

# Price list for IdoSell service in GBP / EUR / USD for Clients from outside the EU

effective from the 1<sup>st</sup> of November 2021 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- Activation fees and overpayments on the Balance:

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

## 2 – Monthly subscription plans

- 1. Smart CLOUD plan - £19/25€//\$29 a month**  
Applies to open-ended contracts. At the time of concluding the contract, three times the subscription fee is charged in advance to be used for the activities of the Store.  
The scope of the Subscription Plan is specified in the Table in point 2.5. Pricelist.
- 2. Annual Smart CLOUD plan - £9/9€//\$12**  
Applies to fixed-term contracts. At the time of concluding the contract, twelve times the monthly subscription fee is charged in advance, to be used for the Store's operations.  
After twelve months, the value of the subscription is calculated according to the SMART CLOUD Plan rate.  
Other parameters as in the SMART CLOUD Plan.  
The scope of the Subscription Plan is specified in the Table in point 2.5. of the Price List.
- 3. Plan ELASTIC CLOUD – £89/99€//\$119 a month**  
For open-ended contracts, at the time of concluding the contract, three times the subscription fee is charged in advance to be used for the activities of the Store.  
For fixed-term, at the time of concluding the contract, a single subscription is charged in advance to be used for the activities of the Store.  
The scope of the Subscription Plan is specified in the Table in point 2.5. Pricelist.
- 4. Plan CLOUD PRO – £429/499€//\$599 a month**  
Converted from the SMART CLOUD or ELASTIC CLOUD subscription plan.  
The scope of the Subscription Plan is specified in the Table in point 2.5. of the Price List.

## 5. Subscription Plan Comparison Table

	SMART CLOUD	ELASTIC CLOUD	CLOUD PRO
Monthly package of free shop orders	30	60	600
Monthly package of free non-shop orders	60	180	1800
IAI POS monthly free order package	∞	∞	∞
Monthly package of free API calls <sup>5</sup>	100 000	100 000	1 000 000
Maximum permissible number of SKU	200 000	200 000	∞
Monthly free transfer package	50 GB	∞	∞
Disk space for files / data of the Store	10 GB	10 GB	100 GB

Transfer	50GB	∞	∞
Number of visits in the Store	∞	∞	∞
Number of warehouses in the Store	Up to 9	Up to 9	∞
Maximum number of edited items in group editing	∞	∞	∞
Photo limit on the product card	Up to 20	Up to 20	Up to 99
Maximum storage time for deleted products in the basket	30 days	30 days	∞
PayPal payments	Yes	Yes	Yes
Surcharge for a qualified shop order over the limit	change to Elastic Cloud	£0,39/0,45€//\$0,54	£0,13/0,15€//\$0,18
Surcharge for a qualified non-shop order over the limit	£0,09/0,10€//\$0,12	£0,09/0,10€//\$0,12	£0,04/0,05€//\$0,06
Surcharge for each started 100,000 API calls over the limit	change to Elastic Cloud	£4/5€//\$6	£4/5€//\$6
Additional 1GB of disk space for files / data of the Store	£1,0/1,20€//\$1,35	£0,80/0,90€//\$1,1	£0,80/0,90€//\$1,1
Surcharge for each additional 1GB of transfer	£0,20/0,25€//\$0,30	∞	∞
Unlimited number of stores that can be set up within one Panel	Yes	Yes	Yes
Free SSL for each store domain	Yes	Yes	Yes
Free Store regulations with updates	Yes	Yes	Yes
Free Standard Store Mask Templates Pack	Yes	Yes	Yes
Automatic updates to the standard template	Yes	Yes	Yes
Free Support	Yes	Yes	Yes
Store hosting during the contract period	Yes	Yes	Yes
Free technical domain	Yes	Yes	Yes
Unlimited number of domains assigned to the Store	Yes	Yes	Yes
Access to all built-in integrations	Yes	Yes	Yes
Support for multiple languages and currencies	Yes	Yes	Yes
Possibility to use your own SSL certificate	Yes	Yes	Yes
Virtual dedicated server	No	No	Yes
Email Pro - mass mailing	No	No	Yes
Free access to the affiliate program module	Yes	Yes	Yes
Other integrated payment systems	Yes	Yes	Yes
Other integrated systems of deferred payments, installments, foreign	Yes	Yes	Yes
Activation fee, one-time, for an additional store in the Panel	£25/29€//\$39	£25/29€//\$39	£25/29€//\$39
Monthly fee for an additional store in the Panel	£8/9€//\$10	£8/9€//\$10	£8/9€//\$10
Monthly fee White Label <sup>1</sup>	25%	25%	25%
Monthly fee Company branch	£6.25/7,5€//\$9.75	£6.25/7,5€//\$9.75	£18.75/22,5€//\$30
Monthly fee BankingPro	£50/57€//\$79	£50/57€//\$79	£50/57€//\$79
Monthly fee for B2B functionality package	£15/15€//\$15	£15/15€//\$15	£15/15€//\$15
Monthly subscription POS <sup>2</sup>	£19/24€//\$39	£19/24€//\$39	£19/24€//\$39
Monthly subscription Bridge <sup>2</sup>	£50/55€//\$69	£50/55€//\$69	£50/55€//\$69
Monthly subscription Printer <sup>2</sup>	£9/11€//\$14	£9/11€//\$14	£9/11€//\$14
Monthly subscription Downloader <sup>2</sup>	£20/25€//\$32	£20/25€//\$32	£20/25€//\$32
Monthly subscription Scanner <sup>2</sup>	£24/28€//\$45	£24/28€//\$45	£24/28€//\$45
Monthly subscription Kamssoft Bridge <sup>2</sup>	£150/165€//\$210	£150/165€//\$210	£150/165€//\$210
IdoSell RS smart recommendations <sup>6</sup> based on customer behavior	Depends on the traffic	Depends on the traffic	Depends on the traffic
Standard recommendations	Yes	Yes	Yes
Advanced recommendations based on commodity similarity	No	No	Yes
Monthly subscription Searching Pro <sup>4</sup>	No	£5/6€//\$7	£10/11€//\$13
Google Advertisements from IdoSell- in accordance with its Price List	Yes	Yes	Yes

