GENERAL TERMS AND CONDITIONS FOR SERVICE AGREEMENTS

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GENERAL REMARKS

1. GTC is a document created by the Company. This is a document that applies to all contractors and clients of the Company.
2. The terms of the GTC may not be changed or limited by the content of orders, working arrangements, conversations or any other form of communication, except by the bilateral annex contained in the form provided for by the GTC.
3. The GTC do not constitute an offer within the meaning of the law or any other document, the acceptance of which in any form could generate rights and liabilities for any person. The general terms and conditions constitute an invitation to commence negotiations and only have

informational significance until cooperation with the Company begins. The commencement of this cooperation requires the conclusion of an appropriate, separate Agreement, to which the GTC will apply.

4. Cooperation with the Company does not constitute an establishment of a company, partnership or other joint venture. Parties represent independent partners, each of them being required to respect the economic independence of the other Party.
5. By signing the Agreement, the Partner declares and confirms that they are entering the Agreement in the course of their business, professional, or commercial activity and not as a consumer. The Partner acknowledges that the GTC, the Agreement, and all related Documentation are governed by business-to-business (B2B) terms and that consumer protection laws and regulations do not apply to the relationship between the Parties. If the Partner does not yet have a registered business entity at the time of signing, they declare their intention to use the Services and Deliverables for business or professional purposes and accept that the Agreement is of a commercial nature.

DEFINITIONS

6. Unless otherwise stipulated in the GTC, capitalized terms have the following meanings:

Services	**implies services provided to the Partner by the Company under the Agreement. The scope of Services is stated in Annex 1.**
GTC	indicates this document, i.e. the General Terms and Conditions for Service Agreements.
Agreement	implies an agreement under which the Company commits itself to the supply of Services and/or access to Software against payment by the Partner. The Annexes represent an integral part of the Agreement.
Documentation	refers to all documents governing the cooperation between the Company and the Partner. The Documentation consists of the GTC, Agreements, and any Annexes (the specification of Services).
Deliverables	refers to all tangible outputs produced by the Company for the Partner as part of the Services, including but not limited to products, funnels, sales pages, copy, designs, graphics, email sequences, ad creative, and other materials as defined in the Agreement.
Software	refers to any proprietary software platform provided by the Company, including but not limited to Saisify and Launchpad. Software remains the exclusive property of the Company at all times.

7. The GTC has been divided into internal editorial entities (chapters, points). Regardless of the division used, the GTC is to be treated as a comprehensive whole, and none of its parts are meant to be interpreted in isolation from the rest.

SUBJECT OF THE AGREEMENT

8. The subject of the Agreement is the supply of Services against payment for the Company by the Partner. Services will be provided in accordance with the professional nature of the business.
9. The Agreement is a service contract.

GENERAL ASSUMPTIONS FOR THE EXECUTION OF SERVICES

10. The Company provides Services while maintaining the principle of efficiency. This means that:
    1. The Company retains full autonomy in the selection of persons, resources, and services (including subcontractors) through whom the Services will be provided;
    2. The Company will execute the Services within the timeframes and scope defined in the Agreement;
    3. Where the Services include advertising management: any advertising budget set by the Parties is flexible and can be changed by the Partner at any time. Any changes to the budget will be communicated to the Company in advance, in no less than seven days, due to the change taking effect only after the aforementioned deadline. The Parties, by means of an accord, may agree on an immediate budget change. The Company is not obliged to use the entire budget allocated by the Partner unless the Partner explicitly requests it. The budget will be used as necessary, taking into account the pursuit to achieve the best result with the lowest possible level of financial resources.

MEDIA AND MEDIA PAYMENT (ADVERTISING SPACE)

11. Where the Services include advertising management, the Company may use any kind of media (advertising space) offered by Facebook, Google, and other advertising platforms, and use third party software that improves the use of these media.
12. All media (advertising space) will always be paid for by the Partner, unless the Parties agree otherwise in writing. This section applies only where the Agreement includes advertising management services.

