

Strategy Accelerator Services Supplement

1. **Definitions.** Any capitalized terms not defined in this Supplement will have the meaning set forth in the Agreement.
 - 1.1 “Services” means, collectively, the strategy accelerator services as described in this Supplement.
2. **Services.** The Services shall be comprised of the following:
 - 2.1 Planning session. App Annie will provide one (1) planning session with Customer.
 - 2.2 Analysis. App Annie will provide analysis, interpretation, and recommendations based on Intelligence Services. The format for the analysis will be in spreadsheet, slide, and/or document format and shall include narrative, tables, and/or charts.
 - 2.3 Metrics Report. App Annie will provide a report of available metrics within Customer’s Intelligence Services. The format of the report will be in CSV, spreadsheet, document, or presentation slide format, containing charts, tables, and other visualization elements.
 - 2.4 Final review session. App Annie will conduct one (1) review session with Customer.
3. **Points.**

The Services set forth in this Supplement shall be paid for by redeeming points (“Points”) purchased under a mutually agreeable Order Form for the Strategy Accelerator Services. One (1) Point represents one (1) hour of Services set forth in this Supplement. The Services shall require a minimum of twenty (20) Points.
4. **Scoping.**

App Annie will conduct a scoping session with the Customer for the Services set forth in this Supplement. The scoping session will consist of a review and confirmation of specifics of the Services requested, including estimated time to provide the Services and estimated Points required to complete the Services. App Annie will communicate to Customer’s administrator the estimated number of Points required to complete the mutually agreed Services, the estimated number of pre-purchased Points required for the Services, and the estimated remaining balance of Points after such Services have been completed.
5. **Restrictions and Expiration of Points.**

Points may only be redeemed against the Services set forth in this Supplement and shall not be reallocated or transferred to any other App Annie Services. Points are valid for twelve (12) months after purchase at which time all unused Points will expire and will not roll over to a subsequent twelve (12) month period. Any unused Points shall expire upon the termination or expiration of the Subscription Term.