Dynamic Pricing & Product Groups <sup>3</sup>	£10/11€//\$13	£10/11€//\$13	£10/11€//\$13
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All prices are net prices

<sup>1</sup> according to the price list, not less than £48/60€//\$80, see point 9.2. of the Price List.

<sup>2</sup> first 30 days of subscription are free.

<sup>3</sup> free service with Google Advertisements from Idosell

<sup>4</sup> free service with IdoSell RS - see point 9.8. of the Price List.

<sup>5</sup> excluding IdoSell supporting applications: POS, Bridge, Scanner, Printer and integration with wFirma.pl

<sup>6</sup> see point 9.6 of the Price List

### 3 - Additional charges and packages for exceeding Smart CLOUD service limits

1. No surcharge for exceeding API calls above the limit. After the limit is exceeded, the user is switched to a higher ELASTIC CLOUD Subscription Plan - in accordance with the IdoSell Service Regulations.
2. No surcharge for exceeding the limit of 30 free qualified store orders. After exceeding the limit, the user is switched to a higher ELASTIC CLOUD Subscription Plan - in accordance with the IdoSell Service Regulations.
3. Detailed prices are given in the Table in point 2.5. of the Price List.

### 4 - Additional charges and packages for exceeding Elastic CLOUD service limits

1. Detailed prices are given in the Table in point 2.5. of the Price List.

### 5 - Additional charges and packages for exceeding CLOUD PRO service limits

1. Detailed prices are given in the Table in point 2.5. of the Price List.

### 6 - Implementation packages

#### 1. BASIC implementation package – £799/949€//\$1239

It comprises a package of 23 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 XD 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 internal project management and communication (total number of hours in the package is 25,5 working hours).

#### 2. ADVANCED implementation package – £1579/1899€//\$2469

It covers the same scope of services as BASIC implementation package but comprises 46 working hours of implementation team. The package includes 5 free working hours for internal project management and communication (total number of hours in the package is 51 working hours).

#### 3. SOPHISTICATED implementation package – £2909/3419€//\$4449

It covers the same scope of services as BASIC implementation package but it comprises 83 working hours of implementation team. The package includes 9 free working hours for internal project management and communication (total number of hours in the package is 92 working hours).

#### 4. SUPREME implementation package – £5059/6069€//\$7909

It covers the same scope of services as BASIC implementation package but it comprises 147 working hours of implementation team.. The package includes 16 free working hours for internal project management and communication (total number of hours in the package is 163 working hours).

