



Tax ID: 47-1850837
Offer Valid Through: July 15, 2020

RENEWAL SERVICE ORDER

This Service Order ("Order") is entered into by and between Simplr Inc. and the customer identified below ("Customer") as of the date of Customer's signature below, and is governed by the Terms of Services ("MSA") signed between Simplr and Customer dated August 8, 2016.

CUSTOMER DETAILS

| | | | |
|--------------------------|--|---------------------------------|--|
| Customer | AppDynamics LLC | Address | 303 2nd St. |
| Salesforce Org ID | 00D8000000MDAyEAO | | North Tower, 8th Floor |
| | | | San Francisco, CA 94107 |
| Customer Contact | | Accounts Payable Contact | |
| Name | Matt Lubin | Name | Accounts Payable |
| Title | Director, Executive & Internal Communications | Title | Accounts Payable |
| Email | matt.lubin@appdynamics.com | Email | accountspayable@appdynamics.com |
| Phone | (415) 442-8400 | Phone | 212-442-8400 |

ORDER SUMMARY

| Recurring Services | # Users Authorized Users ¹ | Price (user/month) | Annual Total | Renewal Total ⁶ |
|------------------------------------|--|-----------------------|-----------------|-------------------------------|
| Simplr Cloud Based Social Intranet | 2,500 | \$2.10 | \$63,000 | \$63,000 |
| Premier Support ² | | | \$12,600 | \$12,600 |
| Premier Support Discount: 50% | | | -\$6,300 | -\$6,300 |
| | | Sub-Total | \$69,300 | \$69,300 |

Net Amount Due **\$69,300**

TERMS & CONDITIONS

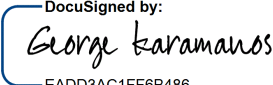
| | | | |
|--|---------------------------|--------------------------|---|
| Renewal Start Date ⁷ | August 8, 2020 | Payment Frequency | Annual |
| Renewal End Date | August 7, 2021 | Payment Term | Net 60 |
| Renewal Term | 12 Months from Start Date | PO Required | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |

Additional Terms:

- Four new release upgrades per year
- Provide advance notices with new release notes and benefits
- Work closely with AppDynamics on the upgrade process and timing
- Ensure each upgrade is successfully and timely completed as planned
- Monthly review and update¹
- Discuss and address any challenges and/or other concerns in executing initiatives/tasks
- Provide ongoing support on issues that come up in between monthly reviews
- Business Reviews
- Conduct quarterly business reviews to assess the state of employee engagement and adoption
- Identify new opportunities through deep dives of the analytics
- Share Simplr product vision and roadmap
- Lead discussion on AppDynamics' intranet vision/roadmap and strategies
- Ongoing Partnership Support
- VP, Customer Success will be involved to provide executive support
- Assigned Customer Success Manager to assist in daily operations of the intranet and enable AppDynamic to achieve its adoption and employee engagement goals

ACCEPTANCE & SIGNATURE

IN WITNESS WHEREOF, Customer has authorized this Service Order as of the Date of Signature below.

| | |
|--|--------------------------------|
| DocuSigned by:  EADD3AC1FF6B486... | Company AppDynamics LLC |
| Signature | Name George Karamanos |
| | Title General Counsel |
| | Date July 13, 2020 |

¹ Authorized Users shall mean the unique users who are authorized by Customer to access and use the Simplr service.

² Premier Support services as described at <http://bit.ly/simplr-product-technical-support>

³ One-time Services shall be subject to a separate Statement of Work.

⁴ Pricing does not include sales tax. Applicable sales tax will be added to the invoice.

⁵ Amount due based on payment frequency. For multi-year renewal with annual billing, you will be billed at the beginning of each subsequent year (i.e. at each anniversary of your Renewal Start Date)

⁶ Amount due for the period starting from "Renewal Start Date" until "Renewal End Date".

⁷ Renewal Start Date shall be the Service Start Date of the Initial Sales Order entered into between Customer and Simplr.