

Schedule 1

Products and Services

The Parties have agreed that the Supplier (“Coniq”) shall provide the Customer with the following products and services

1. Coniq will provide log-in details to the Coniq marketing and CRM platform hosted at www.coniq.com (the “Platform”). The Platform may provide access to any of the following products, as applicable on the relevant Order Form:
 - 1.1. IQ Connect, consisting of the following modules:
 - 1.1.1. CRM Rewards Manager consists of the following areas:
 - 1.1.1.1. Rewards creation Portal: allows users to create, retrieve, update and delete rewards which can be scanned by a Coniq Scanner, redeemed via the self redeem mechanism in the IQ Connect App, or fed into a feed of rewards via a Coniq API
 - 1.1.1.2. Rules Manager : allows users to create, retrieve, update and delete rules stating when and where a reward can be used by a consumer, based on frequency, location and time and date of redemption of reward
 - 1.1.1.3. Retailer Offers and Rewards CMS: allows users to create, retrieve, update and delete details on rewards, including description and images
 - 1.1.2. CRM Email Manager allows users to:
 - 1.1.2.1. create, retrieve, update and delete email templates, including 3 pre-built email templates
 - 1.1.2.2. send up to 200,000 emails per month. Additional emails may incur a charge.
 - 1.1.3. CRM Reporting Manager allows users to:
 - 1.1.3.1. Retrieve interactive performance analysis in near real time on performance of marketing, including number of rewards scanned
 - 1.1.3.2. Retrieve reporting on consumer terms and conditions for consent purposes
 - 1.1.3.3. send a non-editable report via email directly to all retailers giving a performance overview on a weekly basis.
 - 1.1.3.4. Send a non-editable report via email directly to centre management giving a performance overview on a weekly basis.
 - 1.1.4. CRM API Suite allows users access to the following APIs to integrate against:
 - 1.1.4.1. Sign up API
 - 1.1.4.2. Authentication API
 - 1.1.4.3. Barcode API
 - 1.1.4.4. Offer and Location API
 - 1.1.5. CRM Customer Manager consists of the following areas:
 - 1.1.5.1. Automatic Segmentation: allows users to create, retrieve, update and delete consumer segments, into which consumers are automatically and dynamically placed based on past activities
 - 1.1.5.2. Real-Time targeting (Triggered Communications) allows users to create, retrieve, update and delete communications which are sent out in an automated, real time manner based on consumer sign up or reward redemption
 - 1.1.5.3. Marketing automation (Customer Journey Builder): allows users to create, retrieve, update and delete communications which are sent out at predefined points in the future, on a one off or recurring basis
 - 1.1.6. CRM Country Customisation allows users to:
 - 1.1.6.1. Assign marketing preferences to consumers in English or one other language from the supported list in Schedule 3
 - 1.1.6.2. Upload consumer consents in English and one other language from the supported list in Schedule 3
 - 1.1.7. CRM Location Manager allows users to:
 - 1.1.7.1. create, retrieve, update and delete retailer details including hours of business, location, short description and retailer images.
 - 1.1.7.2. create, retrieve, update and delete geofences which can be trigger push notification in the either the White Labelled App or the IQ Connect App
 - 1.2. The following IQ ^{Pro} Engagement modules are available as optional extras, if selected on the relevant

order form:

