

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

effective from the 1st of November 2019 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

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, and auction websites.

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

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 – £329/379€/ \$499

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

The fee includes PREMIUM technical support and helpline.

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

The fee includes PREMIUM technical support and helpline.

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

The fee includes PREMIUM technical support and helpline.

3 – 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. **Package of 3000 marketplace orders in the CLOUD Subscription Plan – £100 / 119€ / \$155 monthly**

Package dedicated to big marketplace sellers, including marketplaces integrated via IMF. If the client buys the package, charges for additional visits are not applied for up to 3000 orders from marketplaces and Amazon in CLOUD plan in current settlement period. The package is dedicated to clients who have many orders from marketplaces and Amazon but do not want to use a DEDICATED CLOUD plan. The minimum period of use of this service is 30 days. Visits for marketplace orders are not calculated since the service activation, not affecting surcharges for orders calculated before the activation. The package does not affect other limits.

6. **Surcharge for additional 1GB of disk space – £1 / 1€ / \$1**

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

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

5 – 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).

6 – 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 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 a time determined together with the Client.

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

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€/ \$0**

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

4. **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 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 in the subscription model are free. 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. The first 30 days of each subscription are free. After this period, a fee will be charged in proportion to the number of days remaining until the end of the month. If the Client cancels the subscription within a month properly calculated payment will be refunded to the Client's balance.

1. IAI 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. IAI 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. IAI Bridge Professional Subscription – £100 / 110€ / \$139 per month

The fee includes 1 subscription period. A separate subscription is required for each IAI Bridge Professional 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.

4. IAI 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.

5. IAI 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.

6. IAI 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 payment of settlements with IAI with use of instant 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., instead by a bank transfer, via a system of electronic payments with instant crediting of PayPal payments. The fee is transferred to the payer by deduction of funds from the Balance in a separate transaction.

3. 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.

4. **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.

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**

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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.

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**

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 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.