

Price list for IdoSell Shop services in GBP / EUR / USD

effective from the 1st of November 2020 until its cancellation

Settlement currency: GBP, EUR or USD All prices are net prices; to obtain a gross price, on the territory of EU countries, one shall add VAT at 23%. Companies from outside the EU, but settling VAT in the EU, have their invoices issued without VAT.

1- Installation fees

1. **Activation fee – £99 / 99€ / \$99**
Paid once upon opening of an independent administration panel.
2. **Activation fee for an additional shop – £25/29€/ \$39**
Paid once upon opening of each additional shop for the existing administration panel.

2 – Subscription plans available from October 1, 2020

1. **Smart CLOUD plan - 1.5% of turnover not less than £19/19€/ \$19 a month**
The commission of 1.5% on the turnover is calculated in arrears at the end of the month, after exceeding the Subscription Fee (£19/19€/ \$19 per month), only for orders which purchasing process took place through the store's website. The commission does not calculate the turnover from orders added by the API, manually through the Panel, marketplaces, auction websites and orders that are unprocessed or fake, and do not have the address label or payment completed. In this Subscription Plan, only IAI Pay payments are available, and the commission is 1.4% regardless of the value of the transaction in the Panel. Other payments are not available.
A Subscription Fee includes:
Transfer up to 50GB
Number of API Calls in the price: 100,000 (no possibility to increase the limit)
Available disk space: 10GB
Maximum permissible number of SKU: 200 000
IAI Pay online payments: 1.4% of the transaction value
Other payment systems for pay-by-link, BLIK and payment cards: blocked
2. **Annual Smart CLOUD plan CLOUD - 1.5% of turnover not less than £9/9€/ \$9 a month**
The requirement to use this offer is immediate fulfillment and delivery of the Contract for a fixed-term period at the Activation of a new Panel using CSC and payment of 12 Subscription Fees, which in the first year is £9/9€/ \$9 per month. Other parameters as in the Smart CLOUD variant.
3. **Plan ELASTIC CLOUD – £59/69€/ \$79**
Subscription Fee includes:
Unlimited outbound data transfer included
Free Store Order Pack: 90
Free marketplace order package (Allegro, Ebay, etc.): 300
Number of free API Calls included in the price (excluding IdoSell helper applications: POS, Bridge, Scanner, Printer): up to 100,000
Maximum permissible number of SKU: 200000
Disk space for customer data: 100GB
IAI Pay online payments: at a price from 1.2% to 1.4% of the transaction value
Possibility of integration with any payment system for pay-by-link, BLIK and payment cards.
4. **Plan CLOUD PRO – £349/399€/ \$529**
Subscription Fee includes:
Unlimited outbound data transfer included

Free Store Order Pack: 900
Free marketplace order package (Allegro, Ebay, etc.): 1800
Number of free API Calls included in the price (excluding IdoSell helper applications: POS, Bridge, Scanner, Printer): up to 1,000,000
Disk space for customer data: 100GB
IAI Pay online payments: at a price from 1.2% to 1.4% of the transaction value, and for large volumes, the possibility of negotiating rates and the IF ++ settlement model

Possibility of integration with any payment system for pay-by-link, BLIK and payment cards.

Functionality: full functionality as in CLOUD. Additionally, a larger number of warehouses (over 10) and the IAI RS system for advanced recommendations based on the similarity of goods are available.

3 - Additional charges and packages for exceeding Smart CLOUD service limits (valid from October 1, 2020)

1. Surcharge for each 1GB transfer started – **£0.15/0.15€//\$0.15**
2. Surcharge for additional 1GB of disk space – **£0.75/0.75€//\$0.75**

4 - Additional charges and packages for exceeding Elastic CLOUD service limits (valid from October 1, 2020)

1. Fee for each store order above the free limit: **£0.15/0.15€//\$0.15**
2. Fee for each marketplace order above the free limit: **£0.03/0.03€//\$0.03**
3. Surcharge for each additional 100000 API calls: **£5/5€//\$5**
4. Surcharge for additional 1GB of disk: **£0.5/0.5€//\$0.5**

5 - Additional charges and packages for exceeding CLOUD PRO service limits (valid from October 1, 2020)

1. Fee for each store order above the free limit: **£0.09/0.09€//\$0.09** for the first 15,000 orders above the free limit. Subsequent orders **£0.07/0.07€//\$0.07**
2. Fee for each marketplace order above the free limit: **£0.03/0.03€//\$0.03**
3. Surcharge for additional 1GB of disk space: **£0.5/0.5€//\$0.**
4. Surcharge for each additional 100000 API calls: **£5/5€//\$5**

6 - Subscription plans available before October 1, 2020

1. Smart CLOUD plan - 1.5% of turnover not less than £19/19€//\$19 a month

The commission of 1.5% on the turnover is calculated in arrears, at the end of the month, after exceeding the Subscription Fee (£19/19€//\$19 per month), only for orders which purchasing process took place through the store's website. The commission does not calculate the turnover from orders added by the API, manually through the Panel, marketplaces, auction websites and orders that are unprocessed or fake, and do not have the address label or payment completed.

A Subscription Fee includes:

Transfer up to 30GB

Number of API calls: up to 100000

Available disk space: 10GB

Maximum permissible number of SKU: 200000

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2. **Annual Smart CLOUD plan CLOUD - 1.5% of turnover not less than £9/9€/\$9 a month**
The requirement to use this offer is immediate fulfillment and delivery of the Contract for a fixed-term period at the Activation of a new Panel using CSC and payment of 12 Subscription Fees, which in the first year is £9/9€/\$9 per month. Other parameters as in the Smart CLOUD variant.
 3. **CLOUD plan – £59/69€/\$79**
A Subscription Fee includes:
Transfer up to 30GB
Up to 5000 visits
Number of API calls: up to 100000
Available disk space: 10GB
Number of products: up to 10000
Maximum permissible number of SKU: 200000
 4. **DEDICATED CLOUD 2 (DC2) plan – £349/399€/\$529**
DEDICATED CLOUD PLANS have no surcharges for Transfer, the number of Visits, API calls or the quantity of products. The virtual dedicated server's processing power is the only limit.
Functionality: full functionality as in CLOUD without additional fees for transfer, number of visits, API calls. In addition, a larger number of warehouses (above 10) and IAI RS system in the field of advanced recommendations, based on the similarity of products.
The fee includes administration and updating of a virtualised dedicated server.
Virtualised dedicated server with the following specification: 2 CPU cores, 8GB RAM.
100GB of disk space.
Connection with a nominal speed of 100Mbps, without transfer limits.
Maximal recommended number of orders per month: 4500
 5. **DEDICATED CLOUD 4 (DC4) plan – £519/599€/\$799**
A monthly fee includes the same scope of services as DEDICATED CLOUD 2, and a virtualised dedicated server with the following specification: 4 CPU cores, 16GB RAM.
Connection with a nominal speed of 100Mbps, without transfer limits.
Maximal recommended number of orders per month: 9000
 6. **DEDICATED CLOUD 8 (DC8) plan – £779/879€/\$1139**
A monthly fee includes the same scope of services as DEDICATED CLOUD 2, and a virtualised dedicated server with the following specification: 8 CPU cores, 32GB RAM.
Connection with a nominal speed of 100Mbps, without transfer limits.
Maximal recommended number of orders per month: 18000
 7. **DEDICATED CLOUD 16 (DC16) plan – £1189/1349€/\$1749**
A monthly fee includes the same scope of services as DEDICATED CLOUD 2, and a virtualised dedicated server with the following specification: 16 CPU cores, 64GB RAM.
Connection with a nominal speed of 200Mbps, without transfer limits.
Maximal recommended number of orders per month: 36000
 8. **DEDICATED CLOUD 32 (DC32) plan – £1969/2209€/\$2859**
A monthly fee includes the same scope of services as DEDICATED CLOUD 2, and a virtualised dedicated server with the following specification: 32 CPU cores, 128GB RAM.
Connection with a nominal speed of 500Mbps, without transfer limits.
Maximal recommended number of orders per month: 72000
 9. **DEDICATED CLOUD 64 (DC64) plan – £3039/3479€/\$4509**
A monthly fee includes the same scope of services as DEDICATED CLOUD 2, and a virtualised dedicated server with the following specification: 64 CPU cores, 265GB RAM.
Connection with a nominal speed of 500Mbps, without transfer limits.
Maximal recommended number of orders per month: 144000