- 1.2.1. Loyalty ^{Pro} allows the user to
 - 1.2.1.1. create, retrieve, update and delete advanced loyalty programs, allowing customers to earn points, which can be either burnt for discounts or rewards, or used to access higher status rewards organized into tiers.
 - 1.2.1.2. create Apple Wallet passes to store loyalty cards on consumer phones
 - 1.2.1.3. export codes for card printing
- 1.2.2. Email ^{Pro} allows the user to:
 - 1.2.2.1. create, retrieve, update and delete up to 10 pre-built email templates
 - 1.2.2.2. send up to 300,000 emails per month. Additional emails may incur a charge.
- 1.2.3. Reporting ^{Pro} allows the user to retrieve reports directly from a dedicated reporting dashboard. Included in the package are any three of the following non editable reports (additional or custom reports may incur additional charges)
 - 1.2.3.1.1. Tourism report
 - 1.2.3.1.2. Tiered program report
 - 1.2.3.1.3. Earn and Burn report
 - 1.2.3.1.4. Country Head Office Report
 - 1.2.3.1.5. Points balance Report
 - 1.2.3.1.6. Marketing RoI Report
- 1.2.4. API Suite Pro allows the user to access to the following APIs to integrate against:
 - 1.2.4.1. External Transactions API
 - 1.2.4.2. Customer API
- 1.2.5. Tourism ^{Pro} allows the user to:
 - 1.2.5.1. issue tracking codes to partner organisations for the purpose of tracking spend by channel
 - 1.2.5.2. ability to record transactions against anonymous customers, to allow spend by country
 - 1.2.5.3. retrieve the following reports either by email or via the dashboard supplied within Reporting ^{Pro} if selected
 - 1.2.5.3.1. spend consumers by country
 - 1.2.5.3.2. spend and consumers by tourism partner
- 1.2.6. Language ^{Pro} allows the user to:
 - 1.2.6.1. Assign marketing preferences to consumers in English or one of four other languages from the supported list in Schedule 3
 - 1.2.6.2. Upload consumer consents in English and four other languages from the supported list in Schedule 3
- 1.3. The following IQ ^{Pro} Transaction options are available to import transactional data into the Platform:
 - 1.3.1. Scanner Pro (The Scanner) consists of:
 - 1.3.1.1. Hardware, retaining stand and charger;
 - 1.3.1.2. Software to allow the tracking of transactions including the following information (a) Date and time of redemption; (b) Location of transaction; (c) Identity of consumer making transaction, if known; (d) Offer or Loyalty program relating to transaction, if any; and (e) value of transaction, if the Customer chooses to collect this data and if staff members enter it;
 - 1.3.1.3. Limited functionality to work in offline mode if no data connection is available, with limited functionality
 - 1.3.1.4. The Hardware can be supplied with a direct 3G data connection in one of the following options:
 - 1.3.1.4.1. Full sim data: A sim card capable of connecting to multiple networks and transmitting 100mb of data each month. The Customer will incur additional charges of £0.10 per mb transmitted in a given month over this.
 - 1.3.1.4.2. Limited sim data: A sim card capable of connecting to multiple networks and transmitting 10mb of data each month, only in cases where the Customer provided wifi is not available. The Customer will incur additional charges of £0.10 per mb transmitted in a given month over this.
 - 1.3.1.4.3. No sim data: The scanner can be provided without a sim, and connecting to Customer wifi only. If this option is selected the Customer has full responsibility for ensuring wifi is available to Coniq's specifications to allow for smooth running of the system
 - 1.3.1.5. Replacement of lost or damaged scanners will be managed as follows:

