

AGREEMENT

By clicking on the 'I Accept' button, you acknowledge that you have read, understood, and agreed to be bound by the terms and conditions of this Master Service Agreement ('Agreement') between [Company Name] ('we', 'us', or 'our') and you ('you' or 'Customer'). If you do not agree to these terms and conditions, you may not use our services. Your acceptance of this Agreement indicates that you are authorized to enter into this Agreement on behalf of the Customer, and that the Customer agrees to be bound by this Agreement. Your acceptance of this Agreement also indicates that you have the legal capacity to enter into a contract.

1. Definitions

"Affiliate" means with respect to a party, any entity that directly or indirectly controls, is controlled by, or is under common control with such party, where "control" (or variants of it) shall mean the ability (whether directly or indirectly) to direct the affairs of another by means of ownership, contract or otherwise. For the purposes of this definition, an entity shall control another entity if the first entity: (a) owns, beneficially or of record, more than fifty percent (50%) of the voting securities of the other entity; (b) has the ability to elect a majority of the directors of the other entity or (c) provides day to day management of such entity under contract or as managing general partner.

"Application-to-Person" or "A2P" shall mean the process of sending mobile messages from an application to an End User.

"Brand" shall mean the applicable company on whose behalf the campaign and End User communications are conducted.

"Campaign Service Provider" or "CSP" shall mean the company responsible for submitting a Brand's Campaign Registry Information to the Campaign Registry and contracting with the Brand, which includes managing Brand's campaign content, database of End Users who have consented to receive 10-Digit Long Code Messages, obtaining End User consent and connectivity into the DCA, either directly, or via an intermediary messaging company.

"Campaign Registry" means the database and systems created and maintained by and on behalf of the Company to authenticate CSP A2P messaging campaigns using 10-digit telephone numbers.

"Confidential Information" shall mean all non-public information, trade secrets and know-how disclosed by a Party pursuant to this Agreement, which is either designated as proprietary and/or confidential, or by the nature of the circumstances surrounding disclosure that should be reasonably understood to be confidential.

"Connectivity Partner" shall mean an entity that is part of the message delivery chain between the CSP and the MNO Gateway(s). The CSPs may have direct connections with the MNO Gateway(s) and therefore not need any Connectivity Partners, or the CSPs may nominate their Connectivity Partner(s), who in turn may nominate their own Connectivity Partner(s).

"Data" shall mean all data and other information uploaded by User to the Campaign Registry for the registration of 10-Digit Long Code Message Campaigns.

“DCA” (Direct Connect Aggregator) shall mean the entity that transmits the message to the MNO for delivery to the End User.

“End User” shall mean the person with a mobile phone and an account with an MNO.

“Gateway” shall mean the company which manages the connectivity between the DCA and the MNO.

“Mobile Network Operator” or “MNO” shall mean the company that provides the mobile telecommunications service to the End User.

2. Service Terms

a. *Description.* The Campaign Registry has been established to authenticate CSP A2P messaging campaigns using 10-digit telephone numbers for the benefit of MNOs. CSPs shall provide required information necessary for Company to perform a basic cybersecurity and identity check for the CSP and each individual Brand. The cybersecurity and identity checks will be done using third party online services. When registering new campaigns, the required information shall include the identity of the Brand; the identity of the CSP; the use case (e.g., alerts, two-factor authentication, marketing) and the industry vertical (e.g., transportation, government, non-profit). For some campaign types additional information and/or third party vetting may be required at the Company’s discretion. In such cases, Company may share the foregoing information with the applicable third parties for the purposes of such vetting. Company may also require that that CSP demonstrate it has an agreement with a DCA or other connectivity partner. Once authenticated, Company shall register the campaign with the NetNumber Override Services Registry, and issue the Campaign ID number allowing CSPs to associate their sending numbers with the campaign.

