

Service Agreement

Growth Plan

Case Study

THE PROVIDER

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THE CLIENT

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Delphin Musquet, Founder

ARTICLE 1 — DEFINITIONS

Term	Definition
AI Readiness Score	Cited proprietary indicator, scored out of 100, measuring the degree of visibility and citability of a brand by artificial intelligence search engines.
AI Visibility	A brand's ability to appear and be cited in responses generated by AI engines.
Citation	Explicit mention of the Client's brand in a response generated by an AI provider.
AI Provider	Artificial intelligence search engine: ChatGPT (OpenAI), Perplexity, Claude (Anthropic), Gemini (Google), Grok (xAI).
GEO	Generative Engine Optimization — the set of practices aimed at optimizing a brand's visibility in AI engine responses.
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness — quality criteria recognized by search engines and AI.
Setup	Initial phase including the audit, technical optimization, and content creation.
Baseline	Client's AI Readiness Score measured before the start of work, serving as a reference to evaluate progress.

ARTICLE 2 — PURPOSE OF THE AGREEMENT

The purpose of this agreement is to define the conditions under which Cited provides the Client with AI Visibility Optimization services (Generative Engine Optimization — GEO), aimed at improving the Client's brand AI Readiness Score, i.e., its visibility and citations in responses from artificial intelligence search engines (ChatGPT, Perplexity, Claude, Gemini, Grok).

Cited commits to implementing a 4-step methodology — Audit, Strategy, Execution, Measurement — to produce measurable results through the AI Readiness Score.

ARTICLE 3 — INCLUDED SERVICES (Growth Plan)

3.1 Initial Phase (Setup)

Service	Details
Extended AI Readiness Audit	Analysis on ~150 strategic prompts, 5 AI providers (ChatGPT, Perplexity, Claude, Gemini, Grok), 3 languages

Service	Details
AI Readiness Score	Global score /100 + per-provider and per-language scores + citation rate + category analysis
Report & Roadmap	Comprehensive PDF report with personalized recommendations and prioritized action plan
AI Competitive Analysis	In-depth benchmark of AI positioning against market competitors
Technical Optimization	Schema.org implementation (3 blocks + site integration) + E-E-A-T optimization + AI-friendly structure
AI Content Strategy	6-month content plan optimized to maximize multi-language AI citations
18 citation-ready articles	AI-optimized pillar articles, 6 per language (3 languages), SEO scoring included

3.2 Monthly Maintenance

Service	Frequency
Monthly AI Monitoring	Automatic AI Readiness re-audit (1st of each month), 3 languages
Competitor Intelligence	Automated monthly tracking of identified competitors' AI scores: per-provider and per-category comparison, gap analysis, ranking and trends over time
Follow-up Report	Monthly PDF: AI Readiness Score, trends, delta, competitive positioning, recommendations
Real-time Dashboard	Permanent access to client dashboard (shareable link) including competitive positioning
Continuous Optimization	Monthly content adjustments based on AI score trends and competitive analysis
Priority Support	Response within 24 business hours

ARTICLE 4 — OBJECTIVES AND PERFORMANCE INDICATORS

4.1 Measurable Objectives

Cited commits to deploying its best efforts (enhanced best-efforts obligation) to improve the following indicators:

KPI	Measurement Method	90-Day Target
AI Readiness Score	Automated audit across 5 AI providers	+20 points vs baseline
Citation Rate	% of prompts citing the brand	Measurable improvement

KPI	Measurement Method	90-Day Target
Articles Delivered	Count in the hub	18 articles in setup phase
Schemas Implemented	Google Rich Results Test	3 schemas validated + integrated
Multilingual Coverage	Audit per language	Scores across 3 languages

4.2 Tracking Indicators (not guaranteed but measured)

Indicator	Method
AI Referral Traffic	Visits from perplexity.ai, chatgpt.com, gemini.google.com (client analytics)
Brand Search Volume	Google Trends / Search Console — brand query trends
Per-Provider Score Trends	Comparison of monthly AI Readiness audits by AI provider

ARTICLE 5 — TRANSPARENCY AND LIMITATIONS

5.1 What We Measure

- The AI Readiness Score and its evolution over time (automated monthly audits)
- The brand's citation rate by AI providers
- Referral traffic from AI platforms (via analytics)
- The quality and quantity of deliverables (articles, schemas, reports)

5.2 What We Cannot Guarantee

- Direct AI -> sale attribution: no tool currently allows certain attribution of a conversion to an AI citation
- Absolute score stability: AI algorithms evolve regularly, causing natural fluctuations
- Identical positioning on all prompts: AI responses vary by phrasing, context, and model updates
- AI traffic volume: referral traffic depends on end-user adoption of AI platforms

5.3 Market Context

40% of searches now go through AI tools (Gartner, 2025). Google AI Overviews reduce organic clicks by 25% (SparkToro, 2025). 79% of consumers trust AI recommendations as much as personal recommendations (Salesforce, 2025). AI Visibility is a strategic lever comparable to SEO in the 2010s: the impact is real and measurable, but direct revenue attribution remains an industry challenge.