7 – Additional charges and packages for exceeding Smart CLOUD and CLOUD service limits

1. **Surcharge for additional 1GB of traffic – £0,13 / 0,15€ / \$0.20**
2. **Surcharge for additional 1000 visits – £4 / 5€ / \$6**
Visits are also calculated for each order placed via external marketplaces including marketplaces integrated via IMF (Internet Marketplace Format) and Amazon. 1 order = 20 visits
3. **Surcharge for each additional 10000 API calls – £2,5 / 3€ / \$4**
4. **Surcharge for each additional 5000 products in the CLOUD Subscription Plan – £3 / 4€ / \$5**
5. **Surcharge for additional 1GB of disk space – £1 / 1€ / \$1**

8 – Additional charges and packages for exceeding DEDICATED CLOUD service limits

1. **Surcharge for additional 1GB of disk space – £0,65 / 0,75€ / \$0.95**

9– Implementation packages

1. **BASIC implementation package – £799/949€/ \$1239**
It comprises a package of 25 working hours to be used within 90 days from the moment of approval of the order, for work of implementation team for preparation of the design of the website on the basis of a PSD shop design, data import services and training services. If the client provides a shop design, the whole time is used for coding and if the time has not been used up completely, it can be changed to other graphic works. The package includes 2,5 free working hours for Project Management and communication (total number of hours in the package is 27,5 working hours).
2. **ADVANCED implementation package – £1579/1899€/ \$2469**
It covers the same scope of services as BASIC implementation package but comprises 50 working hours of implementation team and allows also to use import and training services. The package includes 5 free working hours for Project Management and communication (total number of hours in the package is 55 working hours).
3. **SOPHISTICATED implementation package – £2909/3419€/ \$4449**
It covers the same scope of services as BASIC implementation package but it comprises 90 working hours of implementation team and allows also to use import and training services. The package includes 9 free working hours for Project Management and communication (total number of hours in the package is 99 working hours).
4. **SUPREME implementation package – £5059/6069€/ \$7909**
It covers the same scope of services as BASIC implementation package but it comprises 160 working hours of implementation team and allows also to use import and training services. The package includes 16 free working hours for Project Management and communication (total number of hours in the package is 176 working hours).

10 – Services

1. **A working hour for custom design and development tasks – £39/43€/ \$54**
A working hour designated for Shop Template design & development, translations, Client data edits or custom application development (e.g. for system integration), unusual server configuration by the administrator, e.g. redirections, domains, etc

7 – Administrative fees

1. **Fee for migration from a shared server to a virtualised dedicated server – £0/0€/ \$0**
The fee is paid upon provisioning the Service in the CLOUD PRO variant. It includes preparation of a

virtualised dedicated server and data transfer from the shared server, with minimal impact on service uptime, at a time determined together with the Client.

2. **Fee for migration from a dedicated server DEDICATED CLOUD to a dedicated server CLOUD PRO - £0/0€//\$0**

The fee is charged when starting the service in the CLOUD PRO variant. It includes the preparation of a virtualized dedicated server and the transfer of the DEDICATED CLOUD Service data in a manner that does not cause any interruption in operation, within the time limit agreed with the Client.

3. **Fee for downgrading from a virtualised dedicated server plan to a shared server – £79/89€//\$115**

It involves changing one of the DEDICATED CLOUD plan group to ELASTIC CLOUD.

4. **Fee for the virtualised dedicated server plan upgrade – £69/79€//\$99**

It includes a change of one plan from the DEDICATED CLOUD group into another in the same group with new, higher parameters.

5. **Fee for the virtualised dedicated server plan downgrade – £69/79€//\$99**

It includes a change of one plan from DEDICATED CLOUD group into another in the same group with lower parameters.

