

Attachment "A" DESCRIPTION OF SERVICES

Revision: January 30th 2018

The following Services, if and as applicable, are provided to Subscriber as part of the Annual and One-Time Fees indicated on the Order Form agreed to between Subscriber and Vision Critical.

Services do not include the drafting of any legal documents, including but not limited to, Website privacy policy and terms and conditions and draw regulations, and drafting of all legal documents shall be the sole responsibility of Subscriber.

Minimum System Requirements for the Services are found at: <http://webhelp.visioncriticalpanels.com/enus/index.html#System>

A. Insight Community Set-Up

Branding – Vision Critical will repeat a unique look and feel throughout the portal and activities structured by in-product templates. Creative development is based on customer-supplied name, logo and brand guidelines. Creative will be delivered in a single language.

Recruitment Survey – Vision Critical's programming team will program Subscriber's recruitment survey. While under 10 is recommended, the programming team will program up to 15 questions in a single language per Insight Community.

User and IT Configuration – Vision Critical will receive and configure the Insight Community to meet Subscriber's needs. Vision Critical will register a unique URL with Secure Socket Layer (SSL) certification.

B. Insight Community Training Services

Sparq Training Passport provides access to Vision Critical's public online instructor-led training catalogue, with regularly-scheduled interactive and webinar-style sessions covering all key features of Sparq Solution (including basic authoring, sampling and deployments, study reports, community reports, and Analysis), as well as deep-dive topics such as advanced filtering, Power Surveys, key third-party services, Member and Stakeholder Hubs, data import/export, and more. Sessions take between 1-2 hours each. Some sessions are also available as self-paced online courses in the Support Center.

*Please Note: All training is delivered virtually unless onsite training is requested. In such cases, travel and accommodation costs incurred by Vision Critical in connection with training are billed to Subscriber as an additional cost.

C. Software

a) Customer Relationship Intelligence Platform

Sparq is a cloud-based customer intelligence platform that allows Vision Critical subscribers to build relationships with communities of customers. Subscribers can leverage these relationships to receive ongoing, real-time feedback and insight continuously, across the enterprise.

The platform includes the following features:

- i. **Community:** Communities represent the member and administrative experiences which includes (but are not limited to) individually branded member hub, community management tools, themes, URL, language. Each platform instance must have one Community, but additional Communities can be purchased on demand.
- ii. **Member Hubs:** Member Hubs delivers engaging, interactive and visual ways to share results and other multi-media content. This transforms how companies interact with their customers by truly driving an exchange of value and promoting collaboration between members and with community managers.
- iii. **Relationship Memory:** Sparq allows subscribers to ask, collect and discover the most important information about every customer. It aggregates this data into unified profiles that can be leveraged by decision-makers and applications across the enterprise.
- iv. **Relationship Memory as a Service:** Allows subscribers to use community members (and the Relationship Memory accrued in Sparq) to be used in any other service. Any customer insight from these third-party tools can be brought back into Sparq.
- v. **Surveys:** Leverage a range of question types and logic to create any type of survey to collect customer feedback. All of the functionality and capabilities of surveys are available in multiple languages other than English.
- vi. **Analysis:** Make faster, better-informed decisions by analyzing trends of consolidated data across your customer base. Share these raw reports as required.

- vii. Stakeholder Hub (to be purchased): Stakeholder Hubs are secure, collaborative workspaces that centralize insight and make it accessible to the entire organization anytime, anywhere, and from any device.
- viii. Power Surveys (to be purchased): Power Surveys is a survey authoring tool with advanced functionality and scripting abilities that is an add-on to Sparq
- ix. Non-Member Completes (to be purchased): Completions from respondents who are not members of the Insight Community.
- x. WeChat Deployment (to be purchased): Recruit community members and deploy surveys to into customer's WeChat feeds.

b) Third Party Features

- i. SurveyGizmo (to be purchased): SurveyGizmo offers powerful, easy-to-use software that makes complex market research surveys simple. It provides a rich user interface with a deep feature set - including choice-based conjoint analysis, text analysis, card sorting, page question/option piping, refined quota management, etc. Integration into Sparq is included in price.