ARTICLE 6 — PRICING AND PAYMENT TERMS

6.1 Initial Phase (Setup)

Growth Plan Setup

Setup payment: product exchange (see details above)

In lieu of cash payment for the Setup, the Client agrees to provide the Provider with products from their brand at a minimum retail value of £3,150 GBP. The Client will provide a product list for Provider approval before shipment. Products must be new, unworn, in original packaging, and delivered within 14 days of contract signature. Both Parties agree that this exchange constitutes full payment of the Setup fee.

6.2 Monthly Maintenance

Monthly Maintenance

\$600 USD / month

First payment: 30 days after delivery of the initial setup.

6.3 Payment Terms

- Payment by bank transfer or Stripe
- Currency: USD (US Dollar)
- Monthly invoicing at the beginning of each month
- Payment deadline: 30 days from invoice receipt
- Late payment: 1.5% penalty per month of delay + service suspension after 15 days of non-payment

ARTICLE 6bis — CASE STUDY RIGHTS

6bis.1 Rights Granted

In consideration of the preferential Setup terms, the Client grants the Provider:

- The right to use the Client's name, logo, and brand imagery in Cited marketing materials
- The right to publicly share GEO scores, before/after results, and performance metrics
- The right to reference the Client on the Cited website, social media, presentations, and prospect communications
- The right to create case study content (written, visual, video) featuring the Client's results

6bis.2 Provider Commitments

The Provider commits to sharing any case study content with the Client for review before publication, accurately representing results without exaggeration, and not disclosing any confidential business information beyond GEO performance metrics.

ARTICLE 7 — 90-DAY GUARANTEE

7.1 Commitment

Cited guarantees an improvement of +20 points in the Client's AI Readiness Score within 90 days following delivery of the initial setup, compared to the Baseline measured before work began.

7.2 Activation Conditions

The guarantee applies provided the Client has met all of their obligations (Article 8), including:

- Implemented technical recommendations within 30 days of receipt
- Published the articles provided by Cited on their website
- Correctly installed the Schema.org schemas provided
- Designated an available point of contact for communication with Cited

7.3 In Case of Non-Achievement

If the +20 point improvement is not achieved after 90 days despite compliance with the above conditions, Cited commits to continuing optimization work at no additional charge for a maximum period of 60 additional days, until measurable results are obtained.

7.4 Exclusions

The guarantee does not cover:

- Major algorithm changes by AI providers impacting the entire market
- Non-compliance by the Client with their contractual obligations (Article 8)
- Non-publication or substantial modification of the provided content
- Cases of force majeure (Article 13)

ARTICLE 8 — CLIENT OBLIGATIONS

The Client commits to actively collaborating with Cited for the proper execution of the agreement:

- Designate a single point of contact with decision-making authority for approvals
- Provide necessary access (website, analytics, CMS) within 7 days of signing
- Implement technical recommendations within 30 days of receipt
- Publish articles delivered by Cited within 15 days of validation
- Inform Cited of any major website changes within 48 hours
- Not substantially modify optimized content without prior consultation with Cited

Non-compliance with these obligations releases Cited from its commitments under the guarantee (Article 7) and may constitute grounds for termination.

ARTICLE 9 — DURATION AND RENEWAL

9.1 Initial Duration

The agreement is entered into for an initial duration of 6 months from the date of signing, including the setup phase and the first months of maintenance.

9.2 Renewal

At the end of the initial period, the agreement is tacitly renewed for 3-month periods, unless terminated by either Party with 30 days' notice before the end of the current period.

ARTICLE 10 — TERMINATION

10.1 Termination by the Client

The Client may terminate the agreement:

- At any time after the initial 6-month period, with 30 days' written notice
- Immediately in case of serious breach by Cited of its obligations, not remedied within 15 days following a written formal notice

10.2 Termination by Cited

Cited may terminate the agreement:

- In case of non-payment of 2 consecutive monthly installments despite written reminder
- In case of persistent non-compliance by the Client with their obligations (Article 8) after formal notice

10.3 Consequences of Termination

- Amounts paid for the setup are non-refundable
- Monthly payments due up to the effective termination date remain payable
- The Client retains ownership of delivered and paid-for content
- Cited returns or deletes the Client's data within 30 days of termination (at the Client's choice)

ARTICLE 11 — INTELLECTUAL PROPERTY

11.1 Deliverables

Articles, schemas, reports, and content delivered to the Client become their full property upon complete payment of all amounts due.

