

APP ANNIE TRIAL MASTER SUBSCRIPTION AGREEMENT (“MSA”)

1. Definitions. Any capitalized terms not defined in this MSA will have the meaning set forth in the Agreement.

- 1.1 “App Annie” means the App Annie entity set forth in the Order Form.
- 1.2 “Customer” means the entity that signs the Order Form and expressly excludes any related entities, affiliates, subsidiaries, partners, customers, clients, or third-party agents.
- 1.3 “Subscription Start Date” has the meaning set forth in the Order Form.
- 1.4 “Order Form” means the ordering document for the trial with respect to the Services that incorporates this MSA by reference and is entered into by the parties.
- 1.5 “Services” means those services identified in the Order Form.
- 1.6 “Subscription Term” means the term of the trial identified in the Order Form for the Services.
- 1.7 “Agreement” means the Agreement as defined in the Order Form with the Customer.

2. Term and Termination.

- 2.1 The term of the Agreement will commence on the Subscription Start Date and continue thereafter for the duration of the Subscription Term. App Annie may suspend the Services (with or without prior notice) at any time in its reasonable discretion. All terms and conditions of this MSA shall remain in effect until termination of the Agreement.
- 2.2 A party may terminate the Agreement (a) upon three (3) days’ written notice to the other party of the other party’s material breach, or (b) immediately, if the other party files for bankruptcy, becomes insolvent, or makes an assignment for the benefit of creditors. Notice of a material breach shall specify in reasonable detail the facts and circumstances constituting such breach.
- 2.3 App Annie may terminate (immediately upon notice) the Agreement in the event that Customer (or any of its affiliates, if applicable) (a) materially breaches the Agreement by commercially offering products and/or services that display any portion of the Services, including, without limitation, any mobile app download, revenue and/or usage trends (i.e., anything other than data solely about apps owned and operated by Customer that Customer sources on its own and is not part of the Services), or (b) commercially offers products and/or services that display mobile app download, revenue, rankings, sales analytics, usage trends and/or other market intelligence for mobile applications (in addition to data solely about Customer’s own apps), or (c) engages in any other business activities that are competitive with App Annie. In the event of such termination, App Annie’s obligations under the Agreement will be deemed to be fully discharged.
- 2.4 Upon the effective date of termination of the Agreement, App Annie will cease providing the Services to Customer and Customer’s right to use the Services and Confidential Information shall terminate. Following receipt of written request from the disclosing party to destroy or erase its Confidential Information, the receiving party must destroy/erase all such Confidential Information without undue delay, tangible or intangible, in its possession or control.
- 2.5 Sections 1, 2.5, 3-6 and 8-10 of this MSA, and those sections of the Supplement(s) identified as surviving by their terms, shall survive the termination of the Agreement.

3. Confidentiality.

- 3.1 “Confidential Information” means: (a) any and all technical and non-technical information, including, without limitation, all business information, sales and pricing and related methodologies and practices, customers and customer lists, marketing plans, product and product roadmap, all data and datasets, partners, suppliers, intellectual property (including without limitation trade secrets), financial information, regulatory and compliance matters, and any other information that the disclosing party designates as confidential at the time of disclosure or that should reasonably be understood to be confidential information of the disclosing party; and (b) with respect to App Annie, it also means the Services, all pricing under the Agreement, the terms of the Agreement, business plans, and product and service designs. Confidential Information does not include information that: (i) is or becomes publicly available through no fault attributable to the receiving party; (ii) at the time of disclosure by disclosing party was already known to the receiving party free of any confidentiality obligation; (iii) is lawfully received by the receiving party from a third party without breach of any obligation owed to the disclosing party; or (iv) was independently developed by the receiving party without use of or reference to the disclosing party’s Confidential Information. Confidential Information of either party disclosed prior to execution of the Agreement will be subject to this Section 3.
- 3.2 The party receiving Confidential Information of the disclosing party will: (a) hold in strict confidence and protect all such Confidential Information as confidential with at least the same degree of care that it uses to protect its own similar Confidential Information, but not less than a reasonable standard of care; (b) not use or disclose any Confidential Information of the disclosing party for any purpose except (i) to exercise its rights and fulfill its obligations under the Agreement, or (ii) in furtherance of a business relationship of the parties; and (c) except as set forth in Section 3.3 below, not disclose any Confidential Information to any third party other than its directors, employees, contractors, agents and counsel (collectively, the “Representatives”) or Authorized Users whose access is necessary for purposes consistent with the Agreement and who are bound by obligations of confidentiality no less stringent than those set forth herein. The receiving party agrees not to alter, modify, disassemble, reverse engineer, or decompile any of the Confidential Information received from the disclosing party (except to the extent permitted by mandatory law). The receiving party may make a limited number of copies of Confidential Information as necessary for purposes consistent with the Agreement. All copies made will reproduce the restrictive legends of the original.
- 3.3 The receiving party may disclose Confidential Information to the extent required by law, regulation, court or regulatory authority order if the receiving party provides advance written notice to the disclosing party (to the extent legally permitted) and uses diligent efforts to limit disclosure and obtain confidential treatment or a protective order and has allowed the disclosing party to participate in the proceeding, at the disclosing party’s cost, if the disclosing party desires to contest the disclosure.
- 3.4 The parties agree that money damages are an inadequate remedy for breach of the obligations in this Section 3, and that any such breach would result in irreparable harm to the disclosing party. Therefore, in the event of any such actual or threatened breach, the disclosing party will be entitled, in addition to any other rights or remedies available to it at law or equity, to seek specific performance or injunctive relief without the posting of a bond.