b. The Campaign Registry is proprietary to the Company and is protected by intellectual property laws and international intellectual property treaties. User’s access to the Campaign Registry is licensed and not sold. Subject to the timely payment of all Fees and the terms and limitations set forth in this Agreement, Company agrees to provide User with a personal, non-transferable and non-exclusive account enabling User to access the Campaign Registry. Company reserves all rights not expressly granted to User, including, but not limited to, the right to alter, modify, update, enhance, or improve the Campaign Registry and the right the modify or update this Agreement. If you have an active account, we will notify you by email when there has been an update or modification of the terms and conditions of this Agreement and/or of 3rd party services offered through TCR, and your continued use of the account following such email shall be deemed as your acceptance of these modifications. If changes to the Campaign Registry are unacceptable to you, you may terminate this Agreement upon written notice. The rights granted by Company in this Agreement are personal to User and may not be sub-licensed or otherwise transferred or delegated, and any attempt to do so shall be void.

c. *Accessibility.* User agrees that from time to time the Campaign Registry may be inaccessible or inoperable for any reason, including, without limitation: (i) equipment malfunctions; (ii) periodic maintenance procedures or repairs which Company may undertake from time to time; or (iii) causes beyond the control of Company or which are not foreseeable by Company. Company makes no guarantee and does not represent or warrant that User will be able to access or use the Campaign Registry at times of User’s choosing.

d. *Equipment.* User shall be solely responsible for providing, maintaining and ensuring the compatibility of all hardware, software, electrical and other physical requirements necessary for User’s use of the Registry, including, without limitation, telecommunications and internet access connections and links, web browsers or other equipment, programs *and* services required to access and use the Service. User is solely responsible for all charges related thereto.

e. *Transactions.* User acknowledges that by interacting with the Campaign Registry, User is voluntarily choosing to engage in certain transactions enabled by the Campaign Registry.

f. *Feedback.* User agrees that if Company receives from User any suggestions, ideas, improvements, modifications, feedback, error identifications or other information related to the Campaign Registry (collectively, “*Feedback*”), Company may use, disclose and exploit such Feedback without restriction, including to improve the Campaign Registry and to develop, market, offer, sell and provide other products and services, without any obligation to pay any royalties or other compensation in respect thereof.

g. *Use of Data.* Any Data you provide shall remain your property, which Company will hold securely in accordance with our internal security policy and the law. Company will take reasonable measures to protect your Data with security safeguards appropriate to the sensitivity of the Data, through the use of technological measures (e.g., firewalls, passwords, encryption) and training of employees. CSPs will only have access to Data regarding Brands and Campaigns the CSP has registered with the Campaign Registry. Company will not redistribute your Data, except as provided herein, including a) Company may disclose Data including Brand identities and Brand-Campaign pairings to MNOs and Connectivity Partners solely for traffic management and spam mitigation purposes; b) Company shall register the campaigns with the NetNumber Override Services Registry (to include campaign ID and campaign status, derived campaign class as per MNO specifications, and if included, obfuscated sender IDs); and c) Company may use Data to support the development of new services and service improvement related to spam mitigation and traffic management in support of the MNOs. The Data provided to the MNOs and Connectivity Partners shall be usable only for traffic routing, traffic management, customer service and to confirm campaign compliance with laws and this Agreement. Company will not sell or disclose Data provided by CSPs for marketing purposes (e.g., attempting to directly contract with and/or provide services to the Brands, DCAs or CSPs; or using the Data as a lead generation tool for internal marketing or messaging aggregation services). Company may disclose Data to its employees, Affiliates and third parties such as third party vetting services, gateway providers and MNO spam filter providers, as is reasonably required in connection with the exercise of Company’s rights and performance of its obligations under this Agreement.

