals who have agreed to be invited to and participate in research studies or Surveys;
- “**Panel Member**”, “**Panellist**” refers to a member of a Panel, individual who is a part of a Panel and has agreed to be invited to and participate in surveys, market research, opinion polls, etc.;
- “**Survey**” means market research survey when Panellists participate, fill in answers and get rewards.

6. The pricing list of Panel Services:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
General Services	Basic panel setup	The Company assists the Client with basic initial setup of Panel, sets default design with client’s logos, colour, wordings, standard communication templates and general initial tasks to make the Panel ready for recruiting Panellists.	0 EUR
	Extended panel setup	The Company can assist the Client with extended initial set up of Panel. This covers custom design, creatives, wordings, translations, tracking tags and general initial tasks to make the Panel ready for recruiting Panellists.	TBA
	Panel App	The Company provides an application that the Client can offer to panel members to access their panelist account via mobile application	Included
	Panel integration/API	The Company can assist the Client with integrating the Panel with the Client’s own IT systems such as Panel management, CRM, POS, DMP etc.	TBA
	Conducting surveys	The Client has a right at an agreed price to conduct its own surveys on the Panel.	0,15 EUR / per completed interview
	SMS registration	SMS (registration/ reward/ invitation)	0,10 EUR / per SMS

General Services	Panel administration basic	The Company handles the technical and practical day to day Panel administration including software and services. This covers Panel management technology, project management technology and reward management technology and taking care of recurring tasks and administration.	0 EUR / month if open to external buyers 500 EUR / month if closed to external buyers
	Panel support basic	The Company agrees to provide support and training to the Client's users (employees, etc.) of the Panel and support to the Panellists regarding any queries concerning their membership in the Panel. This covers any reasonable questions and is to be provided under normal business hours and with reasonable response times.	0 EUR
	Panel support enterprise	The Company handles the technical and practical day to day Panel administration including software and services. This covers Panel management technology, project management technology and reward management technology and taking care of recurring tasks and administration.	TBA
Revenue	Customer revenue from Panel owner revenue share	Amount received by the Client for the participation of Panellists in surveys or other market research activities from other companies buying access if an open Panel.	70 %
	Customer revenue from Behavix data	Amount received by the Client for the participation of Panellists in Behavix data tracking when data is sold to external buyers	25%
Incentives options	Syno Rewards	The Client selects that incentives would be processed by Rewards.	Included
	Custom SynoRewards	The Client selects that incentives would be processed by customized Rewards. Client will provide and upload reward vouchers in Rewards for distribution.	3% from redeemed value
	Other	The Client selects other option how to process incentives than handled via Syno.	Included

7. API Terms: Access to and use of the Panel API is subject to these Terms, Annex 3, and the Agreement. The Company may introduce additional technical requirements, rate limits, and usage restrictions as reasonably necessary to protect its systems.

8. In case the Client selected "Customer revenue" service in the list, once in 30 (thirty) days the Client shall issue and deliver by e-mail (which the Company indicated in this Agreement) an invoice (with calculated amount of the participation of Panellists in surveys and other market research activities), to the Company and the Company ensures that payment shall be made by the bank transfer within 30 (thirty) calendar days from the date of such invoice. In case of late payment by the Company under this clause the Client shall have the right to claim the delay penalty in EUR at a rate of 0.02 (zero and two hundredths) % from the outstanding amount for each day of delay from the first day of delay until the day on which the Company performs payment in full, except where the delay in payments was caused by the Client. If the Client panels use SynoRewards, Company shall invoice the Client for redeemed rewards. Invoices for the redeemed rewards shall be presented to the Client every month unless differently agreed by the Parties. Information regarding the redeemed amounts shall be visible in the platform.

9. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of Services specified in this Annex 3 by a written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect.