- 1.3.1.5.1. Any Scanner which is reported as lost or no longer working in line with the Service Levels defined in Schedule 3 will be replaced within 7 working days of notification by Customer to Coniq
 - 1.3.1.5.2. If a Scanner ceases to work due to a fault developed during normal use there will be no charge for this replacement
 - 1.3.1.5.3. If a Scanner is reported as lost, or ceases to work due to damaged caused by Tenant or Customer staff, a £150 charge shall be applied.
 - 1.3.1.6. Customer may request as many additional Scanners (“**SwapStock**”) as required, which will be provided to Customer staff on first installation. The Swap Stock will be managed as follows:
 - 1.3.1.6.1. All SwapStock Scanners will be provided in full working condition, with a 3G sim card installed
 - 1.3.1.6.2. All SwapStock Scanners will be provided unregistered to any Tenant, to allow Customer staff to replace any faulty Scanner without delay
 - 1.3.1.6.3. Coniq will provide instruction materials and training to Customer staff allowing them to register the devices to any Tenant. The Coniq support team will be available to talk through the process at any time during support hours as defined in Schedule 3
 - 1.3.2. Sales tracker ^{Pro} consists of the ability for users of the Scanners to input end of day sales totals at the end of each day, if the user chooses to, as well as retrieve the non editable End of Day Sales Report either by email or via the dashboard supplied within the Reporting Pro module.
2. Coniq will provide professional services to support the technology as requested on any order form. This may take the form of:
 - 2.1. Account management ^{Pro}, which will consist of:
 - 2.1.1. Customer and Coniq will ensure that a meeting is held, in person or over the phone at least once per quarter. This meeting will cover results of the marketing activity in the previous quarter, and plans for the next quarter
 - 2.1.2. Access by email, telephone or (at Customer request) in person, to a Coniq account manager who will give advice on marketing plans and strategy for the Centre as requested by Customer, as well as help in interpreting results as required. The seniority and cost per day of the account management provided will be specified on the Order. Additional advisory work may incur additional charges, if requested. All additional charges above those specified in the Order form will require sign off via an Order Form as per Schedule 7.
 - 2.1.3. If the Customer requests in person visits, travel expenses will be charged as incurred, in accordance with Coniq’s travel policy, which is available on request.
 - 2.2. Service Desk ^{Pro} which will consist of:
 - 2.2.1. First line support to both the users of the Scanners and the Customer. Support will be managed by phone and email and opening and response times will be in line with the SLAs in Schedule 3
 - 2.2.2. Support will be managed in languages as specified in Schedule 3.
 - 2.3. Card Management ^{Pro} will consist of:
 - 2.3.1. Coniq may provide design serves for plastic cards or Apple Passes if specified on an Order. For each piece of design work which Coniq performs, Coniq will produce a design from an initial brief, and will provide up to three revisions of the design if requested to do so. Further revisions may incur additional charges
 - 2.3.2. Coniq may provide printing services for plastic cards if specified on an Order. Volumes and pricing of the cards including whether they are NFC compatible will be specified on the Order, as will delivery times.
 - 2.4. Brand Engagement Pro ^{Pro} will consist of Coniq staff to working with Tenants to source relevant offers and rewards for use with marketing communications and/or loyalty programs. If specified on an Order, this will be managed as follows:
 - 2.4.1. Customer will provide Coniq with a contact list for all Tenants in the centre. Coniq will use this list in combination with Coniq’s own retailer contact list where relevant.
 - 2.4.2. Coniq will contact by phone or email each Tenant at least once per month, to encourage them to provide offers or rewards
 - 2.4.3. Coniq staff shall visit the centre at least once per year to encourage Tenants and affiliates to participate in the program. Additional Centre visits requested by Customer will incur additional charges.
 - 2.4.4. Coniq shall provide a link to Tenants and affiliates to allow them to submit offers and rewards

for inclusion in marketing communications or the existing loyalty program. Each link will include a tick box requesting that the retailer agrees to the terms and conditions. All offers and rewards submitted via the link will be reviewed by a member of the Coniq team, and a member of the Coniq team will contact the brand independently to verify the authenticity of the offer before the offer or reward goes live.