3. Fees and Payments

a. *Fees.* The Campaign Registry fees are detailed in Exhibit A. Fees may be paid by credit card or other such payment methods as may be provided in Exhibit A. All amounts payable under this Agreement will be paid without setoff or counterclaim, and without any deduction or withholding. The Company reserves the right to change fees for any existing service at its discretion with sixty (60) days prior written notice and to introduce new campaign types or new third party vetting options with their corresponding fees immediately. All other fees shall be due net thirty (30) days from the date of invoice. Late fees shall accrue interest at the rate of one percent (1%) per month. All payment obligations are noncancelable and all amounts paid are nonrefundable, except as specifically provided for in this Agreement.

b. *Disputes.* If User withholds the payment of any amount invoiced under this Agreement because it in good faith disputes the amount in question, User must (i) pay all undisputed amounts by the applicable Due Date and (ii) provide written notice of the dispute by that same Due Date. In addition, if User does not notify Company in writing of a dispute within sixty (60) days of the invoice date, the invoice will be deemed to be correct and binding upon User. Any amounts unpaid by User, including disputed amounts, are subject to any other remedies available to Company

c. *Taxes.* All fees are exclusive of taxes, which we may charge or withhold as applicable. You agree to pay any taxes applicable to your use of the Campaign Registry, unless you provide Company with a valid tax exemption certificate authorized by the appropriate taxing authority.

d. *Suspension of Services.* The services may be suspended at any time if you are in breach of any payment obligations hereunder.

e. *3rd Party Services:* Terms and Conditions, including pricing, will be shown on the TCR Portal. CSPs will be notified by email if and when such terms change.

4. Security Requirements and Acceptable Use

- a. *Security Requirements.* The Parties shall act in compliance with the Security Requirements detailed in Exhibit B. User shall be solely responsible for the security, confidentiality and integrity of all content that User receives. User shall be solely responsible for any authorized or unauthorized access to User's account by any person. User agrees to bear all responsibility for the confidentiality of User's passwords and all usage or other charges incurred from use of the Campaign Registry with User's passwords.
- b. *Acceptable Use.* User acknowledges that all information and other material transmitted (collectively, "**Content**"), is the sole responsibility of the person from which such Content originated or the person transmitting it. As between User and Company, User is responsible for all Content that User transmits. Company does not monitor or control the Content and, as such, does not guarantee the accuracy, integrity or quality of the Content. Under no circumstances will Company be liable in any way for any Content, including, but not limited to, for any errors or omissions in any Content, or for any loss or damage of any kind incurred as a result of the use of any Content posted, emailed or otherwise transmitted by User.
- c. User agrees not to use the Campaign Registry to publish any Content or undertake any Campaign:
 - that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable;
 - that impersonates any person or entity, including, but not limited to, any state or federal government employee or representative, forum moderator, guide or host, or falsely state or otherwise misrepresents your affiliation with a person or entity;
 - that User does not have a right to transmit under any law or under contractual or fiduciary relationships (such as inside information, proprietary and confidential information learned or disclosed as part of employment relationships or under nondisclosure agreements);
 - that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party;
 - that contains software viruses, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;
 - interferes with or disrupts the servers or networks of communications carriers, or disobey any requirements, procedures, policies or regulations of public communications networks; or
 - that violates, or causes Campaign Registry to violate, any applicable local, state, national or international law.
- d. *User Acknowledgements.* User's privilege to use the Campaign Registry depends on User's compliance with the guidelines set forth above. Company may immediately suspend or

terminate, in its sole discretion, User's registration privileges, access to the Campaign Registry, and/or take any other appropriate measures to enforce these guidelines.

- e. *Compliance.* User must access and use the Campaign Registry in compliance, at all times, with the following: (i) the terms of this Agreement; and (ii) all applicable laws and regulations. User may not access or use the Campaign Registry for any Brand that is located in or under the control of any country subject to a comprehensive U.S. economic embargo (currently including Cuba, Iran, North Korea, Syria, and the Crimea region of Ukraine), any Brand that is owned or controlled by the Government of Venezuela, or for any Brand that is on any U.S. Government restricted party list, including but not limited to the U.S. Treasury Department's List of Specially Designated Nationals and Blocked Persons.
- f. *No Sale or Purchase by Individuals or Minors.* User may not be an individual, must be a corporation or partnership.

