



## Work Order

Solution provided by Medico Reach (A Blue Mail Media Company)

### Custom list building solution

Providing custom list or customer profiling service as per clients' target criteria. The custom list will have company name, contact name, phone number, address, industry/SIC code, NAICS code, revenue/employee size, email address, Linked-In profile/social media profile (optional). The list will be delivered in excel for access as per Clients' convenience.

#### Criteria

Industry: blood banks and transfusion centres  
Geography: Europe  
No of contacts available: 2,675

#### Package details:

Package Details	Amount
Target Criteria 1: Custom list building without Linked-in profiles- Custom list will have contact name, profession, email address, hospital name/clinic name, mailing address, phone, url, industry Total number of contacts: 2,675	\$3,343

#### Service Agreement

This agreement dated on 11 day of JULY, 2017, by and between BD BIOSCIENCES having its office at 2350 CRUME DRIVE, SAN JOSE, CA 95131 herein represented by Mr/MS JEANNE WHITMAN hereinafter referred to as the "Client" which expression shall unless repugnant to the context or meaning thereof shall include its affiliates, representatives, successors and permitted assigns) of the **ONE PART**

#### And

**Medico Reach**, having its office at 300, E Royal Ln #127, Irving, TX, 75039 (hereinafter referred as "**Medico Reach**" which expression shall unless repugnant to the context or meaning thereof shall include its affiliates, representatives, successors and permitted assigns) of the **OTHER PART**.

The Client and Medico Reach shall jointly be referred as "**Parties**" and individually as "**Party**", as the context may require.

WHEREAS, Medico Reach is a full service Digital Marketing firm offering Marketing database and data enhancement services for clients globally.

WHEREAS, the Client approached Medico Reach for the purpose engaging the latter to provide to the Client the services offered by Medico Reach and Medico Reach has agreed to provide such services to the Client;

AND WHEREAS, the parties are now entering into this Agreement to record the Terms and Conditions of their understanding.

1. FEES: Client will make upfront payment to Medico Reach based on the option selected by client on the work order. The remaining balance if any is payable to Client prior to completion. At any time during this service, Client can pay the remaining balance if any and take the delivery of the remaining marketing database. No refund available for the services offered by Medico Reach.

2. Record accuracy: Given the nature of industry even a perfect verified marketing data could have 20% inaccurate data. However, Medico Reach gives 85% accuracy guarantee and 80% Delivery guarantee on emails. Medico Reach guarantees a replacement for any inaccurate data and undeliverable (only hard bounce) emails beyond this limit if returned within 30 days from the date of delivery of the marketing data file. In case Medico Reach doesn't have records to replace, Client can expand the criteria and get the replacements.

3. Deployment of campaign (Applicable only for email campaign service): Medico Reach needs an approval to run the campaign from Client 6 days in advance

4. Delivery of file/service: Delivery of the file/service within 6 business days from the receipt of the payment. Client can choose the file format (Ex: excel, access etc.)

5. Indemnity: Either party here by agrees to indemnify, defend and hold harmless the other, its agents, trustees and employees from any and all liability, loss, damage and expenses (Including, but not limited to

attorney fees) that either party may suffer as a result of claims, demands, costs or judgments which may be made or instituted against the other or its agents, trustees and employees as a result of other party's negligence, action, failure to act that might give rise to such liabilities.

#### 6. Dispute Resolution

6.1: In case of any disputes, controversy, claims or breach arising out of or in relation to this Agreement including disputes regarding interpretation, construction, existence and validity thereof, between the parties (hereinafter collectively referred to as Disputes), the parties shall first attempt to resolve the Dispute through mutual discussions.

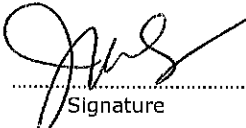
6.2 In case the parties fail to resolve the Dispute through the aforementioned manner within a period of fifteen days of such meeting of the parties then such Disputes, shall be referred to Arbitration by a prior written notice by either of the parties issuing the same to other. A sole Arbitrator shall be mutually appointed by parties to resolve such dispute and the seat of Arbitration shall be Irving, TX, USA. All Arbitration proceedings for the disputes between the parties shall be in accordance with the provision of The Arbitration and Conciliation Act, TX. The Award passed by the Arbitrator shall be final and binding on the parties.

#### Business Communication coordination

All communications between the parties will be carried out through the following designated coordinators:

Business Coordination			
For Medico Reach		For Client	
Name	Josh Willis	Name	Raphael Seguy / Jeanne Whitmer
Title	Sales Manager	Title	
Address	300, E Royal Ln #127 Irving, TX, 75039	Address	
Phone	214-396-5615	Phone	
Fax		Fax	
Email	josh.willis@medicoreach.com	Email	Raphael.Seguy@bd.com Jeanne_B_Whitmer@bd.com

Accepted By:

 Signature	07/11/17 Date
Name: JEANNE WHITMER Title: PROGRAM MANAGER, CLINICAL Client: BD BIOSCIENCES	

