



# Price list for IdoSell Shop services in GBP & EUR

effective from the 1st of October 2015 until its cancellation

Settlement currency: GBP or EUR 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 – £1/1€**  
Paid once upon opening of an independent administration panel.
2. **Activation fee for an additional shop – £25/29€**  
Paid once upon opening of each additional shop for the existing administration panel.

## 2 – Service fees

1. **CLOUD plan – £39.99/44.99€**  
A monthly fee includes:  
Transfer up to 30GB  
Up to 5000 visits  
The number of API calls: up to 100000  
Data volume limit: 10GB  
The number of goods up to 5000  
Technical support and helpline: basic  
Functionality: functionality of IdoSell Shop with maximum quantity limits for shared servers. Does not include the E-mail Marketing Pro and Export Pro functions.
2. **DEDICATED CLOUD plan 1 (DC1) – £179/199€**  
A monthly fee covers: no surcharges for Transfer, the number of Visits, API calls or the quantity of goods. The virtual dedicated server's processing power is the only limit.  
Functionality: full IdoSell Shop functionality without quantity limits in modules.  
The fee includes administration and updating of a virtualised dedicated server.  
DC1 virtualised dedicated server specification: 1 CPU core, 4GB RAM, 100GB of disk space, connection with a nominal speed of 100 Mbps, without transfer limits. The fee includes basic technical support and helpline.
3. **DEDICATED CLOUD 2 (DC2) plan – £289/339€**  
A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a 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. The fee includes basic technical support and helpline.
4. **DEDICATED CLOUD 4 (DC4) plan – £399/469€**  
A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a virtualised dedicated server with the following specification: 4 processor cores dedicated permanently, 16GB RAM, 100GB of disk space, connection with a nominal speed of 100Mbps, without transfer limits. The fee includes basic technical support and helpline.
5. **DEDICATED CLOUD 8 (DC8) plan – £619/709€**  
A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a virtualised dedicated server with the following specification: 8 CPU cores, 32GB RAM, 100GB of disk space, connection with a nominal speed of 200Mbps, without transfer limits. The fee includes basic technical support and helpline.



**6. DEDICATED CLOUD 16 (DC16) plan – £999/1139€**

A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a virtualised dedicated server with the following specification: 16 CPU cores, 64GB RAM, 100GB of disk space, connection with a nominal speed of 200Mbps, without transfer limits.

**The fee includes PREMIUM technical support and helpline.**

**7. DEDICATED CLOUD 32 (DC32) plan – £1489/1705€**

A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a virtualised dedicated server with the following specification: 32 CPU cores, 128GB RAM, 100GB of disk space, connection with a nominal speed of 500Mbps, without transfer limits.

**The fee includes PREMIUM technical support and helpline.**

**8. DEDICATED CLOUD 64 (DC64) plan – £2489/2849€**

A monthly fee includes the same scope of services as DEDICATED CLOUD 1, and a virtualised dedicated server with the following specification: 64 CPU cores, 265GB RAM, 100GB of disk space, connection with a nominal speed of 500Mbps, without transfer limits.

**The fee includes PREMIUM technical support and helpline.**

**3 – Additional charges for exceeding CLOUD service limits**

**1. The surcharge for additional 1GB of traffic – £0,13 / 0,15€**

**2. The surcharge for additional 1000 visits – £4 / 5€**

Visits are also calculated for each order placed via marketplaces or Amazon. 1 order = 20 visits

**3. The surcharge for each additional 10000 API calls – £2,5 / 3€**

**4. The surcharge for each additional 5000 products – £7,5 / 15€**

**4 – Implementation packages**

**1. BASIC implementation package – £399/469€**

It comprises a package of 20 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 and mask encoding on the basis of a PSD shop design. If the client provided 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.

**2. ADVANCED implementation package – £789/899€**

It covers the same scope of services as BASIC implementation package but comprises 35 working hours of implementation team and allows also to use import and training services.

**3. SOPHISTICATED implementation package – £1349/1549€**

It covers the same scope of services as BASIC implementation package but it comprises 60 working hours of implementation team and allows also to use import and training services.

**4. SUPREME implementation package – £2249/2569€**

It covers the same scope of services as BASIC implementation package but it comprises 100 working hours of implementation team and allows also to use import and training services.

