# SERVICE AGREEMENT (PUBLIC OFFER)

for the provision of services through the OWNCUP platform

This Service Agreement ("Agreement") constitutes a public offer setting out the general terms of use of the OWNCUP platform, provided by KICO GLOBAL EOOD, BULSTAT: 20250404171740, registered at: Bulgaria, Varna, Odessos district, Bacho Kiro Blvd. №1, floor 8, office VIII-3, hereinafter referred to as the "Provider", on the one hand, and a legal entity — a business establishment (coffee shop, coffee chain, or similar), hereinafter referred to as the "Client", on the other hand.

## 1. Subject of the Agreement

1.1. The Provider grants the Client access to the OWNCUP web and mobile platform — a system for digital loyalty cards, bonus accumulation, and customer programs.

1.2. The Platform allows the Client to create and manage its own loyalty programs, issue digital stamps and bonuses, and communicate with end users.

## 2. Acceptance of the Offer

2.1. This Agreement has the effect of a public offer in accordance with Article 13 of the Bulgarian Law on Obligations and Contracts.

2.2. Acceptance of the offer is carried out by registering the Client on the OWNCUP platform and explicitly confirming agreement with these Terms ("I agree to the Terms of Use").

2.3. The moment of concluding the Agreement is the moment of successful registration of the Client.

## 3. Subscription Plans and Payments

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| --- | --- | --- |
| Plan | Monthly Fee | Description |
| Freemium | 0 BGN | Basic access, limited number of active clients, and standard QR code. |
| Start | 29 BGN/month | Full access to the platform, personalized design, and reporting. |
| Pro | 59 BGN/month | Extended functionality, analytics, marketing tools, and priority support. |
| Partner | Individual | Custom plan for chain stores and franchise partners. |

3.1. All prices are exclusive of VAT.  
3.2. Payment is made monthly in advance, based on an invoice issued by the Provider.  
3.3. In case of late payment, access to paid features may be temporarily suspended.

## 4. Rights and Obligations of the Parties

The Provider undertakes to:

- ensure access to the platform 24/7, except during maintenance periods;

- process and store data in accordance with GDPR requirements;

- provide technical support depending on the selected plan.

The Client undertakes to:

- provide accurate data during registration;

- use the platform in accordance with applicable law and this Agreement;

- not transfer access credentials to third parties;

- make timely monthly payments.

## 5. Term and Termination

5.1. The Agreement is concluded for an indefinite term from the date of Client registration.  
5.2. Either party may terminate the Agreement by giving 15 days written notice via email.  
5.3. The Provider may unilaterally terminate the Agreement in case of systematic violation of the terms or delayed payment.

## 6. Liability

6.1. The Provider is not liable for damages resulting from improper use of the platform by the Client.  
6.2. The Provider’s total liability is limited to the amount paid by the Client for the last paid month.

## 7. Data Protection

7.1. The Provider processes personal data as a data controller under GDPR and ensures the protection of Clients’ and users’ information.  
7.2. The data is used solely for the purpose of providing the service.

## 8. Governing Law and Dispute Resolution

8.1. This Agreement is governed by the laws of the Republic of Bulgaria.  
8.2. All disputes shall be settled through negotiation, and if no agreement is reached — by the competent court in Sofia.

## 9. Provider Contact Information

KICO GLOBAL EOOD  
BULSTAT: 20250404171740  
Address: Bulgaria, Varna, Odessos district, Bacho Kiro Blvd. №1, floor 8, office VIII-3  
Email: info@owncup.eu  
Website: https://owncup.eu

This document constitutes a public offer. Registration of the Client on the OWNCUP platform and confirmation of agreement with these terms signify full and unconditional acceptance of all provisions of this Agreement.