

ADARA PIPELINER TERMS OF USE:

By clicking the "I ACCEPT" button displayed as part of the ordering process, you agree to the following terms and conditions (the "agreement") governing your use of the Adara Pipeliner online service, including offline components (the "service").

If you are entering into this agreement on behalf of a company or other legal entity, you represent that you have the authority to bind that entity to these terms and conditions, in which case the terms "you" or "your" shall refer to that entity.

IF YOU DO NOT HAVE SUCH AUTHORITY, OR IF YOU DO NOT AGREE WITH THESE TERMS AND CONDITIONS, YOU MUST SELECT THE "I DECLINE" BUTTON AND MAY NOT USE THE SERVICE.

1. Context

As part of the Service, Adara Pipeliner will provide you with use of the Service, including a browser interface and data encryption, transmission, access and storage. Your registration for, or use of, the Service shall be deemed to be your agreement to abide by this Agreement including any materials available on the Adara Pipeliner website incorporated by reference herein, including but not limited to Adara Pipeliner's privacy and security policies. For reference, a Definitions section is included at the end of this Agreement.

2. Privacy & Security; Disclosure

Adara Pipeliner's privacy and security policies may be viewed at <https://Pipeliner.co.uk> Adara Pipeliner reserves the right to modify its privacy and security policies from time to time. Note that because the Service is a hosted, online application, Adara Pipeliner may occasionally need to notify all users of the Service of announcements regarding the operation of the Service.

3. License Grant & Restrictions

Adara Pipeliner hereby grants you a non-exclusive, non-transferable, right to use the Service, exclusively for your own internal business purposes, subject to the terms and conditions of this Agreement.

All rights not expressly granted to you are reserved by Adara Pipeliner and its licensors.

You may not access the Service for purposes of monitoring its availability, performance or functionality, or for any other benchmarking or competitive purposes.

You shall not

- (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the Service or the Content in any way unless specifically agreed by Adara in writing;
- (ii) modify or make derivative works based upon the Service or the Content;
- (iii) create Internet "links" to the Service or "frame" or "mirror" any Content on any other server or wireless or Internet-based device; or
- (iv) reverse-engineer or access the Service in order to
 - a. build a competitive product or service,
 - b. build a product using similar ideas, features, functions or graphics of the Service, or
 - c. copy any ideas, features, functions or graphics of the Service. User licenses cannot be shared or used by more than one individual User but may be reassigned from time to time to new Users who are replacing former Users who have terminated employment or otherwise changed job status or function and no longer use the Service.

You may use the Service only for internal business purposes and shall not:

- (i) send spam or other unsolicited messages in violation of applicable laws;
- (ii) send or store obscene, threatening, libellous, or otherwise unlawful material, including material harmful to children or which violates third party privacy rights;
- (iii) send or store any material containing software viruses, worms, Trojan horses or other harmful computer code, files, scripts, agents or programs;
- (iv) interfere with or disrupt the integrity or performance of the Service or the data contained therein; or
- (v) attempt to gain unauthorized access to the Service or related systems or networks.

4. Your Responsibilities

You are responsible for all activity occurring under your User accounts and shall abide by all applicable laws, treaties and regulations in connection with your use of the Service, including those related to data privacy, international communications and the transmission of technical or personal data. You shall:

- (i) notify Adara Pipeliner immediately of any unauthorized use of any password or account or any other known or suspected breach of security;
- (ii) report to Adara Pipeliner immediately any copying or distribution of Content that is known or suspected by you or your Users; and
- (iii) not impersonate another Adara Pipeliner user or provide false identity information to gain access to or use of the Service.

5. Account Information and Data

Adara Pipeliner does not own any data, information or material that you submit to the Service in the course of using the Service ("Customer Data"). You, not Adara Pipeliner (nor its Licensors), shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Data, and Adara Pipeliner shall not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any Customer Data.