- 2.4.5. In the case of new Tenants starting to trade in a centre, centre staff shall provide Tenant contact details to Coniq, and Coniq staff shall contact the centre by phone and email within 10 working days, to encourage them to provide offers or rewards
- 2.5. App Build ^{Pro} will involve the preparation of a Digital Application (App), which will have the following functionality:
 - 2.5.1. The App is provided as a white labelled version with the basic functionality set out in Appendix 1. This white label is available for the base cost specified on the Order form, but any changes to the functionality provided will incur additional costs
 - 2.5.2. The App will be publically accessible on both the iOS App Store and Google Play Store.
 - 2.5.3. The App will be configured to work with the Customer's loyalty program and branded in accordance with the Customer specifications.
 - 2.5.4. All text and images ("Assets") displayed in the App will be provided by the Customer, who will procure any licences needed to use the Assets. For the avoidance of doubt, the Assets form part of the Customer Materials.
 - 2.5.5. Any changes to the App after publication to the public will incur additional costs
- 2.6. IQ Connect App Build will involve the preparation of a Digital Application (App), which will have the following functionality:
 - 2.6.1. The App is provided as a white labelled version with the basic functionality set out in Appendix 2. This white label is available for the base cost specified on the Order form, but any changes to the functionality provided will incur additional costs
 - 2.6.2. The App will be publically accessible on both the iOS App Store and Google Play Store.
 - 2.6.3. The App will be configured to work with the Customer's loyalty program and branded in accordance with the Customer specifications.
 - 2.6.4. All text and images ("Assets") displayed in the App will be provided by the Customer, who will procure any licences needed to use the Assets. For the avoidance of doubt, the Assets form part of the Customer Materials.
 - 2.6.5. Any changes to the App after publication to the public will incur additional costs

Appendix A: White Labelled App

This Appendix sets out the pages included within the White Labelled App, and to define which areas can be edited and which cannot. Coniq recommends downloading a white labelled app to familiarise yourself with functionality.

Included Pages:

- Splash Screen: Greets the user on initial opening/download
- Select Preferred Language: Appears once to allow user to select their language
- Register: Allows new user to choose whether they log in or whether they are a new user and need to register
- Sign Up: Allows a new user to enter personal information and define a password to join program, as well as a link to hosted terms and conditions.
- Login: Allows an existing user to enter email and password to access their account
- My Profile: Allows a user to view their barcode and any point balance if relevant
- Offers: Allows a user to view a list of offers available to them
- Offer Detail: Allows a user to view details of each offer, and a link to barcode
- Participating Shops: List of retailers participating in the program
- Shop Detail: Details of retailers including opening hours and contact details
- Side Navigation Menu: Links to pages within at app, as well as links to pages hosted outside of the App, including terms and conditions, FAQ and contact forms

Editable items:

Throughout the App, all wording, colours and branding can be edited. In addition the following items can be edited from a functionality perspective on each page.

1. Page specific elements:

- a. Splash Screen
 - i. Program Logo *Type: IMAGE (JPG/PNG).*
 - ii. Centre Logo *Type: IMAGE (JPG/PNG).*
 - iii. Background *Type: IMAGE (JPG/PNG). Editable: COLOUR.*
- b. Select Preferred Language
 - i. Logo *Type: IMAGE (SVG).*
 - ii. Button
- c. Register
 - i. Logo *Type: IMAGE (SVG).*
 - ii. Button
- d. Sign Up. This page consists of as many data entry fields as are required. Each field includes the following editable components:
 - i. Data Entry Field *Editable: Number*
 - i. Button *Editable: Number*
 - ii. Selection Control *Editable: Number*
- e. Login
 - i. Logo *Type: IMAGE (SVG).*
 - ii. Data Entry Field *Editable: Number*
 - iii. Selection Control *Editable: Number*
 - iv. Button *Editable: Number*
- f. My Profile