**5 – Services**

**1. A working hour of personalized works – £29/34€**

A working hour for works over a Shop Mask, Project of a Shop Mask, translations, edition of Client's data or creation of a software for import of data from an external database, including a different internet shop, unusual server configuration by the administrator within, i.e. redirections, domains, etc

**This service is available in Express mode at the price of £20 / 22€ for each commenced 30 minutes of work.**

**2. A working hour for training on sales based on IdoSell Shop in the location of the training centre – £29 / 34€**

It includes training in the main office of the Operator for 1 to 6 persons indicated by the Client or a remote training on management of e-commerce business, an internet shop or operation of IdoSell Shop



(it does not include access to technical support by phone and IdoSell Shop Tickets), including remote configuration of the system or program. The fee does not include travelling costs to the office of the Client. Maximum duration of the training is 4 hours.

## 6 – Administrative fees

- 1. Fee for migration from a shared server to a virtualised dedicated server – £0/0€**  
The fee is paid upon opening of services in the DEDICATED CLOUD variant. It includes preparation of a virtualised dedicated server and data transfer from the shared server, with minimal impact on service uptime, at time determined together with the Client.  
**The service is available in Express mode for £100 / 115€.**
- 2. Fee for the downgrade from a virtualised dedicated server plan to a shared server – £79/89€**  
It covers preparation of the Shared Server and data transfer from the Virtualised Dedicated Server to the Shared Server
- 3. Fee for the virtualised dedicated server plan upgrade – £0/0€**  
It includes a change of one plan from DEDICATED CLOUD group into another in the same group with new, higher parameters.  
**The service is available in Express mode for £200 / 215€**
- 4. Fee for the virtualised dedicated server plan downgrade – £69/79€**  
It includes a change of one plan from DEDICATED CLOUD group into another in the same group with lower parameters.  
**The service is available in Express mode for £100 / 115€**

## 7 – Fees for additional services

Additional services are optional modules which modify standard, free Services. The service fees are charged monthly; pro-rata. So if you start using our services in the middle of a calendar month, you will only be charged for the remaining days. Services are enabled and the fees are charged for every Shop Mask separately, regardless of the service plan.

- 1. The monthly surcharge for an additional shop for the panel – £8/9€**  
Additional shops do not increase any CLOUD service limits.
- 2. White-Label service – £50 / 57€**  
It allows for the logo: 'Powered by IdoSell Shop', the alternative text and the link from the shop template and Meta-Author on one page in the administration panel to be removed.
- 3. Premium IP service – £6,25 / 7,5€**  
It allows for a separate, dedicated Ipv4 address to be assigned to the store's front-end. 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€**  
It allows for an additional template with separate company data, which is also included in sales documents.
- 5. Company Branch service for plans different from CLOUD – £18,75/22,5€**  
It includes the same functionality as Company Branch for CLOUD - for different subscription plans.
- 6. E-mail Marketing Pro – £9,75/11€**  
It enables newsletters with variables, triggered messages and other advanced e-mail marketing functionality. This service is available only for dedicated server subscriptions (Dedicated Cloud). The fee is charged per administration panel. The minimum period of use of this service is 14 days.

## 8 – Issuance of licenses to use the works in different materials than the website of IdoSell Shop

Graphic works can be used without purchasing any license on websites connected with the Service. If the Client wants to use the logo in different materials than the website of IdoSell Shop, he has to purchase a transfer of



property rights. Works not listed below (i.e. e-mail templates, HTML and JavaScript addons, Banners and Buttons) do not require purchasing additional license.

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

Logos designed by our graphic artists are included in the license to be used under IdoSell Shop. An exclusive license with transfer of copyrights allows to register the mark and use it at will. The fee includes a written, exclusive license with transfer of property rights. If a logo was designed under the fee for execution of a website design, we allow to use it exclusively on websites connected with the Service. If the Client wants to use the logo in different materials than the website of IdoSell Shop, he has to purchase a transfer of property rights.