5. Intellectual Property

The intellectual property utilized in providing the Campaign Registry is the valuable, confidential and copyrighted property of Company and its licensors. User may use the Campaign Registry as permitted herein and may not otherwise modify, adapt, translate, or create derivative works based on the Campaign Registry without the prior written consent of Company. User may not use or reference the Campaign Registry or permit it to be used or referenced, to aid in the creation of a competitive alternative to the Campaign Registry. As between the parties, Company owns all right, title, and interest in and to the Campaign Registry, including without limitation, all ancillary and interface software, all current and future enhancements, revisions, new releases and updates thereof and any derivative works based thereon and all documentation thereto, all copyrights, trade secrets, patents, and goodwill therein. "Company" and the stylized "Company" logo are service marks of Company. All other trademarks, service marks and logos used on the website or through the Campaign Registry are the trademarks, service marks or logos of their respective owners.

6. User Representations

User represents and warrants to Company that: (a) the person registering and operating the User's account is over the age of eighteen (18) and has the power and authority to enter into and perform User's obligations under this Agreement; (b) all information provided by User to Company is truthful, accurate and complete; (c) if User provides a credit or charge card for payment of fees for the Service, User is the authorized signatory of the credit or charge card provided to Company to pay the fees; (d) User shall comply with all terms and conditions of this Agreement, including, without limitation, the provisions set forth in this Section 4; (e) User has provided and will maintain accurate and complete registration information with Company, including, without limitation, User's legal name, address and telephone number; (f) User's access to and/or use of the Campaign Registry does not and will not constitute a breach or violation of any other agreement, contract, terms of use, or similar policy or understanding to which User is or may be subject; (g) User shall comply with all laws attendant upon its performance of its obligations under this Agreement; (h) User and/or the Brand have obtained, and will maintain, all applicable consents, approvals, or permissions required by applicable law, including, without limitation, the Telephone Consumer Protection Act ("*TCPA*"), 27 U.S.C. § 27, as amended from time to time, to transmit or otherwise send messages to any End User; (i) User and/or Brand is operating in accordance with the current version of the CTIA Messaging Principles and Best Practices, found at <https://api.ctia.org/wp-content/uploads/2023/05/230523-CTIA-Messaging-Principles-and-Best-Practices-FINAL.pdf>;

and (j) User and/or Brand is operating in accordance with rules, regulations, best practices and guidelines published by MNOs.

7. Term and Termination

This Agreement will commence on the Effective Date and shall continue for an initial term of two (2) years. Thereafter, the term will automatically renew for successive one (1) year renewal terms unless terminated by either party pursuant to this Agreement (collectively, the “Term”). Notwithstanding the foregoing, either party may terminate this Agreement, or any service provided hereunder, at the expiration of the initial Term or at any other time thereafter by providing sixty days’ prior written notice of termination to the other party. Notwithstanding the above, the Term of this Agreement shall extend through the completion of the term of any then current Service. Unless otherwise provided herein, Company may terminate this Agreement upon 30 days’ written notice if User fails to comply with any material provision of this Agreement and User fails to cure such failure during such 30 day period; provided that with respect to a breach of the terms of this Agreement solely with respect to a particular Brand and/or Campaign, such termination shall relate solely to the Brand and/or Campaign which is the subject of the failure to comply with any material provision of this Agreement. Termination for any reason shall not affect Company’s entitlement to any sums due in respect of User’s use of the Campaign Registry prior to such termination, or any additional remedies provided by law or equity. Under no circumstances shall User be entitled to any refund on any portion of fees paid in connection with this Agreement Notwithstanding the above, User is under no obligations to purchase any minimum volume of services from Company.

8. Disclaimer of Warranties

THE CAMPAIGN REGISTRY IS PROVIDED ON AN “AS IS” AND A “WHERE IS” BASIS WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. USE OF THE CAMPAIGN REGISTRY IS AT USER’S SOLE RISK. COMPANY DOES NOT WARRANT THAT ACCESS TO THE CAMPAIGN REGISTRY WILL BE UNINTERRUPTED OR ERROR FREE, NOR DOES COMPANY MAKE ANY WARRANTY AS TO ANY RESULTS THAT MAY BE OBTAINED BY USE OF THE CAMPAIGN REGISTRY. COMPANY MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, IN RELATION TO THE CAMPAIGN REGISTRY.

