

SELF-SERVICE MARKETING

This exhibit describes the standard service components provided by DN for **Self-Service Marketing** and is subject to the other terms and conditions that are referenced in the Ordering Document, including DN's General Terms and Conditions and other exhibits as applicable. Through Self-Service Marketing, DN provides marketing and personalization services to Customer's ATM fleet. Capitalized terms used herein and not otherwise defined have the meanings listed in the Definitions section below.

1. SERVICE PREREQUISITES.

Customer must have the following, in addition to any other technical requirements and supporting Customer obligations:

- DN-provided remote desktop capability
- For Campaign Management specifically, Software Deployment is required (the terms and conditions for which are described in a separate exhibit)

For Entry Level Marketing, if Software Deployment is not purchased in addition to Entry Level Marketing, this will result in a higher fee.

Customer is also required to have a supported Windows Operating System and minimum hardware and bandwidth requirements (which may vary based on fleet size). DN and the Customer will work together to develop a plan that outlines the deployment of the services, including in accordance with DN's telecommunications requirements for this service. The parties will agree to technical requirements and additional Customer obligations in a separately signed document as necessary. Customer itself shall maintain the appropriate processes and systems to enable these services, including accepting and promptly facilitating DN's periodic decisions regarding the appropriate infrastructure and software agents. In the event Customer does not have all the service prerequisites, DN is not obligated to any specific performance level.

2. SERVICE COMPONENTS. Customer may elect the following service components:

2.1 Entry Level Marketing Services. Entry Level Marketing is the most basic service offering within Self-Service Marketing Services. It consists of an attract loop, a static set of imagery and receipt content to be delivered to the fleet or a set of specified endpoints (specifically Attract Loop, Please Wait, Thank You, Receipt Header and Receipt Coupon). This service is offered without SLAs and without reporting. Updates to the content can be delivered as part of each distribution. One update per calendar month. There are 12 up to distributions per year, one per month per device to the entire fleet of ATMs. Additional frequency can be added for additional cost as agreed upon by the parties.

2.2 Campaign Management Services. Campaign Management Services encompass several standard campaign types, chosen by the Customer, to be delivered to the ATM fleet and presented to the end user cardholders using the ATM ("Consumers") in accordance with the agreed Service Plan per Section 4.1. The number of campaigns per year and number of location groups varies depending on the scope of campaigns.



| Features | Campaign Management – Core | Campaign Management - Enhanced |
|--|--|--|
| Campaigns | Up to 18 campaigns per year <ul style="list-style-type: none"> 1 <u>Attract</u> campaign per ATM group per month (12 per year) 1 <u>Awareness</u> campaign every other month (6 per year) | Up to 24 campaigns per year <ul style="list-style-type: none"> 1 <u>Awareness</u> campaign and 1 <u>Attract</u> campaign per ATM group per month (24 total campaigns per year) |
| Location Groups <i>Example: Customers with ATMs in different cities, can create groups based on the city where the ATMs are located. The location groups can also be on-site and off-site locations.</i> | Up to 3 location groups per month <ul style="list-style-type: none"> ATM fleet may be organized into different groups based on location. | Up to 5 location groups per month <ul style="list-style-type: none"> ATM fleet may be organized into different groups based on location. |
| BIN-Based Marketing <i>BIN means the bank or issuer Identification number. The first six digits of the card are the bank / issuer identification number.</i> | Not offered. | Customer can create 4 different BIN groups (either all “on-us”; all “off-us”; specifically targeted to a single BIN or multiple BINs.) <ul style="list-style-type: none"> Most customers will do generic ads that go to all “on us” cardholders and a different ad that go to all “off us” cardholders. Some customers want specific ads for a special BIN or group of BINs in which case they could take advantage of the additional 2 BIN groups. |
| Non-Interactive Advertisements | Included | . Included |
| Targeting – Attract Advertisements | Attract ads can be targeted by date, time, and/or location. | Attract ads can be targeted by date, time, and/or location. |
| Targeting – Awareness Advertisements | Awareness ads can be targeted by all supported targeting criteria: date, time, and/or location. | Awareness ads can be targeted by all supported targeting criteria: date, time, location, and/or customer segment/group (BIN). |

2.2.1 Non-Interactive Advertisements. There are two types of non-interactive advertisements:

2.2.1.1 Out of Session: Attract advertisements are non-interactive advertisements made up of a static graphic file or video file displayed on the ATM screen when the ATM is idle (no transactions are occurring) and will be targeted by date, time, and/or location.

