

## General Terms and Conditions of Facelift brand building technologies GmbH

These terms and conditions are applicable for contracts concerning the use of Facelift Cloud. They include the following parts:

### Part I – General provisions

### Part II – Service Level Agreement

### Part III – Provisions for additional services

### Part IV – Custom services

The provisions in Parts II to IV take precedence over those in Part I to the extent they are conflicting.

### Part I – General provisions

#### 1. General matters and conclusion of contract

- 1.1 These General Terms and Conditions are applicable to contracts about the use of Facelift Cloud and the related services offered by Facelift as a company. Facelift's offer exclusively aims at professionals within the meaning of section 14 of the German Civil Code (BGB), legal entities under public law and special funds under public law.
- 1.2 Deviating, contradictory, or supplementary terms and conditions of the Customer are, even in case of Facelift's knowledge, not part of the contract, unless Facelift and the Customer have expressly consented to their validity. Facelift's General Terms and Conditions also apply when Facelift provides the service without reservation despite being aware that the Customer has additional or conflicting terms and conditions.
- 1.3 Facelift's offer is non-binding and might be subject to change. If the Customer accepts Facelift's offer, then in legal terms, he makes Facelift an offer to conclude a corresponding contract. The Customer is bound to his offer for a period of two weeks. During this period, Facelift can either accept or reject the Customer's offer. Facelift accepts the Customer's offer by making Facelift Cloud available for use, or via written notice.
- 1.4 Any change in the Customer's name, address, or legal form after conclusion of the contract must be notified to Facelift without delay. The Customer is not entitled to ask Facelift for any invoice correction if the invoice was issued incorrectly due to the Customer's failure to update his data.
- 1.5 As a quality of Facelift Cloud, only those details are considered as agreed, which are specified in the offer or contract. Any deviating statements, claims or advertisements do not represent any contractual quality descriptions.

#### 2. Delivery of Facelift Cloud

- 2.1 After the conclusion of the contract, Facelift will make Facelift Cloud available via the internet to the Customer within a reasonable period of time, according to the contract provisions agreed upon. This is normally the case when Facelift has notified the Customer by email that his account has been set up.
- 2.2 In providing and operating Facelift Cloud, Facelift exclusively uses servers located in the European Union, unless explicitly agreed otherwise with the Customer.
- 2.3 To be able to use Facelift Cloud for social media management, the Customer must first give Facelift the associated accesses to the relevant customer profiles on the social networks, with adequate authorizations, and then maintain these accesses for the term of the contract.
- 2.4 When providing access to Facelift Cloud, Facelift offers an initial onboarding to the Customer's users and an access to Facelift Cloud's knowledge base for the term of the contract. The exact content and duration of initial training are at Facelift's discretion.

### 3. Use of Facelift Cloud by the Customer

- 3.1 The Customer receives simple, non-exclusive, non-licensable, non-transferable rights to use Facelift Cloud within the scope and the term of the respective contract (e.g. activated modules, number and type of users, number of benchmarking profiles, Trendwatch streams, ad accounts).
- 3.2 The Customer is limiting access to Facelift Cloud to its employees and its governing bodies within the contractual scope agreed upon. Generic email addresses (e.g. info@ or support@) are forbidden, as only individual email addresses can be used as login. Transfer of the usage option to third parties, even associated companies as defined in §§ 15 et seq. German Stock Corporation Act (AktG), is not authorized, unless it has been expressly agreed upon with Facelift.
- 3.3 Each party must take the necessary actions to protect usernames and passwords from becoming known to unauthorized third parties. The Parties shall inform each other in case of any usernames and/or password leak suspicion to unauthorized third parties. In this case, the user accounts must be secured immediately by the party that has discovered it by changing the access data. If done by Facelift, the Customer will be informed accordingly. The Customer shall immediately delete or change the access data of former users.
- 3.4 The Customer may not use Facelift Cloud violating the applicable terms of use of connected services (e.g. terms of use of Facebook, WhatsApp, Twitter, Instagram, etc.), of third-party rights, or for illegal purposes. In particular, the Customer must refrain from any use that could result in Facelift being accused of breaching the applicable terms of use of connected services, violating applicable laws, or infringing third-party rights. The Customer must indemnify Facelift for all associated claims by third parties, including all associated costs of legal examination and representation.
- 3.5 If the Customer breaches the provisions in Section 3.4, Facelift may block to the necessary extent his access or the access of the Customer's users to Facelift Cloud or the corresponding services or data if in our discretion this can remedy or minimize the breach. Facelift will then notify the Customer's administrator set-up in the customer account via email and ask for resolution in a reasonable period of time. If not sufficient to stop the breach, Facelift may at its discretion delete data, without violating the data processing agreement signed with the Customer.
- 3.6 If the customer continues to breach or repeatedly breaches the provisions of section 3.4 despite Facelift's warning, Facelift may terminate the contract with the Customer without notice. Facelift is also entitled to terminate the contract with the Customer without notice if a one-time breach of section 3.4 was so critical that Facelift cannot collaborate with the Customer any further.
- 3.7 All customer-related platform data stored for the customer in Facelift Cloud, including profiles insights, post-performance data, feed data, etc., are available for a maximum of one year after the respective time of initial storage.

