



Client: AppDynamics LLC

Master Agreement ID: ADY011906MS7181

Master Agreement Effective Date: September 20, 2019

Work Order ID: ADY011908WO2717

Work Order Effective Date: August 12, 2019

Work Order Expiration Date: September 19, 2020

## Statement of Work

Event name/Date/Duration: AppDynamics - Studio Recording

Description of Product/Event types from Fee Schedule	Qty	Rate	Unit	Total
ON24-Studio Production Services-RECORDING: 1/2 Day (up to 4 hours-Including Strike)	1	USD 5,590.00		USD 5,590.00
On Site Producer: 1/2 Day	1	USD 520.00		USD 520.00
Teleprompter & Operator	1	USD 650.00		USD 650.00
Production Deployment & Project Management	1	USD 200.00		USD 200.00
One Additional Hour of Studio Time	1	USD 520.00		USD 520.00
Professional Makeup	1	USD 715.00		USD 715.00
Catering	1	USD 390.00		USD 390.00
Production Services - (audio/video recording, editing, conversion, and encoding)	5	USD 200.00		USD 1,000.00
				<b>Total: USD 9,585.00</b>

Client shall be billed USD 9,585.00 upon execution of the Agreement..

Client agrees to pay ON24 a minimum of USD 9,585.00 ("Total Work Order Amount") for the provision of Services hereunder from August 12, 2019 to September 19, 2020. If, on September 19, 2020, Client has not paid ON24 for Services pursuant to this Work Order in an aggregate amount at least equal to the Total Work Order Amount, (i) ON24 shall invoice Client for any portion of the Total Work Order Amount not previously billed and (ii) Client shall be obligated to pay such amount (as well as all previously invoiced but unpaid amounts). All such amounts shall be retained by ON24 and cannot be applied to the purchase of services with respect to any other Work Order or agreement. Any Services listed on this Work Order that are not delivered by ON24 or otherwise used by Client by September 19, 2020 shall be forfeited and cannot be transferred to any other Work Order or agreement. This paragraph shall survive any expiration or termination of the Work Order.

Changes of services to this Work Order require an amendment and must be submitted to ON24. Client acknowledges that this Work Order and any changes made to this Work Order are subject to acceptance by ON24.

This Work Order is governed by and subject to the terms and conditions of the WEBCAST ELITE ANNUAL SUBSCRIPTION Agreement between Client and ON24, dated September 20, 2019, and the Universal Terms and Conditions Agreement, having an Effective Date of September 22, 2014, which shall hereby be incorporated by reference. In the event of a conflict, the terms and conditions of this Work Order shall prevail.

Ordered by:

AppDynamics LLC  
August 20, 2019

DocuSigned by:

Date George Karamanos

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Signature

George Karamanos, General Counsel

Print Name of Person Signing

Accepted by:

ON24, Inc. 8/20/2019

Date

DocuSigned by:

Date Steven Vattuone

Sharat Sharan, CEO/Steven Vattuone, VP - Finance