

Bloomreach Sales Order 1211769

Effective Date:	Date of last signature		
Customer Information:		Bloomreach Information:	
Customer:	City of Bratislava	Bloomreach Account Executive:	[REDACTED]
Customer Ship To:	Primaciálne nám. 1, Bratislava, bratislavsky kraj 814 99, Slovakia	Bloomreach:	Bloomreach B.V. Keizersgracht 125, 1015 CJ Amsterdam, The Netherlands
Customer Bill To:	Primaciálne nám. 1, Bratislava, bratislavsky kraj 814 99, Slovakia		
Primary Contact:	[REDACTED]	Quote Number:	Q-16951
Billing Contact:	Billing - Bratislava efaktura@bratislava. sk	Bloomreach AR Contact:	billing@bloomreach.com
PO #:		Payment Terms:	Net 30
VAT #:	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, 2026 End Date: June 30, 2027 together with the Commencement Date, the ("Sales Order Term")

Summary of Subscription Fees					
	Platform	Capacity	Communications	Services	Subtotal
Year 1	€10,586.05	€5,239.61	€4,846.80	€0.00	€20,672.46
Total Subscription Fees	€10,586.05	€5,239.61	€4,846.80	€0.00	€20,672.46

Total One Time Fees	€0.00
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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

Signer
Name

Signer
Title

Signer
Title

Signature
Date

Signature
Date

Signature Below:

Signature Below:

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, 2026	June 30, 2027	instance	1
Year 1	Data Engine-Customer Data Engine	July 1, 2026	June 30, 2027	access	1
Year 1	Core Application-Email Marketing	July 1, 2026	June 30, 2027	access	1
Year 1	Support-Engagement Support Support Level: Standard;	July 1, 2026	June 30, 2027	access	1
Year 1	Core Application-SMS & Mobile Messaging	July 1, 2026	June 30, 2027	access	1
Year 1	Add-On Application-Exports	July 1, 2026	June 30, 2027	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, 2026	Jun 30, 2027	1000000 MES	5	€56.59	€282.95
Year 1	Processed Events-Standard-Committed Usage	Jul 1, 2026	Jun 30, 2027	1000000 PE	60	€82.61	€4,956.66

Communications

Year	Product	Start Date	End Date	Unit of Measure	Qty	Unit Price	Net Total
Year 1	SMS-SMS CPM Committed Usage <i>Country: Slovakia;</i>	Jul 1, 2026	Jun 30, 2027	1000 SMS	120	€40.39	€4,846.80

Overage

Year	Product	Start Date	End Date	Unit of measure	Usage Pricing
Year 1	Capacity-Maximum Event Storage Overage	Jul 1, 2026	Jun 30, 2027	1000000 MES	€84.89
Year 1	Processed Events-Standard-Overage	Jul 1, 2026	Jun 30, 2027	1000000 PE	€123.92
Year 1	SMS-SMS CPM Overage <i>Country: Slovakia;</i>	Jul 1, 2026	Jun 30, 2027	1000 SMS	€60.59

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. **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>.
4. **Support.** Bloomreach will provide support for Bloomreach Services in accordance with the following link: <https://www.bloomreach.com/en/legal/sla-library>.
5. **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.
6. **EU Data Act.** EU-based customers may have the option to provide notice to switch services in accordance with the EU Data Act. Each Party’s obligations regarding switching are set forth in the applicable Product Appendix.
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 Spend, 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 \$3.00 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.** Mobile messaging unit prices in certain countries may be subject to variable changes during the term. As such, should mobile messaging unit prices increase, Bloomreach will be entitled to increase Customer’s mobile messaging 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.