9. Limitation of Liability

UNDER NO CIRCUMSTANCES SHALL EITHER PARTY BE LIABLE TO THE OTHER PARTY OR ANY OTHER PERSON FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR PUNITIVE DAMAGES FOR ANY MATTER ARISING FROM OR RELATING TO THIS AGREEMENT, THE CAMPAIGN REGISTRY OR, INCLUDING, WITHOUT LIMITATION, USER’S USE OR INABILITY TO USE THE CAMPAIGN REGISTRY, ANY CHANGES TO OR INACCESSIBILITY OF THE CAMPAIGN REGISTRY, DELAY, FAILURE, UNAUTHORIZED ACCESS TO OR ALTERATION OF ANY TRANSMISSION OR DATA, ANY MATERIAL OR DATA SENT OR RECEIVED OR NOT SENT OR RECEIVED, ANY TRANSACTION OR AGREEMENT ENTERED INTO THROUGH THE CAMPAIGN REGISTRY, OR ANY DATA OR MATERIAL FROM A THIRD PERSON ACCESSED ON OR THROUGH THE CAMPAIGN REGISTRY, WHETHER SUCH LIABILITY IS ASSERTED ON THE BASIS OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE. IN NO EVENT SHALL EITHER PARTY’S TOTAL LIABILITY FOR DIRECT DAMAGES EXCEED THE TOTAL FEES, IF ANY, PAID TO COMPANY BY USER OR IN RESPECT OF USER’S USE OF THE CAMPAIGN REGISTRY IN THE SIX (6) MONTH PERIOD PRIOR TO THE ACT, OMISSION, OR EVENT GIVING RISE TO THE LIABILITY. SOME STATES PROHIBIT THE

EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES; THUS, THIS LIMITATION OF LIABILITY MAY NOT APPLY. IN SUCH STATES, THE LIABILITY OF A PARTY WILL NONETHELESS BE LIMITED TO THE FULLEST EXTENT PERMITTED BY LAW. BREACHES OF EITHER PARTY'S INDEMNIFICATION OBLIGATIONS HEREUNDER SHALL BE EXEMPTED FROM THE FOREGOING LIMITATIONS. IF USER IS DISSATISFIED WITH THE CAMPAIGN REGISTRY, USER'S SOLE AND EXCLUSIVE REMEDY SHALL BE FOR USER TO DISCONTINUE USE OF THE CAMPAIGN REGISTRY AND TERMINATE THIS AGREEMENT IN ACCORDANCE WITH SECTION 7.

COMPANY IS NOT AN INSURER WITH REGARD TO OPERATION OF THE CAMPAIGN REGISTRY. THE DISCLAIMER OF WARRANTIES AND THE LIMITATION OF LIABILITY AND REMEDY ARE A REFLECTION OF THE RISKS ASSUMED BY THE PARTIES IN ORDER FOR USER TO OBTAIN THE RIGHTS TO USE THE CAMPAIGN REGISTRY AT THE SPECIFIED PRICE, IF ANY. USER AGREES TO ASSUME THE RISK FOR: (i) ALL LIABILITIES DISCLAIMED BY COMPANY CONTAINED HEREIN; AND (ii) ALL ALLEGED DAMAGES IN EXCESS OF THE AMOUNT, IF ANY, OF THE LIMITED REMEDY PROVIDED HEREUNDER.

10. Indemnification

User agrees to indemnify, hold harmless and defend Company, its members, officers, employees and agents from and against any action, cause, claim, damage, debt, demand or liability, including reasonable costs and attorney's fees, asserted by any person or entity, arising out of or relating to: (a) this Agreement; (b) User's use of the Campaign Registry, including any Data or other Content transmitted or received by User; (c) any unacceptable use of the Campaign Registry by User or through User's account, including, without limitation, any statement, Data or other Content made, transmitted or republished by User which is prohibited as unacceptable at Section 0; and (d) any breaches of Section 6 of this Agreement.