D. Support

a) Customer Success

Vision Critical will assign a Customer Success Manager to Subscriber's account, which will provide Subscriber with advisory services for Insight Community planning, set-up, recruit and ongoing Support. The customer success manager will assist Subscriber with the following phases of its Insight Community:

- i. Insight Community Recruitment – Vision Critical will assist with the management of the recruitment campaign including messaging consulting and join rate reporting. ii. Insight Community Support On Going – the Customer Success team will provide ongoing Insight Community Strategy & Management support to help continuously improve member engagement and retention, and best practices for maintaining a healthy Insight Community (member participation & utilization), including:
 1. Quarterly recommendations on how to keep your community engaged. Review of participation stats and member composition.
 2. Recommendations on how to maximize the value of your community including activity cadence and topics, member engagement, and platform adoption.
 3. Annual member satisfaction survey to provide pulse-check of member satisfaction with the community experience.
 4. Annual review to discuss business needs and forward planning.

b) Incentive Support Services

Sweepstakes, Contests and/or Incentives (Australia, France, Germany, Singapore, Spain, Switzerland, US, UK, Canada ONLY): Upon Subscriber request, Vision Critical may provide drawing, fulfillment and/or incentives services package as agreed to with Subscriber ("Drawing, Fulfillment and Incentives Services") which will be provided in English and/or French. All winners will be notified by email within 15 days of the draw date. In Australia winner will have 60 days to accept their prize via email. 2 redraws maximum where prize remains unclaimed. For Subscriber sweepstakes, contests and/or incentives, prizes/incentives will be fulfilled by Vision Critical's third party incentives fulfillment provider in the form of Vision Critical-approved prizes/incentives in such amount(s) determined by Subscriber (which includes, options such as: (i) Amazon Gift Card; (ii) GiftCard Pass; or (iii) any other option provided by Vision Critical's third party incentives fulfillment provider). Upon acceptance of prize/incentive by email, members will be directly contacted by Vision Critical's third party incentives fulfillment provider to claim their prize/incentive and Vision Critical's third party incentives fulfillment provider will subsequently process and send applicable prize(s)/incentive(s) to such member(s). Subscriber agrees and acknowledges the following:

1. For greater clarity, Drawing, Fulfillment and Incentives Services are not intended as an assumption by Vision Critical of responsibility for legal compliance of any such sweepstakes, contests or incentives program which compliance is Subscriber's sole responsibility.
2. VC does not assume any legal liability for Drawing, Fulfillment and Incentives Services. All legal liability including compliance to any and all local restriction and limitations where applicable and providing of the documentation and draw regulations must be provided by the Subscriber.
3. Documentation and draw regulations must be submitted to Vision Critical for review where Subscriber requests Vision Critical to provide Drawing, Fulfillment and Incentives Services.
4. Drawing, Fulfillment and Incentives Services are subject to changes in availability and changes in fulfillment options in connection with Vision Critical's third party incentives fulfillment provider.
5. The actual cost of any sweepstake, contest and/or prizes/incentives is billed to Subscriber as an additional cost. Payment will be required in full before disbursement can begin.

c) Member Support Services

Based on size of Insight Community: (a) for up to 15,000 members, Vision Critical will provide 2 hours of member support per month; (b) for 15,000 to 30,000 members, Vision Critical will provide 4 hours member support per month; and (c) for over 30,000 members, Vision Critical will provide 6 hours member support. Vision Critical will provide unlimited member technical support as required. Vision Critical will serve as the primary and first point of contact for members via email and will route requests to the appropriate party – Subscriber, researcher, technology provider etc. All issues not directly related to the logistic of the Insight Community will be forwarded directly to Subscriber's Designated Support Contact for response.

- i. Member Support is provided by email only and is provided for (i) Primary languages, namely English and French and for (ii) Secondary languages*, namely, Spanish, Chinese (simplified and traditional), German, Japanese, Italian, Bahasa, Danish, Korean, Malay, Polish, Portuguese, Russian, Swedish, Tagalog, Thai and Vietnamese.

