

1 SERVICE DESCRIPTION FOR FLUX VISION

1.1 Definitions

As used in this Service Description, the following terms shall have the meanings set out below:

“**Final Delivery**” means the last Study Deliverable which results in the completion of the Flux Vision Service set out in any Order.

“**Study**” means anonymization, aggregation and transformation of technical data in statistical indicators, in consideration of Customer’s needs in one or several study area(s).

“**Study Deliverables**” means the reports and analyses (if subscribed) formalizing the Study results

“**Study Period**” means the length of time during which the Study is done.

“**Service**” means the provision of Study Deliverables and associated services.

1.2 General Service Overview

‘Flux Vision’ provides Customer a wide range of statistical indicators to analyze how often geographical areas are visited and how people move around. These statistics can be used in real time as well as in historical applications in the field of geo marketing, retail, transportation, urban and regional planning and tourism.

Flux Vision relies on technical data coming from mobile networks.

Orange is committed to strictly comply with the applicable privacy and data protection laws and regulations and has developed a proprietary innovative system for ensuring the irreversible anonymization of the data. In order to work under data privacy constraints, the system requires to know precisely the analytics to be computed before data processing.

The calculation of indicators is based on the observation of the mobile signaling towards the network in an anonymous way. The number of mobiles observed is weighted to infer the total number of people present.

This solution gives access to valuable information that comes from representative samples in a permanent and secure method without deploying any additional equipment at Customer premise(s).

1.3 Flux Vision Service

Flux Vision Service consists of a ‘Basic Service’ and, optionally, an ‘Advanced Service’.

1.3.1 Basic Service

Each Basic Service is built up of the following components and is detailed in Exhibits:

- **Studied area(s)**
Studied area(s) is the geography for which indicators on mobility are analyzed in the Service. It can be standard or customized depending on the agreement between the Parties after the technical feasibility check.
- **Standard indicators**
Indicators on mobility patterns as detailed in the Exhibits.
- **Study period(s)**
Standard Study period(s) as detailed in the Exhibits.

1.3.2 Advanced Service - Options

In addition to Basic Service, options are available so that the Service can be better adapted to the Customer needs. The available options are detailed in the Exhibits.

1.4 Service Term

The Service Term for the Flux Vision Service is from the signature of the relevant Order to the Final Delivery of a Study, where the Study Period for that Study is set out in the Order.

1.5 Study Deliverable

1.5.1 Format

A Study can be delivered in the following formats:

- Generic text/tabular files
- GIS or map representation
- PDF reports with data computed
- Web based BI reports

1.5.2 Frequency

The number of Study Deliverables during the Service as defined below¹:

- Study Period < or equal to 3 months: 1 Study Deliverable, which will be the Final Delivery
- Study Period > 3 months: 1 Study Deliverable every 2 months of the Study Period with the Final Delivery at the end of the last 2 months.

1.5.3 Date of Study Deliverable

The expected due date of a Study Deliverable is 15 calendar days following the end of a Study Period or end of intermediary periods mentioned in 1.5.2.

1.5.4 Availability of Study Deliverables

The Customer can demand access to the Study Deliverable(s) during 1 year after the end of the relevant Service Term. This access period may be extended by written agreement between Parties at any time, provided that the extended access period cannot extend beyond the date of the expiry or termination of the Agreement.