11. Publicity

Neither party may issue press releases or any other public announcement of any kind relating to the Agreement without the other party's prior written consent. Notwithstanding the foregoing, Company may use the User's name and logo a) on Company's website, b) for promotional and marketing purposes, and (c) in connection with its provision of the Campaign Registry, including providing User's name to MNOs that have signed agreements with Company to provide authentication services. Except as set forth herein, neither party may use the trademarks of the other party without its prior written consent.

12. Miscellaneous

a. *Independent Contractors.* The parties and their respective personnel are and shall be independent contractors and neither party by virtue of this Agreement shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party.

b. *Waiver.* No waiver of any term, provision or condition of this Agreement, whether by conduct or otherwise, in any one or more instances, shall be deemed to be, or shall constitute, a waiver of any other term, provision or condition hereof, whether or not similar, nor shall such waiver constitute a continuing waiver of any such term, provision or condition hereof. No waiver shall be binding unless executed in writing by the party making the waiver.

c. *Severability.* If any provision of this Agreement is determined to be illegal or unenforceable, then such provision will be enforced to the maximum extent possible and the other provisions will remain fully effective and enforceable.

d. *Relationship of the Parties.* Nothing in this Agreement shall create any joint venture or principal-agent relationship between Company and User. Each party will be responsible for its own costs to comply with its obligations hereunder.

e. *Assignment.* User may not assign this Agreement or any rights or obligations under this Agreement in whole or in part without the prior written consent of Company; provided, however, that such consent shall not be required for assignment by to an Affiliate or successor to its business by merger, consolidation, asset sale or other acquisition. Any attempted assignment in violation of the preceding sentence will be void. This Agreement will bind and inure to the benefit of the respective successors and permitted assigns. *Notice.* To be effective, any notice under this Agreement must be in writing (unless otherwise expressly provided) and must be sent by (a) registered or certified mail, postage prepaid, return receipt requested, (b) hand or messenger delivery, or (c) Federal Express or similar overnight delivery service, to the other party at its address(es) for notices set forth below (or such other address(es) as such party may designate by notice to the other given in accordance with this). Any notice, report, or approval under this Agreement will be deemed given on the date actually delivered (except if such date is a Saturday, Sunday or legal holiday, in which case it will be deemed given on the next business day for the recipient).

When Company is the intended recipient:

1775 Tysons Blvd, 5th Floor
Tysons, VA 22102
Attn: Soren Schafft

With a Courtesy Copy (which shall not constitute notice) to:

Pillsbury Winthrop Shaw Pittman LLP
1200 Seventeenth Street, NW
Washington, DC 20036
Attn: Glenn S. Richards
Email: glenn.richards@pillsburylaw.com
Facsimile: (202) 663-8007

f. *Governing Law.* This Agreement shall be interpreted in accordance with and governed by the laws of the Commonwealth of Virginia, USA, without regard to conflict of law principles, as though it were executed and performed entirely in Fairfax County, Virginia, USA. The rights and obligations under this Agreement shall not be governed by the United Nations Convention on Contracts or the International Sale of Goods, the application of which is expressly excluded, but such rights and obligations will instead be governed by the laws of the Commonwealth of Virginia, USA.

g. *Forum.* Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Class action lawsuits, class-wide arbitrations, private attorney-general actions, and any other proceeding where someone acts in a representative capacity are disallowed.

h. *Process.* The parties irrevocably submit and consent, and irrevocably waive any and all objections which any party may now or hereafter have, to process being served in any such suit, action or proceeding referred to in the preceding subsection pursuant to the rules of the applicable court, including, without limitation, service by certified or registered mail, return receipt requested. No provision of this section shall affect the right of any party to serve process in any manner permitted by law or limit the right of any party to bring suits, actions or proceedings to enforce in any lawful manner a judgment issued by the state or federal courts of the Commonwealth of Virginia.

i. *Action.* No action arising under this Agreement may be brought by User more than one (1) year after the cause of action has accrued.