11.2 Methodology and Tools

The GEO methodology, AI Readiness audit tools, scoring algorithms, and Cited's know-how remain the exclusive property of Cited. No license is granted to the Client on these elements.

11.3 Pre-existing Intellectual Property

Each Party retains ownership of its intellectual property rights that predate the agreement.

11.4 Reference Right

Unless the Client objects in writing within 15 days of signing, Cited reserves the right to mention the Client's name and logo as a commercial reference, and to use anonymized data for benchmarking purposes.

ARTICLE 12 — CONFIDENTIALITY AND DATA PROTECTION

12.1 Confidentiality

The Parties agree to treat as confidential all information exchanged under the agreement, including: analytics data, AI Readiness Scores, content strategies, commercial data. This obligation survives for 2 years after the end of the agreement.

12.2 Data Protection

Cited acts as a data processor of the Client's data within the meaning of applicable regulations. Processed data is limited to information strictly necessary for the performance of the services (site content, analytics data, AI scores).

- Client data is hosted on secure infrastructure (encryption in transit and at rest)
- Cited does not disclose any Client data to third parties without prior consent
- In the event of a data breach, Cited notifies the Client within 48 hours
- At the end of the agreement, Cited returns or deletes all Client data within 30 days
- For clients located in the European Union: Cited commits to complying with GDPR obligations applicable to its role as data processor

ARTICLE 13 — FORCE MAJEURE

Neither Party shall be held liable for failure to fulfill its contractual obligations if such failure results from a force majeure event, including:

- Extended unavailability (>72h) of AI provider APIs (OpenAI, Google, Anthropic, Perplexity, xAI)
- Major cyberattacks, internet or cloud infrastructure failures
- Regulatory changes making the services illegal or impracticable (e.g., EU AI Act)
- Natural events, wars, pandemics, international sanctions

The affected Party must notify the other Party within 48 hours of the event's occurrence. Obligations are suspended for the duration of the force majeure. If the event persists beyond 90 days, either Party may terminate the agreement without penalty. The Client is not required to pay for suspended services.

ARTICLE 14 — LIMITATION OF LIABILITY

14.1 Maximum Liability

Cited's total liability under this agreement is limited to the total amount actually paid by the Client over the preceding 12 months.

14.2 Liability Exclusions

Cited shall not be held liable for:

- Indirect damages, loss of revenue, lost profits, or reputational harm
- AI provider algorithm changes impacting visibility scores
- Technical issues on the Client's website not related to Cited's interventions
- Non-implementation of recommendations by the Client
- Decline in traditional organic traffic related to market evolution (AI Overviews, etc.)

14.3 Best-Efforts Obligation

This agreement constitutes an enhanced best-efforts obligation. Cited commits to deploying its expertise, methodology, and proprietary tools to achieve the defined objectives, without guarantee of absolute results, except for the 90-day guarantee (Article 7).

ARTICLE 15 — GENERAL PROVISIONS

- Entirety: This agreement constitutes the entire agreement between the Parties and supersedes all prior agreements, proposals, or discussions.
- Amendments: Any amendment to the agreement must be made by written addendum signed by both Parties.
- Assignment: Neither Party may assign the agreement without the other's written consent, except to an affiliate or in case of restructuring.
- Independence: Cited acts as an independent contractor. The agreement does not create any employment, partnership, or joint venture relationship.
- Severability: If a clause is declared void, the remaining provisions remain fully enforceable.
- Notices: All official notices are sent by email to the addresses indicated on page 1, and deemed received within 24 hours.

ARTICLE 16 — GOVERNING LAW AND DISPUTES

This agreement is governed by the laws of the United Arab Emirates. In case of dispute, the Parties agree to seek an amicable resolution within 30 days. Failing amicable resolution, the dispute shall be submitted to the competent courts of Ras Al Khaimah (RAKEZ).

ARTICLE 17 — SIGNATURES

Made in two copies, on 20/02/2026

For Cited Agency

Thomas Vignaud

Managing Director

Signature:

Date: 20/02/2026

For the Client

Delphin Musquet, Founder

Sans Patrie Studio

Signature:

Date: 20/02/2026

APPENDIX A — PRODUCT LIST (SETUP EXCHANGE)

#	Product	Size	Retail Price
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Minimum retail value: £3,150 GBP

Both Parties confirm the above product list:

For Cited Agency

Date: 20/02/2026

For the Client

Date: 20/02/2026