AMENDMENT TO Software Services Agreement

This Amendment (the "Amendment") to the Software Services Agreement dated December 19, 2022 (the "Agreement"), by and between **The New York Times Company** (herein known as "Company"), and Spreedly, Inc. ("Vendor"), shall be effective as of December 19, 2023 ("Amendment Effective Date"). Capitalized terms used but not defined herein are defined as set forth in the Agreement.

RECITALS

Whereas, the parties desire to amend and add to the terms of the Agreement as provided below.

Now therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Section 3.1 Term shall be amended as follows: The Term shall be renewed for one (1) year ("Renewal Term") commencing on the Amendment Effective Date.

Except as otherwise set forth herein, the terms and conditions of the Agreement shall be of full force and effect and shall apply equally to the parties. If there is a conflict between this Amendment and the Agreement or any earlier amendment, the terms of this Amendment will prevail. This Amendment may be executed in counterparts (including by PDF, facsimile or electronic signature), which when taken together will constitute one original Amendment.

Agreed to and Accepted:

The New York Times Company

DocuSigned by:

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Spreedly, Inc.

By: Melial Mail

Name: Mehal Naik

: Assistant Treasurer

Title: CFO

Name: Nellie Vail

Date: 3/26/2024 Date: 3/18/2024

Title: