



IdoSell.com Service Price List – GBP & EUR

Obligatory since 4th April 2012

Price List Billing Currency: GBP or EUR

1 – Administration fees

1. Activation fee – 149£ / 169€

Charged one time for installation of independent Administration Panel.

2. Activation fee for additional shop – 25£ / 28,5€

Charged one time activation of each additional shop installed to already existing Administration Panel.

3. Dedicated Virtual Server preparation fee – 75£ / 85€

Fee charged for activation of Service in DC1, DC2, DC4 or DC8 subscription plan. It covers the preparation of Dedicated Virtual Server and transfer of Service data from Shared Server in a manner that should not result in any shutdowns, in term agreed with the Customer.

This service is also available in Express mode – 100£ / 115€

4. Change of Dedicated Virtual Server parameters fee – 75£ / 85€

It covers the change of one of the subscription plans – DC1, DC2, DC4 or DC8 – to a different Dedicated plan. If it is necessary, the fee covers all activities related to relocation of Customer's virtual machine and its reconfiguration with new parameters.

This service is also available in Express mode – 100£ / 115€

5. Change of Dedicated Virtual Server parameters fee, made in 14 days from the last change – 3£ / 4€

It covers the cost of fulfilling the service, described in 1.3 and 1.4 point of present Price List, in 14 days from accepting the last task of server change.

6. Migration from the Dedicated Server to a Shared Server fee – 75£ / 85€

It covers the Shared Server preparation and transfer of Service data from Dedicated Virtual Server to Shared Server in a manner that should not result in any shutdowns, in term agreed with the Customer.

7. Removal and creation of backup copy of store as a result of arrears in payments – 175£ / 200€

8. Cession – 10£ / 11,5€

9. Balance surplus withdrawal fee – 6£ / 8€

It is possible to withdraw the Balance surplus. The fee covers the handling costs for operation of issuing and sending the corrective invoice and – after dispatching it – the money transfer to the, pointed by the Customer, bank account in Polish bank or other Internet payment system in which the receiver bears the cost of commission fee.

10. Unjustified reporting of a Ticket as a Critical one – 10£ / 11,5€

In case of reporting a Ticket as a Critical, for cases other then the ones defined in the Terms and Conditions of the Service, a fee is charged for every unjustified report.



2 – Subscription fees

1. **CLOUD subscription plan – 7,50£ / 8,5€**

Monthly fee covers:

Data Transfer: up to 30GB

Number of Visits: up to 5000

Number of API Calls: up to 10000

Data volume quota: 10GB

Number of products limit: up to 5000

Functionality: full functionality of the IdoSell.com with maximum limits for Shared Servers.

2. **DEDICATED CLOUD 1 (DC1) subscription plan – 84£ / 96€**

Monthly fee with no Additional Fees for Transfer, number of Visits, API Calls or number of products.

The only limit is the Dedicated Virtual Server capacity.

Functionality: full functionality of the IdoSell.com without any quantitative limits in modules.

Administration and updated of Dedicated Virtual Server are included in fee.

DC1 Dedicated Virtual Server has: 1 Intel Xeon processor core, 3000MB RAM, 80GB of disc space and a network connection with nominal bandwidth of 1Gbps without transfer limit.

3. **DEDICATED CLOUD 2 (DC2) subscription plan – 135£ / 155€**

Monthly fee which includes the same scope of services as in DEDICATED CLOUD 1 plan and a following Dedicated Virtual Server parameters: 2 Intel Xeon processor cores, 6000MB RAM, 80GB of disc space and a network connection with nominal bandwidth of 1Gbps without transfer limit.

4. **DEDICATED CLOUD 4 (DC4) subscription plan – 187,50£ / 214€**

Monthly fee which includes the same scope of services as in DEDICATED CLOUD 1 plan and a following Dedicated Virtual Server parameters: 4 Intel Xeon processor cores, 12000MB RAM, 80GB of disc space and a network connection with nominal bandwidth of 1Gbps without transfer limit.

5. **DEDICATED CLOUD 8 (DC8) subscription plan – 317,50£ / 363€**

Monthly fee which includes the same scope of services as in DEDICATED CLOUD 1 plan and a following Dedicated Virtual Server parameters: 8 Intel Xeon processor cores, 24000MB RAM, 80GB of disc space and a network connection with nominal bandwidth of 1Gbps without transfer limit.

6. **DEDICATED CLOUD 8x2 (DC8x2) subscription plan – 636£ / 727€**

Monthly fee which includes the same scope of services as in DEDICATED CLOUD 8 plan and transmission performed by two parallel servers with parameters exactly as in DC 8 subscription plan.

3 – Additional Fees

1. **Additional Fee for each started 1GB of Transfer beyond the CLOUD limit – 0,13£ / 0,15€**

2. **Additional Fee for each started 1000 Visits beyond the CLOUD limit – 3,1£ / 3,55€**

3. **Additional Fee for each started 10000 API Calls beyond the CLOUD limit – 2,5£ / 3€**

4. **Additional Fee for each 5000 additional products beyond the CLOUD limit – 7,5£ / 15€**

5. **Additional Fee for each additional shop in Administration Panel – 6,25£ / 7,5€**

The fee does not change the Transfer Limit.

