

Improve Digital Service Level Agreement

(SLA)

This Schedule applies to the access and use of the 360 Yield Platform (Service) by the Customer.

1 Objective

- 1.1 The objective of this Service Level Agreement (SLA) is to define service roles and responsibilities between Improve Digital and the Customer.

2 Service commitment

- 2.1 Improve Digital shall provide the Customer with the highest standards of service and value for money.

3 Customer commitment

- 3.1 The Customer further agrees to advise Improve Digital promptly of any issues that affect the ability of Improve Digital to meet the service levels as defined in this document.

4 General Service provision

- 4.1 Improve Digital is to:
 - Provide technical and functional assistance in the use of the Service via email and phone.
 - Co-ordinate and resolve problems associated with the Service within the target response times specified in this Schedule.
 - Ensure that all identified problems reported to Improve Digital by the Customer are logged and escalated and forwarded to the appropriate personnel.
 - Maintain a record of all reported problems with final resolution.
 - Advise the Customer of any upcoming changes or scheduled outages on the systems to which the Customer has access.

5 Specific commitments

5.1 Service Availability

Improve Digital agrees to make the Service available for access and use by the Customer in accordance with the following level of availability:

Service Criteria	Measurement and frequency of measurement	Target Service Level
Availability back end services and ad serving	<p>Service Availability = $\text{Uptime} / (\text{Total Time} - \text{Excused Downtime}) \times 100$</p> <p>Where:</p> <p>Uptime means the time (measured in minutes) in any month during which the Service is able to be used by the Customer as intended.</p> <p>Total Time means the time (measured in minutes) in any month.</p> <p>Excused Downtime means the time (measured in minutes) in any month during which the Service is not available due to any of the following:</p> <ul style="list-style-type: none"> A. Force Majeure under clause 5.2 of this SLA B. Act or omission of the Customer C. Scheduled Maintenance under clause 5.3 of this SLA D. Emergency Maintenance under clause 5.4 of this SLA E. Malicious third party activity against the Service including denial- of- service attacks 	99.5 %

Availability customer interface and reporting	<p>Service Availability = Uptime / (Total Time – Excused Downtime) x 100</p> <p>Where:</p> <p>Uptime means the time (measured in minutes) in any month during which the Service is able to successfully allow the Customer to connect and use the majority of its functionality.</p> <p>Total Time means the time (measured in minutes) in any month.</p> <p>Excused Downtime means the time (measured in minutes) in any month during which the Service is not available due to any of the following:</p> <ul style="list-style-type: none"> A. Force Majeure under clause 5.2 of this SLA B. Act or omission of the Customer C. Scheduled Maintenance under clause 5.3 of this SLA D. Emergency Maintenance under clause 5.4 of this SLA E. Malicious third party activity against the Service including denial-of-service attacks F. Internet connectivity issues that are not related to Improve Digital’s data center 	95%
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5.2 Force Majeure

Improve Digital is not liable for failure to perform the obligations if such failure is as a result of Acts of God (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (regardless of whether war is declared), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, terrorist activities, nationalization, government sanction, blockage, embargo, third party vendor labor dispute, third party vendor strike, lockout or interruption or failure of electricity used in or equipment needed for provision of this SLA.

5.3 Scheduled Maintenance

Improve Digital will schedule planned maintenance to its systems outside the Customer’s peak usage hours, being 06:00 to 19:00 CET on Monday to Friday inclusive. Any scheduled maintenance that may result in the Service being unavailable for more than one hour will be notified to the Customer’s

technical contact, with at least a 7-day notice period before the commencement of the maintenance unless maintenance is being conducted due to an emergency, in accordance with 5.4 below.

5.4 Emergency Maintenance

Improve Digital may temporarily limit or suspend the availability of all or part of the Service, at any time, if it is necessary for reasons of public safety, security, or unforeseen maintenance needed to continue ad serving and the reasonably expected behavior of the user interface. In any case, maintenance that could not reasonably have been planned in advance as scheduled maintenance. This includes but is not limited to: distribution of malware; malicious attacks on Improve Digital servers; maintenance on servers in case ad serving is at risk or maintenance needed to provide access to data for Improve Digital.

5.5 Target Response Times

Improve Digital agrees to provide the following service responses to questions or problems reported by the Customer to Improve Digital through e-mail (Zendesk):

Request Level	Definition	Target Response Time
Emergency	<ul style="list-style-type: none"> ○ Wrong size ad in ad slot - large formats only (wallpapers/billboards) ○ Server issues causing 360 Platform to be inaccessible – this does not include username or password issues ○ Adult and illegal ads ○ Technical issues where the 360 Platform tag is breaking website pages ○ Suspected malware ads 	Max 2-4 business hours

High	<ul style="list-style-type: none"> ○ Issues with existing Deal IDs/PMPs ○ Unwanted ads (other than illegal ads) ○ Wrong size ad in ad slot - medium formats (rectangles, skyscrapers) ○ Large discrepancies of greater than 50% of total impressions 	Max 8 business hours
Other	<ul style="list-style-type: none"> ○ All other cases 	Max 2 business days

Local support is available on normal Dutch business days (9:00-18:00 CET Monday to Friday). For emergency issues outside normal business hours a dedicated email address and phone number are available to escalate emergency issues to Improve Digital. The target response time for emergency issue requests outside normal business hours is 2-4 hours as stated above.

Target Response Time is the period of time within which Improve Digital will initiate work to resolve a problem, commencing at the time that the problem is notified (Zendesk) or reported by phone (in case of emergency) by the Customer to Improve Digital.