### 4. Modification of ordered services by the customer

- 4.1 The Customer may at any time expand the existing contract with Facelift by ordering additional services. The contract will be expanded accordingly for the current fixed term and the fee due for the additional services will be invoiced pro-rata.
- 4.2 The Customer can only reduce the services that Facelift can provide individually (e.g. add-ons, profiles, user licenses). As a partial termination the reduction needs to comply with the termination provisions of the contract.

### 5. Special provisions for a free test version (trial)

- 5.1 As far as we provide the Customer with a free test version of Facelift Cloud, the following subsections apply, which, in case of contradictions, take precedence over the other provisions of these terms and conditions.
- 5.2 The free test version is provided to the Customer as it is for testing purposes. Facelift does its best efforts to operate free test versions with the same care as for paying clients but cannot make any further commitments. In particular, Facelift is not committed to provide a specific scope of features or to ensure full availability and error-free usage during the test period.
- 5.3 The free test version may be used only for those purposes under which defects in the service, the failure of our service and the loss of data do not cause any damage for the Customer or third parties.
- 5.4 Facelift's liability is limited to intent and gross negligence.
- 5.5 Each Party is entitled to terminate the free test version at any time unless a minimum term was agreed upon.

## 6. Remuneration and invoicing

- 6.1 Facelift will invoice the fees agreed upon with the Customer at the time of the conclusion of the contract for the agreed contract term at the start of the respective term. The fees constitute consideration for the fixed contract term the Customer enters into with Facelift.
- 6.2 All prices indicated by Facelift are meant net (without taxes) and in Euro (€), unless agreed otherwise.
- 6.3 Customers for whom the VAT is charged as per the reverse charge method, must notify Facelift of their VAT ID within one week upon acceptance of the offer, otherwise Facelift is authorized to charge German VAT. The Customer has no claim to a retroactive correction of corresponding invoices.
- 6.4 Notwithstanding a provision of the Customer to the contrary, Facelift is entitled to offset payments first against older debts of the Customer. If Facelift has claims for reimbursement of costs or for interest, Facelift is entitled to offset the payment first against the costs, then against the interest, and finally against the principal service. Facelift shall inform the Customer of any settlement that deviates from the specifications provided by the Customer.
- 6.5 If the Customer is late in payment, Facelift is entitled to charge a lump sum once for each invoice, as per § 288 Sec. 5 German Civil Code (BGB). The right to ask for additional damages related to payment default remains unaffected.
- 6.6 Invoices are issued in digital form and sent by email. Invoices are due for payment within 14 days.