1.5.5 Channels of Study delivery

- Secured File transfer
- Email
- Web interface

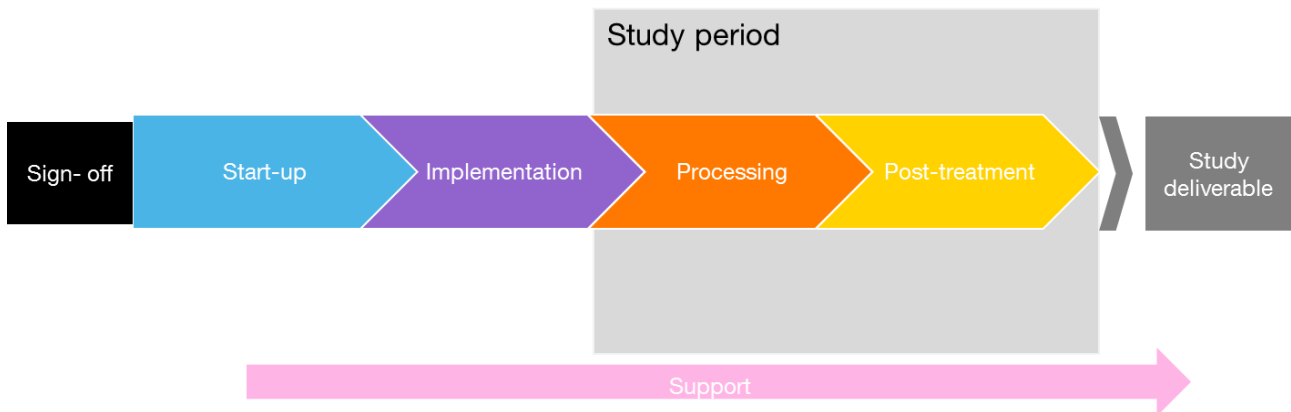
1.5.6 Final Delivery

Final Delivery is the last Study Deliverable (or single deliverable depending on the Study scope) which leads to the completion of the Service under any Order. The Service under an Order is completed upon acknowledgement of receipt by the Customer by email, to the following email address, fluxvision.support@orange.com, of the last Study Deliverable. If the Final Delivery remains unanswered for more than 30 calendar days, the Study Deliverable will be automatically resent to the Customer and will be deemed to have been received by the Customer on the date it is resent.

1.5.7 Geographic availability of Service

Flux Vision Service can be based on data from Belgium, France, Monaco and Senegal.

1.6 Calendar



The Service is divided into the following phases:

1.6.1 Start-up

As of the signature of the Order, a kick-off meeting between the Parties will take place to ensure the smooth functioning of the Service and the alignment between the Customer's needs and the Service proposed by Orange.

1.6.2 Implementation

This phase consists of the build of the solution and validation workshops/meetings with the Customer and, in practice, will allow to:

- Confirm the Service-specific parameters to be used during the Service provision
- Build the expected indicators and the zoning using the simulation of the mobile network
- Integrate the data coming from the mobile network

¹ As per Basic Service, the Customer can also choose to have more deliverables optionally. For more details, please refer to the exhibits.

- Test and validate the post-treatment and projection of indicators to the total population

1.6.3 Study Period:

1.6.3.1 Data Processing

Transformation of technical data into statistical indicators.

1.6.3.2 Post-treatment

A complex statistical model is applied to these indicators to project them to the total present population. This is also the phase where anonymization, contextual information and formatting are taken into account to make sure that the statistical indicators provided to Customer meet as accurately as possible the specific need.

1.6.4 Study Deliverables

The reports and analysis formalizing the Study results. Studies can be delivered during the Study Period when the Customer subscribed to a Service with recurring deliverables.

1.6.5 Support

During the Service and 30 days following the Final Delivery a technical contact remains available for any technical assistance or fine-tuning of Studies the Customer might request. The Customer is also able to reach the technical team via the following generic address: fluxvision.support@orange.com.

1.6.6 Consultation period

1 year following the Final Delivery, a technical contact remains available to answer any question that the Customer might have about the Studies.

1.7 Billing

Billing for the Service shall be the following:

1.7.1 Initial payment

30% of the Charges for the Service is due upon ordering.

1.7.2 Subsequent payment(s)

Subsequent payment of the Charges is dependent upon the length of the Study Period, as follows:

- Less or equal to 6 months Study Period: 70% upon Final Delivery
- 1 year Study Period: 40% at 6 months and 30% upon Final Delivery
- 2 years Study Period: 20% at 6 months, 20% at 12 months, 20% at the 18 months, 10% at Final Delivery

1.8 Early termination of subscribed service by Orange

Orange reserves the right to immediately terminate the Service in case the operator providing technical data to Orange is obliged to stop such provision due to any change in the applicable laws or regulations regarding the use, including sharing, of the technical data or in case of security risk. In the event that the Service is terminated, Orange shall refund to the Customer the Charges for associated with Study Deliverables for which the Customer has already paid but for which a Study Deliverable has not been delivered at the date of termination.

1.9 Early termination of Service by Customer

In case of early termination under this Clause A1.9, Customer shall be invoiced by Orange and Customer will pay an early termination fee equal to the total amount due by the Customer for the Service less any amounts paid by the Customer on the date of termination.

1.10 Intellectual Property

Orange shall retain all rights, title and interest in any intellectual property rights in each Study. The Customer shall be licensed to use these intellectual property rights, subject to [Clause A1.5.2 (License Rights) of the Specific Conditions for Professional Services].

1.11 Travelling expenses

Orange reserves the right to re-invoice travel expenses in case of specific request for on-site intervention by the Customer. Terms and conditions shall be discussed with the Customer on a case-by-case basis.

1.12 Use of Study results by the Customer

The Customer can freely use the Study results within its legal entity.

