

## Service Description: Public Relations Services – Insights & Analytics

Digital Media Innovations, LLC or its Affiliate(s) (collectively, “Notified”) will provide the Insights & Analytics Services, also known as Executive Media Briefs, Media Analysis Reports, and IPO Reports (collectively, “I&A Services”) as set forth in the applicable Order Form and in accordance with this Service Description. Capitalized terms used in this Service Description not otherwise defined herein shall have the definitions specified in the Order Form. In case of conflict between this Service Description and the Order Form, the Order Form shall control.

### Insights & Analytics Services

Based on the query provided by Customer, Customer will be provided with a Notified curated review of online materials including all or parts of articles, posts, images or content (collectively, the “Media Content”) sourced from third party providers to produce Insights & Analytics reports (“I&A Reports”). Media Content and I&A Reports may not be re-distributed outside of Customer’s organization. Due to the nature of I&A Services, All Media Content and A&I Reports are provided “As-Is.”

Executive Media Briefs			
Small Executive Media Briefs	Medium Executive Media Briefs	Large Executive Media Briefs	Weekly Reputation Profile
<p>Delivered at mutually agreed time Monday to Friday</p> <p>Client, five competitors and industry topics listed under headings; client logo</p> <p>Team selects up to 20 of the most-important articles</p> <p>Scans: up to 13,000 articles scanned per year</p> <p>English language only</p> <p>Online news, online versions of print, online version of broadcast</p> <p>Social share buttons</p>	<p><b>Small plus:</b></p> <p>Three client topics</p> <p>Team selects up to total of 25 of the most-important articles</p> <p>Up to total of 18,000 articles and posts scanned per year</p> <p>Up to 10 influential tweets about the client</p> <p>Up to 10 ‘must read’ online media prioritized</p> <p>Choice of two metrics from article sentiment, article impressions, article keywords, daily stock price</p>	<p><b>Medium plus:</b></p> <p>LexisNexis® Licensed Content reviewed</p> <p>Weekly Reputation Profile</p> <p>Custom colors</p> <p>Team selects up to total of 30 of the most-important articles</p> <p>Up to total of 20 influential posts on Twitter, blogs, forums, public Facebook, Instagram about the client</p> <p>Up to total of 25,000 articles and posts scanned per year</p> <p>Up to total 30 ‘must read’ media</p> <p>Top hashtags &amp; influencers</p>	<p><b>Add-on for Small and Medium Briefs:</b></p> <p>Volume trend</p> <p>Sentiment SOV and trend</p> <p>Top 5 client mentions</p> <p>Top outlets</p> <p>Top hashtags</p> <p>Delivered on Fridays alongside the Daily Media Brief.</p>

#### Executive Media Briefs Add-ons:

- LexisNexis® Licensed Content**  
 Tracking of articles from over 10,000:
  - premium online news outlets
  - text versions of print outlets
 From 150+ countries  
 For up to 5 users to access articles.  
 Short snippets available for media brief readers without access. Fees for additional users available on request.  
 Includes Notified platform to access full text of articles.
- Broadcast tracking**
- NLA and/or CLA (UK) licensed online news articles**
- Tracking languages other than English**
- RSS feeds of curated articles and posts**

<b>Media Analysis Reports</b>		
<b>Small Media Analysis Reports</b>	<b>Medium Media Analysis Reports</b>	<b>Large Media Analysis Reports</b>
<ul style="list-style-type: none"> <li>• Monthly or quarterly reports</li> <li>• Analyzing up to 1,500 articles per month</li> <li>• Standard metrics</li> <li>• Share of voice</li> <li>• English language only</li> <li>• Sources: Online news, online versions of print, online version of broadcast</li> </ul>	<p><b>Small, plus:</b></p> <p>Analyzing up to 3,000 articles per month Up-to two advanced metrics for client</p>	<p><b>Medium, plus:</b></p> <p>Analyzing up to a total of 10,000 articles per month</p>

**Analysis Reports Add-ons:**

- **LexisNexis® Licensed Content**  
Tracking of articles from over 10,000:  
- premium online news outlets  
- text versions of print outlets  
From 150+ countries.  
For up to 5 users to access articles. Short snippets available for media brief readers without access. Fees for additional users available on request.  
Includes Notified platform to access full text of articles.
- **Broadcast tracking**
- **NLA (UK) licensed online news articles**
- **Tracking languages other than English**
- **RSS feeds of curated articles and posts**
- **Dashboards of curated article and post data**

