

EXHIBIT A

SERVICE LEVEL ADDENDUM

This Exhibit A (Service Level Addendum) ("SLA") is governed by the terms of the Master Subscription Agreement (the "Agreement") entered into between the parties. Capitalized terms not defined herein shall have the meanings assigned in the Agreement. The service levels provided in this SLA ("**Service Levels**") are provided by Leanplum only to Customer and solely with respect to the Leanplum API provided by Leanplum to Customer under the Agreement. The Service Levels are applicable to the Leanplum API and Leanplum's Push Notification Deliverability only as stated in this SLA. Any services provided under the Agreement but not expressly covered by the Service Levels remain as set forth in and provided under the Agreement. All capitalized terms used in this SLA but not defined herein will have the definitions given in the Agreement.

1. Leanplum API Availability:

- Leanplum shall use commercially reasonable efforts to make the Leanplum API, as described in the respective service orders, available twenty-four (24) hours per day, seven (7) days a week.
- The Leanplum API will be Available (as defined below) at least ninety-nine and five tenths of a percent (99.5%) of the time during each month ("Leanplum API Availability").
- Leanplum API Availability is calculated on a monthly basis, as follows:

$$\text{Leanplum API Availability} = \left[\frac{(\text{Minutes per month in which Leanplum's API was Available})}{(\text{Total minutes in the month} - \text{Minutes per month of Scheduled Maintenance})} \right] * 100$$

- The Leanplum API will be deemed "Available" at all times that the Leanplum API is available for access by Customer from the public Internet ("Leanplum API Availability" will refer to the times during which the Leanplum API is Available).

Should Leanplum fail to meet the Leanplum API Availability commitment defined above, Customer may continue to use the Leanplum API but receive a credit as follows:

- 99% - < 99.5%** = 10% credit
- 95% - < 99%** = 25% credit
- 0% - < 95%** = 50% credit and immediate right to terminate the Agreement

Credits will be redeemable solely against the "Base Usage" charges (if any) payable by Customer in the month for which the credit is provided.

2. Leanplum Push Notification Deliverability:

- Push Notifications, as described in the Agreement and the respective service orders, should be submitted to the respective target messaging platform provider (Apple or Google) within 20 minutes from the time they are initiated in the Leanplum Service at least 90% of the time on an aggregate monthly basis.
- Deliverability time will be measured from the moment a Push Notification is initiated in the Leanplum Service to the moment the Leanplum Service submits the Push Notification to the target messaging platform provider ("Leanplum Push Notification Deliverability"). Leanplum's Push Notification Deliverability time should be less than 20 minutes ("Leanplum Push Notification Deliverability Criteria").
- Leanplum Push Notification Deliverability is calculated on a monthly basis, as follows:

$$\text{Leanplum Push Notification Deliverability} = \left[\frac{(\text{Total number of Push Notifications matching Leanplum Push Notification Deliverability Criteria for the month})}{(\text{Total number of Push Notifications initiated during the month outside of Scheduled Maintenance time intervals})} \right] * 100$$

Should Leanplum fail to meet the Leanplum Push Notification Deliverability commitment defined above, Customer may continue to use the Leanplum API but receive a credit as follows:

- 85% - < 90%** = 5% credit
- 0% - < 85%** = 10% credit

Credits will be redeemable solely against the "Base Usage" charges (if any) payable by Customer in the month for which the credit is provided.

3. Scheduled Maintenance. "Scheduled Maintenance" means any maintenance for the Leanplum Service: (1) for which Leanplum provides at least 24 hours prior notice; (2) which is necessary for purposes of maintaining the integrity or operation of the Leanplum Service, regardless of the notice provided by Leanplum; or (3) resulting from a Force Majeure Event.

4. Termination Right. A failure to meet (1) the above Leanplum API Availability commitment during two or more consecutive calendar months, or three or more calendar months during a rolling twelve-month period, or (2) the above Leanplum Push Notification Deliverability commitment during two or more

consecutive calendar months, or three or more calendar months during a rolling twelve-month period, is referred to herein as a "Critical SLA Failure." Customer may immediately terminate the applicable Order Form without penalty in the event of a Critical SLA Failure, notwithstanding anything to the contrary in the Agreement. In the event of a subscription termination based on this SLA, Leanplum will refund to Customer any prepaid fees for the remainder of such Services subscription term(s) following the date of termination. The termination and refund remedies in this provision shall be the sole remedies available to Customer for a Critical SLA Failure.

5. Reporting, Claims and Notices. To claim a remedy under this SLA, Customer shall send Leanplum a notice, via email to legal@leanplum.com, containing the following details:

- The Service and SLA level that form the basis for the claim;
- Billing information, including company name, billing address, billing contact and billing contact phone number;
- Downtime information with dates and time periods for each instance of downtime during the relevant period by applicable Service;
- An explanation of the claim, including any relevant calculations.

Claims made be made on a calendar-month basis only and must be submitted within 15 calendar days after the end of the applicable month, except where a Service subscription ends on a date other than the last day of the calendar month, in which case any claim related to that subscription must be submitted within 15 calendar days after the subscription end date.

All claims will be verified against Leanplum's system records. Should Leanplum dispute any period of unavailability alleged by Customer, Leanplum will provide to Customer a record of the Service availability for the applicable period. Leanplum will provide such records only in response to claims made by Customer in good faith.

6. General. For the avoidance of doubt, excluded from this SLA are Non-Leanplum Applications, Content, and Services designated as beta, limited release, developer preview, development or test bed environments, or by descriptions of similar import. Leanplum shall have no obligations under this SLA during any period in which Customer is in material breach of the Agreement, including any period in which Customer has failed to meet its payment obligations thereunder.