The fee includes issuance and transfer of an exclusive license for 1 trademark in a PDF file, signed with digital qualified signature, and does not include the cost of preparation and vectorization of graphics. These works have to be executed under additional graphic works, 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. Issuance of a written Shop Mask license – £300 / 350€**

The fee includes providing a shop mask in a PSD format with the right to cut the artwork and encode it without using the IdoSell Shop service. The license is exclusive and includes agreement on further modifications by the Client.

**3. Issuance of a written Shop Mask layout license – £1000 / 1200€**

The fee includes providing a shop mask in a language of descriptions, JavaScript and CSS being a part of the Shop Mask. The license is exclusive and includes agreement on further modifications by the Client.

## **9 – Supporting Applications**

A personal computer with Windows operating system and an up-to-date .NET. environment is required to start up a chosen Supporting Application. Paid supporting applications allow to order demo license keys and test an application before a paid license is ordered. Fees include a license for 365 days of use on any number of computers connected with one Administration Panel, free updates and technical support. Licenses for integrating programs do not include the cost of licences for third parties' programs or costs of access to databases of providers, which should be obtained on one's own. '(Extension)' licenses extend the validity of a license by the following 365 days and are available if they are ordered within 30 days from the date of expiry of the previous license key. The cost of license for IAI Scanner application includes use by one device during 24 hours, and if the Client wants to use more devices at the same time, they purchase as many licenses as many devices use the program during 24 hours.

**1. IAI POS license – £249 / 285€**

**2. IAI POS license extension – £187 / 214€**

**3. IAI Downloader license – £200 / 225€**

**4. IAI Downloader license extension – £180 / 200€**

**5. IAI Bridge license – £699 / 799€**

**6. IAI Bridge license extension – £499 / 569€**

**7. IAI Bridge Professional license – £799 / 899€**

**8. IAI Bridge license Professional extension – £699 / 799€**

**9. IAI Scanner license – £249 / 285€**

**10. IAI Scanner license extension – £249 / 285€**

## **10 – Other fees**

**1. Mail delivery on the territory of Europe – £4/4,50€**

It covers sending of any mail to the Client, in a material 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. **The fee for payment of settlements with IAI into the Balance with use of immediate PayPal payments – consistent with the commission charged by PayPal Inc.**  
The fee is charged when the Client decides to pay settlements with IAI S.A. into the Balance, instead by a bank transfer, via a system of electronic payments with immediate crediting of PayPal payments. The fee is transferred to the payer by deduction of money from the Balance in a separate transaction.
3. **The fee for payment into the Balance of settlements with IAI with use of immediate payments operated by IAI – 1.8% of the value of a transaction**  
The fee is charged when the Client decides to pay settlements with IAI S.A. into the Balance instead by a bank transfer, via a system of electronic payments with immediate crediting of mTransfer or MultiTransfer payments. 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.
7. **Removal and archiving of administration panel in result of payment arrears – £175 / 200€**  
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.
8. **Assignment – £10/15€**
9. **Return of surplus in the Balance – £6/8€**  
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, of a bank transfer into a bank account of the client kept in a Polish bank or via Internet payment system where the payee bears costs of the commission for the transfer.
10. **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 – £12 / 15€**  
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.

#### Appendixes:

1. Appendix 1 – Price List of E-mails and SMS
2. Appendix 2 – Price List for SSL certificates

The Price List was adopted in a meeting of the Board of Management of IAI S.A. by the decision no. PL/10/2015 of 28<sup>th</sup> August 2015.



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

The Operator provides the possibility to send text messages. If a text is longer than technical limits of SMS standard, it shall be divided into smaller sections and then sent out. Messages with 'branding' have an option of control of the 11-symbol sender field which allows to introduce the name of the Client which will not mislead the receiver as to the identity of the sender. 'Priority' messages are messages with a guarantee that the Operator will send the message within 3 minutes. SMS are added up daily and presented as a sum of costs of messages sent out on a given day.