<b>Additional Services</b>		
<b>24-hour post event brief</b>	<b>10-day post event report</b>	<b>Annual review</b>
<p>Consolidated round up of news delivered 24 hours post-event based on 22 hours' coverage.</p> <p>Notified team sources and consolidates articles for the announcement or event, including: products, spokespeople, competitors and key messages</p> <p>Commission two weeks in advance of event. Share industry analysts and up to 25 'must read' media one week prior. 'Must read' availability checked by Notified team in advance. Up to 10 key messages one day prior.</p> <p>Up to 250 traditional media articles and 250 social media posts reviewed.</p> <p>Up to 50 representative articles and 70 posts included in the brief.</p>	<p>Analysis report identifying key trends and providing narrative detailing traditional media coverage during the 10-day period post-event</p> <p>Contains graphs, charts and narrative on Trend of Coverage, Share of Voice by Media Type &amp; by Regions/Countries, Tonality and more</p> <p>Notified team sources articles discussing the announcement or event and analyzes coverage for quality and quantity of discussion about products, spokespeople and competitors, and key messages conveyance</p> <p>Commission two weeks in advance of event. Share industry analysts and up to 100 'must read' media one week prior. 'Must read' availability checked by Notified team in advance. Up to 10 key messages one day prior</p> <p>Up to 1,000 traditional media articles reviewed for relevance and up to 500 included in the analysis report</p>	<p>Analysis report identifying trends and providing narrative to identify 12 months' positioning in traditional media.</p> <p>Contains graphs, charts and narrative on Trend of Coverage, Tonality, Key topics (5), Top outlets, Headline visibility &amp; Leading spokespeople, Share of voice (vs. 3 competitors).</p> <p>English language; Geography: global coverage or US-only.</p> <p>OPTION 1: Analyzing up to 2,000 articles; Turn-around time of 14 business days from getting all the relevant information from the client.</p> <p>OPTION 2: Analyzing up to 5,000 articles; Turn-around time of 25 business days from getting all the relevant information from the Client.</p> <p>OPTION 3: Analyzing up to 10,000 articles; Turn-around time of 40 business days from getting all the relevant information from the client.</p>

<b>PO Reports</b>		
<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>
<p>8x Weekly Executive Media Briefs - links to articles grouped by theme</p> <p>Company only</p> <p>Online news (traditional media)</p> <p>English Language</p> <p>Volume Limit: up to 400 articles scanned prioritized by influence and 50 included in the brief.</p>	<p>Two Analysis Reports (pre-IPO and post- IPO)</p> <p>Company only</p> <p>Online news (traditional media)</p> <p>English Language</p> <p>Metrics: Media breakdown, sentiment, historical sentiment, Key Messages (on or off message), outlets, journalists, spokespeople, business categories (line chart).</p> <p>Volume Limit: up to 2,500 articles will be analyzed for each report.</p>	<p>Combination of Option 1 (Media Briefs) and Option 2 (Analysis Reports)</p> <p>Notified – access to configured Essential platform for 2 users.</p>

Notified recognizes public holidays in the countries where Notified does business, and will generally deliver reports every weekday excluding those public holidays.

## **Executive Media Briefs**

Researcher-curated Media Briefs delivered every workday or every week, excluding public holidays.

Small (MYNBS-R): Up to 13,000 articles or posts scanned per year to include up to 15 relevant articles and social posts in the media brief.

Medium (MYNBM-R): Up to 18,000 articles or posts scanned per year to include up to 25 relevant articles and 10 social posts in the media brief.

Large (MYNBL-R): Up to 25,000 articles or posts scanned per year to include up to 30 relevant articles and 20 social posts in the media brief; Includes LexisNexis content.

## **Media Analysis Reports**

Researcher-compiled analysis reports to track customer positioning every month or every quarter.

Small (MYNBANS-R): Up to 1,500 articles analyzed per month.

Medium (MYNBANM-R): Up to 3,000 articles analyzed per month.

Large (MYNBANL-R): Up to 10,000 articles analyzed per month.

## **IPO Reports**

Option 1: Weekly Executive Media Briefs: 8x Weekly Executive Media Briefs - links to articles grouped by theme, Company only, Online news (traditional media), English language, up to 400 articles scanned, prioritized by influence as determined by Notified and 50 included

Option 2: Analysis Report: 8x Weekly Executive Media Briefs – links to articles grouped by theme, Company only, Online news (traditional media), English language, up to 400 articles scanned prioritized by influence as determined by Notified and 50 included

**Third Party Content.** Links are made available to web pages or services that are not owned or controlled by Notified (“Third Party Webpages”). “Third Party Content” means any information from the Third-Party Webpages and other third parties and social media service providers (such as user information (e.g., username, contact information), data files, written text, computer software, music, audio files or other sounds, photographs, videos, or other images available on the Internet) which is displayed within the Service and which Customer may have access to as part of, or through use of, the Service. Notified is only a passive conduit for distribution and publication of Third Party Content. Customer’s links to, use of, and/or interactions with Third Party Webpages and/or Third-Party Content, including, but not limited to, for use in communications with users of Third Party Webpages, are strictly between Customer and the applicable third party in all respects, including, without limitation, compliance with such applicable third party’s terms of use and privacy policies. Notified shall have no liability, obligation, or responsibility for any such Third-Party Webpages and/or Third-Party Content or activities by Customer and its users relating thereto, or products, services or promotions available on or through such Third Party Webpages. Notified does not endorse any sites on the Internet that are linked through the Service.

