

Service Level Agreement (SLA)

1. Service Level Agreement Overview

- 1.1. This Agreement represents a Service Level Agreement ("SLA" or "Agreement") between DisplaySweet Inc. (referred as **DisplaySweet** henceforth) and the Customer ("Customer"), together referred to as "Stakeholders", for the provisioning of Technical Support of the DisplaySweet installed hardwares and DisplaySweet's product(s).
- 1.2. DisplaySweet and the Customer are the sole parties to this Agreement and represent the stakeholders associated with this Service Level Agreement.

2. Purpose of Agreement

- 2.1. This Agreement sets forth the terms and conditions for the Technical support services which DisplaySweet shall provide to Customer.
- 2.2. The purpose of this agreement is to establish service expectations, identify the responsibilities of DisplaySweet and Customer related to this service and specify how this service is supported.
- 2.3. The Agreement provides:
 - 2.3.1. Clarity of service parameters, roles, responsibilities, and limitations.
 - 2.3.2. A clear, concise and measurable description of the specific service level provided to the Customer.
 - 2.3.3. Alignment of Customer's perceptions of the expected service provision and DisplaySweet's actual service support and delivery provisions.

3. Dates and amendments

- 3.1. Dates

The Effective Date of this Agreement is the 'subscription start date' (as per the Customer Order Form) and shall remain in effect until the 'subscription end date'. This Agreement remains valid unless superseded by an Amendment to this Agreement which has been executed by the Stakeholders.
- 3.2. Review Period

The SLA will be reviewed annually or as needed based on significant changes to the product or services.
- 3.3. Modification process

Any proposed changes to the SLA will be communicated to the customer at least 30 days in advance. Changes will only be implemented with customer consent.

4. Service Agreement

The following detailed service parameters are the responsibility of DisplaySweet for the duration of this Agreement.

- 4.1. Service Scope
 - 4.1.1. In Scope
 - 4.1.1.1. DisplaySweet will liaise on the Customer's behalf with the appointed installer and/or service provider for service requests directly related to showroom

hardware and technology as scoped in the Order Form. DisplaySweet will coordinate all on site support requests with the designated hardware service technicians.

4.1.1.2. Software as scoped in the Order Form. See 5.1.3 for further details.

4.1.2. Out of Scope

4.1.2.1. Audio Visual equipment and hardware sourced and used by Customer and not directly interfacing with DisplaySweet software.

4.1.2.2. Third Party Software.

4.1.2.3. Network configuration, connectivity and uptime.

4.1.2.4. This SLA does not apply when:

- i. The problem has been caused by using AV/hardware or software in a way that is not recommended.
- ii. The client has made unauthorized changes to the configuration or set up of affected equipment, software or services.
- iii. The client has prevented the DisplaySweet Technical staff from performing required maintenance and update tasks.
- iv. The issue has been caused by unsupported equipment, software or other services.
- v. This SLA does not apply in circumstances that could be reasonably said to be beyond the DisplaySweet's control. For instance: war, natural calamity like flood, earthquake, bad weather etc.
- vi. This SLA also does not apply if the client is in breach of its contract due to the pending renewal of subscription.

5.1.3 Software Support

5.1.3.1. Uptime Commitment

Pursuant to the terms of this SLA and the Service Agreement, DisplaySweet commits to ensuring the 99% availability of the DisplaySweet Software. This uptime availability shall allow running of the DisplaySweet Apps, measured on a monthly basis, where the:

- i. Denominator is represented by the number of minutes in a given month minus the number of minutes of Allowable Downtime (the 'Uptime Commitment').
- ii. Numerator is represented by the number of minutes in a given month that the DisplaySweet Apps are available to the Customer to access.

