

Price list for IdoSell service

for EU Clients in GBP/ EUR / USD

Effective from the 1st of January 2023 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:

- Activation fee for Plan Smart CLOUD - £109/109€/ \$109**
Paid once upon opening of an independent administration panel.
- 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

- Plan Smart CLOUD - £9/9€/ \$12**
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 worth **£19/25€/ \$29 a month**.
The scope of the Subscription Plan is specified in the Table in point 4. of the Price List.
- Plan Elastic CLOUD – £89/99€/ \$119 a month**
At the time of concluding the contract, three times the Subscription fee is charged in advance to be used for the Store's operations.
The scope of the Subscription Plan is specified in the Table in point 4. Pricelist.
- 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 4. of the Price List.
- Subscription Plan Comparison Table**

	SMART CLOUD	ELASTIC CLOUD	CLOUD PRO
Monthly package of free shop orders ¹	30	60	600
Surcharge for qualified order over the limit	Change to Elastic Cloud	0,45£/ 0,5€/0,6\$	0,15£/ 0,17€/0,20\$
Monthly package of free non-shop orders ¹	60	180	1800
Surcharge for non-shop orders over the limit	0,10£/0,11€/0,13\$	0,10£/ 0,11€/0,13\$	0,05£/ 0,06€/0,07\$
IdoSell POS monthly free order package	∞	∞	∞
Monthly package of free API calls ²	100000	100000	100000
Surcharge for each additional 100,000 API calls over the limit	Change to Elastic Cloud	5,5£/5,5€/5,5\$	5,5£/5,5€/5,5\$
Maximum permissible number of SKU	200000	200000	∞
Storage space for optional files such as videos, PDFs, etc.	10 GB	10 GB	100 GB
Additional 1GB storage space for optional files	1£/1,2€/1,35\$	0,80£/ 0,90€/1,10\$	0,80£/ 0,90€/1,10\$
Transfer	50GB	∞	∞
Additional 1GB of generated transfer	0,20£/0,25€/	∞	∞

	0,30\$		
Maximum number of independent self-storage facilities	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	∞
Built-in IdoPay optional payments (PayByLink, BLIK, PayPo)	1,6%	1,4%	1,2%
Built-in IdoPay optional payments (card payments)³	1,1%	0,9%	0,7%
Possibility of using other, integrated payment systems	Yes, free of charge	Yes, free of charge	Yes, free of charge

¹ only qualified orders ("shop or non-store order, which has the status of paid or indicated form of payment on delivery; orders with the status of "customer cancelled", "false", "lost", "merged" are counted as qualified orders. However, if the order has the status of paid or indicated cash on delivery, and at the same time the status of "customer cancelled", "false", "lost", "merged", the Operator considers such an order as a Qualified Order)

² excluding IdoSell supporting applications: POS, Bridge, Scanner, Printer and integration with wFirma.pl

³ fee for the Operator under the IF++ model - see Price list for IdoPay online payments [link]

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.

Detailed prices are given in the Table in point 4. 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 4. 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 4. of the Price List.

6 - Implementation works

1. A working hour of implementation works – £30/35€/ \$40

A working hour for work on the customisation and launch of a newly activated Store, including an additional Store in the Administration Panel and migration of the Customer's existing Store to the Operator's Service. Includes work on the Template, Template Design, translations, editing the Customer's data, importing data, creating a custom application, unusual server configuration by the administrator in terms of redirects, domains, etc.

2. Crossborder basic package - £400/499€/ \$499

Automatic translation of the store into the language of the country (list of languages available on the offer page). Included 10 million characters, above this limit £0,05/0,05€/ \$0,05 for each started 1000 characters. The limit can be used until the store implementation is completed (up to a maximum of 30 days from the start of implementation). Access to automatic translation service in subsequent months at a price of £0,05/0,05€/ \$0,05 for each started 1000 characters. Store template (translation verified by a translator). Support in selecting solutions and integrations for a selected country, setup of the store by a dedicated implementation supervisor.

7 – Maintenance works

1. **A working hour for custom design and development tasks – £45/55€/£60**
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. **Single day of contracted individual Web Developer work - £350/400€/£500**
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 for a single day without a long term contract.
4. **Training 1 hour - £40/45€/£55**
5. **Redesign 1 hour - £35/40€/£50**
Working hour for the customisation of a new Template, based on the standard Templates in force at the time of the order for the Clients's existing Shop. Includes work on the Template, Template Design and translations.

8 – Administrative fees

1. **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.
2. **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.
3. **Fee for changing virtualized dedicated server parameters to a lower plan - £49/59€/£75**
It includes changing plan from DEDICATED CLOUD plan group to another plan from this 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 – £14/15€/£17**
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 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 – £12/12€/£12**
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 – £24/24€/£24**
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**

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 behaviour - 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: **£189/189€//\$189** , **319/319€//\$319** or 5% or **619/619€//\$619** or 2,5%. The minimum value of the IdoSell percentage commission is **£13/13€//\$13** per month.

7. B2B module - £24/29€//\$49

8. Searching Pro - for Elastic CLOUD - £10/12€//\$14

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.

Searching Pro - for CLOUD PRO - £20/22€//\$26

The service is not available for the Smart CLOUD Subscription Plan.

9. Composer Pro - £20/22€//\$26

Enables the creation and editing of the Template, as well as its individual elements. It is possible to download the files of the Template in order to make it available in other IdoSell panels.

10. One year fee for a Commercial Wildcard SSL for one shop domain - £25/25€//\$25

Includes the generation of an SSL security certificate for a single store domain with a one-year expiration date.

11. Fee for installing client's own SSL certificate for one store domain - £49/49€//\$49

Includes IdoSell support assistance in configuring an SSL certificate purchased outside of IdoSell for a single store domain

12. 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 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 – £24/30€//\$48 per month

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 – £60/66€//\$83 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 – £18/22€//\$28 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 – £27/33€//\$43 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 – £31/36€//\$58 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. Kamsoft Bridge Subscription – £150/165€//\$210 per month

The fee includes 1 subscription period. A separate subscription is required for each working Kamsoft Bridge. Installation of more than 1 Kamsoft 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.

3. Fee for the withdrawal of funds accumulated in CSC in PLN to accounts maintained in foreign banks - £9/9€//\$9

Available only for UE-based Merchants

4. 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. Available only for UE-based Merchants

5. 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.

6. 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.

7. **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.

8. **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 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.

Current price list for other services:

1. **Price List of E-mails and SMS services** [\[link\]](#)
2. **Price List for IdoPay online payments** [\[link\]](#)
3. **Additional application hosting pricing** [\[link\]](#)