10. The Parties agree that they will keep and comply with requirements which are set in the "Terms and Conditions for Panellists and Respondents" (including any and all future additions, changes, updates, etc.) on <https://www.synoint.com/terms-and-conditions-for-panellists-and-respondents-would/> and the "Terms and conditions for



clients” (including any and all future additions, changes, updates, etc.) on <https://www.synoint.com/terms-and-conditions-for-clients/>.

11. The Client confirms that he has read, is familiar and obliges to comply with the terms indicated in clause 10 of this Annex and these terms will be reviewed regularly.

ANNEX 4 LIBRARY SERVICES

1. This Annex 4 “Library services” is an integral part of the Agreement. All provisions from the Agreement are valid for this Annex 4 “Library services” and have been approved by the Parties by executing the Agreement.

2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided services under below specified pricing list which are called “Library Services”.

3. Library system means: the Company developed a software system - platform called “Library”. Library is a web application providing an easy way to store and combine profiling, browsing and survey data extracted from different Syno Cloud sources and stored in client specific data sets. Clients can use global data sets where all collected public information is stored. Data sets can be accessed by external statistical analysis tools, exported to various formats or forwarded to third party systems. Library website - <https://www.synoint.com/syno-library/>.

4. The main requirements and conditions for the Library Services: the Client has access to the Library platform.

Definitions:

- “**Data set**” means a collection of data. Data set can be global and which includes all public data from the included geography. Also, data sets can be private in which only selected data collected using the Company’s systems is available to the assigned account.

5. The pricing list of Library services:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
Private data set	Own data	Data collected via Syno Cloud services and imported custom dimensions	Included
Global data set	GLOBAL DATA SET (country)	All public data dimensions about users in selected country available in Library	2000 EUR / month per country
	GLOBAL DATA SET (region, America, EMEA, Asia)	All public data dimensions about users in selected region available in Library	10 000 EUR /Month per region
	GLOBAL DATA SET (all available countries)	All public data dimensions about users in all countries available in Library	25 000 EUR / month

6. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of Services specified in this Annex 4 by a written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect.

ANNEX 5

AUDIENCE SERVICES

1. This Annex 5 “Audience services” is an integral part of the Agreement. All provisions from the Agreement valid for this Annex 5 “Audience services” have been approved by the Parties by executing the Agreement.
2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Audience services under below specified applicable Fee which are called “Audience services”.
3. Audience services help to analyse audience demographics and attitudes. Also, these services allow to see who are exposed to creatives in real-time and see deep profiles about the users which can be integrated with attitude data and Client’s data, etc.
4. The main requirements and conditions for the Audience services: the Client has access to the Audience platform.
5. Definitions:
 - **“Audience Tracking Code”** refers to a code (or tracking pixel) inserted into an application, web page or creative that enables Panel members to be tracked or matched by cookies, IP address;
 - **“Audience Matching Data”** refers to data that includes Panel Members that were exposed to an ad campaign or other content;
 - **“Panel”** refers to a collection of individuals who have agreed to be invited to and participate in research studies or Surveys;
 - **“Panel Member”, “Panellist”** refers to a member of a Panel, individual who is a part of a Panel and has agreed to be invited to and participate in surveys, market research, opinion polls, etc.;
 - **“Audience Subscription Product”** refers to the Audience Subscription Product and billed monthly.
6. Execution of the Audience Services:
 - the Company will provide the Client with one Audience Tracking Code per Audience;
 - the Company will provide the Client with an Audience online report.
 - the Company reserves the right, at its sole discretion, to pause or stop an Audience if an associated Audience threatens the security, integrity or availability of the Service. The Company will use commercially reasonable efforts to provide the Client with notice and an opportunity to remedy such threat prior to such pause or stop. Further, upon request by the Company, the Client shall promptly remove the Audience Tracking Code from the applicable Audience.
7. The pricing list of Audience services:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
Main Services	Audience subscription basic	Allows you to create pixels for tracking of online content using url redirect, image tag or java script. Max impressions up to 10 m per month	Included in Syno Cloud Premium
	Audience subscription standard	Allows you to create pixels for tracking of online content using url redirect, image tag or java script. Max impressions up to 300 m per month	1000 EUR / month
	Audience subscription large	Allows you to create pixels for tracking of online content using url redirect, image tag or java script. Max impressions up to 500 m per month	3000 EUR / month

8. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of Services specified in this Annex 5 by a written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect.