4. Warranties; Indemnification.

- 4.1 Each party represents and warrants that it has the full corporate power and authority to execute the Agreement and each Order Form.
- 4.2 THE SERVICES, AND ALL INFORMATION, REPORTS, ESTIMATES, CONTENT, AND OTHER MATERIALS PROVIDED OR MADE AVAILABLE TO CUSTOMER BY APP ANNIE IN CONNECTION WITH THE SERVICES AND AGREEMENT (THE “AA CONTENT”) ARE PROVIDED ON AN “AS IS” AND “AS AVAILABLE” BASIS WITHOUT WARRANTIES OF ANY KIND AND APP

ANNIE DOES NOT GUARANTEE THE ACCURACY OR AVAILABILITY OF ANY SERVICES OR AA CONTENT. THE SERVICES AND AA CONTENT ARE NOT INTENDED AS, AND SHOULD NOT BE RELIED ON AS ADVICE, GUIDANCE, OR DIRECTION, AND CUSTOMER MUST USE ITS INDEPENDENT BUSINESS JUDGEMENT IN THE CONDUCT OF ITS BUSINESS. TO THE FULLEST EXTENT PERMITTED BY LAW, APP ANNIE DISCLAIMS ANY AND ALL OTHER WARRANTIES (EXPRESS, IMPLIED OR OTHERWISE), INCLUDING, WITHOUT LIMITATION, IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE, WHETHER ARISING BY A COURSE OF DEALING, USAGE OR TRADE PRACTICE OR COURSE OF PERFORMANCE. CUSTOMER UNDERSTANDS AND ACKNOWLEDGES THAT THE SERVICES AND AA CONTENT PROVIDED HEREUNDER RELY ON AND/OR ARE BASED ON INFORMATION, CONTENT, MATERIALS, AND SERVICES OBTAINED THROUGH A VARIETY OF METHODOLOGIES FROM THIRD PARTY SOURCES THAT ARE NOT AFFILIATED WITH OR CONTROLLED BY APP ANNIE, AND ACCORDINGLY, APP ANNIE CANNOT AND DOES NOT MAKE ANY REPRESENTATIONS AS TO, AND HEREBY DISCLAIMS ANY AND ALL LIABILITY ARISING OUT OF OR ASSOCIATED WITH THE ADEQUACY, SUFFICIENCY, COMPLETENESS, CURRENCY, PROVENANCE, RIGHTS, OR OTHER ATTRIBUTES OF SUCH SERVICES AND AA CONTENT, OR APP ANNIE'S COLLECTION AND PROCESSING THEREOF. CUSTOMER AGREES THAT IT IS NOT RELYING ON DELIVERY OF ANY FUTURE FUNCTIONALITY, OR ON ANY ORAL OR WRITTEN PUBLIC COMMENTS OR ADVERTISING OF APP ANNIE, IN ITS PURCHASE OF THE SERVICES, NOR IS IT RELYING ON THE SERVICES OR AA CONTENT AS A SOURCE OF ADVICE, GUIDANCE, OR DIRECTION IN THE CONDUCT OF ITS BUSINESS, AND ACCORDINGLY, ALL ACTS, OMISSIONS, AND DECISIONS CUSTOMER UNDERTAKES OR MAKES (OR REFRAINS FROM MAKING OR UNDERTAKING) THROUGH THE USE OF THE SERVICES, AA CONTENT, OR OTHERWISE ARE CUSTOMER'S SOLE RESPONSIBILITY.