In the event that this Agreement is terminated (other than by reason of your breach), Adara Pipeliner will make available to you a file of your Customer Data within 30 days of termination if requested at the time of termination. Adara Pipeliner reserves the right to withhold, remove and/or discard Customer Data without notice for any breach, including, without limitation, your non-payment. Upon termination for cause, your right to access or use Customer Data immediately ceases, and Adara Pipeliner shall have no obligation to maintain or forward any Customer Data.

6. Intellectual Property Ownership

Adara Pipeliner alone (and its licensors, where applicable) shall own all right, title and interest, including all related Intellectual Property Rights, in and to the Adara Pipeliner Technology, the Content and the Service and any suggestions, ideas, enhancement requests, feedback, recommendations or other information provided by you or any other party relating to the Service. This Agreement is not a sale and does not convey to you any rights of ownership in or related to the Service, the Adara Pipeliner Technology or the Intellectual Property Rights owned by Adara Pipeliner. The Adara Pipeliner name, the Adara Pipeliner logo, SiJAC, The Adara Planners and Posters, and the product names associated with the Service are trademarks of Adara Pipeliner or third parties, and no right or license is granted to use them.

7. Charges and Payment of Fees

You shall pay all fees or charges to your account in accordance with the fees, charges, and billing terms in effect at the time a fee or charge is due and payable. The initial charges will be equal to the current number of total User licenses requested multiplied by the User license fee currently in effect. Payments must be made annually in advance unless

otherwise mutually agreed upon in an Order Form. All payment obligations are non-cancellable and all amounts paid are non-refundable. You are responsible for paying for all User licenses ordered for the entire License Term, whether or not such User licenses are actively used. You must provide Adara Pipeliner with valid credit card or approved purchase order information as a condition to signing up for the Service. An authorized License Administrator may add licenses by executing an additional written Order Form.

Added licenses will be subject to the following:

- (i) added licenses will be coterminous with the existing License Term (either Initial Term or renewal term);
- (ii) the license fee for the added licenses will be the then current license fee; and
- (iii) licenses added during a billing month will be charged in full for that billing month. Adara Pipeliner reserves the right to modify its fees and charges and to introduce new charges at any time, upon at least 30 days prior notice to you, which notice may be provided by e-mail. All pricing terms are confidential, and you agree not to disclose them to any third party.

8. Excess Data Storage Fees

The maximum disk storage space provided to you at no additional charge is

- (i) 1GB in total for Mentoring Edition,
- (ii) 1 GB for the initial 5-User license package plus 100Mb per additional user for SME Edition or Enterprise Edition,

If the amount of disk storage required exceeds these limits, you will be charged the then-current storage fees. Adara Pipeliner will use reasonable efforts to notify you when the average storage used per license reaches approximately 90% of the maximum; however, any failure by Adara Pipeliner to so notify you shall not affect your responsibility for such additional storage charges. Adara Pipeliner reserves the right to establish or modify its general practices and limits relating to storage of Customer Data.

9. Billing and Renewal

Adara Pipeliner charges and collects in advance for use of the Service.

Adara Pipeliner will automatically renew and bill your credit card or issue an invoice to you each year on the subsequent anniversary or as otherwise mutually agreed upon. The renewal charge will be equal to the then-current number of total User licenses times the license fee in effect during the prior term, unless Adara Pipeliner has given you at least 30 days prior written notice of a fee increase, which shall be effective upon renewal and thereafter.

Fees for other services will be charged on an as-quoted basis. Adara Pipeliner's fees are exclusive of VAT and any other taxes, levies, or duties imposed by taxing authorities, and you shall be responsible for payment of all such.

You agree to provide Adara Pipeliner with complete and accurate billing and contact information. This information includes your legal company name, street address, e-mail address, and name and telephone number of an authorized billing contact and License Administrator.

You agree to update this information within 30 days of any change to it. If the contact information you have provided is false or fraudulent, Adara Pipeliner reserves the right to terminate your access to the Service in addition to any other legal remedies.

Unless Adara Pipeliner in its discretion determines otherwise all entities will be billed in UK Sterling and be subject to UK terms and pricing schemes at the discretion of Adara Pipeliner

If you believe your bill is incorrect, you must contact us in writing within 30 days of the invoice date of the invoice containing the amount in question to be eligible to receive an adjustment or credit.

