

## GlobalSNS Titans Services Agreement

***BEFORE YOU PARTICIPATE IN ANY RENTERES AND/OR GLOBAL SNS PROGRAM, POWERED BY GLOBALSNS TITANS, PLEASE READ THE TERMS OF THIS GLOBALSNS TITANS MASTER SERVICES AGREEMENT. BY USING THE APPLICABLE RENTERES AND/OR GLOBAL SNS PROGRAM, ENTERING INTO AN INSERTION ORDER OR OTHER ORDER FORM REFERENCING THIS MASTER SERVICES AGREEMENT, AND/OR BY CLICKING A BUTTON AND/OR CHECKING A BOX INDICATING YOUR ACCEPTANCE, YOU AGREE TO THE TERMS OF THIS MASTER SERVICES AGREEMENT.***

- 1. INTRODUCTION AND DEFINITIONS.** We provide you and, if applicable, Authorized Users, access to our products, services, code, and/or software in connection with the applicable Renteres and/or GlobalSNS program(each a “**Program(s)**”) for your use, subject to your acceptance of and compliance with this Master Services Agreement (the “**MSA**”), the terms and conditions, if any, of the GlobalSNS Program and Renteres program in which you enroll (each, “**Program T&C**”), as such terms are updated from time to time, and the terms and conditions of any applicable insertion order(s) or other order form that you or your Affiliate(s) enter into that specifically references this MSA and/or applicable Program T&Cs (each an “**Insertion Order**” or “**IO**”) (collectively, the “**Agreement**”). In the Agreement, (i) “**we**”, “**us**”, and “**our**” mean GlobalSNS Titans Company, a company registered under the laws of Israel under registration No. 515730539, with its principal place of business at Mivtza Moshe 38 street, Rishon Lzion, Israel. (“**TIC**”), acting in its own name and in the name and on behalf of its Affiliates, as defined hereafter (collectively, “**GlobalSNS Titans**”), (ii) a “**GlobalSNS Titans Company(ies)**” means **GlobalSNS Titans** or an Affiliate of **GlobalSNS Titans**, (iii) “**GlobalSNS Titans Entities**” means the GlobalSNS Titans Companies and their respective officers, directors, consultants, contractors, agents, attorneys, employees, third-party service providers, and third parties distributing your ads via the Renteres Network, (iv) “**GlobalSNS Titans Service**” means the real-time information service, commonly referred to as “GlobalSNS”, which includes the services currently provided by GlobalSNS LTD., at its websites and GlobalSNS -owned, operated and/or controlled mobile applications and social plug-ins and application programming interfaces that are owned, operated, authorized, or hosted by or for Renteres, including the Renteres Network and applicable Programs, (v) “**Renteres Network**” means the network of publishers channels, including all forms of media, applications, and devices, through which we may distribute ads, in any medium now known or hereafter developed, (vi) “**GlobalSNS Titans Code**” means proprietary software code and related tools that we may offer or otherwise make available to you in connection with a Program, or that are part of such Program, (vii) “**you**” and “**your**” mean the company, organization and/or entity (including a sole proprietor) electronically accepting the Agreement, or the company, organization and/or entity named in an Insertion Order, and any of its Affiliates that execute an Insertion Order for any Program, (viii) “**Affiliate(s)**” means, with respect to a company, organization, and/or entity, any other entity that directly or indirectly controls, is controlled by, or is under common control with such entity, (ix) “**Authorized User(s)**” means your

agents, representatives, contractors, and any person or entity acting or apparently acting on your behalf, and your Affiliates that access a Program without executing their own separate Insertion Order, and (x) **“Materials”** means, individually and collectively, all information you provide, use, or approve in connection with the Agreement, including all creative, hashtags, content, URLs, titles, descriptions, trademarks, listings, search keywords, ad target options, domain names, content of ads and all related materials and metadata, data, data feeds, and targeting parameters. Terms used but not defined in this MSA will have the meanings given to such terms in any Program T&Cs or Insertion Order, as applicable. Terms used in any Program T&Cs or Insertion Order, but not defined therein, will have the meanings given to such terms in this MSA. All definitions set forth herein apply both to their singular and plural forms, as the context may require.