The Service’s functionality and supply of information relies on third parties’ supply of information to Notified. Consequently, Notified can in no way be held responsible for reduced information supply due to a third party’s adjusted information channels or if a third party by other means denies Notified from accessing information by, for example, limiting or adjusting the possibility of crawling third party content or closes (or reduces) access to third party’s API. In order to access the Information, Customer must obtain and maintain all necessary licenses, approvals and consents required by any third-party provider to access the Information within the Insights & Analytics Service and comply with any requirements or conditions required by such third party providers (“Access Requirements”). Without limiting the foregoing, in order for Customer to use the Information, Customer must comply with any applicable laws and third-party providers’ requirements regarding additional licensing and terms of use (“Use Requirements”). Notified does not make any representations or warranties about the Information or Customer’s right to use it. Notified may suspend Customer’s use of the Insights & Analytics Service without liability if Customer does not comply with any Access Requirements and Use Requirements. In this case, any payment term in the MSA and of this Order Form shall continue to apply. Customer may use all material received from the Insights & Analytics Service for internal use only. Customer shall not use Information for external purposes.

**LexisNexis Media.** Customer will be required to enter into a separate Subscription Agreement with LexisNexis. Customer agrees that all access to and use of content made available by LexisNexis, though, or in connection with, the Services shall be provided for media monitoring and evaluation purposes only and is subject to the terms and conditions provided in the General Terms and Conditions for Use of the LexisNexis Content, and updates thereof, available online at [www.lexisnexis.com/terms/general](http://www.lexisnexis.com/terms/general).

**Dow Jones Media.** Media Content may include headlines or derived data from Dow Jones, and by using such Dow Jones Data, Customer agrees to the Dow Jones Terms of Service located at <https://djlogin.dowjones.com/tou/default.aspx?fcpil=en>, or such other terms that Customer has entered into with Dow Jones Directly (“Dow Jones Terms of Service”). I&A Reports with Dow Jones content can only be sent to individual emails, no group emails.

**Twitter Media.** Media Content may be provided by Twitter (“Twitter Data”), and by using such Twitter Data, Customer agrees to the Twitter Terms of Service located at [www.twitter.com](http://www.twitter.com) or such other terms that Client has entered into with Twitter directly (“Twitter Terms of Service”). Notified may immediately terminate Customer’s access to and continued retention of Twitter Data if Notified or Twitter reasonably believes that Customer is not in compliance with the Twitter Terms of Service.

**YouTube Data.** Media Content may be provided by YouTube (“YouTube Data”), and by using such YouTube Data, Client agrees to be bound by the YouTube Terms of Service located at <https://www.youtube.com/t/terms> or such other terms that Client has entered into with YouTube directly (“YouTube Terms of Service”). Notified may immediately terminate Customer’s access to and continued retention of YouTube Data if Notified or YouTube reasonably believes that Customer is not in compliance with the YouTube Terms of Service.

**Term and Termination.** The Order Form may be terminated for cause in accordance with the Agreement, but shall otherwise remain in effect for the Order Form Term notwithstanding any termination of the Agreement. Upon any termination of the Order Form other than by Customer for cause, Customer shall pay for: (i) all Services provided to Customer prior to termination; and (ii) early termination costs equaling one hundred percent (100%) of the Services and Fees provided for in the Order Form.

**Invoicing.** Payment terms shall be as set forth in the Agreement. The applicable currency will be stated in the Order Form. Unless specified otherwise in the Order Form, Notified shall bill for the Services in advance. In the event that the Services provided under the Order Form remain active beyond the end of the Order Form Term and Customer uses the Services after such time, Customer shall pay Notified the monthly subscription costs set forth herein and in the Order Form for any month (or portion thereof) during which Customer uses the Services beyond the Order Form Term. In addition to the rates for the Services listed in the Order Form, Customer shall pay all applicable fees, duties, tolls, administrative assessments, surcharges, or taxes now or hereafter attributable to the Services and included on Customer’s invoice. Notified will assess any applicable fees, duties, tolls, administrative assessments, surcharges, or taxes, based on the geographic location of the billing address of the billing contact in the Notified billing system. Should Notified not have an address for the billing contact, then fees, duties, tolls, administrative assessments, surcharges, or taxes will be applied based on the geographic location provided at the account level in the Notified billing system. In the event Customer is required by law to make any deductions or to withhold from Customer’s payment to Notified, Customer shall pay Notified such additional amounts so that the net amount Notified receives from Customer is equal to the full amount due under the invoice.

**Pricing.** Notified shall not increase the prices for Services purchased as part of a committed, annual subscription during the initial term of any Order Form. Thereafter, Notified may, effective on the first day of January each year adjust, or change the basis for calculating any Service Fees on not less than ninety (90) days’ prior notice to the Client. Any rate modification will not be applied to the applicable Services until the Order Form’s next renewal date, unless otherwise specified in the notice of pricing adjustment. Customer may cancel the relevant Service if Notified increases its Service Fees for such Service by more than ten percent (10%) in any year; provided that, for Customer to exercise this right to cancel or otherwise dispute the rate increase, Customer must notify Notified in writing within thirty (30) days of the date of Notified’s increase notice. The relevant Service shall then be cancelled from the date on which the Service Fees would have increased.