*Please note: Support for Secondary languages is limited to existing translated text for common survey related issues only,

- ii. All emails will be acknowledged within 24 hours of receipt excluding weekends and statutory holidays.

d) Additional Support Services

- i. Community Services - Support Hrs (to be purchased): Support Hour Bundle. NOTE: Hours do not expire & can be carried over from year to year.
- ii. Member Engagement Program Design (to be purchased): Design of a custom member experience program. Includes a 2-3 hour discovery and planning session, and the documented member experience program, including member onboarding, portal design and content plan, share back template, approach and activity drafts for member engagement and motivation. Only consulting & setup of program - does not require purchase of Program Execution.
- iii. Member Engagement Program Execution (to be purchased): Execution & Management of a 3-month member engagement program. Includes monthly engagement activities, share back, and portal updates. Plus, quarterly review meetings using stories to present the results and recommendations. NOTE: requires purchase of Program Design as prerequisite. One activity, share back, and portal update deliverable per month.
- iv. Learning Streams Program Design (to be purchased): Design and setup of a customized learning stream program. Includes 1-day discovery and planning session, and the design and authoring of 6 insight activities with story frameworks (i.e. report template using stories). Only consulting & setup of program - does not require purchase of Program Execution.
- v. Learning Streams Program Execution (to be purchased): Execution of 3-month customized learning stream program. Includes the launch of 1 insight activity per month with the delivery of a Story summarizing the results and insight, and quarterly review of participation, insight and recommendations. NOTE: requires purchase of Program Design as prerequisite. One deliverable per month.
- vi. Profile Enrichment Program Design (to be purchased): Design and setup of a persona insight program. Includes 1-day discovery and planning session, review of existing community insight and resulting business outcomes of up to 20 studies on the platform, and analysis of gaps in knowledge of key customer groups. Also includes up to 5 Story personas (i.e. report template using stories) and a plan to augment and monitor personas over time. Only consulting & setup of program - does not require purchase of Program Execution.
- vii. Profile Enrichment Program Execution (to be purchased): Execution of 3-month persona insight program. Includes a monthly review of customer intelligence platform activities and update of established Stories to augment personas. Also includes a quarterly review meeting. NOTE: requires purchase of Program Design as prerequisite. One deliverable per month.
 - viii. Relationship Monitoring Program Design (to be purchased): Design and setup of a relationship monitoring program. Includes up to ½ day discovery and planning session, design, build and program activity and a story framework (i.e. report template using stories). E.g. ongoing tracking/monitoring of a key metric or KPI, only consulting & setup of program - does not require purchase of Program Execution.
- ix. Relationship Monitoring Program Execution (to be purchased): Execution of a 3-month relationship monitoring program. Includes the launch of the 1 activity every month (<30% change per month) with the delivery of a Story summarizing the results and insight, and quarterly review meeting. NOTE: requires purchase of Program Design as prerequisite. One deliverable per month.
- x. Stakeholder Activation Program Design (to be purchased): Design of a stakeholder insight program. Includes a ½ to 1 day discovery and planning session, the documented shared insight program, 3 platform-agnostic templates or activities, and workflow recommendations. Only consulting & setup of program - does not require purchase of Program Execution.

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- xi. Stakeholder Activation Program Execution (to be purchased): Execution of a 3-month stakeholder insight program. Includes monthly delivery of 1 activity from the custom toolkit, monthly share back to stakeholders of activities and insight collected, and a quarterly 90-minute review of insight goals, success metrics and learnings with recommendations. NOTE: requires purchase of Program Design as prerequisite one deliverable per month.

- xii. IC Enablement Services (to be purchased): Available as a Basic, Standard, or Deluxe 3- or 6-month program to help new customers who may not have a day-to-day in place or who have a day-to-day that is new to ICs. Program is meant to help the day-to-day onboard and learn through this enablement program to successfully run and manage an IC. Also, applicable to bridge the gap left by the loss of the day-to-day and successfully onboard the new day-to-day.
 - 1. Basic – Includes Member Engagement Program design and execution, Sparq Training for new day to day, IC Planning Session.
 - 2. Standard – Includes all of Basic services plus: Enablement Planning Session, Monthly Enablement meetings, Monthly research project management.
 - 3. Deluxe – Includes all of Basic and Standard services plus: Insight design, execution & reporting.

- xiv. Integration Services – Consultation (to be purchased): One-time up-to 30-hour consultation with the Technical Professional Services team in order to review API integration requirements and define specifications. At the end of the consultation, a document is provided to the customer with the requirements, specifications, a diagram of implementation, and a quote for VC to build the implementation. While 30 hours will cover most needs, large scale integrations may need additional time.