2. **CHARGES, FEES, PAYMENT AND TAXES.** For any Program in which you participate, you will pay us for all charges and fees you incur in connection with each Program in the currency designated by us. Our measurements are the definitive measurements under the Agreement and will be used to calculate your charges. If an Insertion Order with us is applicable, the GlobalSNS Titans Company or our authorized reseller identified on such Insertion Order will submit an invoice to you at the email address on the applicable Insertion Order, and you will pay all undisputed charges in full within thirty (30) calendar days of the invoice date unless otherwise specified or authorized in writing by such GlobalSNS Titans Company or authorized reseller. If payment by credit card or charge card (**“Credit Card”**) is applicable, you authorize us, by starting use of the relevant GlobalSNS Titans Program, to charge your Credit Card for any and all amounts and fees you incur in connection with that Program, including recurring payments, within the limits of the total budget and/or daily maximum amount you indicated, if applicable. The types of Credit Cards that we accept and the timing of the billing of the charges and fees may vary according to the Program and country. The issuer of your payment method may impose additional requirements and/or charge you a foreign transaction fee or other charges. You are responsible for keeping your Credit Card information (including your name, address, card or account number, CVV number and expiration date, as applicable) on file with us current, and you also authorize us to update your Credit Card information with data we obtain from your financial institution, the issuer of your Credit Card, or from a payment network, including but not limited to MasterCard, American Express or Visa. You authorize us, subject to applicable law, (i) to retain your Credit Card information for as long as is necessary to meet all of your payment obligations to us or until such time as you revoke this authorization in accordance with procedures prescribed by us, whichever is later, and (ii) to share your Credit Card and related billing and payment information with companies who work on our behalf, such as payment processors and/or credit agencies, for all purposes reasonably associated with acceptance of credit cards, including fraud detection, verifying credit, effecting payment, and servicing your account. Any revocation by you of this authorization will become effective when all charges and fees associated with your use of the Programs have been fully satisfied. Your revocation of this authorization will have no effect on your liability for incurred charges and fees through your participation in a Program. If you have been provided with a line of credit for a Program by us, or our authorized

reseller we, or our authorized reseller may, in our sole discretion, extend, revise or revoke credit at any time. GlobalSNS Titans is not obligated to deliver any ads in excess of any credit limit. If we or our authorized reseller agree to your request to send an invoice to a third party on your behalf, you agree to remain responsible and liable for payment, and if such third party does not pay the invoice within thirty (30) calendar days of the invoice date or as otherwise specified or authorized in writing by GlobalSNS Titans or GlobalSNS Titans authorized reseller, you will immediately pay all such amounts to us or to our authorized reseller as applicable. Any late payments will accrue interest at the rate of 4% per annum above the base rate of maximum amount allowable under law, whichever is less. Further, if you fail to make any payment as set forth herein, you will pay all reasonable expenses (including attorneys' fees) incurred by us in collecting such charges. Any disputes about charges to your account(s) must be submitted to us in writing within sixty (60) days of the date you incurred such charge; otherwise you waive such dispute against us, and such charge will be final and not subject to dispute between you and us. All payments of service fees, unused promotional credits, and initial deposit(s) are non-refundable and our property. Charges and fees do not include any applicable sales, use, value-added, withholding, excise, or any other taxes or government charges, which are payable by you and are in addition to any amounts due to us hereunder. If withholding taxes are imposed by any jurisdiction on the transactions described in the Agreement, you will pay such taxes such that we receive the full amount invoiced, without offset or deduction, and you will promptly provide to us the applicable certificates and receipts regarding such remittances. If you claim sales or use tax exemption, you must submit to us a valid tax-exempt certificate. If you are in the European Union, we reserve the right, upon at least thirty (30) calendar days' prior written notice, to audit your books, records, and accounts for the sole purpose of verifying your taxable status. We may, at our sole discretion, reclassify you for VAT collection purposes or immediately terminate the Agreement in the event you have misrepresented your VAT status (and in either case to collect any applicable taxes and other charges). None of your pre-printed forms, purchase orders and/or clickthrough or shrinkwrap terms, whether or not signed by or accepted by us, will apply, and all such terms shall automatically be null and void. Accounts with no activity for more than twenty-four (24) months may be closed by us without notice and will be assessed an account closing fee not to exceed the lesser of one hundred Euro (EUR100), or its equivalent in the applicable currency, or the balance in the account. If a balance remains (other than unused promotional credits and initial deposits), we will attempt to refund any portion of such balance that may be owed to you. If we are unable to refund any such balance using your contact information on file with us, you agree that it will be subject to automatic forfeiture and we will dispose of the balance pursuant to the Agreement and our policies and procedures.

3. **ACCESS AND RESTRICTIONS.** You will not: (i) use any automated means, including agents, robots, scripts, or spiders to access, monitor, scrape, or manage your account(s) with us, or to access, monitor, scrape or copy the GlobalSNS Titans Service or Renteres systems or any data therein, except those automated means expressly made available by us or authorized by us in advance in writing (e.g., third-party tools/APIs approved by us); (ii) bypass any robot exclusion headers on the GlobalSNS

Titans Service (including using any device, software, or routine to accomplish that goal); (iii) sell third party ads or otherwise make them available by way of your use of the GlobalSNS Titans Service without our prior written consent; (iv) interfere or attempt to interfere with the proper working of the GlobalSNS Titans Service, Programs, or Renteres systems; (v) use or combine our Programs with software offered under an open source license which create any obligations with respect to our Programs contrary to this Agreement, or purport to grant to any third party any rights to, or immunities under, our intellectual property or proprietary rights in the Programs; or (vi) make available to us or our Affiliates any Personal Data of visitors, users, or customers of your website(s) in connection with your access or use of our Programs save where specifically requested by us in the context of the Service. Our Programs, including your password(s) related to your account(s), may not be used by, or made available to, any third party, except Authorized Users. You will promptly notify us in writing if you become aware of a potential breach of security relating to your account(s) with us (e.g., the unauthorized disclosure or use of your username or password). Authorized Users must comply with the Agreement and you are and shall remain responsible and liable for the acts and omissions in connection with our Programs or this Agreement, and any charges, costs, fees, or expenses they may accrue. You may use data made available to you in connection with a Program, including data that is obtained, collected, or derived as a result of any targeting parameters, solely for your internal business use to manage your advertising account(s) with us and you will not publish such data, create profiles of our users, or use such data for retargeting of any sort including off the GlobalSNS Titans Service without GlobalSNS Titan's express prior written approval. In order to improve our Programs, we may allow for the testing of traffic, implementations, and/or features, and unless we agree otherwise, you agree to pay for all charges as set forth in the applicable Insertion Order or your online account (e.g., engagement, impressions, clicks) during those tests. You agree we may also need to redesign or modify the organization, specifications, structure, and/or appearance of any location where your ads may be displayed. Further, we reserve the right to modify or discontinue offering any Program or part thereof at any time, subject to fulfillment of any pre-purchased obligations to the extent reasonably practicable. Your participation in each Program is subject to our GlobalSNS Titans Companies' policies as updated from time to time, including, our Privacy Policy). To advertisers, including you, at our sole discretion, the GlobalSNS Titans Companies may provide free engagements, impressions, ads, credits, and/or discounts, including in connection with contests, incentives, promotions, or donations, all of which, if so provided, at our discretion, unless otherwise stated by us, shall be subject to this Agreement.

4. **YOUR SITE AND MATERIALS.** We are not responsible for any aspect of your or any third-party website(s) or application(s), or for any content with which the Materials may be associated. You represent, warrant, and covenant that: (i) all Materials are, and will be updated to remain, current and accurate; and (ii) your Materials are either original to you or you have secured all necessary rights, consents, waivers and licenses for its use as contemplated by the Agreement, and you are responsible for all royalties, payments, and fees with respect thereto (e.g., performing rights society fees).



5. **USE OF MATERIALS.** In order to participate in any Program, you grant the GlobalSNS Titans Entities a non-exclusive, license fee-free, royalty-free, worldwide license to: (i) use, copy, adapt, reformat, recompile, truncate, and/or edit any part of the Materials for public performance, public display, and distribution and you hereby waive and agree to procure a waiver of any moral rights you or a third party may have in the Materials in this respect to the maximum extent permitted by law; (ii) access, index, and cache the website(s) to which your ads link, or any portion thereof, by any means, including web spiders and/or crawlers; and (iii) distribute your ads through the Renteres Network. None of the GlobalSNS Titans Entities will not have any liability for your ads or Materials and may refuse, reject, cancel, suspend, or remove any ad, Materials, or space reservation at its discretion at any time. Your ads may be subject to inventory availability, and the final decision as to ad relevancy is at our discretion. We do not guarantee that your ads will be placed in, or available through the programs, nor do we guarantee that your ads will appear in a particular position.
6. **CONFIDENTIALITY. “Confidential Information”** means any information disclosed by one party to the other, either directly or indirectly, in writing, orally, or by inspection of tangible objects, other than information that the receiving party can establish: (i) was publicly known and made generally available in the public domain prior to the time of disclosure; (ii) becomes publicly known and made generally available after disclosure other than through the receiving party’s action or inaction; or (iii) is in the receiving party’s possession, without confidentiality restrictions, prior to the time of disclosure, as shown by the receiving party’s files and records. The receiving party will not at any time: (a) sell, license, or transfer any Confidential Information; (b) disclose or otherwise make available to any person or entity any Confidential Information (other than to those of your employees and Authorized Users who are bound in writing by use and confidentiality restrictions which are no less protective of us than those contained in the Agreement and who have a legitimate need to know such Confidential Information in connection with the Agreement); or (c) access, use, reproduce, or copy any Confidential Information, except as necessary in connection with the purpose for which such Confidential Information is disclosed and in accordance with the Agreement. The receiving party will take all measures to protect the secrecy of, and to avoid disclosure and unauthorized use of, the Confidential Information. If required by law to disclose Confidential Information, the receiving party may do so provided that: (1) the receiving party gives the disclosing party prompt written notice of such requirement prior to such disclosure; (2) at the disclosing party’s request, the receiving party assists the disclosing party in obtaining an order protecting the Confidential Information from public disclosure; and (3) any such disclosure is limited to the minimum extent necessary to comply with the legal requirement. All Confidential Information will remain the disclosing party’s personal property, and all documents, electronic media, and other items containing or relating to any Confidential Information must be delivered to the disclosing party, destroyed, or uninstalled immediately upon request, or upon termination of the Agreement. Nothing contained in the Agreement will prevent either party from complying with applicable privacy laws and regulations, . You will not access or use any Program under this Agreement in a way that causes us to violate our Privacy Policy. Notwithstanding anything to the contrary in the Agreement or the applicable Privacy

Policy, all data and information gathered or received by us in connection with providing the Programs and all information described in the applicable Privacy Policy may be shared with and used by (x) the GlobalSNS Titans Entities (and you acknowledge the country of the GlobalSNS Titans Entity receiving the data or information may not afford the same level of protection of such data as the country in which the data or information was collected), and/or (y) certain selected third parties only in Aggregated and anonymous form. Neither you nor us may issue any press release or other public statement regarding the Agreement, the Programs, or the other party without the other's prior written consent, except that GlobalSNS Titans may use your trademarks, logos or other indicia of origin associated with you solely for the purpose of indicating that you are a client of Renteres. Except as set forth herein, upon expiration or termination of the Agreement, or upon the reasonable request of either party, the receiving party shall promptly return or destroy all Confidential Information of the other party and any copies of the Confidential Information of the other party to its owner. GlobalSNS Titans may, at its sole discretion and upon your acceptance, provide you with early access to non-generally available alphas, betas, research studies, pilots, marketing services and/or other programs from time to time ("**Beta(s)**"). All Betas will be considered GlobalSNS Titans Confidential Information. You agree that participation in any Beta will assist GlobalSNS Titans in research, analyzing and validating some existing and/or prospective programs, products and/or tools, and that if you provide Renteres with any comments, feedback or other information to assist Renteres in evaluating and improving such programs, products and/or tools ("**Feedback**"), GlobalSNS will be free to use the Feedback now or in the future in any way without any compensation or obligation to you or any third party. For clarification, Feedback does not include and Renteres will not use your name or publicly disclose your Beta performance results.

7. **REPRESENTATIONS.** You represent, warrant, and covenant that: (a) you have the right and/or authority to enter into the Agreement; (b) all Materials are free of viruses and/or other computer programming routines that may damage, interfere with, or expropriate any GlobalSNS Titans Company system data or information; (c) a click on your ad will not cause damage to or interfere with a user's computer or other device or expropriate any user system data or information, change a user's settings, or create a series of sequential, stand-alone advertisements (including by pop-up or pop-under window); (d) you will not engage in, nor cause others to engage in, spamming or improper, malicious, or fraudulent clicking, impression, or marketing activities relating to any Program; (e) your Materials, ads (including products and services referenced therein), the website(s) to which the ads link, all emails, newsletters, and other items and technology in connection therewith, any tools or code you use or make available in connection with a Program, and/or any act or omission by you relating to a Program (w) do not and will not violate any applicable law, statute, directive, ordinance, treaty, contract, regulation, the Policies or other GlobalSNS Titans Company policies or guidelines (collectively, "**Laws**"), (x) do not and will not infringe any copyright, patent, trademark, trade secret, or other intellectual property right of any person or entity, (y) do not breach any duty toward, or rights of, any person or entity, including rights of publicity and/or privacy, and (z) are not false,

deceptive, misleading, defamatory or libelous; (f) except in accordance with rights which cannot be excluded by law, you will not reverse engineer, disassemble, reconstruct, decompile, copy, or create derivative works of any Program, or any aspect or portion thereof; (g) you will comply with any trade sanction, and/or import or export regulation that applies to your use of our Programs and obtain all necessary licenses to use, export, re-export, or import our Programs as applicable; and (h) you will not provide access to the Programs, except to Authorized Users who are bound in writing by use and confidentiality restrictions which are no less protective of us than those contained in the Agreement.

8. **INDEMNIFICATION.** You will indemnify, defend, and hold harmless GlobalSNS Titans Entities from all claims, whether actual or alleged (collectively, "**Claims**"), that arise out of or in connection with (a) your Materials and/or ads, (b) your or Authorized Users' use of any Program, GlobalSNS Company system, or GlobalSNS Titans Service, (c) your website or application(s), or (d) your or Authorized Users' breach of your representations and warranties set forth in the Agreement. You are solely responsible for defending any Claim against a GlobalSNS Titans Entity, subject to such GlobalSNS Titans Entity's right to participate with counsel of its own choosing, and for payment of all judgments, settlements, damages, losses, liabilities, costs, and expenses, including reasonable attorneys' fees, resulting from all Claims against a GlobalSNS Titans Entity. You will not agree to any settlement related to any Claims without such GlobalSNS Titans Entity's prior express written consent regardless of whether or not such settlement releases the applicable GlobalSNS Titans Entity from any obligation or liability.
9. **WARRANTY DISCLAIMER.** The Programs, GlobalSNS Titans Services, Renteres Network, GlobalSNS Titans Code, Renteres & GlobalSNS Confidential Information, and documentation are provided on an "as is" basis, without warranty, representation, condition, guarantee or other term of any kind (including the results of any ad campaign), express, implied, or statutory, or arising out of custom, course of dealing or trade usage, and your use thereof is at your own risk. To the maximum extent permitted by law and except as otherwise expressly provided herein, we disclaim on behalf of ourselves, and all GlobalSNS Titans Entities, any and all warranties, representations, conditions, guarantees and other terms, including any warranties of title, merchantability, service quality, noninfringement, quiet enjoyment and fitness for a particular purpose, or that the GlobalSNS Titans Service or Renteres Network will be uninterrupted or error-free.
10. **LIMITATION OF LIABILITY.** Except for (i) confidentiality obligations set forth in Section 6 above, (ii) your indemnification obligations set forth in Section 8 above, (iii) death or personal injury caused by negligence; (iv) fraud or fraudulent misrepresentation or gross negligence, (v) amounts due and payable by you hereunder and (vi) anything that cannot be excluded or limited by applicable law: (a) any liability of the GlobalSNS Titans Entities and you in connection with the Agreement, under any cause of action or theory, whether in contract or tort (including negligence), or another non-contractual liability or otherwise, will be strictly limited to the lesser of either the amount already paid by you to us pursuant to the Agreement in the six (6) month period prior to the event giving rise to the claim or two hundred fifty thousand Euro (EUR250,000), or its equivalent in local currency; and (b) in no

event will the GlobalSNS Titans Entities or you be liable for costs of procurement of substitute products or services, lost profits, loss of data, loss of anticipated savings, loss of business opportunity or for any indirect, special, incidental, consequential, punitive, or exemplary damages arising out of, or in connection with, the Agreement. You will not hold a GlobalSNS Titans Company responsible for the selection or retention of, or any acts, errors, or omissions by, any third party in connection with the Agreement, including with respect to actions by any third party relating to or in connection with your ads, regardless of the intent of such third party.