8 – Fees for additional modules

Additional modules are optional features which modify the standard Service behaviour. Fees are charged monthly; pro-rata. So if you start using a module in the middle of a calendar month, you will only be charged for the remaining days. Modules are enabled and fees are charged for every Site separately, regardless of the service plan.

1. **The monthly surcharge for an additional shop for the panel – £8/9€//\$10**

Additional shops do not increase any CLOUD service limits.

2. **White-Label service – 25% higher subscription plan and monthly surcharges for additional shops, not less than £50 / 57€ / \$79**

It allows for the logo: 'Powered by IdoSell Shop' and Meta-Author to be removed from shop's template as well as the indication "Generated by IdoSell Shop" from documents. The fee applies to to the whole Administration Panel and all of the stores the Panel contains.

3. **Premium IP service – £6,25 / 7,5€ / \$9.75**

It allows for a separate, dedicated Ipv4 address to be assigned to the Site. This service is required when installing external client SSL certificate. The Operator has the right to refuse to provide this service if no Ipv4 addresses are available.

4. **Company Branch service for CLOUD – £6,25/7,5€//\$9.75**

It allows for an additional template with separate company data, which is also included in sales documents.

5. **Company Branch service for plans other than CLOUD – £18,75/22,5€//\$30**

It includes the same functionality as Company Branch for CLOUD – for different subscription plans.

6. **IAI RS Smart recommendations generated based on customer behavior - depending on the traffic generated by the store**

The service is settled as a fixed fee or commission on the orders actually acquired by IAI RS. Both components of the fee depend on the Operator's classification of the scale of traffic generated by the store for a particular segment of fees. It can be: PLN 500, PLN 1000 or 4% or PLN 2,000 or 2%. The minimum value of the IAI RS percentage commission is PLN 39 per month.

9 – Licenses for external usage of materials designed and developed as part of the Service

Graphic assets (e.g. Templates, logos) created by our Webmasters can be used within IdoSell Shop without purchasing any additional licenses. If you would like to utilise those assets outside of IdoSell Shop (e.g. your own blog or a different platform), you need to purchase a license. Assets not listed below (e.g. e-mail templates, HTML and JavaScript addons, Banners and Buttons) do not require purchasing additional licenses.

1. Logo license – £29 / 34€ / \$44

Logos designed by our graphic artists are included in the license to be used with IdoSell Shop. An exclusive license with transfer of copyrights allows logos to be used at will. The fee includes a written, exclusive license with transfer of property rights. If a logo was designed as part of a full Template design, we allow it to be used exclusively on websites connected with the Service. If the Client wants to use the logo in different outside IdoSell Shop, he has to purchase a transfer of property rights. The fee includes issuance and transfer of an exclusive license for 1 logo in a PDF file, signed with digital qualified signature, and does not include the cost of preparation and vectorization of graphics. These have to be executed as additional tasks, payable on general terms or independently by the Client. If the Client wants to get a license on paper, he has to order an additional service: Mail delivery on the territory of Europe.

2. Shop Template license – £300 / 350€ / \$450

The fee includes providing the shop template design in a PSD format with the right to use the artwork outside the IdoSell Shop service. The license is exclusive and includes agreement for further modifications to be made by the Client.

3. Shop Template code license – £1000 / 1200€ / \$1550

The fee includes providing a coded shop template including related HTML, JavaScript and CSS.. The license is non-exclusive and includes agreement for further modifications to be made by the Client.

10 – Supporting Applications

A personal computer with Windows operating system and an up-to-date .NET. environment is required to run a Supporting Application. First 30 days of using an application are free. After this period, the fee will be charged in proportion to the number of days remaining until the end of the month. If the Client cancels their subscription within a month, by analogy, the fee will be refunded to the Client's Balance. Subscription fees include a fee for a month of using an application. All applications offered for subscription fee, are provided with free updates and technical support. Subscriptions for integration applications do not include the cost of third party licences or costs of access to databases of providers, which should be obtained individually. The cost of subscriptions for IAI Scanner, IAI POS, IAI Bridge, IAI Bridge Professional, IAI Printer, IAI Downloader and IAI Printer includes use by one workstation key during a 24 hour period. If the Client wishes to use multiple devices at the same time, they purchase as many subscriptions as the number of devices using the application during the same 24 hour period. If a device change is required it must be performed after the current 24 hour period is elapsed.