j. *Attorney's Fees.* If any action in law or in equity is necessary to enforce the terms of this Agreement, the prevailing party will be entitled to reasonable fees of attorneys, accountants, and other professionals, and costs and expenses in addition to any other relief to which such prevailing party may be entitled.

k. *Headings.* The captions and headings of this Agreement are included for ease of reference only and will be disregarded in interpreting or construing this Agreement.

l. *Force Majeure.* If the performance of any part of this Agreement by either party (other than the payment of money) is prevented, hindered, delayed or otherwise made impracticable by reason of any flood, riot, fire, judicial or governmental action, labor disputes, act of God or any other causes beyond the control of either party, that party shall be excused from such to the extent that it is prevented, hindered or delayed by such causes.

m. *Survival.* The terms and provisions of Sections 0, 3, 4, 6, 7, 8, 9, 9, 0 and 11 shall survive any termination or expiration of this Agreement.

n. *Counterparts.* This agreement may be executed in several counterparts and by electronic or facsimile signatures, and each counterpart shall be deemed as original and all such counterparts together shall constitute one and the same instrument.

o. *Entire Agreement.* This Agreement constitutes the complete and exclusive statement of the agreement between the parties and supersedes any and all prior or contemporaneous communications, representations, statements and understandings, whether oral or written, between the parties with respect to its subject matter.

EXHIBIT A

FEES AND PAYMENT TERMS

Current fees for the Campaign Registry services are set forth below. Please note:

- All campaign registrations are created for an initial three month period. After the three month period, all campaigns will be renewed monthly unless terminated by the User ahead of the renewal date.
- Campaign fees are billed monthly, at the end of the calendar month.
- The following billing example is provided for illustrative purposes only:

Billing example.

Campaign creation	May 5
First Monthly Charge	On May 31 Invoice (end of calendar month of campaign creation)
Second Monthly Charge	On June 30 Invoice
Third Monthly Charge	On July 31 Invoice
Cancellation notice due (to avoid renewal billing)	August 4 (Day before campaign renewal)
First Campaign renewal (anniversary) date	August 5
First Monthly charge in second cycle	August 31 (end of calendar month of renewal date)
The campaign continues to be renewed and billed on a monthly cycle until the campaign is terminated	

- The Company does not guarantee that any MNOs, or any particular MNO, will approve or maintain approval of any campaign.
- The fees are non-refundable, irrespective of whether the applicable campaigns are terminated or suspended for any reason, whether by the CSP, TCR or MNOs.
- Brands have the option to register through multiple CSPs, but registrations and the corresponding fees are specific to each CSP and not transferrable.

Campaign Registry: August 31, 2023

One Time Setup Fees	CSP Registration	\$200.00	One time, non-refundable application fee, which includes validation with MNOs and DCAs. There is no fee for maintenance or renewal of CSP accounts.
	Brand Registration	\$4	This charge excludes any 3rd party vetting fees or non-standard review procedures as mandated by MNOs.
	Sole Proprietor Brand Registration	\$4	One-time fee for registering Sole Proprietors brands.
Monthly Campaign Fees	Regular Campaigns	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Low Volume Mixed Campaign	\$1.50 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Political Campaigns	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Charity Campaigns	\$3.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	UCaaS Low Volume	\$1.50 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly. This use case is only available to approved UCaaS businesses.
	UCaaS High Volume	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly. This use case is only available to approved UCaaS businesses.
	Sole Proprietor/Developer	\$2.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly. CSPs will need to sign a special amendment with TCR before they are eligible for this use case.