- i. **Customer Name** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - ii. **Barcode** *Type: Image. Editable: CAN NOT BE FORMATED*
 - iii. **Barcode Number** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iv. **Short Program Descriptor** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - v. **Points Display** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - g. **Offers**
 - i. **Offer Image** *Type: IMAGE (SVG/PNG).*
 - ii. **Brand/Subtitle** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iii. **Offer Title** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iv. **Offer Short Text** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - h. **Offer Detail**
 - i. **Offer Image** *Type: IMAGE (SVG/PNG).*
 - ii. **Brand/Subtitle** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iii. **Offer Title** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iv. **Offer Details** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - v. **Button**
 - i. **Participating Shops**
 - i. **Logo** *Type: IMAGE (JPG/PNG). Editable: NO*
 - ii. **Action** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT. Sits alongside the logo*
 - iii. **Background** *Type: BLOCK. Editable: COLOUR.*
 - iv. **Divider** *Type: BLOCK. Editable: COLOUR. Sits between the Logo and the Action.*
 - j. **Shop Detail**
 - i. **Offer Image/Map** *Type: IMAGE (SVF/PNG). Editable: NO*
 - ii. **Shop Title** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
 - iii. **Shop Details** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
- 2. **Non page specific elements which cross multiple pages include:**
 - a. **Bottom Navigation Bar** features navigation icons which take you directly to other pages in at App, or refreshes the currently active view. Bottom Navigation Bar appears on the My Profile, Offers, Offer Detail, Participating Shops and Shop Detail page.
 - b. Number of icons can be between 2 and 5
 - c. Icons feature the following elements that can be edited:
 - i. **Icon** *Type: IMAGE (SVG). Editable: IMAGE, COLOUR, ALIGNMENT.*
 - ii. **Label** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT.*
 - iii. **Background** *Type: BLOCK. Editable: COLOUR.*
 - d. **Top Navigation Bar** features a central logo or text, and two actions – menu and filter. Top Navigation Bar appears on the My Profile, Offers, Offer Detail, Participating Shops and Shop Detail page.
 - i. Each element of the Top Navigation Bar can be removed or edited as follows:
 1. **Icon** *Type: IMAGE (SVG). Editable: COLOUR*
 2. **Brand** *Type: IMAGE/TEXT. Editable: COLOUR*
 3. **Background** *Type: BLOCK. Editable: COLOUR.*

- e. Data entry fields feature text entry fields, and appear on the Register Page and sign up page.
 - i. Text entry forms can be any length and can be edited as follows:
 1. **Labels** *Type: TEXT. Editable: COLOUR, FONT, SIZE (e.g. "Firstname"). When the user engages with the text input field, the floating inline labels move to float above the field.*
 2. **Input** *Type: TEXT. Editable: COLOUR, FONT, SIZE*
 3. **Hint text** *Type: TEXT. Editable: COLOUR, FONT, SIZE (e.g. Default "Date of Birth"). Also called placeholder text.*
 4. **Helper text** *Type: TEXT. Editable: COLOUR, FONT, SIZE (e.g. Default "For your special birthday offer")*
- f. Buttons can be used throughout the App as calls to action, and can be edited as follows:
 - i. **Label** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT.*
 - ii. **Background** *Type: BLOCK. Editable: COLOUR.*
- g. Selection controls on can be used throughout the App and can be used as radio buttons to allows the user to select between two options (eg male or female) or as tick boxes to record data processing consent
 - i. **Image** *Type: IMAGE (SVG). Editable: BORDER, COLOUR*
 - ii. **Label** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT, SIZE.*
- h. Side Navigation Menu gives users quick access to barcode, and links to pages within the App. It has two elements:
 - i. The user information box includes a barcode, and name and is editable as follows
 1. **Customer Name** *Type: TEXT. Editable: COLOUR, FONT, SIZE.*
 2. **Barcode** *Type: IMAGE. Editable: CAN NOT BE FORMATED*
 3. **Background** *Type: BLOCK. Editable: COLOUR.*
 - ii. The action list which is made up of an unlimited number of links either within the app or externally. Each action can be edited as follows
 1. **Icon** *Type: IMAGE (SVG). Editable: IMAGE, COLOUR, ALIGNMENT.*
 2. **Label** *Type: TEXT. Editable: COLOUR, FONT, ALIGNMENT.*
 3. **Background** *Type: BLOCK. Editable: COLOUR.*

Appendix B: IQ Connect App

TO UPDATE