ACCEPTANCE OF COMPANY ACTIONS BY THE PARTNER

13. For project-based Services, the Company will seek the Partner's approval at key milestones, including but not limited to the overall product concept, offer structure, and strategic direction. Once a milestone is approved by the Partner, the Company has full creative and professional discretion to execute the Deliverables within the approved direction (including but not limited to sales copy, designs, email sequences, ad creative, and funnel pages) without requiring the Partner's approval for each individual element. The Partner will have the opportunity to review final Deliverables upon delivery but may not withhold acceptance on the basis of subjective creative preferences if the Deliverables are consistent with the approved concept and direction.
14. For Services with recurring remuneration or ongoing management, the Company will receive the prior approval of the Partner before launching any new campaigns or taking material actions that were not previously discussed or agreed upon.
15. If the Partner does not respond to a request for approval within 7 (in words: seven) business days from the date the request was sent, the Deliverables or actions are deemed accepted by the Partner. The Company may proceed with the next stages of the Services on the basis of such

deemed acceptance. This does not affect the Company's right to remuneration or the delivery timeline.

SUSPENSION OF COMPANY ACTIONS BY A PARTNER

16. The Partner may at any time request the Company to suspend the execution of Services in whole or in part. In this case, the Company will fulfill the aforementioned request to the extent possible at the given time. However:
    1. suspension does not extend the delivery deadlines defined in the Agreement, unless the Parties agree otherwise in writing;
    2. suspension does not pause or extend any support periods, software access periods, or other time-limited components of the Agreement — these continue to run as defined;
    3. suspension does not entitle the Partner to a refund of remuneration already paid;
    4. if the suspension lasts longer than 30 (in words: thirty) calendar days, the Company may treat the Agreement as terminated by the Partner, while retaining the Company's right to all remuneration due.

PARTNER RESPONSIBILITIES RELATED TO THE EXECUTION OF SERVICES

17. The proper execution of Services requires the full cooperation of the Parties and the Partner's communication of information indicated by the Company. In connection with the aforementioned, the Partner is committed to:

    1. completing any onboarding forms, questionnaires, or intake documents requested by the Company in a timely manner;
    2. providing all current information concerning the Partner's business activities, products, target audience, brand guidelines, and any other materials that may affect the Services of the Company;
    3. reviewing and approving deliverables (including but not limited to product concepts, funnel designs, copy, and creative materials) within the timeframes communicated by the Company;
    4. providing the Company with access to any accounts, platforms, and digital resources related to the Services as required. This may include, where applicable, advertising accounts, payment processors, domain registrars, email platforms, and any other tools or systems. Access to these resources will be given within no more than three days from the date on which the Parties have agreed to take action requiring such access;
    5. where the Services include advertising management: establishing advertising budgets in coordination with the Company and providing access to advertising platforms, pixels, analytics tools, and related resources.

    In the event that the Partner does not fulfill the above commitments in whole or in part, or delays the implementation of these commitments, the Company may:

    1. request the Partner to fulfill the commitments by setting a deadline for their completion, and cease providing Services until the Partner performs said commitments, in accordance with the Company's right to remuneration. Such cessation will not constitute a breach of the Documentation;

2. upon the expiry of the deadline for fulfilling the commitments, terminate the Agreement without a notice period (upon notification of termination), while retaining the Company's right to remuneration.

The following automatic deadlines apply to project-based Services without requiring the Company to first set a deadline under sub-point (1) above:

3. If the Partner does not complete all onboarding requirements (including onboarding forms, questionnaires, and provision of initial materials requested by the Company) within 45 (in words: forty-five) calendar days from the date of the first payment under the Agreement, the Company may treat the project as complete and the Agreement as fulfilled, without any further obligation to provide the Services. All payments made remain non-refundable;
4. If at any stage during the execution of Services, the Partner fails to respond to the Company's communications, review or approve deliverables, provide requested materials, or take any other action required for the continuation of Services, for a continuous period of 30 (in words: thirty) calendar days, the Company may treat the project as complete and the Agreement as fulfilled, without any further obligation to continue or complete the Services. All payments made remain non-refundable.

SUBCONTRACTORS OF THE COMPANY

18. The Company reserves the right to use subcontractors other than employees to provide some or all of the Services. If subcontractors are used, the Partner agrees to cooperate with them in the manner indicated by the Company.
19. The Company, regardless of the subcontractors specified in the point above, may recommend that the Partner engages in cooperation with other entities. In this case, the decision to undertake this cooperation will be an independent decision of the Partner who will assess the usefulness of such cooperation themselves. It also means that the Company is not responsible for the actions or forbearance of these entities.