## 7. Term and termination

- 7.1 The contract is concluded for the fixed term chosen by the Customer when placing its order. Prior to the end of the fixed term, the contract may only be terminated for good cause. Otherwise, termination is possible with a notice of three (3) months before the end of the respective contract term. Without notice, the contract shall extend automatically for successive periods of one year each.
- 7.2 The previous article does not affect the right of termination for good cause. In particular, the following cases are considered as such good causes, if they are applicable to the other party:
  - the violation of essential contractual obligations by the other party, if this violation is not stopped despite warning and setting of a reasonable deadline, with reference to the right of termination. If the violation is unacceptable, a warning and the setting of a deadline are not required;
  - the refusal to start an insolvency process for lack of assets;
  - the opening of a legal liquidation procedure.
- 7.3 Facelift is entitled to terminate the contract without notice in the following cases:
  - if the Customer is in payment default, for all or a not insubstantial part of the remuneration, for two consecutive payments
  - if the Customer is in payment default, for an amount that exceeds two months of the agreed remuneration, in a period that stretches beyond two payment dates.
- 7.4 If the Customer is unable to use Facelift Cloud in accordance with the contract provisions, the Customer may only terminate the contract if Facelift has been allowed to correct the defect within a reasonable period of time and failed to do so.

## 8. Future development of Facelift Cloud

- 8.1 With Facelift Cloud, the Customer does not acquire a static product. Rather, Facelift is developing Facelift Cloud further to provide new features and offers for Facelift Cloud to be more attractive and secure. The scope of features of Facelift Cloud are therefore subject to change. If changes result in the deletion or significant reduction of existing essential functions, Facelift will notify the Customer of these changes within a reasonable period of time at the email addresses provided for administrators.
- 8.2 If the Customer cannot be reasonably accepted to accept the changes to Facelift Cloud, the Customer shall be entitled to a special right of termination with a notice period of two weeks. The period of notice shall start on the day the Customer discovers such a change. This special right of termination does not apply for beta tests. For these beta features, Facelift always has the right to not offer these at all or to continue to offer these only in a modified form.
- 8.3 The Customer shall be entitled to make any suggestions for improvement. In this case, the Customer grants Facelift all rights necessary for the implementation and use of these improvements without charge.

## 9. Failure to meet principal service obligations

- 9.1 If Facelift is in default with the initial delivery of Facelift Cloud, the Customer is entitled to revoke the contract, if the Customer has specified, without result, an additional period for performance or cure, i.e. if Facelift failed to provide the agreed features of Facelift Cloud for the first time within such additional period.
- 9.2 If Facelift fails to comply with all or parts of its obligations after the first delivery of Facelift Cloud, or if the agreed availability of Facelift Cloud is not reached during one contractual month, the provisions of the Service Level Agreement are applicable.
- 9.3 It is Facelift's duty to demonstrate its absence of responsibility in case of late delivery or failure to meet the agreed availability. If the Customer has not reported the lack of availability of Facelift Cloud, the Customer shall be responsible for proving that Facelift was aware of it.

## 10. Claims for defects

- 10.1 In case of defects in the service, the Customer shall be entitled to his statutory rights. Facelift shall decide whether to remedy the defect by rectification or new delivery.
- 10.2 Facelift's strict liability for compensation of damages (section 536a German Civil Code) for defects that existed at the time of contract conclusion is excluded unless the matter concerns a quality assured by Facelift (guarantee, section 276 Sec. 1 German Civil Code).
- 10.3 A prescription period of one year is agreed upon for claims for defects. This period does not apply to claims for compensation of damages due to the breach of claims for defects; in this regard, the provisions concerning liability are applicable.
- 10.4 If the Customer reports a defect and Facelift's intervention shows that there is none, the Customer shall refund Facelift for the costs incurred. Such costs shall be calculated on the basis of the hourly rate agreed upon, or in the absence of an agreement, on the basis of reasonable hourly rates. This clause shall not apply if the non-existence of the defect was not recognizable to the Customer when applying the care and knowledge to be expected of him.
- 10.5 For features, services, software or other offers that are explicitly provided as a beta-version, any claims for defects are excluded, unless Facelift can be accused of intentional misconduct. The essence of such beta-versions is that they are unfinished and may have defects. Such defects can lead to loss of data or functionality of Facelift Cloud. The Customer shall therefore only use a beta version if the presence of such defects is not prejudicial to the Customer and cannot cause damages for which the Customer would like to hold Facelift or third parties liable.
- 10.6 The Customer shall notify Facelift without delay if Facelift Cloud Services are affected by a defect. If because of the failure or delay of notification Facelift was unable to remedy the situation, the Customer is not entitled
  - to reduce all or parts of the agreed remuneration for the corresponding period,
  - to demand compensation of the damage caused by the defect,
  - or to exceptionally terminate the contract without a notice period.