1. IdoSell POS Subscription – £19 / 24€ / \$39 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI POS Server instance. Only one installation of POS Server can be performed per one warehouse in the Administration Panel. First 30 days of the first subscription are free.

2. IdoSell Bridge Subscription – £50 / 55€ / \$69 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI Bridge instance. Only one installation of IAI Bridge can be performed for one and the same external warehouse-management system and so per one warehouse. First 30 days of the first subscription are free.

3. IdoSell Downloader Subscription – £20 / 25€ / \$32 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI Downloader instance. First 30 days of the first subscription are free.

4. IdoSell Scanner Subscription – £24 / 28€ / \$45 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI Scanner instance. First 30 days of the first subscription are free.

5. IdoSell Printer Subscription – £9 / 11€ / \$14 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI Printer instance. First 30 days of the first subscription are free.

11 – Other fees

1. **Mail delivery on the territory of Europe – £4/4,50€//\$6**
It covers sending of any mail to the Client, in a physical form, e.g. a paper copy of an invoice with weight up to 350 grams, when the document provided electronically with a qualified digital signature is not sufficient for the Client. The cost includes dispatch of a registered letter on the territory of Europe (including Cyprus, Russia and Israel).
 2. **Fee for the withdrawal of funds accumulated in CSC – £0,1/0,1€//\$0,1**
To the indicated bank account in Poland or the EURO zone. The minimum amount of a one-time withdrawal is PLN 500 or € 500. The fee applies only to payments made from the CSC balance, does not apply to funds transferred directly to the Client's account after each payment by the Customer.
 3. **Fee for the withdrawal of funds accumulated in CSC in CZK, GBP, USD – £7/7€//\$7**
To the indicated bank account maintained by the Bank in the zone of one of the three listed currencies. The fee applies only to payments made from the CSC balance, does not apply to funds transferred directly to the Client's account after each payment by the Customer.
 4. **Fee for payment of settlements with IAI with use of instant payments operated by IAI – 0,5% of the transaction value**
The fee is charged when the Client decides to pay settlements with IAI S.A. via a system of electronic payments with instant crediting instead of regular bank transfer. This does not refer to a transfer from the Balance in the Customer Service or a transfer related to payment to courier upon delivery. The fee is transferred to the payer by deduction of money from the Balance in a separate transaction.
 5. **Removal of access to the Service as a result of late payments – £175 / 200€ / \$260**
This fee is charged once, when payment deadline of at least one invoice is exceeded by over 60 days or the debt below the minimum balance lasted more than 60 days and there was no reaction to written summons or the debt was not paid back in accordance with the agreed schedule. The cost covers uninstallation, copying and archiving of data of 1 administration panel for 6 months or by termination of debt recovery court proceedings, and then, data destruction. For fixed term Contracts, administration panels are archived and access can be reinstated within the Contract term.
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1. **Return of Balance surplus – £6/8€//\$10**
It is possible to have surplus in the Balance. The fee includes costs of issuance and dispatch of a correction invoice, and when it is sent back, issuance of a bank transfer or payment via Internet payment system where the payee bears costs of the commission for the transfer.
 2. **Provision of information to the police, prosecutor's office or other state control or law enforcement bodies on operations of the Client executed via the Service, if request for such information is received – £24 / 30€ / \$40**
If the Client of the shop notifies the police or the prosecutor's office of an offence or a state body acts with such initiative and the Operator is forced to provide the required information on the Client to such bodies, the cost is charged for each case which is identified on the basis of the number of the file. The first two information provision services within a calendar year are free of charge.