Campaign Registry: August 31, 2023

	Carrier Exempt	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	K-12 Education	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Conversational	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Emergency	\$5.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Sweepstakes	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Agents and Franchises	\$30.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Social	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
	Platform Free Trial	\$0 / month	CSPs will need to sign a special amendment with TCR before they are eligible for this use case.
3 rd Party Vetting Fees	Standard Brand Vetting	\$40 per vet	One-time, non-refundable vetting fee for successful vets. For failed vets, this fee will be reduced to \$5.
	Enhanced Vet	\$95 per vet	One-time, non-refundable vetting fee for successful vets. For unscored unsuccessful vets, this fee will be reduced to \$5.
	Political Vet with email or standard PIN delivery	\$64 per vet	One-time, non-refundable vetting fee for successful vets. For failed vets, this fee will be reduced to \$22.
	Political Vet with express mail PIN Delivery	\$91.95 per vet	One-time, non-refundable vetting fee for successful vets. For failed vets, this fee will be reduced to \$22.

Campaign Registry: August 31, 2023

	Appeal Fee	\$10 per appeal	One-time, non-refundable fee for a manual review of either a brand registration or a standard vet.
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EXHIBIT B

SECURITY REQUIREMENTS

Campaign Registry Security Measures

Without limitation to the User's security obligations as set forth elsewhere in this Exhibit B, in the Agreement, or other instruments between the parties, the Company will implement reasonable and appropriate measures designed to help you secure the content in the Campaign Registry against accidental or unlawful loss, access or disclosure.

The Company may provide detailed security options and/or requirements from time-to-time at its sole discretion ("**Updated Requirements**"), provided that we will endeavor to provide such requirements with at least ten (10) business days advance notice, unless more urgent implantation and/or compliance is required due to avoid major disruption or irreparable harm.

Notwithstanding the foregoing, the Company cannot and does not warrant that the Campaign Registry will be free of viruses, cyberattacks, cyber threats, data corruption, data loss, or the like ("Security Threats").

User's Security Obligations

In addition to the responsibilities set forth elsewhere in the Agreement:

- You agree to comply with any Updated Requirements; failure to comply with such Updated Requirements may result in suspension or termination of the services;
- You will take all commercially reasonable efforts to make sure that you do not introduce any Security Threats into the Campaign Registry, or any connected networks;
- You are responsible for proper access and use of the Campaign Registry, to ensure that your credentials and/or systems are not used for any improper access, and to appropriately secure, protect and backup your content, You will not share, sell or transfer your access rights to any third party without our prior written approval. Notwithstanding the foregoing, you are responsible for all acts or omissions of your subcontractors or agents as though performed by you.

Exhibit C

Customer Support & Service Level Agreement**1. Service Level Agreement Table**

Severity Level	Description	Response Time Guideline (During business hours)
Severity 1	Complete outage of service preventing client's ability to communicate with platform and process campaigns	<ul style="list-style-type: none"> Notification to client within 1hr Resolution or work around by next business day, else work will continue until fully resolved. Daily client updates
Severity 2	Service degradation with accessible work around.	<ul style="list-style-type: none"> Notification to client within 2hrs of incident identification Resolution or work around in 2 business days, else work will continue until fully resolved. Daily client updates.
Severity 3	Minor performance degradation with accessible work around.	<ul style="list-style-type: none"> Notification to client upon incident identification. Work will be continuous until the issue is fully resolved. Clients will be notified as updates become available.
Severity 4	Information request, portal access, billing record request, miscellaneous.	<ul style="list-style-type: none"> Notification to client upon incident identification. Work will be continuous until the issue is fully resolved. Clients will be notified as updates become available.

2. Escalation Matrix

Level	Escalation
1st	esp.support@campaignregistry.com
2nd	Account Manager Application Support Manager
3rd	VP of Operations

3. Maintenance Windows & Notifications

a. Customer Notifications

- i. Scheduled Maintenance Notifications will be sent to customer 5 days prior to maintenance.
- ii. Emergency Maintenance Notifications will be sent to customers 24 hrs prior to maintenance.
- iii. Maintenance Cancellation Notifications will be sent any time prior to maintenance start.

- b. Production release is scheduled every other Thursday from **7am to 9am ET**, two-hour maintenance window.

4. Business Hours and Service Availability

- a. Support hours are 9am-8pm ET Monday to Friday except holidays.
- b. TCR Portals and APIs are set up to be operational around the clock, with a targeted availability of better than 99.5% during support hours.