5.1.3.2. Downtime

Downtime is the overall number of minutes the DisplaySweet Apps were unavailable during a calendar month. DisplaySweet calculates unavailability using server monitoring software to measure the server-side error rate, ping test results, web server tests, TCP port tests and website tests. Downtime excludes the following:

- i. Slowness or other performance issues with individual features.
- ii. Issues that are related to third parties.
- iii. Any products or features identified as pilot, alpha, beta or similar (you will be notified they are non-standard products or features and have opted-in).
- iv. External network or equipment problems outside of our reasonable control, such as bad routing tables between your internet service provider (ISP) and our server.

- v. Scheduled downtime for maintenance (as per clause 5.1.3.3.).
- 5.1.3.3 Scheduled downtime
Sometimes we need to perform maintenance to keep DisplaySweet working smoothly. If scheduled downtime is necessary, we'll give you at least five (5) days advance notice. In a year, scheduled downtime won't exceed twelve (12) hours. DisplaySweet will endeavor to schedule downtime outside of Standard Business Hours.

4.2. Service / Support Request process

During the term of the Service Agreement, DisplaySweet will provide Customers access to its standard technical support.

- 4.2.1. The Customer will need to contact DisplaySweet to raise support tickets to our helpdesk using the below channels and should include the following information:
 - 4.2.1.1. Customer contact information including: name, phone number, email address.
 - 4.2.1.2. Brief description of the issue.
 - 4.2.1.3. Priority level of the incident or request.
 - 4.2.1.4. Any additional details or evidence to assist in identifying incident cause (such as an image or video of the issue)
- 4.2.2. Support Channels
 - 4.2.2.1. Telephone Support
USA Region: +1 929 467 7247
 - 4.2.2.2. Email Support
support@displaysweet.com
 - 4.2.2.3. Support Hours
USA region: 9 am to 5.30 pm (EDT) - All days except Federal public holidays.
Note: Telephone calls received by the Service Desk outside of scheduled support hours will prompt callers to leave a message. Voice messages or email requests received outside the support hours will be responded to on the next day.
- 4.2.3. Onsite Support
Site visits to remediate hardware issues can be arranged. DisplaySweet will work with the designated third party service technician to prioritize service needs (subject to the availability of the technician). Where no annual maintenance and support plan is in place, onsite support requests will be charged US\$225 per hour/per technician excluding taxes. The minimum call out for any single technician site visit is 5 hours. This charge can be waived if the issue is due to the Displaysweet technology.

Software support is included in the license fees. Post handover updates to content shall be considered change requests per section 6.4.

5. Response Time

- 5.1 Requests for support will be fulfilled based on priorities (Critical, High, Medium, Normal) determined by urgency and level of impact.
- 5.2 Response is defined as a "good faith" effort to communicate with the customer using the contact information provided by that customer. Response may be via phone or voice mail, e-mail, or personal visit.
- 5.3 Support response times are measured once a request is submitted to support@displaysweet.com or via calling the support number provided in the given region. Other forms of contact may affect the

ability to meet the requests in a timely fashion. Examples include direct emails and/or phone calls to individual support personnel.

5.4 Status definitions and initial response times:

Issue Priority	Definition	Response Time*
Urgent (Very High)	Inability to sell or present using the DisplaySweet system completely	2-3 hours
High	The application failure causes the customer to be unable to perform some portion of its work or system, but the customer is still able to sell or present. Example: Inability to print or send email	3-8 hours
Medium	There is a problem to be solved, but the customer is still functional and has other options available.	24 hours
Low	General request for a change request or update, adding/changing service, enquiries, event support etc.	48 hours

* when a ticket is lodged within support hours - per 4.2.2.3.

6. Service Levels

6.1. Level 1 Support

- 6.1.1. The Service Desk staff will provide first level support (Level 1 Support) - both telephone and email requests, to resolve the issue reported by the customer:
- 6.1.2. By answering general questions received directly from the customer related to certain functions of the Displaysweet technology and software
- 6.1.3. Remotely addressing the basic issues like removing the notifications and error messages, connectivity issues, preventive check-ups etc.
- 6.1.4. Issues that cannot be resolved at first level will be escalated to Level 2 support team for resolution.