- 4.3 Customer will indemnify App Annie with respect to damages, costs and losses related to Customer's use of the Services (including any and all acts, omissions, or decisions undertaken or made by Customer or any of its affiliates or third parties with whom Customer shares the Services or AA Content, in each case arising out of or in connection with such parties' use of the Services or related AA Content) other than as expressly permitted in the Agreement.

5. LIMITATION OF LIABILITY.

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, AND EXCEPT WITH RESPECT TO CUSTOMER'S SHARING, REDISTRIBUTION OR OTHER USE OF THE SERVICES IN BREACH OF THE AGREEMENT, (A) IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL LOSS OR DAMAGES, AND (B) APP ANNIE'S MAXIMUM AGGREGATE LIABILITY FOR ALL CLAIMS ARISING OUT OF OR IN CONNECTION WITH THE AGREEMENT AND NOT OTHERWISE SEPARATELY DISCLAIMED AND OR LIMITED HEREUNDER, SHALL BE LIMITED TO \$500 (USD). APP ANNIE EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY ARISING OUT OF OR RELATED TO ANY ACTS, OMISSIONS, OR DECISIONS MADE OR UNDERTAKEN (OR NOT MADE OR UNDERTAKEN) BY CUSTOMER OR ANY OF ITS AFFILIATES OR THIRD PARTIES WITH WHOM CUSTOMER SHARES THE SERVICES OR AA CONTENT, ARISING OUT OF OR IN CONNECTION WITH SUCH PARTIES' USE OF THE SERVICES AND AA CONTENT.

6. Ownership.

Except as otherwise expressly granted under the Agreement, Customer retains all ownership and intellectual property rights in and to Customer Confidential Information. App Annie owns and retains all rights, titles and interests and all intellectual property rights, including, without limitation, all copyrights, trademarks, patents, goodwill, trade secrets, and moral rights, in and to the Services, App Annie Confidential Information, industry-specific performance reports as part of App Annie's Performance Index, and all documentation, specifications, guidelines, trade names, graphics, sounds, content, and materials made available to Customer, and usage data collected in connection with Customer's use of the Services, and any and all derivative works thereof. The Services are never undertaken or provided to Customer as works for hire as such term is defined under U.S. copyright laws. All rights not expressly granted to Customer are reserved by App Annie.

7. Security.

Customer uses and will maintain commercially reasonable and appropriate security standards and measures to protect against unauthorized access and use of its systems and devices through which its Authorized Users access and use the Services. Neither Customer nor its Authorized Users will: (a) share any App Annie account credentials (including usernames and passwords) either within its organization or with third parties; (b) obtain, attempt to obtain, access, or use any account information relating to any other App Annie user; (c) abuse or misuse the application program interface calls to the Services if any are allocated to Customer pursuant to the applicable trial Order Form, (d) probe, scan, or conduct vulnerability or penetration testing of the Services or any related system or network; (e) interfere with the network, send a virus, overload, flood, spam, or mail-bomb the Services; or (f) except to the extent such rights cannot be validly waived by law, decipher, decompile, disassemble, reverse engineer, or otherwise attempt to obtain the source code, underlying logic, or software used to provide the Services. Customer is responsible for all activity associated with its App Annie account(s) and its access and use of the Services. Customer will notify App Annie immediately upon any unauthorized access or use of the Services, including but not limited to unauthorized access or use of any password or account or any other known or suspected breach of security.

8. Feedback.

Customer grants to App Annie a worldwide, perpetual, irrevocable, royalty-free right to use, disclose, and incorporate into the Services, or any future App Annie, its affiliates', or partners' product or service, without Customer's consent, at App Annie's discretion, any suggestion or request for improvement, modification, or enhancement, comments, ideas, reviews, recommendation, correction, or other feedback provided by Customer to App Annie (collectively, "Feedback"). For the avoidance of doubt, Feedback shall not be considered Confidential Information under the Agreement, and neither App Annie nor any of its customers or business partners shall have any obligation or liability to Customer with respect to any use or disclosure of Feedback. Customer further acknowledges that App Annie uses automated methods to collect data from various sources, including websites and other online sources, for analysis and use in App Annie's products and services, and Customer consents to App Annie's use of these methods with respect to sources owned by Customer.

9. Third Party & Other Services.

The Services may include links to third-party websites, systems or networks ("Third-Party Services") or Customer's websites, systems or networks (together with Third-Party Services, the "Other Services"). The Third-Party Services are subject to terms and conditions of those third parties and are not part of the Services and the Agreement does not apply to them. App Annie is not responsible or liable for any part of the Other Services (including, without limitation, availability or accuracy of Other Services). App Annie does not endorse any Other Services. Customer acknowledges and agrees that Customer is solely responsible for and assumes all risk arising from Customer's use of Other Services. In addition, in connection with using the Services, Customer may choose to purchase or license certain other third-party products and/or services identified by App Annie. The terms and conditions related to Customer's purchase or license of any such

third-party products and services are between Customer and the relevant third parties. App Annie does not license, support, control, endorse or otherwise make any representations or warranties regarding, and shall have no liability associated with, any such third-party products or services described in this Section 9.