The Customer must demonstrate that he was not responsible for failure of notification.

## 11. Liability

- 11.1 Liability for intent and gross negligence is unlimited.
- 11.2 In case of a breach of material contractual obligations because of simple negligence, liability is limited regarding the amount to foreseeable damages typical for the contract. Material contractual obligations mean those whose fulfillment is essential for proper performance of the contract and on whose compliance the damaged party normally relies. The prescription period for claims under this subsection is one year.
- 11.3 The liability of Facelift under subsection 2 is limited to the annual remuneration paid by the Customer.
- 11.4 Section 11.2 does not apply to claims resulting from bodily injury, damage to health or loss of life, in the case of fraudulent acts, in the case of assumption of a guarantee, in the case of liability for initial inability or culpable impossibility, or to claims under the German Product Liability Act (Produkthaftungsgesetz).
- 11.5 Any other liability is excluded, whatever the legal reason.

## 12. Exemption from liability

- 12.1 If on account of an act or omission by the Customer in breach of the contract, third parties allege in connection with this contract to have claims against Facelift, one of Facelift's governing bodies, or one of its employees, the Customer undertakes to indemnify Facelift against such claims and any damages and costs resulting from them. The claim to exemption also covers reasonable costs for review and defense of the alleged claims by an attorney.
- 12.2 Facelift will notify the Customer without delay if third parties assert corresponding claims and give the Customer the opportunity to participate in the defense of the claims.
- 12.3 Any further statutory claims for damages against the Customer shall remain unaffected by the above provisions.

## 13. Data protection

- 13.1 The data processing agreement (DPA) concluded separately with the Customer pursuant to Article 28 GDPR applies to the processing of personal data by the Customer using Facelift Cloud.
- 13.2 In all other respects, Facelift undertakes to process the personal data provided by the Customer for contract performance and which are not subject to commissioned data processing, in accordance with the applicable data protection laws.

## 14. Set-off and assignment

- 14.1 A contracting party is only entitled to exercise a right of retention or to set-off to the extent that the underlying counterclaim has been legally established or is not disputed.
- 14.2 The assignment of rights and obligations under this contract or of the contract as a whole to a third party is allowed only with the prior consent of the other contracting party. Consent may not be refused unreasonably.

## 15. Force majeure

- 15.1 Each party is temporarily released from its obligations to perform if force majeure prevents the party from providing the services due. This also applies when the party is already in default.
- 15.2 Force majeure includes corresponding events as defined by § 206 German Civil Code, as well as any other unusual and unforeseeable event, if the party claiming it, did not cause it, could not have expected it to happen, was beyond its control, could not avoid its consequences despite taking sufficient care, and is restricted in the performance of its duties for these reasons. This is particularly applicable to war, terrorism, riots, pandemics, storms, natural disasters, or inability to provide the service based on governmental decisions.
- 15.3 The party claiming the existence of force majeure must
- i. inform the other party without delay by sending a written text specifying the facts and reasons of the event;
  - ii. take all actions that a diligent and prudent professional should take, in order to be able to resume full performance of its obligations without delay;
  - iii. take reasonable efforts to minimize negative effects on the contract fulfillment.

## 16. Customer reference

The Customer agrees that Facelift may use its logo and brand name in an appropriate manner for advertising purposes without restriction.

## 17. Final provisions

- 17.1 This contract contains all agreements between Facelift and the Customer related to the subject of the contract. Any deviating side agreements and previous agreements concerning the subject of the contract become ineffective.
- 17.2 Amendments and additions to this contract require written form unless the law requires a stricter form. The same applies to every waiver of the written-form requirement.
- 17.3 General Terms and Conditions of the Customer are not applicable to this contract. This shall also apply if reference was made to their inclusion in later documents in connection with this contract without objection by Facelift.

