



## RENEWAL ORDER

**March 24, 2020**

**B601 V2 Inc., dba Validately**  
**32 W 39th St. FL 10**  
**New York, NY 10018**

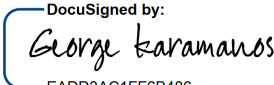
**Customer:****AppDynamics LLC**

Chika Ando  
 chika.ando@appdynamics.com

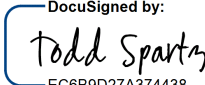
TERM	DESCRIPTION OF GOOD AND SERVICES	TOTAL
05/06/20 - 05/05/21	<ul style="list-style-type: none"> <li>Enterprise Plan               <ul style="list-style-type: none"> <li>Researcher Seats: 10</li> <li>Collaborator Seats: unlimited</li> <li>Studies: unlimited</li> </ul> </li> </ul>	\$19,998
	<ul style="list-style-type: none"> <li>Recruiting Rates: available upon request               <ul style="list-style-type: none"> <li>Unmoderated Recruiting: \$15/participant</li> <li>Moderated Recruiting: \$45/ 30-minute US participant                   <ul style="list-style-type: none"> <li>See Appendix A for rate restrictions</li> </ul> </li> </ul> </li> </ul>	\$5,000
AMOUNT PAID		\$0
AMOUNT DUE		\$24,998

By signing below, the undersigned Customer hereby agrees (a) to purchase the goods and services described above; (b) to unconditionally pay the non-refundable total amount due set forth above to B601 V2 Inc. dba Validately on or before the date that is sixty (60) days after the date of this invoice as provided below; and (c) that the Terms of Service executed by and between AppDynamics LLC and Validately shall govern this Sales Order (the terms of which are incorporated herein by reference) and that it shall be bound by the terms thereof. Please send invoice to [accountspayable@appdynamics.com](mailto:accountspayable@appdynamics.com).

**Customer:**

DocuSigned by:  
  
 SIGNATURE: EADD3AC1FF6B486...  
 George Karamanos  
 NAME / TITLE: General Counsel  
 DATE: 3/26/2020

**B601 V2 Inc. dba Validately:**

DocuSigned by:  
  
 SIGNATURE: EC6B9D27A374438...  
 NAME / TITLE: Todd Spartz  
 CFO  
 DATE: 3/26/2020



Please wire payment to the below Bank information:

Silicon Valley Bank  
3003 Tasman Drive  
Santa Clara, CA 95054  
Account: 3301468760  
Routing Number (ABA): 121140399  
Tax ID: 45-2942998

Alternative payment option: Mail a check to:

Make check out to: B601 V2 Inc.  
Mail to: Craig Paris  
32 West 39th Street STE 1001 New York, NY 10018

Alternative payment option: Credit Card:

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Contact Finance with any questions ([finance@validate.ly](mailto:finance@validate.ly))



## Appendix A: Moderated Recruiting Restrictions

The limitations on the recruit pricing are stated below. We can recruit for test participants who do not fit within these limits, but at a custom price:

- Moderated recruiting for people who make over \$100k/year in income is custom priced.
- Moderated recruiting for people outside of the US or specific geo-targeting within the US has a \$25/user up-charge.
- Moderated recruiting with screening for medical conditions is custom priced.
- Moderated recruiting with screening for hard to find/niche job titles is custom priced.
- Moderated recruiting with screening for niche customer behavior, such as using certain products that are not widely adopted is custom priced.
- In-person moderated recruiting is available but is custom priced.