



## Bloomreach Sales Order 1201036

<b>Effective Date:</b>	Date of last signature		
<b>Customer Information:</b>		<b>Bloomreach Information:</b>	
<b>Customer:</b>	City of Bratislava	<b>Bloomreach Account Executive:</b>	Jana Garajova [REDACTED]
<b>Customer Ship To:</b>	Primaciálne nám. 1, Bratislava, bratislavsky kraj 814 99, Slovakia	<b>Bloomreach:</b>	Bloomreach B.V. Keizersgracht 125, 1015 CJ Amsterdam, The Netherlands
<b>Customer Bill To:</b>	Primaciálne nám. 1, Bratislava, bratislavsky kraj 814 99, Slovakia		
<b>Primary Contact:</b>	Lukas Polesnak [REDACTED]	<b>Quote Number:</b>	Q-02565
<b>Billing Contact:</b>	Účtovné odd. faktury.it@bratislava.sk	<b>Bloomreach AR Contact:</b>	<a href="mailto:billing@bloomreach.com">billing@bloomreach.com</a>
<b>PO #:</b>		<b>Payment Terms:</b>	Net 30
<b>VAT #:</b>	2020372596		

**Purchase Order.** If Customer requires Customer's internal purchase order number ("PO Number") to be referenced on Bloomreach invoices, then Customer will provide a PO Number to Bloomreach on or shortly after the Effective Date. Customer will not unreasonably withhold a PO Number, if required, and notwithstanding the foregoing, Customer shall pay all Fees in accordance with this Sales Order.

Sales Order Term
Commencement Date: July 1, 2025 End Date: June 30, 2026 together with the Commencement Date, the ("Sales Order Term")

Summary of Subscription Fees					
	Platform	Capacity	Communications	Services	Subtotal
Year 1	€6,894.23	€4,763.28	€1,275.60	€0.00	€12,933.11
<b>Total Subscription Fees</b>	€6,894.23	€4,763.28	€1,275.60	€0.00	€12,933.11
<b>Total One Time Fees</b>					€452.98



**SIGNATURES**

The terms and conditions included or referenced herein are hereby incorporated into this Sales Order. By signing below, I agree that I am authorized to enter into this Sales Order and this Sales Order shall be governed by the Master Subscription Agreement located at <https://www.bloomreach.com/en/about/msa> ("MSA"), (collectively, the "Agreement"). Each party agrees that this Agreement is the complete and exclusive statement of the mutual understanding of the parties and supersedes all previous written and oral agreements, communications, and other understandings relating to the subject matter of this Agreement. In the event of any conflict or inconsistency between the terms of the Agreement and the terms of this Sales Order, the terms of this Sales Order will prevail. This Sales Order may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one instrument.


**City of Bratislava**

**Bloomreach B.V.**

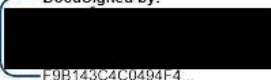
Signer  
Name            Lukáš Poľesňák  
  
Signer  
Title            Mgr.  
  
Signature  
Date            June 26, 2025

Signer  
Name            Tjeerd Brenninkmeijer  
  
Signer  
Title            EVP EMEA  
  
Signature  
Date            June 26, 2025

Signature Below:

Signed by:  


Signature Below:

DocuSigned by:  
  
F9B143C4C0494F4



### Bloomreach Products and Services ("Bloomreach Services")

The Bloomreach products and services ("Bloomreach Services") offered by Bloomreach to Customer along with any additional descriptions of services and Fees are identified below.

### Subscription Fee Table

#### Platform

Year	Product	Start Date	End Date	Unit of Measure	Qty
Year 1	Infrastructure-Instance Instance Type: Shared (Multitenant);	July 1, 2025	June 30, 2026	instance	1
Year 1	Data Engine-Customer Data Engine	July 1, 2025	June 30, 2026	access	1
Year 1	Core Application-Email Marketing	July 1, 2025	June 30, 2026	access	1
Year 1	Support-Engagement Support Support Level: Standard;	July 1, 2025	June 30, 2026	access	1
Year 1	Core Application-SMS & Mobile Messaging	July 1, 2025	June 30, 2026	access	1

#### Capacity

Year	Product	Start Date	End Date	Unit of Measure	Qty	Unit Price	Net Total
Year 1	Capacity-Maximum Events Storage-Committed Usage	Jul 1, 2025	Jun 30, 2026	1000000 MES	5	€51.45	€257.23
Year 1	Processed Events-Standard-Committed Usage	Jul 1, 2025	Jun 30, 2026	1000000 PE	60	€75.10	€4,506.05