2.2.1.2 In Session: Awareness advertisements are non-interactive advertisements during Consumer sessions that are made up of a series of graphics consisting of maximum five different images that can be added to the existing transaction screens at the following flow positions: welcome, opener, fast, main, closer. Awareness advertisements may be targeted by targeting criteria such as date, time, location, Consumer segment/group and certain other criteria.

2.2.3 Targeted Advertisements.

2.2.3.1 Targeted advertisements based on date / time / location present campaigns have defined rules, such as advertisements shown only during a specific start and end date and time, or on a specific ATM or group of ATMs.

2.2.3.2 Targeted advertisements based on Consumer groups allow the campaign to be presented only to a selected Consumer group. The bank identification number or card issuer identification number may be used to identify cardholders who are ‘on-us’ (cardholders of the Customer) or ‘off-us’ (cardholders not having an account with the Customer).

2.3 Personalization Services.



2.3.1 Transaction Receipt–E-mail and SMS.

Presents the Consumer with the option to have transaction receipts delivered electronically via e-mail or SMS/text messages.

2.3.2 Fast Cash Preferences.

Enables Consumers to set their preferences for the amounts displayed on the screen for fast cash options. These preferences are stored for future use so that the Consumer does not need to configure these preferences each time they visit a Customer ATM.

2.3.3 Language Selection.

Enables Consumer to select their language preference from available language options at the ATM. This language preference is stored for future use so the Consumer does not need to select a language each time they visit the ATM.

2.4 Services Scope.

2.4.1 Set Up and Management. DN will work with Customer to:

- Set up and manage list of ATMs in scope.
- Set up and manage content distribution.
- Set up and manage card segmentation details.
- Set up and manage consumer segmentation data.
- Set up and manage campaigns.

2.4.2 Ongoing Activities. DN will provide maintenance and management of the solution. DN will also use reasonable efforts to troubleshoot and correct ATMs that are unresponsive and will make reasonable efforts to correct them, including via:

- Remote ATM reboot
- Remote sync with the server
- Re-installation of the marketing software
- Dispatch to DN’s Second Line Maintenance Services, if Customer has separately engaged DN for such services

If all possible troubleshoot activities have been exhausted, DN will inform the Customer of the issue.

3 OUT OF SCOPE.

Any requests for items not listed in scope, or deviations from DN’s standard offer, will require a Change Request document or separate agreement and Customer signature. Additional charges may apply and will be documented on a Change Request form.

4 TRANSITION / SERVICE PLAN.

4.1 Service Plan. DN and Customer will work together to develop a service plan (“Service Plan”) that outlines the requested Marketing Services, including entry level marketing imagery and content distribution, campaign types, scope and frequency, application style guide standards, and personalization options.

4.2 Transition Plan. DN and Customer will agree on the necessary steps in order to bring these Marketing Services into operation. The following activities will be a part of such a transition plan:

4.2.1 Conduct a project kick-off call with Customer’s assigned personnel to:

- Introduce Customer’s point of contact(s) to the assigned DN transition team;
- Review each party’s responsibilities;
- Review project scope and Customer’s requirements; and
- Review Customer’s network environment.

4.2.2 Mutually agree on an internal escalation process to include thresholds for escalation and contact information.

4.2.3 Schedule all service-related activities and communications for installation and onboarding, including Customer provision of infrastructure expert(s).

5 SERVICE DAYS AND HOURS.

| Services | Service Days & Service Hours | Notes |
|------------------------------|---|---------------------------------|
| Marketing Services Operation | 24h / 7 days, except Maintenance Window | Maintenance Window Sun 2-4 a.m. |



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|--------------------------------|--|---|
| Campaign Set-Up and Management | Mon – Fri 9 – 5pm Eastern Time Zone | Excluding public holidays |
| Entry Level Marketing | Updates performed during Maintenance Window. Verification, scheduling, and setup during Business Hours Monday – Friday | Maintenance Window Midnight to 7am Local ATM time |

6 DEFINITIONS.

“Change Request” means a change requested by either party to an Ordering Document or other agreement that is in effect, for products, software or services not otherwise covered in such agreement, the documentation and negotiation of which is accomplished through DN’s standard change control process. A Change Request may be required if DN reasonably deems it necessary due to unforeseen circumstances, or if Customer has made a request that increases the scope of DN’s agreed-upon services.

“Ordering Document” means the document executed by Customer that identifies the specific quantities, charges, and other applicable terms and conditions (including other exhibits) of Customer’s order of DN products, software and/or services, as they relate to this exhibit.

“Second Line Maintenance Services” means the maintenance services offered by DN pursuant to the Combined First Line Services and Second Line Services exhibit, or the Second Line Services exhibit, as applicable.