### 7 – Maintenance works

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1. **A working hour for custom design and development tasks – £43/49€//\$59**  
A working hour designated for Shop Template design & development, translations, Client data edits or importing data or creating a program to import data from an external database, including export to other online shop, unusual server configuration by the administrator, e.g. redirections, domains, etc
  2. **Day of contracted individual Web Developer work – £300/338€//\$413**  
**A working day, that is effectively a minimum of 7 working hours of work on the Template, Template Design, translation, website conversion, program development, etc.** It includes work based on the person ordered, with a frequency of 1, 2 or 4 times every 4 weeks, with a 1-month notice period.
  3. **Training 1 hour - £40/45€//\$55**

## 8 – 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 agreed 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 preparation of a virtualized dedicated server and the transfer of the DEDICATED CLOUD Service data with minimal impact on service uptime , at a time agreed together 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 changing the parameters of a virtualized dedicated server to a higher plan - £49/59€//\$75**  
It includes changing one of the DEDICATED CLOUD plan group to another DEDICATED CLOUD plan group with higher computing power.
5. **Fee for changing virtualized dedicated server parameters to a lower plan - £49/59€//\$75**  
It includes changing CLOUD PRO plan to ELASTIC CLOUD or Smart CLOUD plan group with lower computing power.

## 9 – Fees for additional services

Additional services are optional, non mandatory features which modify the standard, free of charge maintain of Service. Services billed on a monthly basis have the first month's charges prorated for the remainder of the month and in subsequent months are charged in advance for each month started. Services are enabled and fees are charged for every Site separately, regardless of the service plan. Applicable to all Subscription Plans, including those being discontinued.

1. **The monthly surcharge for an additional Shop for the Panel – £8/9€//\$10**  
The fee does not change the limits in the Subscription Plans.
2. **White-Label service – 25% of the total subscription plan fee and monthly surcharges for additional Shops, not less than £50/57€//\$79**  
It allows for the logo: "Powered by IdoSell" and Meta-Author to be removed from shop's template as well as the indication "Generated by IdoSell" from documents. The fee applies to to the whole Administration Panel and all of the shops the Panel contains. Charged in advance for the next Billing Period based on the previous month's surcharges.
3. **Company Branch service for SMART CLOUD or ELASTIC CLOUD – £6.25/7,5€//\$9.75**  
It allows for an additional shop template with separate selling company data, which is also included in sales documents.
4. **Company Branch service for CLOUD PRO and DEDICATED CLOUD – £18.75/22,5€//\$30**  
It includes the same functionality as Company Branch for Smart CLOUD – for different subscription plans, including those being discontinued.
5. **Banking Pro Services £50/57€//\$79**

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Allows automatic posting of transfers paid by Shop's customers to individual bank account numbers (Mass-collect) generated especially for them and generating return transfers. The fee is charged to the administration panel. The minimum period of using this service is 30 days.

**6. IdoSell RS Smart recommendations generated based on Shop's customer's behavior - depending on the traffic generated by the shop**

The service is settled as a fixed fee or commission on the orders actually acquired by IdoSell RS. Both components of the fee depend on the Operator's classification of the scale of traffic generated by the shop 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 IdoSell RS percentage commission is **£13/13€/13** per month.

**7. B2B module - £15/15€/15**

**8. Searching Pro - for ELASTIC CLOUD - £5/6€/7**

Additional text search capabilities, based on artificial intelligence algorithms and customer behaviour analysis. If you use IdoSell RS, the service is for 0 £0/0€/0

**Searching Pro - for CLOUD PRO - £10/11€/13**

**The service is not available for the SMART CLOUD Subscription Plan.**

**9. Dynamic Product Groups - £10/11€/13 per store**

Additional functionality which, thanks to the use of historical data from various sales channels, optimizes your offer. If you use the Google Ads service from IdoSell (formerly IAI Ads), the service is for £0/0€/0.

## 10 – Licenses for Fields of Use Other than the Service

Graphic assets (e.g. Templates, logos) created by our Webmasters can be used within IdoSell Service without purchasing any additional licenses. If you would like to utilise those assets outside of IdoSell Service (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 add-ons, Banners and Buttons) do not require purchasing additional licenses.

**1. Issuance of a written logo license – £29/34€/44**

Logos designed by our graphic artists are licensed for use within the IdoSell. An exclusive license with transfer of copyrights allows logos to be used it 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 materials outside IdoSell, 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.