#### Communications

Year	Product	Start Date	End Date	Unit of Measure	Qty	Unit Price	Net Total
Year 1	SMS-SMS CPM Committed <i>Country: Slovakia;</i>	Jul 1, 2025	Jun 30, 2026	1000 SMS	30	€42.52	€1,275.60
Year 1	SMS-SMS AlphaSender Maintenance Fee <i>Country: Slovakia;</i>	Jul 1, 2025	Jun 30, 2026	code	1	€0.00	€0.00
Year 1	SMS-SMS AlphaSender Setup Fee <i>Country: Slovakia;</i>	Jul 1, 2025	Jun 30, 2026	code	1	€0.00	€0.00

### One Time Fee Table

Year	Product	Start Date	End Date	Unit of Measure	Qty	Unit Price	Net Total
Year 1	SMS-SMS Setup Fee	Jul 1, 2025	Jun 30, 2026	Scope	1	€452.98	€452.98



Overage

Year	Product	Start Date	End Date	Unit of measure	Usage Pricing
Year 1	Capacity-Maximum Event Storage Overage	Jul 1, 2025	Jun 30, 2026	1000000 MES	€77.18
Year 1	Processed Events-Standard-Overage	Jul 1, 2025	Jun 30, 2026	1000000 PE	€112.65
Year 1	SMS-SMS CPM Overage <i>Country: Slovakia;</i>	Jul 1, 2025	Jun 30, 2026	1000 SMS	€63.78



## TERMS AND CONDITIONS

### 1. Billing Frequency.

- a. Subscription Fees, including Subscription Professional Services: Annual in advance up to 15 days prior to the Commencement Date
- b. Overages, PayGo: Monthly in arrears based on actual use
- c. One Time Fees, including One Time Professional Services: Upon execution of the Sales Order
- d. Consulting Services (Time & Materials): Monthly in arrears

### 2. Auto Renewal Term.

The Sales Order Term shall automatically renew for successive 12-month periods (each, a "Renewal Term"), unless either party notifies the other party in writing at least 30 calendar days prior to the end of the then-current Sales Order Term. Customer shall pay the Fees as specified in the Sales Order, provided that a 10% Fee increase shall apply to all pricing for any Renewal Term.

### 3. Early Renewal Terms and Conditions.

The Parties hereby agree that this Sales Order shall amend and supersede Sales Order Q-01576 effective as of October 9, 2025, with Subscription Term October 1, 2024 through September 30, 2025 (the "Prior Sales Order"). For clarity, as of the Effective Date of this Sales Order, the Prior Sales Order shall be terminated except as it relates to any and all payment obligations which will survive termination to the fullest extent necessary for enforcement. As a result of the termination of the Prior Sales Order, Customer will receive a one-time credit in the amount of €1,656.42 for paid and unused services to be applied against the Year 1 invoice(s) for Subscription Fees due under this Sales Order. For clarity, after the applied credit hereto, €11,729.67 will be due for Year 1 of this Sales Order invoiced per the Billing Frequency set forth above.

### 4. Product Appendices.

Incorporated by reference to this Sales Order, the Bloomreach Services are governed by their applicable Product Appendix, located here: <https://www.bloomreach.com/en/about/product-appendices>.

### 5. Support.

Bloomreach will provide support for Bloomreach Services in accordance with the following link: <https://www.bloomreach.com/en/legal/sla-library>.

### 6. Signed Writing.

No supplement, modification or amendment of this Sales Order shall be binding unless in a written agreement signed by a duly authorized representative of each party.

### 7. Termination.

Notwithstanding any other agreement of the parties, this Sales Order shall not be terminable prior to the end of the Sales Order Term set forth herein other than for cause.

### 8. Usage Terms.

- a. **Committed Usage Quantity.** Products identified in the tables above containing the word "Committed Usage" (the "Committed Products") are products in which Customer prepays for the fixed number of usage units during the applicable term as identified in the Quantity column (the "Committed Quantity"). The Committed Quantity is reset on each annual anniversary of the Commencement Date and cannot be rolled over.
- b. **Committed Quantity Overage.** If Customer exceeds the Committed Quantity, Bloomreach shall invoice for the excess Committed Quantity, and Customer shall pay the applicable Overage Fees set forth in the Overage Fee Table unless or until Customer and Bloomreach agree to purchase additional Committed Quantity which shall be applicable for the duration of the remaining Sales Order Term.
- c. **SMS/MMS/RCS CPT fees.** Customers who send SMS, MMS, or RCS messages to United States or Canada mobile numbers, will be subject to a Carrier Pass Through (CPT) fee in addition to the standard sending fees (whether purchased as Committed Quantity or PayGo), and will be invoiced monthly in arrears subject to



actual messages sent. For estimation purposes only, US CPT fees average around \$2.50 per thousand messages sent, and Canada CPT fees average around \$3.50 per thousand messages sent. Actual CPT fees will vary and are subject to change per rates charged by individual cellular carriers.