CLIENT SERVICE

20. Where the Agreement provides for client service or a support period, the Company provides the Partner with support and the possibility of consultations related to Services. Client service may be provided as:
    (a) a standalone recurring arrangement with separate recurring remuneration as defined in point 22.1; or
    (b) a component of a project-based package, included in the total project fee.
    The scope, duration, channels, and availability of such support are defined in the Agreement. The Company maintains proper resources (human, temporal, etc.) to allow for the proper execution of the Agreement. Unless the Agreement states otherwise, client service and support are limited to the period and scope expressly agreed upon. Upon expiry of the agreed client service period, the Company has no obligation to provide further support unless a new arrangement is agreed in writing.

SETTLEMENTS

21. The Partner agrees to cover all costs (including legal fees) incurred by the Company in connection with the enforcement of all unpaid fees and charges provided for in the Agreement.

REMUNERATION OF THE COMPANY

22. In respect to the Agreement, the Partner consents to pay remuneration for the Company, which may consist of any combination of the following:

    1. (in virtue of standalone recurring client service or recurring support, if applicable) only where explicitly agreed to in the Agreement and only where the client service is provided as a standalone recurring arrangement (as per point 20.a), not where it is included as a component of a project-based package. If the Agreement provides for recurring remuneration, it will be in a fixed amount specified in the Agreement, for each calendar month (calculated from the day of commencing cooperation to the corresponding day of the following month. If the following month does not have the corresponding day, the period will end at an earlier day). This part of the remuneration is due to the Company regardless of the execution of any Services and is payable in advance, before commencing the provision of Services or, for Services already commenced, before the beginning of a given billing period. This remuneration cannot be reduced, nor can it be refunded irrespective of the services provided by the Company, and is a remuneration "for readiness". Unless the Agreement expressly states otherwise, no recurring remuneration applies;
    2. (in virtue of performance-based Services, if applicable) only where explicitly agreed to in the Agreement. If the Agreement provides for performance-based remuneration, the specific calculation method, rate, and terms will be defined exclusively in the Agreement. Unless the Agreement expressly states otherwise, no performance-based remuneration applies. Where such remuneration is agreed, it is payable in arrears, by the seventh day of the calendar month following the month of providing the Services. This remuneration is not subject to reduction or refund, regardless of any possible returns or complaints addressed by buyers to the Partner.
    3. (in virtue of services settled on the basis of an individual valuation) in the amount determined by the Parties as part of the individual valuation. This part of the remuneration is due to the Company before starting the service. This remuneration is not subject to reduction or refund regardless of the provisions rendered by the Company.

23. The condition of the execution of Services is (one of two):

    1. timely payment of the entire remuneration due to the Company; or
    2. giving the Company an irrevocable pre-authorization to charge the Partner's credit or debit card, for example through Stripe.

    This means that the Company may suspend the provision of Services in the event of the Partner's delay in payment (or pre-authorization of payment) of the remuneration in whole or in part, which will not constitute a breach of the Agreement. The Company is also entitled to charge interest appropriate for commercial transactions from the first day of a payment delay. The date of payment is the moment in which the funds are posted to the Company account or the moment of irrevocable pre-authorization of the payment.

24. Where the Agreement provides for payment in installments:

    1. the installment schedule, amounts, and due dates are defined in the Agreement;
    2. by signing the Agreement and making the first payment, the Partner authorizes the Company to charge the payment method used for the first installment (credit card, debit card, or other payment method on file) for all subsequent installments on their respective due dates, without requiring additional approval for each charge;
    3. if any installment remains unpaid for more than 7 (in words: seven) calendar days after its due date, the Company may immediately suspend the provision of all Services until the outstanding amount is paid in full. Such suspension does not extend delivery deadlines or pause any support or software access periods;
    4. the Company may also charge the payment method on file for any overdue installment at any time after the due date, without prior notice;
    5. non-payment of any installment for more than 30 (in words: thirty) calendar days after its due date entitles the Company to terminate the Agreement without a notice period, while retaining the right to all remuneration due under the Agreement (including future installments, which become immediately payable upon termination).

25. For Agreements with recurring remuneration (as per point 22.1), the payment by the Partner of remuneration signifies the confirmation by the Partner that the Services have been properly performed for the relevant billing period. For project-based Agreements or Agreements settled on the basis of an individual valuation, the payment of remuneration in advance does not constitute confirmation that the Services have been performed, as payment is made prior to or during execution.