Unless agreed otherwise, the use of the Study results by the Customer is strictly limited to internal purposes and the Customer shall not in any way disclose such results outside its legal entity, nor resell, whether directly or as a complement to other services, such Study results.

The Customer may refer to the Study results in its marketing materials for external use after prior written validation by Orange.

EXHIBIT A SHOPPING CENTERS ANALYTICS

Shopping Centers Analytics Service in detail:

ExA.1 Basic Service

ExA.1.1 Standard indicators

Indicators on mobility patterns for Shopping Centers

- Attendance
- Dwell time
- Catchment areas
- Demographics (when available)

ExA.1.2 Study Period

Study Period can be, at the choice of the Customer, 3 months, 6 months or 1 year.

ExA.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Comparative site analysis
- Express delivery
- Means of transportation
- Entrances estimation
- Wifi - Micro zoning
- Demographics

EXHIBIT B POINT OF SALES ANALYTICS

Point of Sales Analytics Service in detail:

ExB.1 Basic Service

ExB.1.1 Standard indicators

Indicators on mobility patterns for Point of Sales:

- Area(s) of overnight stay
- Main activity area(s)

ExB.1.2 Study Period

Standard Study period can be, at the choice of the Customer, 1 week, 1 month, 3 months, 1 year or 2 years

ExB.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Demographics

EXHIBIT C CONGRESS ANALYTICS

Congress Analytics Service in detail:

ExC.1 Basic Service

ExC.1.1 Standard indicators

Indicators on mobility patterns for Events:

- Attendance
- Origin of visitors
- Number of overnight stay

ExC.1.2 Study Period

Standard Study Period is 15 calendar days before and after the event and during the event (max. 14 days).

ExC.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Additional subareas
- Express delivery
- Means of transportation
- Additional accommodation areas
- Mobility study
- Demographics

EXHIBIT D EVENTS ANALYTICS

Events Analytics Service in detail:

ExD.1 Basic Service

ExD.1.1 Standard indicators

Indicators on mobility patterns for Events:

- Attendance
- Origin of visitors
- Number of overnight stay

ExD.1.2 Study Period

Standard Study Period is 15 calendar days before and after the event and during the event (max. 14 days).

ExD.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Additional subareas
- Express delivery
- Means of transportation
- Additional accommodation areas
- Mobility study
- Demographics

EXHIBIT E SKI RESORT ANALYTICS

Ski Resort Analytics Service in detail:

ExE.1 Basic Service

ExE.1.1 Standard indicators

Indicators on mobility patterns for Ski Resorts:

- Attendance
- Number of inbound / outbound visitors
- Origin of visitors

ExE.1.2 Study Period

Standard Study period is 4 months.

ExE.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights:
- Additional subareas
- Express delivery

- Means of transportation
- Mobility study
- Special events
- Customized Accommodation areas
- Extended period study
- Demographics

EXHIBIT F RESORT ANALYTICS

Resort Analytics Service in detail:

ExF.1 Basic offer

ExF.1.1 Standard indicators

Indicators on mobility patterns for Resorts:

Attendance

- Place of overnight stay
- Origin of visitors

ExF.1.2 Study Period

Standard study period is 4 months.

ExF.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Additional subareas
- Express delivery
- Means of transportation
- Mobility study
- Extended period study
- Demographics

EXHIBIT G TOURISM ANALYTICS

Tourism Analytics Service in detail:

ExG.1 Basic offer

ExG.1.1 Standard indicators

Indicators on mobility patterns for Tourism:

- Number of inbound / outbound visitors
- Origin of visitors

ExG.1.2 Study Period

Standard Study period can be, at the choice of the Customer, 1 year or 2 years

ExG.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Additional subareas
- Express delivery
- Regular delivery
- Extended mobility
- Demographics
- Alternative division of studied area
- Events

EXHIBIT H REGIONAL PLANNING ANALYTICS

Regional Planning Analytics Service in detail:

ExH.1 Basic offer

ExH.1.1 Standard indicators

Indicators on mobility patterns for Resorts:

- Trip generation
- O/D matrices
- Infrastructure flows

ExH.1.2 Study Period

Standard Study period can be, at the choice of the Customer, 1 month, 1 year or 2 years.

ExH.2 Advanced Service - Options

In addition to the Basic Service, options are available so that the Service can be better adapted to the Customer needs. Provided the prior feasibility check is conclusive, the available options are the following:

- Insights
- Means of transportation
- Demographics

END OF SERVICE DESCRIPTION FOR FLUX VISION