11. **OWNERSHIP.** The Software and documentation related thereto are licensed, not sold. you acknowledges and agrees that (i) GLOBALSNS TITANS and its suppliers and licensors retain all Intellectual Property Rights in and to the Programs, the Software, GlobalSNS Titans Services, Renteres Network, GlobalSNS Titans Code, Renteres & GlobalSNS Confidential Information and any documentation related thereto, and the components thereof, including any improvements or modifications; and (ii) you have no rights in the Intellectual Property Rights in the The Programs, GlobalSNS Titans Services, Renteres Network, GlobalSNS Titans Code, Renteres & GlobalSNS Confidential Information, any such documentation, or any improvements or components of the Products or the Software or the Software, except for the license rights granted herein. Intellectual Property Rights agrees that it shall only use and authorize others to use the Software and documentation related thereto as expressly permitted by this Agreement. There are no implied licenses in this Agreement, and GLOBALSNS TITANS reserves all rights not expressly granted under this Agreement.
12. you acknowledge the sole ownership of and the validity of GLOBALSNS TITANS 's trademarks, brand names, trade names, copyrights, patents, designs, trade secrets, inventions, and similar Intellectual Property Rights, whether registered or not. you will not reverse engineer, reverse compile or reverse assemble the Products or Software in whole or in part, and you will not develop: (a) any products incorporating any of GLOBAL SNS TITANS's Intellectual Property Rights; nor (b) any improvements or applications related to the Intellectual Property Rights. Distributor agrees not to apply for the registration of Intellectual Property Rights in any country nor otherwise take any action inconsistent with GLOBALSNS TITANS's rights in the Intellectual Property Rights.
13. Except as provided herein, you will not use in any way GLOBALSNS TITANS's trade or business names or trademarks.
14. you will immediately notify GLOBALSNS TITANS in writing of any potential infringement of GLOBAL SNS TITANS's Intellectual Property Rights by other parties, or of any claim or possibility that the Intellectual Property Rights infringes the rights of others, and will cooperate with GLOBAL SNS TITANS to protect GLOBALSNS TITANS's Intellectual Property Rights against infringement.
15. You understand and agrees that the use of the Mark in connection with this Agreement shall not create any right, title, or interest in or to such Mark and that all such use and goodwill associated therewith shall inure to the benefit of GLOBALSNS TITANS. you use of the Mark shall be limited solely to, and in connection with, the sale of GLOBAL SNS TITANS products. No third-party trademark, service mark, trade name or logo shall be used in conjunction with the Mark. Upon termination of this



Agreement, you shall immediately cease any and all use of the Mark in any manner whatsoever.

16. **Domain Names.** you shall not, without prior written consent of GLOBALSNS TITANS, obtain, maintain, register, or use any domain name comprised solely or partially of the Mark. In the event of GLOBAL SNS TITANS 's consent to the use and/or registration of any domain name comprised solely or partially of the Mark, you acknowledge that upon termination of this Agreement, the continued use and/or ownership of such domain name(s) would harm GLOBAL SNS TITANS 's rights in the Mark, and infringe the Mark. Accordingly, you agree to assign to GLOBAL SNS TITANS any and all domain names comprised solely or partially of the Mark immediately upon termination of this Agreement.
17. **TERMINATION.** At any time, for any or no reason, you or we may terminate the Agreement. At any time, and at our sole discretion, we may update or modify any Program features or functionality, or the Agreement. Subject to applicable law, we may also, at our sole discretion, terminate your participation in any Program or suspend or limit your participation in any Program or part thereof, including suspending or removing your ads. The GlobalSNS Titans Entities will have no liability regarding the foregoing decisions. Upon termination of any Program T&Cs or the suspension or discontinuation of any Program or your participation therein, your outstanding payment obligations incurred under such Program will become immediately due and payable. Sections 1, 2, 3 (first, fourth, and ninth sentences only), and 4 through 19 of this MSA, and those provisions specified in any Program T&Cs will survive termination of the Agreement.
18. **NOTICES.** We may give notices to you by posting on the Renteres Network, or by email to the address provided by you. You must ensure that your contact and account information is current and correct, and promptly notify us in writing of any changes to such information. You will send all notices to us via recognized overnight courier or certified mail, return receipt requested to: support@renteres.com
19. **CHOICE OF LAW AND VENUE.** This Agreement shall be governed by and construed solely and exclusively in accordance with the laws of Israel, without regard to conflict/choice of law principles. Any dispute, claim or controversy arising out of or relating to this Agreement or the breach, termination, enforcement, interpretation or validity thereof, including the determination of the scope or applicability of this Agreement to arbitrate, shall be determined by arbitration in Tel Aviv, Israel before a single arbitrator. The arbitration shall be administered by the Rules of Arbitration of the International Chamber of Commerce (ICC). Judgment on the Award may be entered in any court having jurisdiction. Customer and GlobalSNS hereby expressly waive trial by jury. Customer may bring claims only on its own behalf, and unless GlobalSNS agrees, the arbitrator may not consolidate more than one party's claims. The parties agree that neither the United Nations Convention on Contracts for the International Sale of Goods, nor the Uniform Computer Information Transaction Act (UCITA) shall apply to this Agreement, regardless of the states in which the parties do business or are incorporated.
20. **ENTIRE AGREEMENT AND ORDER OF PRECEDENCE.** The Agreement constitutes the entire agreement and understanding between you and us regarding the subject matter contained herein and supersedes all proposals, representations, claims, and