26. The remuneration will be payable on the basis of an invoice issued by the Company and forwarded in accordance with the contact details. The Partner consents to the issue of electronic invoices and their delivery in the manner specified above. An email with an invoice is considered to be received if the sender's computer indicates that the message has been received and that it has not been returned.

27. For each type of remuneration provided for in the Agreement and in the GTC, the Partner agrees to automatic charges or immediate payments. This applies, in particular, to settlements carried out through the Stripe payment system.

28. Unless the Agreement specifies otherwise, the currency of all amounts and invoices is United States Dollars (USD). The given figures are net amounts and do not include taxes, duties, and charges imposed or collected in the United Arab Emirates, the Partner's country or abroad. The Partner is always charged with these fees, with the exception of the income tax placed on the Company by the United Arab Emirates tax authorities.

29. Disputing the amount of remuneration does not suspend the obligation of its payment up to the undisputed amount.

30. Where the Agreement provides for recurring remuneration (as per point 22.1), such remuneration will be subject to annual valorization upwards with effect from the 1st of January of a given calendar year. The valorization will ensue by a percentage of the increase in the Consumer Price Index (CPI) - Annual (Inflation rate) published by the United Arab Emirates National Bureau of Statistics, recorded for the calendar year preceding the indexation date (e.g., January 1, 2025 by the index value for 2024). Valorization does not constitute an amendment to the Agreement and does not require notifications or annexes. If the relevant data is not yet available on the date on which the valorization is to take effect, the Company will either add the relevant amounts to the next invoice for the period from the beginning of the year after the publication of the data or will revise the invoices. If the index does not change or is negative, the recurring remuneration will not be subject to change (reduction). This clause does not apply to one-time project fees or individual valuations.

SERVICE FEES

31. Where the Services require third-party tools, platforms, advertising spend, or other external costs, the Partner is responsible for these costs unless the Agreement states otherwise. The Company does not provide any Services based on crediting and does not stand as a guarantor for the Partner's activities. This applies to any form of incurring obligations by the Company in their name for the purpose of providing the Services.
32. The Partner acknowledges that the correct and timely payment of any third-party costs related to the Services (including, where applicable, advertising spend) is a condition for the proper execution of the Services.
33. Third-party costs related to the Services do not constitute remuneration for the Company.

RESPONSIBILITY

34. The Company's remuneration has been set in a way that reflects the limitation of the Company's responsibility provided for in the GTC, and thus represents a reasonable and commercial sharing of risk between the Parties. Accordingly, the Company excludes to the maximum extent, permitted by binding law:
    1. all guarantees, warranties, and conditions that may have an effect between the Parties or be implied or incorporated by law and/or custom and/or in any other way, except for any terms or guarantees whose exclusion would conflict with any reason that would result in the invalidity of this point;
    2. all losses or damages of the Partner and third parties submitting claims to the Partner, regardless of their causes, source, faults of the Company, knowledge of the Company about their possibility and time of development, including lost profits, lost sales, lost investments, lost business, business opportunities or savings, data or systems lost permanently or temporarily, changes in goodwill, lost reputation, losses related to permanent or temporary cessation of business, with the exception of liability whose exclusion would be contrary to any cause that would render this point invalid.
35. The Company's responsibility, each time:
    1. for a Service rendered incorrectly or not performed: is limited only to the re-provision of the given Service;
    2. in any other case: is limited to the total amount of remuneration received by the Company under the Agreement before the event causing this liability.