10. General.

- 10.1 Assignment. Customer may not assign or transfer the Agreement or any of its rights or obligations thereunder, to any party without the prior written consent of App Annie; any assignment in violation of this Section 10.1 shall be deemed null and void.
- 10.2 Export Control. App Annie's Services and Confidential Information are subject to export control laws of various countries, including the laws of the United States, and Customer will not export or provide any App Annie Confidential Information to countries, persons or entities if prohibited by applicable export laws.
- 10.3 Relationship of the Parties. The parties are independent contractors, and no partnership, franchise, joint venture, agency, fiduciary or employment relationship between the parties is created by the Agreement. App Annie is not registered in any investment advisory capacity in any jurisdiction globally, and does not offer any legal, financial, investment or business advice. Nothing contained in any communications, or in any App Annie products, services or other offerings, should be construed as an offer, recommendation, or solicitation to buy or sell any security or investment, or to make any investment or financial decisions. Any reference to past or potential performance is not, and should not, be construed as a recommendation or as a guarantee of any specific outcome. Customer should always consult its own professional legal, financial, investment and business advisors.
- 10.4 Force Majeure. Any delay in performance (other than for the payment of amounts due) caused by conditions beyond the reasonable control of the performing party is not a breach of the Agreement. The time for performance will be extended for a period equal to the duration of the conditions preventing performance.
- 10.5 Notices. Except as otherwise set forth in the Agreement, all notices will be in writing and given: (a) when delivered to the relevant party's physical address set forth in the most recent Order Form executed by the parties (with copy to the legal department); or (b) when received electronically by App Annie at legal@appannie.com or Customer (as the case may be) at such party's email address for notices as set forth in the most recent Order Form executed by the parties. Notices pertaining to the Services (e.g., operation or support) may be in the form of an electronic notice to Customer's administrator.
- 10.6 Governing Law; Waiver. Any dispute arising out of or related to the Agreement will be construed in accordance with the laws of England and Wales, without giving effect to any choice of law principles. The courts located in London, England shall have sole and exclusive jurisdiction to resolve any and all claims or disputes arising out of or in connection with the Agreement. The United Nations Convention on Contracts for the International Sale of Goods and the Uniform Computer Information Transactions Act does not apply to the Agreement. Electronic signatures that comply with applicable law are deemed original signatures. A waiver of any breach of the Agreement is not deemed a waiver of any other breach.
- 10.7 Entire Agreement. The Agreement constitutes the, complete and exclusive agreement between the parties related to the subject matter of the Agreement and supersedes, terminates and extinguishes all prior and contemporaneous agreements (including any confidentiality or non-disclosure agreements), rights granted, discussions, correspondence, negotiations, promises, arrangements, proposals, quotes, marketing materials, due diligence documentation, representations, purchase orders and understandings, whether written or oral, concerning the subject matter of the Agreement which are not expressly incorporated into the Agreement. Any amendments, additions, or modifications to the terms of the Agreement must be set forth in a written document signed by both parties. Notwithstanding the foregoing, the Agreement does not govern access or use of any cost-free App Annie products or services made available through mobile applications, which shall be governed by the terms and conditions referenced in or otherwise applicable to such cost-free products or services. Other than as expressly set forth in the Agreement, each party acknowledges that, in entering into the Agreement, it has not relied and is not relying on, and each party shall have no claim or remedies (including any claims for misrepresentations) for, any representation, statement, understanding, agreement, commitment, assurance, warranty or collateral contract of any person (whether party to the Agreement or not), whether written, oral or otherwise, and whether made by or on behalf of the parties prior to the date of this Agreement. Each party waives all rights and remedies which, but for this clause, might otherwise be available to it in respect of any such representation, statement, understanding, agreement, commitment, assurance, warranty or collateral contract. If any provision of the Agreement is held prior to be illegal, invalid or unenforceable, the provision will be enforced to the maximum extent permissible so as to affect the original intent of the parties, and the remaining provisions of the Agreement will remain in full force and effect. To the extent any translation is provided to a party, it is provided for convenience purposes only, and in the event of any conflict between the English and translated version, where permitted by law, the English version will control and prevail. Nothing in this Section 10.7 operates to limit or exclude any liability for fraud or fraudulent misrepresentation.