4 – Maintenance works

1. **Working hour cost of data import – 25£ / 28,5€**

Working hour of editing the Customer's data or developing an application dedicated to data import from external database, including a different on-line shop.

This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.

2. **Working hour cost of programmers team developing a new function – 25£ / 28,5€**

Working hour of developing a new function that increases the Service functionality in accordance to the Customer's guidelines, if they are not incompatible or conflicting with functionalities used by other



Customers.

This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.

3. **Working hour cost of programmers team developing a new application – 25£ / 28,5€**
Working hour of developing a new function that increases the external application – which is not a part of the Service – functionality, in accordance to the Customer's guidelines.
This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.
4. **Working hour cost of training – performed in the training location – concerning handling sales based on the IdoSell.com – 25£ / 28,5€**
It includes training in the Provider's headquarters or performed remotely Training covers running the e-commerce enterprise, on-line shop or handling the IdoSell.com (it does not include the access to technical support by phone or IdoSell.com Tickets) and is intended for 1 to 6 persons – delegated by the Customer – at the same time. The fee does not include the costs of transportation bore by the Customer. Maximum time of training is 4 hours.
5. **Fee for day of training – performed outside of the training location – concerning handling sales based on the IdoSell.com - 320£ / 360€**
It includes training outside the Provider's headquarters. Training covers running the e-commerce enterprise, on-line shop or handling the IdoSell.com, is intended for expedient persons and performed in location indicated by the Customer. The fee does not cover costs of transportation of trainer to the Customer's headquarters, and costs of his accommodation, if it is necessary. Time of training is agreed upon, taking into account the means of transportation for the trainer.
6. **Cost of server administrator working hour – 25£ / 28,5€**
Working hour of server administrator who works trough untypical service works, for which reconfiguration of server or other services, installed on the Provider's servers, is necessary.
This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.

5 – Graphical works

1. **Working hour cost of graphics team performing activities related to the Shop Mask – 25£ / 28,5€**
Working hour of person performing modifications of the Customer's Shop Mask or auction templates. In case of works related to developing a new language version, the cost of translation and text preparation is not included. In such cases, the Customer should provide translation prepared by his own translator.
This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.
2. **Working hour cost of graphics team performing other graphical works - 25£ / 28,5€**
Working hour of person performing services for Customer, covering creating graphical elements such as: press advertisements, retouch and other graphical services not directly related to modifications of Shop Mask or other services related to creating Flash objects or other for which a specialistic software is necessary.
This service is also available in Express Mode – 17,5£ / 20€ for every started half of hour.
3. **BASIC Graphics Package – 399£ / 459€**
It includes 18 working hours of graphics team needed for preparation of page design and Shop Mask coding, based on project in the PSD format. In case of providing a shop project prepared by the Customer, the entire time is used for coding and – if it is not used in full – it can be used for other graphical services.
4. **ADVANCED Graphics Package – 789£ / 899€**
It covers the same scope of services as in the BASIC graphics package, but it includes 35 working hours of graphics team.
5. **SOPHISTICATED Graphics Package – 1349£ / 1549€**
It covers the same scope of services as in the BASIC graphics package, but it includes 60 working hours of graphics team.
6. **SUPREME Graphics Package – 2249£ / 2569€**
It covers the same scope of services as in the BASIC graphics package, but it includes 100 working hours of graphics team.
7. **Drawing a written license for logo – 25£ / 28,5€**
Logos created by our graphic designers are used – within the scope of license – in the IdoSell.com shops.



Obtaining exclusive license conveying the copyright laws and property rights to the Customer allows for registering the trademark and disposing it freely. The fee covers granting a written, exclusive license conveying the property rights. If – within the scope of fee for preparation of shop project – a logo was also created, The Provider allows only for using it on the pages directly related to the Service. If the Customer would like to use this logo in materials other than the shop page, he should purchase the convey of property rights.

The fee covers drawing and sending the PDF document, signed with qualified digital signature, which contains a exclusive license for 1 trademark and it does not include the cost of preparation and vectorization of this graphic. These works need to be performed as a additional graphical works, billable on general grounds, or performed by the Customer himself. Sending this license as a printed document demands a additional Consignment in Europe service.

6 – Technical support services

To each of the subscription plans, the Customer must purchase a proper technical support variant. In the English language variant, the Polish support is also included.

1. **Technical support in English language for CLOUD subscription plan – 41,50£ / 50,50€**
2. **Technical support in English language for DEDICATED CLOUD 1 subscription plan – 85£ / 93€**
3. **Technical support in English language for DEDICATED CLOUD 2 subscription plan – 154£ / 184€**
4. **Technical support in English language for DEDICATED CLOUD 4 subscription plan – 221,50£ / 255€**
5. **Technical support in English language for DEDICATED CLOUD 8 subscription plan – 301,50£ / 346€**
6. **Technical support in English language for DEDICATED CLOUD 8x2 subscription plan – 603£ / 692€**

7 – IdoSell.com Supporting Applications

To run the selected Supporting Application necessary is: a personal computer with Windows operating system and up-to-date .NET software environment. Paid Supporting Applications allow for ordering demo license keys and testing the software prior to purchasing it. The fees include license for 365 days with support for multiple (unlimited) computer stations connected to one Administration Panel, free updates and technical support. Licenses for integrating applications do not cover the cost of license for applications of Third Parties or costs of access to suppliers databases, which should be obtained individually. License of “prolongation” type are extending the license for another 365 days and are available in case of ordering the application not longer than 30 days after the expiration of the former license key.