36. Neither Party shall be liable for delay in performance, improper performance and/or failure to perform its obligations as a consequence of force majeure (e.g. war, earthquake, natural disaster, fire, storm) and other reasons beyond the reasonable control of the Party affected by this reason (e.g. strike, platform outage, sabotage, hacking attack).
37. The Company does not and cannot guarantee any specific results, sales, profit, or earnings. The Services are consulting, creative, implementation, and software services that depend on external factors beyond the Company's control, including but not limited to market conditions, the Partner's execution, advertising platform policies, and consumer behavior.
38. The Company may use artificial intelligence tools and technologies, including but not limited to its proprietary Saisify platform, in the creation of Deliverables. The Partner acknowledges that:
    1. AI-generated content may require review and editing by the Partner before use;
    2. the Company does not warrant that AI-generated content is free from errors, fully original, or non-infringing of third-party intellectual property rights;
    3. the Partner is solely responsible for reviewing, verifying, and approving all Deliverables (including AI-generated content) before publishing, distributing, or otherwise using them;
    4. the Company shall not be liable for any claims, damages, or losses arising from the Partner's use of AI-generated content without adequate review.
39. The Company's obligations under the Agreement are subject to the terms, policies, and availability of third-party advertising platforms (including but not limited to Facebook/Meta, Google, and TikTok). The Company is not responsible for:
    1. the suspension, restriction, or termination of the Partner's advertising account(s) by any advertising platform for any reason, including violations of the platform's advertising policies by the Partner;
    2. changes to advertising platform algorithms, policies, targeting options, or features that may affect the performance of the Partner's campaigns;
    3. any loss of advertising spend, data, or business opportunities resulting from the actions or decisions of an advertising platform. The Partner is solely responsible for ensuring that their business, products, and content comply with the advertising policies of any platform on which their campaigns are run.

INDEMNIFICATION

40. The Partner agrees to indemnify, defend, and hold harmless the Company, its officers, employees, contractors, and agents from and against any and all claims, demands, damages, losses, liabilities, costs, and expenses (including reasonable legal fees) arising out of or related to:
    1. the Partner's use of the Deliverables, including any modifications made by the Partner;
    2. the Partner's advertising campaigns, marketing activities, or business operations;
    3. any claim that the Partner's content, materials, or instructions provided to the Company infringe the intellectual property rights or other rights of a third party;
    4. the Partner's breach of any provision of the Documentation;
    5. the Partner's violation of any applicable law or regulation.

EXCLUSIVITY

41. Where the Agreement includes ongoing advertising management services with recurring remuneration, the Partner entrusts the Company with the exclusive performance of such advertising management Services. This means that the Partner may not commission, directly

and/or indirectly, for a fee and/or free of charge, the performance of such Services to third parties for the duration of the Agreement, unless agreed otherwise in writing. This exclusivity does not apply to project-based or one-time Services unless the Agreement expressly states otherwise.

INTELLECTUAL PROPERTY AND OWNERSHIP

42. Upon full payment of all remuneration due under the Agreement, the Partner retains full ownership and usage rights to all Deliverables created by the Company for the Partner as part of the Services. Until full payment is received, all Deliverables remain the property of the Company.
43. The Partner may not resell, sublicense, assign, or transfer the Deliverables or any rights therein to any third party without the prior written consent of the Company. This restriction applies regardless of whether the Partner has made full payment.
44. The Company retains all intellectual property rights to its proprietary methods, processes, tools, templates, frameworks, and know-how used in the provision of Services. The provision of Services does not transfer any rights to the Company's proprietary methods or internal systems to the Partner.
45. Software (including but not limited to Saisify and Launchpad) remains the exclusive property of the Company at all times. Access to Software is granted under a license for the duration and on the terms specified in the Agreement. This license is non-exclusive, non-transferable, and revocable upon termination of the Agreement or expiry of the access period.
46. Deliverables may incorporate third-party licensed content, including but not limited to stock images, fonts, icons, templates, and other media. The Partner acknowledges that:
    1. the use of such third-party content is subject to the original licensor's terms and conditions;
    2. the Company does not transfer ownership of third-party licensed content to the Partner — only the applicable license rights;
    3. the Partner is responsible for ensuring their use of Deliverables containing third-party content complies with the relevant license terms;
    4. the Company is not liable for any claims arising from the Partner's use of third-party content beyond the scope of the applicable license.

SOFTWARE AND PLATFORM ACCESS

47. Where the Agreement provides for access to the Company's Software:
    1. The Company grants the Partner a non-exclusive, non-transferable license to use the Software for the duration specified in the Agreement;
    2. The Partner shall not attempt to copy, modify, reverse-engineer, resell, sublicense, or otherwise redistribute the Software or any part thereof;
    3. The Company may update, modify, or improve the Software at any time without prior notice to the Partner. The Company will make reasonable efforts to ensure that updates do not materially reduce the functionality available to the Partner;
    4. Upon expiry of the access period defined in the Agreement, continued access to the Software requires a subscription at the then-current rates. There is no automatic renewal unless the Agreement expressly provides for it;
    5. Within platforms hosted by the Company (such as Launchpad), the Partner owns all content within their account and may export or transfer such content and data at any time, including after the expiry of the access period;

6. The Company may suspend or terminate access to the Software in the event of a material breach of these terms by the Partner, including non-payment of remuneration.