- d. **SMS/MMS/RCS unit pricing.** SMS/MMS or RCS unit prices in certain countries may be subject to variable changes during the term. As such, should SMS/MMS or RCS unit prices increase, Bloomreach will be entitled to increase Customer's SMS/MMS or RCS unit price subject to the proportional increase Bloomreach receives, and by providing Customer 30 days advance written notice. Bloomreach will invoice Customer a prorated adjustment based on the unused SMS/MMS or RCS Committed Quantity for the remainder of the term.
- e. **Communication Services.** Customer may only utilize Communication Services in accordance with the terms of this Sales Order, including sending communications only to countries identified herein. If Bloomreach Services are utilized to send communications to countries not identified in the Bloomreach Services table identified herein, Bloomreach shall invoice at the higher of the country Paygo rate or the damages Bloomreach suffers, and Customer shall be responsible for any additional fees associated with the use of Bloomreach Services.

## Certificate Of Completion

Envelope Id: 4E78C212-AD0A-4AD5-A77C-87EDC45D27B4

Status: Completed

Subject: Sales Order (City of Bratislava and Bloomreach)

Source Envelope:

Document Pages: 6

Signatures: 2

Envelope Originator:

Certificate Pages: 4

Initials: 0

Bloomreach Contracts

AutoNav: Enabled

82 Pioneer Way

Envelope Stamping: Enabled

Mountain View, CA 94041

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

contracts@bloomreach.com

IP Address: 34.83.245.227

## Record Tracking

Status: Original

Holder: Bloomreach Contracts

Location: DocuSign

6/23/2025 7:26:08 AM

contracts@bloomreach.com

## Signer Events

## Signature

## Timestamp

Lukáš Polesňák

Security Level: Email, Account Authentication (None)

Signature Adoption: Pre-selected Style  
Using IP Address: 46.34.234.3

Sent: 6/23/2025 7:26:09 AM

Resent: 6/24/2025 12:28:01 PM

Resent: 6/25/2025 11:17:47 PM

Viewed: 6/26/2025 12:16:57 AM

Signed: 6/26/2025 12:17:36 AM

## Electronic Record and Signature Disclosure:

Accepted: 6/26/2025 12:16:56 AM

ID: 7e61c3f5-f743-4a3e-b97c-e3e250d431a0

Tjeerd Brenninkmeijer

EVP EMEA

Bloomreach

Security Level: Email, Account Authentication (None)

Signature Adoption: Drawn on Device  
Using IP Address: 195.168.185.10  
Signed using mobile

Sent: 6/26/2025 12:17:37 AM

Viewed: 6/26/2025 12:18:08 AM

Signed: 6/26/2025 12:18:24 AM

## Electronic Record and Signature Disclosure:

Accepted: 6/26/2025 12:18:08 AM

ID: e2c818da-1e3f-460e-a963-eb0ac968ef25

## In Person Signer Events

## Signature

## Timestamp

## Editor Delivery Events

## Status

## Timestamp

## Agent Delivery Events

## Status

## Timestamp

## Intermediary Delivery Events

## Status

## Timestamp

## Certified Delivery Events

## Status

## Timestamp

## Carbon Copy Events

## Status

## Timestamp

Jana Garajová

Account Manager

Bloomreach, B.V

Security Level: Email, Account Authentication (None)

**COPIED**

Sent: 6/23/2025 7:26:10 AM

Viewed: 6/23/2025 7:33:01 AM

## Electronic Record and Signature Disclosure:

Not Offered via Docusign

Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	6/23/2025 7:26:10 AM
Certified Delivered	Security Checked	6/26/2025 12:18:08 AM
Signing Complete	Security Checked	6/26/2025 12:18:24 AM
Completed	Security Checked	6/26/2025 12:18:24 AM

Payment Events	Status	Timestamps
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Electronic Record and Signature Disclosure
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If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

### **Consequences of changing your mind**

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

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Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

### **How to contact BloomReach, Inc.:**

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: [legal@bloomreach.com](mailto:legal@bloomreach.com)

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To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at [Legal@bloomreach.com](mailto:Legal@bloomreach.com) and in the body of such request you must state: your

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To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to [legal@bloomreach.com](mailto:legal@bloomreach.com) and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

#### **To withdraw your consent with BloomReach, Inc.**

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

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- ii. send us an email to [legal@bloomreach.com](mailto:legal@bloomreach.com) and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

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To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

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- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify BloomReach, Inc. as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by BloomReach, Inc. during the course of your relationship with BloomReach, Inc..