ANNEX 6 EVALUATIONS SERVICES

1. This Annex 6 “Evaluations services” is an integral part of the Agreement. All provisions from the Agreement are valid for this Annex 6 “Evaluations services” and have been approved by the Parties by executing the Agreement.
2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Evaluation Measurement Services under below specified applicable Fee which are called “Evaluation Measurement Services” plus any rewards that the Client may agree with the respondents for participation.
3. Evaluations means one of Syno systems and platforms. Evaluations services allows users to create standardised templated measurements with automated reports and to order these from an online form. Syno administers measurements including data collection from a range of sources such as own contacts, panels or other contact points.
4. The main requirements for the Evaluations services are described in the enclosed, describing order procedure, collection of campaign info, reporting etc.
5. The Client shall have full ownership of and guaranteed access to the measurement results administered by the Company.
6. The Company agrees to provide the technical solutions necessary for integrating data collection with the Client systems and panels, collecting data, storing data, reporting data online and in exports with Client branding.
7. The main requirements and conditions for the Evaluations Services: the Client has access to the Evaluations platform.
8. The pricing list of Evaluations services:

Title of Services	Description	Prices and fees EUR (VAT not included)
Measurements fee - Standard	Standard cost per Measurement and report completed (the customer agrees to buy at least 250 measurements per contract year)	200 Eur
Measurements fee - Custom	Specific custom module can have individual pricing	TBA
Masking of ads	Cost per Measurement if masking is done by the Company	25 Eur
Uploading of creatives	Cost per Measurement if the Company manages uploading to system of creatives	15 Eur
Cost for coding of open answers	Cost per measurement for coding of open answers on sender identification if required	50 Eur
Cost for data acquisition	Collection of interviews from panels or own contacts is charged according to customer pricing agreement or standard rate	TBA

9. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of services specified in this Annex 6 by a written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect.

ANNEX 7 ANSWERS SERVICES

1. This Annex 7 “Answers services” is an integral part of the Agreement. All provisions from the Agreement valid for this Annex 7 “Answers services” and have been approved by the Parties by executing the Agreement.
2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Services under below specified pricing list which are called “Answer services”.
3. “**Answers services**” means: the Company developed a software system – platform called “**Answers**”. “**Answers Omnibus**” is a solution where individual questions from different clients are pooled together into a combined survey asked to qualified respondents with a nationally representative selection of respondents for each country.
4. The main requirements and conditions for the Answers Services: the Client has access to the Answers solution through the Syno Cloud interface.
5. The pricing list for Answer services:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
Answers: AdHoc	Per question/country	1 question in 1 country with 1000 interviews nationally representative.	250 EUR
	Matrix question	Per sub question/statement after first statement	50 EUR
	Coding	If coding of short form open answer is requested for a question	100 EUR
	Translation	1-10 questions / per language	100 EUR
Answers: Weekly	Per question/country and month	1 question in 1 country with 125 interviews nationally representative collected each week	100 EUR
	Matrix question	Per sub question/statement after first statement	25 EUR
	Coding	If coding of short form open answer is requested for a question	50 EUR
Answers: Package	Package price	Package of credits for questions that can be used over 12 months.	20 000 EUR = 400 credits 15 000 EUR = 300 credits 10 000 EUR = 200 credits
	BI-weekly omnibus with n1000 respondents (charged bi-weekly)	1 question	3 credits
		1 extra row (after row 1) in matrix question	1 credit
		Coding of open ended replies per question	2 credits
		Translations for 0-10 questions / per language	1 credit
	Continuous omnibus with n125 per week (charged per month)	1 question	2 credits
		1 extra row (after row 1) in matrix question	1 credit
		Coding of open ended replies per question	1 credit
		Translations for 0-10 questions / per language	1 credit

6. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of services specified in this Annex 7 by a written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect.