10. Non-Payment and Suspension

In addition to any other rights granted to Adara Pipeliner herein, Adara Pipeliner reserves the right to suspend or terminate this Agreement and your access to the Service if your account falls into arrears. Accounts in arrears are subject to interest of 1.0% per month on any outstanding balance, or the maximum permitted by law, whichever is less, plus all expenses of collection. You will continue to be charged for User licenses during any period of suspension. If you or Adara Pipeliner initiates termination of this Agreement, you will be obligated to pay the balance due on your account computed in accordance with the Charges and Payment of Fees section above. You agree that Adara Pipeliner may charge such unpaid fees to your credit card or otherwise bill you for such unpaid fees.

Adara Pipeliner reserves the right to impose a reconnection fee in the event you are suspended and thereafter request access to the Service. You agree and acknowledge that Adara Pipeliner has no obligation to retain Customer Data and that such Customer Data may be irretrievably deleted if your account is 30 days or more in arrears.

11. Termination upon Expiration/Reduction in Number of Licenses

This Agreement commences on the Effective Date. For Mentoring Edition, the term is indefinite and may be terminated at any time in Adara Pipeliner's sole discretion. For all other editions, the Initial Term will be as mutually agreed upon in an Order Form, commencing on the date you agree to pay for the Service on the start date of the Order Form. Upon the expiration of the Initial Term, this Agreement will automatically renew for successive renewal terms equal in duration to the Initial Term (or one year, if the Initial Term is greater than one year) at Adara Pipeliner's then current fees. Either party may terminate this Agreement or reduce the number of licenses, effective only upon the expiration of the then current License Term, by notifying the other party in writing at least five (5) business days prior to the date of the invoice for the following term. In the case of free trials, notifications provided through the Service indicating the remaining number of days in the free trial shall constitute notice of termination. In the event this Agreement is terminated (other than by reason of your breach), Adara Pipeliner will make available to you a file of the Customer Data within 30 days of termination if you so request at the time of termination. You agree and acknowledge that Adara Pipeliner has no obligation to retain the Customer Data, and may delete such Customer Data, more than 30 days after termination.

12. Termination for Cause

Any breach of your payment obligations or unauthorized use of the Adara Pipeliner Technology or Service will be deemed a material breach of this Agreement. Adara Pipeliner, in its sole discretion, may terminate your password, account or use of the Service if you breach or otherwise fail to comply with this Agreement. In addition, Adara Pipeliner may terminate a free account at any time in its sole discretion. You agree and acknowledge that Adara Pipeliner has no obligation to retain the Customer Data, and may delete such Customer Data, if you have materially breached this Agreement, including but not limited to failure to pay outstanding fees, and such breach has not been cured within 30 days of notice of such breach.

13. Representations & Warranties

Each party represents and warrants that it has the legal power and authority to enter into this Agreement. Adara Pipeliner represents and warrants that it will provide the Service in a manner consistent with general industry standards reasonably applicable to the provision thereof and that the Service will perform substantially in accordance with the online Adara Pipeliner help documentation under normal use and circumstances. You represent and warrant that you have not falsely identified yourself nor provided any false information to gain access to the Service and that your billing information is correct.

14. Mutual Indemnification

You shall indemnify and hold Adara Pipeliner, its licensors and each such party's parent organizations, subsidiaries, affiliates, officers, directors, employees, attorneys and agents

harmless from and against any and all claims, costs, damages, losses, liabilities and expenses (including attorneys' fees and costs) arising out of or in connection with:

- (i) a claim alleging that use of the Customer Data infringes the rights of, or has caused harm to, a third party;
- (ii) a claim, which if true, would constitute a violation by you of your representations and warranties; or
- (iii) a claim arising from the breach by you or your Users of this Agreement,

provided in any such case that Adara Pipeliner

- (a) gives written notice of the claim promptly to you;
- (b) gives you sole control of the defence and settlement of the claim (provided that you may not settle or defend any claim unless you unconditionally release Adara Pipeliner of all liability and such settlement does not affect Adara Pipeliner's business or Service);
- (c) provides to you all available information and assistance; and
- (d) has not compromised or settled such claim.