communications in all forms of media (including all instructions, advertisements, messages, and policies), written and oral, regarding the subject matter contained herein. No terms or conditions other than those set forth in these MSA, any Program T&Cs, or Insertion Order(s) will be binding on us unless expressly agreed to in writing by us. The terms of any specific Program T&Cs govern only that Program, and not any other Program, except as specifically referenced in such Program T&Cs. If there is a conflict between the MSA, any Program T&Cs, and any Insertion Order, the conflict will be resolved according to the following order of precedence: (1) Program T&Cs; (2) MSA; and (3) Insertion Order. Notwithstanding the foregoing, the terms of an Insertion Order may amend the MSA and/or the applicable Program T&Cs only if the amended terms contained in such Insertion Order: (i) apply only to the account(s) listed in the Insertion Order; (ii) apply only to that Insertion Order; (iii) specifically identify the provision(s) of the Program T&Cs or the MSA they amend; and (iv) both you and we sign the Insertion Order. If this MSA or any Program T&Cs are translated into any languages other than English, such translation is provided as a courtesy only, and the English language text will control and take precedence in case of any conflict with the translated text.

21. **WAIVER.** Only a written instrument specifically waiving compliance that is executed by whichever of you or us is entitled to waive such compliance may waive any term(s) and/or condition(s) of the Agreement. No waiver by you or us of a breach of any provision hereof will be deemed a waiver of any other breach of such provision or a waiver of the provision. If any provision of the Agreement is held or made invalid or unenforceable for any reason, such invalidity will not affect the remainder of the Agreement, and the invalid or unenforceable provision will be replaced by a valid provision that has a similar economic effect.
22. **FORCE MAJEURE.** Neither we nor you will have any liability under the Agreement by reason of any failure or delay in the performance of our or your obligations on account of strikes, shortages, riots, acts of terrorism, insurrection, fires, flood, storm, explosions, earthquakes, Internet and/or electrical outages, computer viruses, acts of God, war, governmental action, or any cause that is beyond our or your reasonable control.
23. **RELATIONSHIP.** You and we are independent contractors and nothing in the Agreement will be construed to create, evidence, or imply any agency, employment, partnership, or joint venture between you and us. Except as otherwise set forth in the Agreement, neither you nor we will have any right, power, or authority to create any obligation or responsibility on behalf of the other and the Agreement is not intended to benefit, nor will it be deemed to give rise to any rights in, any third party. Notwithstanding the foregoing, you acknowledge and agree that the GlobalSNS Titans Companies will be third-party beneficiaries to the Agreement and will be entitled to directly enforce, and rely upon, any provision in the Agreement, which confers a benefit on, or rights in favor of, them.
24. **ASSIGNMENT.** You may not assign, sublicense, or transfer the Agreement or any right or duty under the Agreement. Any assignment, transfer, or attempted assignment or transfer in violation of this Section 18 will be void and of no force or effect. We and our subsequent assignees may assign, delegate, sublicense, or otherwise transfer

from time to time the Agreement, or the rights or obligations hereunder, in whole or in part, to any person or entity such as to our Affiliate(s).

25. **OTHER.** The Programs are proprietary of us and are protected by applicable national and international intellectual property laws and we retain all rights, title, and interests in and to the Programs, together with all derivative works, modifications, enhancements, and upgrades, but excluding your Materials. Any rights not expressly granted in the Agreement are reserved by you or us, as applicable, and all implied licenses are disclaimed. As used in the Agreement, the word “including” is a term of enlargement meaning “including without limitation” and does not denote exclusivity, and the words “will”, “shall”, and “must” are deemed to be equivalent and denote a mandatory obligation or prohibition, as applicable. Services and obligations to be performed by us hereunder may be performed by other GlobalSNS Titans Companies and/or third-party service providers.