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

- 1. Sending of 1 ordinary SMS PL – £0,032/0,037€**
- 2. Sending of 1 SMS PL with branding – £0,033/0,038€**
- 3. Sending of 1 priority SMS PL – £0,036/0,041€**
- 4. Sending of 1 priority SMS PL with branding – £0,037/0,042€**

### **2 – Mobile phones registered in European Union countries (except Poland), USA, Canada and Australia**

- 1. Sending of 1 ordinary SMS PL – £0,065/0,074€**
- 2. Sending of 1 SMS PL with branding – £0,067 / 0,077€**
- 3. Sending of 1 priority SMS PL – £0,072/0,083€**
- 4. Sending of 1 priority SMS PL with branding – £0,075/0,085€**

### **3 – Sending of 1 e-mail by FreshMail servers – £0,00075 / 0,00085€**

Apart from free e-mails from servers where an internet shop is installed and own servers of the client which are integrated by SMTP protocol, the Operator offers an option to send e-mails from quick infrastructure, entities which specialise in e-mail dispatch. Such servers have high deliverability level 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, the very process of e-mail dispatch affects the traffic on the server of the client less. Newsletters which are sent by Freshmail have option of E-mail Marketing Pro servicewithout the necessity of purchasing the service. The fee is calculated daily, rounded up.





## Appendix 2 – Price List for SSL certificates

The Operator offers the possibility to use SSL certificates for a safe transfer with SSL / HTTPS protocol. Services below, related to SSL certificates, are offered for every subscription plan. The Operator allows to use certificates which have been obtained free of charge from a different source than the Service. If SSL certificates different from certificates issued for the technical domain are used, Premium IP service, listed in the main part of the Price List, must be purchased.

SSL certificates are issued and signed in co-operation with CERTUM PCC (Unizeto Technologies S.A.) and are consistent with international standards confirmed by WebTrust™ certificate. This guarantees that the certificate will be displayed correctly. For orders for SSL certificates the Operator offers full support and help in the process of acquisition of a SSL certificate. Certificates are issued for 1 year, 2 or 3 years, fee is charged for the whole period in advance. When a certificate is purchased, it can be downloaded on one's own and used also for different purposes than the Service. Wildcard certificates are certificates purchased for domains with any prefix, that is, \*.mydomain.pl, where \* means any prefix.

### 1 – SSL Certificate provided by the Operator consistent with technical domain – £0 / 0€

### 2 – Purchase or renewal of Commercial SSL certificates issued by CERTUM PCC

Commercial SSL is the basic SSL CERTUM certificate which comprises the name of the domain, without company name.

1. Commercial SSL certificate – 1 year – £33 / 38€
2. Commercial SSL certificate (renewal) – 1 year – £25 / 28€
3. Commercial SSL certificate – 2 years – £58 / 65€
4. Commercial SSL certificate (renewal) – 2 years – £45 / 50€
5. Commercial SSL certificate – 3 years – £88 / 94€
6. Commercial SSL certificate (renewal) – 3 years – £70 / 80€
7. Commercial SSL Wildcard certificate – 1 year – £69 / 79€
8. Commercial SSL Wildcard certificate (renewal) – 1 year – £62 / 70€
9. Commercial SSL Wildcat certificate – 2 years – £125 / 143€
10. Commercial SSL certificate Wildcard (renewal) – 2 years – £112 / 128€
11. Commercial SSL Wildcat certificate – 3 years – £175 / 199€
12. Commercial SSL Wildcat certificate (renewal) – 3 years – £157 / 180€

### 3 – Purchase or renewal of Trusted SSL certificates issued by CERTUM PCC

Trusted SSL is an OV (organization validated) SSL CERTUM certificate. It displays verified company data including the domain for which the certificate was issued.

1. Trusted SSL certificate – 1 year – £125 / 143€
2. Trusted SSL certificate (renewal) – 1 year – £112 / 128€
3. Trusted SSL certificate – 2 years – £225 / 257€
4. Trusted SSL certificate (renewal) – 2 years – £202 / 230€
5. Trusted SSL certificate – 3 years – £315 / 360€
6. Trusted SSL certificate (renewal) – 3 years – £282 / 323€
7. Wildcard Trusted SSL certificate – 1 year – £249 / 285€
8. Wildcard Trusted SSL certificate (renewal) – 1 year – £225 / 257€
9. Wildcard Trusted SSL certificate – 2 years – £449 / 514€
10. Wildcard Trusted SSL certificate (renewal) – 2 years – £405 / 463€



- 
11. Wildcard Trusted SSL certificate – 3 years – £625 / 714€
  12. Wildcard Trusted SSL certificate (renewal) – 3 years – £562 / 643€