Appendices:

1. Appendix 1 – Price List of E-mails and SMS services
2. Appendix 2 – Price List for IAI Pay online payments

Appendix 1 – Price List for e-mails and SMS services

The Operator provides the possibility to send text messages. If a text is longer than technical limits of the SMS standard, it shall be divided into separate messages sections and then sent out (0-160 characters = 1 message, 161-306 characters = 2 messages, 307-459 characters = 3 messages). Messages with 'branding' have an option of controlling the 11-symbol sender field which allows for specifying the sender name. 'Priority' messages are messages with a guarantee to be sent within 3 minutes of being triggered. SMS messages are added up daily and presented as a sum of costs of messages sent out on a given day.

Text messages are a paid service for all messages sent via the Operator's service.

1 – Mobile phones registered in Poland (prefix +48)

1. **Sending of 1 SMS PL – £0.032/0.037€//\$0.048**
2. **Sending of 1 SMS PL with branding – £0.033/0.038€//\$0.049**
3. **Sending of 1 priority SMS PL – £0.036/0.041€//\$0.053**
4. **Sending of 1 priority SMS PL with branding – £0.037/0.042€//\$0.055**

2 – Mobile phones registered in European Union countries (except Poland), USA, Canada, Australia, Kingdom of Saudi Arabia, United Arab Emirates, Oman, Kuwait and Bahrain

1. **Sending of 1 ordinary SMS – £0.065/0.074€//\$0.096**
2. **Sending of 1 SMS with branding – £0.072 / 0.083€ / \$0.108**
3. **Sending of 1 priority SMS – £0.072/0.083€//\$0.108**
4. **Sending of 1 priority SMS with branding – £0.075/0,085€//\$0.111**
5. **3 – Sending of 1 e-mail via FreshMail servers – £0.001 / 0.001€ / \$0.001**

Apart from free e-mails from servers where the internet shop is installed and external servers which are integrated using the SMPT protocol, the Operator offers an option to send e-mails using quick, reliable infrastructure specialising in email dispatch.. Such servers have high deliverability levels thanks to high reputation, they are able to deliver e-mails quicker, e.g. to free e-mail boxes and they report e-mail soft and hard bouncing. Additionally, when these services are used, the very process of e-mail dispatch affects the traffic on the server of the client less. Newsletters which are sent by Freshmail have the option of E-mail Marketing Pro service without the necessity of purchasing the service. The fee is calculated daily, rounded up.

Appendix 2 – Price List for IAI Pay online payments

The Operator provides IAI Pay electronic payments, among others through BLIK and so-called Pay-by-links (immediate, automatic bank payments), without the need to have an account with these banks or incur fixed fees. The operator transfers the full amount of payments to CSC and, for selected banks, directly to the Client's account, sending information about the payment to the payment service system for the order. The commission fees are the net amount of the Balance. **The following commissions apply only to deposits from banks and are not calculated when the money from COD orders is transferred to the CSC Balance.**

1. **Commission for handling payments with automatic payment booking - from 1.2% to 1.4% on the transaction value for Subscription Plans other than Smart Cloud:**
 1. The highest commission charged for payments is 1.4% of the transaction amount, calculated separately for each payment.
 2. If the total amount of all transactions of a given Client, in a given Settlement period, paid for by the Operator's system exceeds PLN 20,000, the Operator will apply a rate of 1.3% for all payments, regardless of their total value in the next Settlement period.
 3. If the total amount of all transactions of a given Client, in a given Settlement period, paid for by the Operator's system exceeds PLN 40,000, the Operator will apply a 1.2% rate for all payments, regardless of their total value in the next Settlement Period.
 4. If the total amount of all transactions of a given Client, in a given Settlement period, paid for by the system organized by the Operator exceeds PLN 60,000 - the fee can be negotiated.
 5. In the first month of turning on the service, the rate of 1.2% will be applied.
2. **Fee for the transfer of funds accumulated in CSC to the Client's Balance - £0/0€/0\$**
If the funds are intended to pay for the Operator's services.
3. **Fee for a recognized chargeback complaint - £25/25€/25\$**
The fee applies only to card payments for which a chargeback type complaint will eventually be recognized. The fee is paid to the card acquirer and is calculated in the same amount as the Operator is obliged to pay. The amount of the fee is independent of the amount of the transaction being advertised.