NON-REFUNDABLE PAYMENTS

48. Unless the Agreement expressly states otherwise, all payments made by the Partner to the Company are non-refundable. This applies to all forms of remuneration, including but not limited to project fees, individual valuations, recurring remuneration, and software access fees. Due to the nature of the Services and the immediate allocation of the Company's resources upon receipt of payment, the Partner acknowledges that remuneration paid is not subject to refund regardless of the outcome of the Services.

CHARGEBACKS AND PAYMENT DISPUTES

49. The Partner agrees not to initiate any chargeback, payment dispute, or reversal of any payment made to the Company under the Agreement through their bank, credit card issuer, payment processor, or any other financial institution. The Partner acknowledges that:
    1. the proper method for resolving any billing concern or dispute is to contact the Company directly at the contact details specified in the Agreement, before initiating any action with a financial institution;
    2. all payments under the Agreement are made voluntarily, with full knowledge of the non-refundable nature of such payments as set out in point 48;
    3. if the Partner initiates a chargeback, payment dispute, or reversal despite this provision, the Partner agrees to reimburse the Company for the full disputed amount, all fees and penalties charged to the Company by the payment processor or financial institution as a result of the dispute (including but not limited to chargeback fees, dispute fees, and administrative costs), and all legal fees and costs incurred by the Company in contesting the dispute or recovering the owed amounts;
    4. initiation of a chargeback or payment dispute constitutes a material breach of the Agreement. Upon such breach, the Company may immediately suspend all Services, terminate access to all Software, and terminate the Agreement without a notice period, while retaining the right to all remuneration due under the Agreement;
    5. the Partner's obligation to pay the amounts described in this point survives the termination or expiry of the Agreement.

NON-SOLICITATION

50. The Partner agrees not to directly or indirectly solicit, recruit, or hire any of the Company's employees, contractors, or subcontractors for a period of 2 (in words: two) years after the termination or expiry of the Agreement. This restriction applies regardless of the reason for termination.

THE LAW AND COURT OF JURISDICTION. CONTRACT LANGUAGE

51. The documentation is subject to the laws of the United Arab Emirates and the Emirate of Sharjah.
52. Any disputes between the Parties arising in relationship with, or on the basis of the Documentation, which cannot be settled amicably within 14 (in words: fourteen) days from the

date of the dispute, will be settled by the court appropriate to the location of the Sharjah Media City Free Zone in Sharjah in the United Arab Emirates.

53. Any claim arising out of or related to the Documentation must be brought within 12 (in words: twelve) months from the date the claiming Party became aware, or reasonably should have become aware, of the event giving rise to the claim. Any claim not brought within this period is irrevocably waived.
54. The Partner agrees that any dispute arising out of or related to the Documentation shall be brought solely in the Partner's individual capacity and not as a plaintiff or class member in any purported class, consolidated, representative, or collective proceeding.
55. The Documentation and all communications between the Parties shall be conducted in the English language. In the event of any conflict between an English version and a translation of any part of the Documentation, the English version shall prevail.

DATA AND CONTACT PERSONS

56. All declarations of will, notifications, working arrangements and other information, including binding arrangements regarding services, project specifications, and service plans, as well as orders for additional Services not indicated in the Agreement, shall be directed in accordance with the data indicated in the Agreement. To reduce uncertainty, the Partner confirms that:
    1. the person specified in the Agreement is entitled to submit and agree to the abovementioned elements with effect for the Partner. Where several persons are indicated, each of them is appropriate;
    2. the email address is only assigned to the aforementioned persons;
    3. an email is considered to be received if the sender's computer indicates that the message has been received and that it has not been returned.

    This means, in particular, that the accession to the execution of Services by the Company does not require additional statements, signatures, messages, confirmations and/or countersignature of other persons (including board members).

    Where the Agreement provides for communication through a project channel (such as Slack, or any other messaging platform designated by the Company), messages sent through such channel by the Partner or their authorized contact person carry the same legal effect as email for the purposes of approvals, instructions, feedback, working arrangements, and any other communications related to the Services.