## 11 – Supporting Applications

In order to launch the selected Supporting Application, a personal computer or a smartphone meeting the requirements specified in the detailed program descriptions available on the Operator's website is required. 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 IdoSell Scanner, IdoSell POS, IdoSell Bridge, IdoSell Downloader, 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. POS Subscription – £19/24€/39 per month**

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The fee includes 1 subscription period. A separate subscription is required for each 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. Bridge Subscription – £50/55€/ \$69 per month**

The fee includes 1 subscription period. A separate subscription is required for each Bridge instance. Only one installation of 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. Printer Subscription – £9/11€/ \$14 per month**

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

**4. Downloader Subscription – £20/25€/ \$32 per month**

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

**5. Scanner Subscription – £24/28€/ \$45 per month**

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

**6. Kamssoft Bridge Subscription – £150/165€/ \$210 per month**

7. The fee includes 1 subscription period. A separate subscription is required for each working Kamssoft Bridge. Installation of more than 1 Kamssoft Bridge for the same integrated program and the same warehouse at the same time is blocked. The first 30 days of the first subscription are free.

## 12 – 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 – £0.10/0,10€/ \$0.10**

To the indicated bank account in Poland or the EURO zone. The minimum amount of a one-time withdrawal is PLN 500 or € 500.

**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 CSC 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.

**3. Removal of access to the Service as a result of late payments – £175/200€/ \$260**

This fee is charged once, in the event of termination of the agreement due to the fault of the Client/Merchant, in particular due to payment arrears. The cost covers uninstallation, copying and archiving of data of 1 administration Panel for 1 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.

**4. 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, a transfer is made to the bank account indicated by the Client, held with a Polish bank i or through an online payment system where the payee bears costs of the commission fee for the transfer.

**5. 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 Shop's customer 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

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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 - Additional application hosting pricing**

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

The Operator provides the possibility to send SMS 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). Inserting one or more Polish diacritics as well as other non GSM protocol standard characters (e.g.: ę, ó, ł, ś, ą, ż, ź, ć, ń, Ū, Ŭ, Ä, Æ) will automatically shorten the maximum length of the SMS message (0-70 characters = 1 message, 71-134 characters = 2 messages, 135-201 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. The costs of sending sms messages also apply to those sent by the panel to its users, in particular in case of password recovery.

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 with branding – £0.033/0,038€//\$0.049**
2. **Sending of 1 priority SMS PL – £0.036/0,041€//\$0.053**
3. **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**

### 3 – Sending of 1 e-mail via FreshMail servers – £0.001/0,001€//\$0.001

Apart from free e-mails from servers where the online shop is installed and external servers which are integrated using the SMTP 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 – Additional application hosting pricing

Most individually written applications will need hosting, that is, placing them on a server. We offer a comprehensive approach and provide additional hosting for applications so that you do not have to worry about these issues.

### HOSTING MINI - £80/90€/ \$110 net per year

The basic fee paid in advance is **£80/90€/ \$110** net per year (regardless of the number of applications - programs on the server). If the sum of the charges exceeds the annual fee, the surcharges will be charged once a month or after the end of the year. The cost is calculated as the sum of hourly fees for each commenced:

1. 1GB of disk space, with a backup– **£0.001/0,001€/ \$0.001 (approx. £0.70/0,70€/ \$0.70 for a month)**
2. core – **£0,01/0,01€/ \$,01 (approx. £7/7€/ \$7 for a month)**
3. 0,5GB RAM – **£0,01/0,01€/ \$,01 (approx. £7/7€/ \$7 for a month)**
4. an additional fee is charged for each 1GB of outgoing traffic over 50GB at the price of **£0,005/0,005€/ \$,005 (approx. £3.60/3,60€/ \$3.60 for a month)**

### HOSTING PRO – £80/90€/ \$110 net per month

This is an extended offer of the HOSTING MINI service with the monthly maintenance of server space and applications.

As part of monthly activities, the stability of the application is checked, and necessary update corrections are made to increase performance and security. As part of such work, we ensure that the hosting environment and the application itself are up-to-date, the API and libraries used by the application are upgraded to the current stable versions.

An additional advantage of the extended version is the continuous monitoring of the application's operation and the ability to adjust the server power.

The basic fee paid in advance is **£80/90€/ \$110** net per month (regardless of the number of applications - programs on the server). If the sum of the charges exceeds the annual fee, the surcharges will be charged once a month or after the end of the year. The cost is calculated as the sum of hourly fees for each commenced:

1. 1GB of disk space, with a backup– **£0.001/0,001€/ \$0.001 (approx. £0.70/0,70€/ \$0.70 for a month)**
2. core – **£0.01/0,01€/ \$0.01 (approx. £7/7€/ \$7 for a month)**
3. 0,5GB RAM – **£0.01/0,01€/ \$0.01 (approx. £7/7€/ \$7 for a month)**
4. an additional fee is charged for each 1GB of outgoing traffic over 50GB at the price of **£0.005/0,005€/ \$0.005 (approx. £3.60/3,60€/ \$3.60 for a month)**