- 17.4 If any provision of this contract is or becomes void, invalid, or unenforceable, either in whole or in parts, or if it is found that the contract does not contain a provision that is in principle essential, the validity and enforceability of all other provisions shall not be affected.
- 17.5 The contract is only subject to the law of the Federal Republic of Germany. The international private law is not applicable, to the extent it can be waived.
- 17.6 The sole place of jurisdiction for all disputes in connection with this contract is Facelift brand building technologies GmbH registered office. Facelift is authorized to make a claim against the Customer at one of its statutory places of jurisdiction.
- 17.7 The Terms and Conditions are provided in German. If Facelift has provided the Customer with a translation of the German language version of the Terms and Conditions, the Customer agrees that the translation is provided only for his convenience, and that the German language version of the Terms and Conditions will govern his relationship with Facelift. If there is any contradiction between what the German language version of the Terms says and what a translation says, then the German language version shall take precedence.
- 17.8 Facelift may have subsidiaries and affiliated legal entities in other countries. At times, these companies or their employees may serve as contact points with respect to the Services provided to the Customer. Even where Facelift's subsidiaries or affiliates are the Customer's primary contact points, Facelift brand building technologies GmbH remains the only contractual partner of the Customer.

## Part II – Service Level Agreement

If the Customer does not use Facelift Cloud within the scope of a free license, the following Service Level Agreement is applicable to the use of Facelift Cloud. The Service Level Agreement does not apply to services provided by third parties even if bundled with Facelift Cloud.

1. Facelift shall do its best efforts to ensure an availability of Facelift Cloud of 99% per calendar month at the handover point (interface to the internet interface in the data center in which Facelift Cloud is operated by Facelift).
2. Availability exists if Facelift Cloud can be used in conformity with the contract and with reasonable response times at the handover point. Facelift will publish Facelift Cloud availability issues on its status page.
3. Facelift Cloud is also available in case of
  - 3.1 scheduled unavailability on weekends and national holidays between 5:00 a.m. and 10:00 a.m. CET, and during any other period announced with at least a 24 hours notice;
  - 3.2 unavailability related to the correction of issues that threatens significantly the secure operation of Facelift Cloud, that could result in an infringement of the GDPR provisions, or that put IT security at risk to more than an insubstantial extent. In such a case, Facelift will announce the unavailability if possible, and with reasonable notice.
4. Notifications of the Customer pursuant to subsection 3, will be made by email to Administrator Users email addresses.
5. Monitoring and calculation of Facelift Cloud's availability shall be based on figures measured by Facelift. The Customer has the right to provide proofs of the contrary.
6. If the agreed availability is not reached for reasons for which Facelift is responsible, the term of the contract shall be extended by one month free of charge if the unavailability amounts to less than or equal to twenty hours per calendar month. This extension shall be granted in settlement of any claims the Customer may have in this regard. If the unavailability is greater than twenty hours per calendar month, the fee payable by the Customer for the concerned calendar month shall be reduced by 0.25% per hour starting from the twenty-first hour, without exceeding a rate of 5%. Further claims of the Customer in the event of unavailability are excluded.
7. The Customer has one month to claim compensation by email to its assigned Customer Success Manager. This email must be sent with a statement specifying the parts of the Services that were unavailable and the periods of their unavailability. Within ten working days, Facelift will verify the statement using its own protocols, and answer the client. If Facelift accepts the Customer's claim, Facelift will credit the corresponding amount to the Customer on the next invoice or pay the amount at the term of the contract the latest.
8. Depending on the level of support the Customer subscribed (bronze, silver, gold, platinum), Facelift shall provide the Customer with chat and email support as described below. This support includes the unlimited use of Facelift's Knowledge Base available via the Internet.
  - 8.1 Definitions:
 

Normal standby time = Monday to Friday from 9 a.m. to 6 p.m. (CET), except on national or regional public holidays (Germany/Hamburg for Customers, whose contract was signed by the Hamburg office; France/Paris for Customers, whose contract was signed by the Paris office) and on December 24 and 31.