57. The change of contact persons referred to in the point above does not constitute a change to the Agreement, and for its validity, it requires notification of the other Party in the form of an e-mail message to the address of the other Party indicated in the Agreement. The exchange takes effect from the moment of confirmation of reception by email.
58. A party referring to specific declarations of will, notifications, working arrangements, and other information is required to have their email confirmation.

CONFIDENTIALITY

59. The Parties oblige not to communicate, disclose or use information that constitutes the trade secret of the other Party. As the Agreement defines, a trade secret is any information about the other Party that is not the subject of entries in public registers and is not publicly known, and

which the given Party provided to the other in the course of the execution of the Agreement. The trade secret includes, in particular, commercial, technical, technological, organizational, know-how and all information obtained in connection with or in the execution of obligations under the Agreement.

60. Information constituting a trade secret of a given Party may be disclosed to third parties by one of the Parties only with the consent of the Party to which the information relates, and without such consent only if required by applicable law and only to the extent necessary. The disclosing Party is to inform the other Party about the obligation to disclose this information unless the provisions of the Agreement prohibit it.
61. The obligation of confidentiality is binding during the term of the Agreement, as well as within a period of 5 (in words: five) years after its termination or expiry.

DATA PROCESSING

62. In the course of the Agreement, the Company may collect and process personal data of the Partner and/or its representatives, including but not limited to names, email addresses, phone numbers, business addresses, payment information, and other information provided in the Agreement or during the course of cooperation.
63. Personal data is processed for the following purposes: (a) performance of the Agreement and provision of Services; (b) communication with the Partner; (c) invoicing, payment processing, and financial record-keeping; (d) compliance with applicable legal obligations; (e) improvement of the Company's services and internal operations. The legal basis for processing is the performance of the Agreement and the Company's legitimate business interests.
64. The Company may share personal data with third-party service providers (including but not limited to payment processors, software platforms, cloud hosting providers, and subcontractors) to the extent necessary for the performance of the Agreement. Personal data may be transferred to countries outside the United Arab Emirates where such service providers are located. The Company will take reasonable measures to ensure that any such transfers are conducted in accordance with applicable data protection laws.
65. Personal data will be retained for the duration of the Agreement and for a period of 5 (in words: five) years thereafter, or as required by applicable law, whichever is longer.
66. The Partner and its representatives may request access to, correction of, or deletion of their personal data by contacting the Company at the contact details specified in the Agreement, subject to the Company's legal obligations to retain certain data.

INTEGRITY

67. This Agreement, together with the GTC, Annex 1, and any annexes referenced herein, constitutes the entire agreement between the Parties with respect to its subject matter and supersedes all prior and contemporaneous agreements, representations, warranties, and understandings, whether written, oral, or implied. Neither Party has relied on any statement, representation, or warranty not expressly set out in the Documentation.
68. The Parties jointly declare and sign the Agreement that the content of the Documentation is known to them, is understandable and does not raise any interpretation doubts (excluding *contra proferentem*).
69. The failure or delay by either Party of enforcing any provision of the Documentation or acting in the event of a breach of any of the terms of the Documentation does not constitute a change and/or waiver of the rights and/or provisions.

SALVATORY CLAUSE

70. In the event that any of the provisions of the Documentation, by virtue of law or the final or legally valid decision of any administrative authority or court, is declared invalid or ineffective, the remaining provisions shall remain in full force and effect. Invalid or ineffective provisions will be replaced, under the Agreement, with provisions that are legally valid and fully effective, with legal effects that provide as close to primary economic benefits as possible for each Party.

DURATION, RESOLUTION, AND EFFECTS OF RESOLUTION

71. The Agreement enters into force on the day of its signing by both Parties. The Agreement is valid:

    1. for project-based Services: until the completion of all deliverables and the expiry of any support period and/or software access period defined in the Agreement, unless stated otherwise;
    2. for Services with recurring remuneration: for an indefinite period of time, unless the Agreement specifies a fixed term.

    Any renewal, extension, or continuation of any component of the Agreement — including but not limited to client service, support periods, advertising management, Software access, or any other Services — automatically extends the duration of the Agreement to cover the renewed or extended period, without requiring a formal amendment. Such extensions may be agreed in any form permitted under this GTC, including by email. All terms of the Agreement and the GTC continue to apply to the extended period.