1. **License for IAI POS – 249£ / 285€**
2. **License for IAI POS (prolongation) – 99£ / 119€**
3. **License for IAI-Shop.com Downloader BETA – 0£ / 0€**
4. **License for IAI-Shop.com Downloader BETA (prolongation) – 0£ / 0€**

8 – Additional services

Additional services are optional, not obligatory modules modifying the standard, free-from-charge Service behavior. White-Label, Premium IP and Company Branch services have – in the first month of use – fees calculated proportionally to number of days until the end of the month and – in the next months – in advance for every started month. Service is established and the fee charged for every Shop Mask separately, independently from the subscription plan.

1. **White-Label service – 50£ / 57€**
It allows for removing the “Powered by IdoSell.com” logo, alternative text, link from the Shop Mask and Meta-Author section.
2. **Premium IP service – 6,25£ / 7,5€**
It allows for running the Shop Mask on separate IPv4 address. This service is necessary to install the



- Customer's SSL certificate. The Provider shall have the right to refuse to fulfill this service in case of lack of free IPv4 addresses.
3. **Company Branch service for CLOUD subscription plan – 6,25£ / 7,5€**
It allows for supporting an additional Shop Mask with separate Billing Details for selling company and support for these details also in selling documents.
 4. **Company Branch service for subscription plans other than CLOUD – 18,75£ / 22,5€**
It covers the same functionalities as a the Company Branch service for CLOUD subscription plan but for other subscription plans.
 5. **Export Generation Pro service – 6,25£ / 7,5€**
In subscription plans supported on shared servers it allows to generate offer files for purposes of integration with external sites (i.e. price comparers) at indicated hour (accurate within 1 hour) once a day. For DEDICATED CLOUD subscription plans it allows for the same scope of operations, but more often than once a day, but not more than once every 4 hours. Before activation, please check what kind of offers are currently supported by it.
 6. **E-Mail Marketing Pro service for CLOUD subscription plan - 2,25£ / 2,60€**
Allows to send personalized newsletters, set auto-responders and perform many other e-mail marketing operations.
 7. **E-Mail Marketing Pro service for subscription plans other than CLOUD - 10£ / 12€**
Covers the same scope of functionalities as E-Mail Marketing Pro service for CLOUD subscription plan.
 8. **Second, mobile version of shop page – 2,25£ / 2,60€**
Additional shop mask for mobile devices available to already existing stores – not an additional store.
 9. **Consignment in Europe – 4£ / 4,50€**
It covers sending of any consignment to the Customer in a material form, i.e. paper invoice copy (with weight up to 350 grams), in situations when the Customer needs something else than a electronic document, signed with qualified digital signature. The cost covers sending a registered mail to any of the European countries (including Cyprus, Russia and Israel).
 10. **Fee for withdrawal of funds from CSC to a specified bank account in SEPA– 1,5£ / 1,75€**
 11. **Fee for transfer of funds from CSC to Balance – 0£ / 0€**
 12. **Fee for payment made to Balance by means of PayPal system – 0£ / 0€**
Fee paid by payer – operation is performed by deducting funds from current Balance.
 13. **Fee for payment made to Balance by means of by IAI payment system – 2% of transaction value**
Payment paid by payer by deduction of funds from Balance.

Appendixes:

1. Appendix no. 1 – SMS Price list

All of the prices are net prices and – to calculate the gross price for companies not squaring VAT in EU countries – should be adjusted by 23% VAT. Companies from outside the EU, but squaring VAT in the EU, have their invoices squared without VAT.

Price List was adopted at the meeting of the Executive Board of IAI S.A by a resolution no. PL/1/2012 dated 30 March 2012.



Appendix no. 1 – SMS Price list

Provider allows to send SMS. Texts longer than standard limits are divided into multiple messages. Branded messages allow to change content of 11-character-long Sender field – Customer name will be displayed. Priority messages are always sent within 3 minutes. SMS are cleared on daily basis as a sum of costs of messages sent on particular day.

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

1. **Sending 1 standard SMS PL – 0,032£ / 0,037€**
2. **Sending 1 branded SMS PL – 0,033£ / 0,038€**
3. **Sending 1 priority SMS PL – 0,036£ / 0,041€**
4. **Sending 1 priority branded SMS PL – 0,037£ / 0,042€**

2 – Cell Phones registered in EU (except for Poland), USA, Canada and Australia

1. **Sending 1 standard SMS – 0,065£ / 0,074€**
2. **Sending 1 branded SMS – 0,067£ / 0,077€**
3. **Sending 1 priority SMS – 0,072£ / 0,083€**
4. **Sending 1 priority branded SMS – 0,075£ / 0,085€**