Adara Pipeliner shall indemnify and hold you and your parent organizations, subsidiaries, affiliates, officers, directors, employees, attorneys and agents harmless from and against any and all claims, costs, damages, losses, liabilities and expenses (including attorneys' fees and costs) arising out of or in connection with:

- (i) a claim alleging that the Service directly infringes a copyright or a trademark of a third party;
- (ii) a claim, which if true, would constitute a violation by Adara Pipeliner of its representations or warranties; or
- (iii) a claim arising from breach of this Agreement by Adara Pipeliner;

provided that you

- (a) promptly give written notice of the claim to Adara Pipeliner;
- (b) give Adara Pipeliner sole control of the defence and settlement of the claim (provided that Adara Pipeliner may not settle or defend any claim unless it unconditionally releases you of all liability);
- (c) provide to Adara Pipeliner all available information and assistance; and
- (d) have not compromised or settled such claim. Adara Pipeliner shall have no indemnification obligation, and you shall indemnify Adara Pipeliner pursuant to this Agreement, for claims arising from any infringement arising from the combination of the Service with any of your products, service, hardware or business process(s).

15. Disclaimer of Warranties

Adara Pipeliner and its licensors make no representation, warranty, or guaranty as to the reliability, timeliness, quality, suitability, truth, availability, accuracy or completeness of the service or any content. Adara Pipeliner and its licensors do not represent or warrant that

- (i) The use of the service will be secure, timely, uninterrupted or error-free or operate in combination with any other hardware, software, system or data,
- (ii) The service will meet your requirements or expectations,
- (iii) Any stored data will be accurate or reliable,
- (iv) The quality of any products, services, information, or other material purchased or obtained by you through the service will meet your requirements or expectations,
- (v) Errors or defects will be corrected, or
- (vi) The service or the server(s) that make the service available are free of viruses or other harmful components. The service and all content is provided to you strictly on an "as is" basis. All conditions, representations and warranties,

whether express, implied, statutory or otherwise, including, without limitation, any implied warranty of merchantability, fitness for a particular purpose, or non-infringement of third party rights, are hereby disclaimed to the maximum extent permitted by applicable law by Adara Pipeliner and its licensors.

16. Internet Delays

Adara Pipeliner's services may be subject to limitations, delays, and other problems inherent in the use of the internet and electronic communications. Adara Pipeliner is not responsible for any delays, delivery failures, or other damage resulting from such problems.

17. Limitation of Liability

In no event shall either party's aggregate liability exceed the amounts actually paid by and/or due from you in the twelve (12) month period immediately preceding the event giving rise to such claim. In no event shall either party and/or its licensors be liable to anyone for any indirect, punitive, special, exemplary, incidental, consequential or other damages of any type or kind (including loss of data, revenue, profits, use or other economic advantage) arising out of, or in any way connected with this service, including but not limited to the use or inability to use the service, or for any content obtained from or through the service, any interruption, inaccuracy, error or omission, regardless of cause in the content, even if the party from which damages are being sought or such party's licensors have been previously advised of the possibility of such damages.

Adara Pipeliner and its licensors make no representation that the Service is appropriate or available for use in other locations. If you use the Service from outside the United Kingdom, you are solely responsible for compliance with all applicable laws, including without limitation export and import regulations of other countries.