ANNEX 8

DISTRIBUTION SERVICES AND PRIVATE PRICING

1. This Annex 8 “Distribution Services and private pricing” is an integral part of the Agreement. All provisions from the Agreement valid for this Annex 8 and have been approved by the Parties by executing the Agreement.
2. The Company agrees to provide, and the Client agrees to use and remunerate for the provided services under below specified pricing list which are called “**Distribution Services**” and “**Private pricing**”.
3. Definitions:
 - “**Own usage**” When collecting interviews via Distribution in own panels.
 - “**Private Pricing**” When collecting interviews via Distribution in panels where a custom price has been agreed with the panel owner.
 - “**Public Pricing**” When collecting interviews via Distribution in panels owned by other companies using the default country rate card.
 - “**Syno Market**” The public market place for panels in Syno Cloud where panel owners can choose to sell access to their panels to other Distribution users.
4. The Distribution function provides the Client with a project management function to manage send outs of surveys to contacts and collection of data from connected online panels.
5. The main requirements and conditions for the Distribution Services: the Client has access to the Distribution solution.
6. The Company agrees to provide, and the Client agrees to use and remunerate for the provided Distribution Services under below specified pricing list which is called “Distribution Services Pricing”:

Kind of Services	Title of Services	Description	Prices and fees, EUR (VAT not included)
Distribution: Email	Small	Up to 10K emails / month	Incl. in Syno Cloud
	Medium	10K - 50K emails /month	500 EUR / month
	Large	50K - 100K emails / month	750 EUR / month
	Enterprise	More than 100K emails / month	750 EUR per 100K emails
Distribution: Panel	Data acquisition	Rate cards for Own usage, Private Pricing and Public Pricing in the Syno Market.	TBA
Distribution: Buyer API	Buyer API	The Company provides an API interface that allows the Client to directly connect its systems to Distribution for automated project feasibility, pricing, setup, updating and delivery. Use of the Buyer API is subject to Syno’s technical specifications and security requirements.	TBA

7. API Terms: Access to and use of the Buyer API is subject to these Terms, Annex 8, and the Agreement. The Company may introduce additional technical requirements, rate limits, and usage restrictions as reasonably necessary to protect its systems.
8. Parties agree on pricing when the Syno System enables the Client to access Panel Source(s). For the agreed-to pricing to be available to the Client, the Client must select the relevant Source and Panels in Distribution. The pricing is expressed as a Cost per Interview (“**CPI**”).
9. Client using Distribution may agree with panel owners to specific custom private pricing rate cards outside of the Syno agreed Public Pricing. For such rate cards both - the Client (being the Buyer) and respective panel owner (being the Seller) need to agree to the custom rate card and CPIs and confirm this to the Company in advance in writing. Company obliges within reasonable time to implement a Private Pricing rate card that overrides the default public rate card for when the Clients purchases access to the Sellers, i.e. respective panel owner panels via Distribution. The Company is allowed to regularly update the default country Public Pricing rate card without prior consent.
10. As a buyer in Distribution, the Company has a standard country Private Pricing rate card with reduced pricing outside of the Syno default country Public Pricing applied for where the Company is the client using the rate card as a buyer via Distribution. Panel owners (Sellers) can choose to agree to participate in this custom pricing or not.
11. The Company may update the pricing by informing the Client at least 30 days in advance. In case the Client does not agree on the pricing update they may terminate the Agreement or provision of services specified in this Annex 8 by a



written notice to or by unsubscribing from Syno Cloud services in the customers Syno Cloud Clients account, termination date being the date when the pricing update comes into effect. For clarity, this Clause does not limit the Company's right to update the default country Public Pricing rate card as set out above, which may be updated by the Company without prior consent.