6.2. Level 2 Support

- 6.2.1. Level 2 Support team comprises DisplaySweet technical support specialists for both AV and DisplaySweet Software. This team will try to resolve the issue through their expertise like
- 6.2.2. Basic back-end fixes, content modifications, AV set-up configurations, on-site support etc.
- 6.2.3. Issues that cannot be resolved at second level will be escalated to Level 3 support team for resolution.

6.3. Level 3 Support

- 6.3.1. Level 3 Support team comprises the DisplaySweet Engineering team. This team will fix the bugs in the code and ensure that the application is up and running.

6.4. Change request (CR), Hardware Replacement and Feature Requests

- 6.4.1. Change Request (CR): Once the DisplaySweet application is LIVE and handed over, all future changes to the application are considered CRs.
- 6.4.2. Hardware Replacement: Any modification in the DisplaySweet technology (hardware replacement) will be handled by the AV team through the RMA process. Please reach out to the respective Relationship Manager for more details.
- 6.4.3. Feature Request: For any new feature request to our product (DisplaySweet app) please contact your Relationship Manager.

6.5. Preventative Maintenance Agreement (Hardware)

At the Customer's request, DisplaySweet will work with our suppliers to source a tailored Preventative Maintenance Agreement (PMA). PMAs are optional agreements outside of the Order Form. Please discuss with your Relationship Manager should you wish to purchase a PMA.

7. Customer Responsibilities

The Customer has the following general responsibilities under this Agreement:

- i. Submit service/support requests to our support desk using the service desk phone number or the support email channel.
- ii. The customer will provide all information required and disclose all other pertinent information when submitting a support request
- iii. Once a support request has been submitted, the customer will make a qualified representative available to work during office hours with the DisplaySweet technical support resource(s) assigned to complete the support request.
- iv. The customer will conduct business in a courteous and professional manner with the DisplaySweet staff.

8. Variation

DisplaySweet reserves the right, at our sole discretion, to vary, amend, or otherwise modify any part of this Service Level Agreement at any time. We will publish the new Agreement on our website at which time they will be effective. Therefore, it is your responsibility to check the website regularly for changes to this Agreement. Your continued use of or access to the Platform or receipt of Services following the posting of the new Agreement constitutes your acceptance of the new Agreement.

9. Definitions

The table below defines key terms used in this Service Level Agreement.

Term	Definition
Allowable Downtime	The sum of the number of minutes in a given calendar month the DisplaySweet Apps are unavailable due to: • An Exception (see definition below) • Planned Maintenance (see definition below)
Customer	The Developer Organization (as named on the authorized the Order Form) with an active DisplaySweet software subscription.
Developer Organization	A builder, property developer, retirement community operator, project or property marketer, media agency, real estate agent, or other user authorized to use the DisplaySweet Apps.
DisplaySweet	DisplaySweet Inc. Located at 222 Broadway, New York, NY 10038, United States
Order Form	Any physical document or electronic interface we make available to you, that you sign or otherwise indicate your agreement to, which identifies your subscription or product purchase (your Order Form).

Planned Maintenance	Any time the DisplaySweet Apps are unavailable to the Customer in any given calendar month, due to scheduled maintenance and upgrading activities. Such maintenance and upgrading activities shall occur during DisplaySweet's scheduled maintenance window, or at an alternate time given five (5) days' advance notice. This notice may be given via email.
Preventative Maintenance Agreement	A separate agreement outside of the Order Form specific to maintenance.
Response Time	Time between ticket lodges and first human response to that ticket
Standard Business Hours	9:00 am to 5:30 pm Eastern Daylight Time (EDT), seven days per week (excluding Federal Public Holidays)
Technical Support	Remote support via telephone, email or chat
Unscheduled Maintenance	Any maintenance request outside the Preventative Maintenance Agreement.