18. Notice

Adara Pipeliner may give notice by means of a general notice on the Service, electronic mail to your e-mail address on record in Adara Pipeliner's account information, or by written communication sent by first class mail or pre-paid post to your address of record in Adara Pipeliner's account information. Such notice shall be deemed to have been given upon the expiration of 48 hours after mailing or posting (if sent by first class mail or pre-paid post) or 12 hours after sending (if sent by email). You may give notice to Adara Pipeliner (such notice shall be deemed given when received by Adara Pipeliner) at any time by any of the following: letter delivered by nationally recognized overnight delivery service or first class postage prepaid mail to Adara Pipeliner at the following address:

Adara Pipeliner Ltd, 30 Westgate, Chichester, West Sussex, PO19 3EU.
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19. Modification to Terms

Adara Pipeliner reserves the right to modify the terms and conditions of this Agreement or its policies relating to the Service at any time, effective upon posting of an updated version of this Agreement on the Service. You are responsible for regularly reviewing this Agreement. Continued use of the Service after any such changes shall constitute your consent to such changes.

20. Assignment

This Agreement may not be assigned by you without the prior written approval of Adara Pipeliner but may be assigned without your consent by Adara Pipeliner to

- (i) a parent or subsidiary,
- (ii) an acquirer of assets, or
- (iii) a successor by merger. Any purported assignment in violation of this section shall be void. Any actual or proposed change in control of you that results or would result in a direct competitor of Adara Pipeliner directly or indirectly

owning or controlling 50% or more of you shall entitle Adara Pipeliner to terminate this Agreement for cause immediately upon written notice.

21. Jurisdiction

This Agreement shall be governed and construed in accordance with the laws of England and Wales.

22. Definitions

As used in this Agreement and in any Order Forms now or hereafter associated herewith:

"Agreement" means these online terms of use, any Order Forms and any materials available on the Adara Pipeliner website specifically incorporated by reference herein, as such materials, including the terms of this Agreement, may be updated by Adara Pipeliner from time to time in its sole discretion;

"Content" means the audio and visual information, documents, software, products and services contained or made available to you in the course of using the Service;

"Customer Data" means any data, information or material provided or submitted by you to the Service in the course of using the Service;

"Effective Date" means the earlier of either the date this Agreement is accepted by selecting the "I Accept" option presented on the screen after this Agreement is displayed or the date you begin using the Service;

"Initial Term" means the initial period during which you are obligated to pay for the Service equal to the billing frequency selected by you during the subscription process (e.g., if the billing frequency is quarterly, the Initial Term is the first quarter);

"Intellectual Property Rights" means unpatented inventions, patent applications, patents, design rights, copyrights, trademarks, service marks, trade names, domain name rights, mask work rights, know-how and other trade secret rights, and all other intellectual property rights, derivatives thereof, and forms of protection of a similar nature anywhere in the world;

"License Administrator(s)" means those Users designated by you who are authorized to purchase licenses by executing written Order Forms and to create User accounts and otherwise administer your use of the Service;

"License Term(s)" means the period(s) during which a specified number of Users are licensed to use the Service pursuant to the Order Form(s);

"Order Form(s)" means the form evidencing the initial subscription for the Service and any subsequent order forms submitted online or in written form, specifying, among other things, the number of licenses and other services contracted for, the applicable fees, the billing period, and other charges as agreed to between the parties, each such Order Form to be incorporated into and to become a part of this Agreement (in the event of any conflict between the terms of this Agreement and the terms of any such Order Form, the terms of this Agreement shall prevail);

"Adara Pipeliner" means collectively Adara Pipeliner Limited, a limited liability company registered in England and Wales. Registered number 07210816. Registered Office: 30 Westgate, Chichester, West Sussex, PO19 3EU

"System" means all of Adara Pipeliner's proprietary technology (including software, hardware, products, processes, algorithms, user interfaces, know-how, techniques, designs and other tangible or intangible technical material or information) made available to you by Adara Pipeliner in providing the Service;

"Service(s)" means the specific edition of Adara Pipeliner's online sales and marketing management service identified during the ordering process, developed, operated, and maintained by Adara Pipeliner, accessible via <https://Pipeliner.co.uk> or another designated web site or IP address, or ancillary online or offline products and services provided to you by Adara Pipeliner, to which you are being granted access under this Agreement, including the Adara Pipeliner technology and the content;

"User(s)" means your employees, representatives, consultants, contractors or agents who are authorized to use the Service and have been supplied user identifications and passwords by you (or by Adara Pipeliner at your request).