Extended standby time: 24 hours a day

		Bronze	Silver	Gold	Platinum
Technical support (available to all users)	Standby time (response/problem solution pursuant to Nos. 9 and 10)	during normal standby time			during extended standby time (by agreement)
	Channels	Chat, email		Chat, email, On-demand video calls	
Account management (available to one user)	Standby time	Normal standby time (by agreement)			
	Assigned resources	Pool	Dedicated		
	Regular support	-	quarterly	monthly	biweekly

9. Definition of priority levels for customer support, depending on the agreed service level:

- 9.1 Priority Level I: Total outage, Facelift Cloud is not available/accessible; Customers cannot continue operations.
- 9.2 Priority Level II: Facelift Cloud is available/accessible but severely disrupted, e.g. partial system disruption, vital modules not available, basic module features not available; customers can continue current operation only with substantial limitations.
- 9.3 Priority Level III: Facelift Cloud is available/accessible but slightly disrupted, e.g. layout errors, minor delays in sending data, isolated data drops; Customers can continue operations with acceptable temporary restrictions.
- 9.4 Priority Level IV: The services are fully available/accessible, minor problems have occurred; Customers can continue current operation without limitations.

Facelift is responsible for determining the level of priority. Facelift shall use its reasonable efforts to comply with the response and resolution times set out in the table below, with the understanding that the times shall be counted following the reception of the problem report.

10.

PRIORITY LEVEL	TARGET PROBLEM RESPONSE TIME	TARGET PROBLEM RESOLUTION TIME
I	1 hour	4 hours
II	2 hours	1 business day
III	4 hours	5 business days
IV	1 business day	case by case, coming versions

Indicated times are meant only in normal standby time unless the Customer is entitled to an activity in extended standby time.



### Part III – Provisions for additional services

If contractually agreed, Facelift allows the Customer to use certain services offered by partners via Facelift Cloud. Contracts for partner services can be concluded between the Customer and Facelift. Additionally applicable to the use of the partner services are the supplementary provisions that may be contained in the respective contract.

In the case of default of services offered by a partner, Facelift allows the Customer to directly contact the respective service provider with any support-related questions. The contact details will be provided by Facelift.

### Part IV – Custom services

If the Customer wishes to have custom services, e.g. adaptation of Facelift Cloud training, the following provisions shall apply in addition to those in Part I.

#### 1. Facelift's services

The subject of Facelift's services are the services ordered by the Customer in each case. Facelift provides them using qualified staff and in accordance with our current state of knowledge at the time of contract conclusion. Changes to the agreed scope of services are possible through a contract amendment at any time.

#### 2. Rights

For Facelift's services, the Customer only acquires the rights that are necessary for their contractual use. Unless agreed otherwise upon, the transfer of rights is limited in time to the contract duration.

#### 3. Dates

Delivery dates or service deadlines are non-binding unless Facelift explicitly mentioned them as binding.

#### 4. The Customer's obligations to cooperate

The Customer shall comply with its cooperation obligations within a reasonable period of time. If the service delivery requires specific information, documents, etc., Facelift shall notify the Customer of the corresponding requirement, and if applicable, specify a deadline in order for Facelift to continue its work. If Facelift sets a reasonable deadline for a cooperation obligation, failure to comply with such deadline shall entitle Facelift to request an adjustment of the deadlines to which Facelift is committed, as a result of failing the cooperation obligation.

#### 5. Defects

- 5.1 In case of defects in the service, the Customer shall be entitled to its statutory rights. Facelift shall decide whether to remedy the defect by rectification or to make a new delivery.
- 5.2 A prescription period of one year is agreed upon for claims for defects. This period does not apply to claims for compensation of damages due to the breach of claims for defects; in this regard, the provisions concerning liability are applicable.
- 5.3 If the Customer reports a defect and Facelift's intervention shows that there is none, the Customer shall refund Facelift for the costs incurred. Such costs shall be calculated on the basis of the hourly rate agreed upon, or in the absence of an agreement, on the basis of reasonable hourly rates.