72. Termination of the Agreement is subject to the following:

    1. For Agreements with recurring remuneration (as per point 22.1): either Party may terminate the Agreement with a 30-day notice period;
    2. For project-based Agreements (including but not limited to one-time project fees and individual valuations): the Agreement is not subject to termination by the Partner. The Agreement concludes naturally as defined in point 71.1. The Company may terminate a project-based Agreement only in the cases expressly provided for in the GTC (including but not limited to the Partner's failure to fulfill their obligations under point 17, non-payment under point 24, or initiation of a chargeback under point 49).

    Where applicable, termination of the Agreement will result in the termination of all other agreements covered by the Documentation without the need for additional statements.

73. The following provisions survive the termination or expiry of the Agreement and remain in full force and effect: Settlements (point 21), Responsibility (points 34-39), Indemnification (point 40), Intellectual Property and Ownership (points 42-46), Non-refundable Payments (point 48), Chargebacks and Payment Disputes (point 49), Non-solicitation (point 50), Confidentiality (points 59-61), Data Processing (points 62-66), and any other provisions which by their nature are intended to survive termination.

74. Termination of the Agreement does not entitle the Partner to demand reimbursement of remuneration paid for the Company.

75. After the termination of the contract, costs incurred by the Partner in connection with the services of third parties (e.g. advertising spend, platform subscriptions) that have already been incurred before the date of termination will be reimbursable only if these costs are recovered by the Company.

76. Submission of termination results in the immediate maturity of all payments by the Partner towards the Company.

INFORMATION ON COLLABORATION. CASE STUDY

77. The Company may publish:
    1. A description of collaboration with the Partner on their website and/or in marketing materials;
    2. a case study regarding cooperation with the Partner.

    The publication may use the Partner's name and/or logo, product name(s), logos, etc., which the Partner consents to. The Partner will not unreasonably revoke such consent. Simultaneously, revocation of the consent given applies only to future materials, i.e. the Company is not obliged to remove materials already published.

    The above does not violate the confidentiality provisions.

ADDITIONAL

78. The Partner agrees to the recording of meetings, calls, and conversations with the Company. The recordings will not be distributed or published by the Company, but may be used internally for the purposes of quality assurance, improving the Services, and training. The Company retains sole discretion over the retention and deletion of recordings and is under no obligation to retain any recording for any period of time. Recordings may be deleted at any time at the Company's sole discretion without prior notice to the Partner. The Partner may not request, compel, or require the Company to produce, retain, or delete any specific recording.
79. Neither Party shall have permission to transfer the rights (including debt-claims) arising from the Documentation to a third party without the prior written consent of the other Party.
80. Any request by the Partner for services, deliverables, or changes beyond the scope defined in the Agreement constitutes a request for additional Services. Such additional Services require: (a) a separate written agreement or written confirmation (including by email) between the Parties; and (b) agreement on additional remuneration before the Company begins work on the additional Services. The Company is not obligated to perform any work beyond the scope of the Agreement without such written agreement.
81. All changes to:
    1. the Agreement require an electronic form. An electronic form is satisfied by any of the following:

       (i) a scan or photograph of a physically signed document exchanged via email or other digital means;

(ii) a signature applied through an electronic signature platform or document signing software (including but not limited to DocuSign, HelloSign, PandaDoc, HighLevel, or similar);

(iii) a PDF or other digital document signed and exchanged via email.

All methods described above are considered equally valid and legally binding. This form does not include unsigned e-mail or other unsigned text messages. Any activity, including the consistent statements of the Parties in a form different from the one specified above, may not change or exclude the provisions regarding the form of changing the Agreement;

2. the GTC requires an electronic form, i.e. updating the GTC on the Company's website and informing the Partner through the address specified for contact persons about this change, specifying the date of its entry into force. This entry cannot take place within a period shorter than thirty days from the date of notification of the change.

The Parties also state that the extension or commissioning of new Services may take place in any form, including in a form appropriate for current contacts (e.g. e-mails with the order and confirmation of acceptance for execution), and is not treated as a change to the Agreement requiring the electronic form described above. However, this does not apply to the narrowing of the scope of Services included in the Agreement or ordered at a later time.