

BRIGHTEDGE**Order Form**

BrightEdge Technologies, Inc.
989 E. Hillsdale Blvd, Suite 300
Foster City, CA 94404
USA

Order Form for AppDynamics LLC
Offer Valid Through: October 15, 2020
Quotation by: John Spillane
Quote Number: Q054261.2

This Order Form is for the purchase of BrightEdge products and services set forth below. Provision of all products and services set forth herein is subject to the Participating Addendum dated April 5, 2019 by and between AppDynamics LLC ("Customer") and BrightEdge Technologies, Inc. that supplements the Application Service Provider Agreement, dated April 5, 2012, between BrightEdge Technologies, Inc. and Cisco Systems, Inc. and its Affiliates (the Participating Addendum and Application Service Provider Agreement are collectively the "Agreement"). All capitalized terms used but not defined in this Order Form shall have the meanings given to them in the Agreement.

Contract Period and Payment Terms

Subscription Start Date: April 30, 2021
Subscription End Date: April 29, 2022
Subscription Term: 12 Months
Total Contract Value: \$9,000.00
Renewal Term: 12 Months

Order Form Effective Date: On Last Signature Date
Billing Frequency: Annual
Payment Terms: Net 60

Sold To:

Trish Chan
AppDynamics LLC
303 Second Street, North Tower 8th Floor
San Francisco, CA 94107
USA
trish.chan@appdynamics.com

Bill To:

Accounts Payable
AppDynamics LLC
303 Second Street, North Tower 8th Floor
San Francisco, CA 07601
United States
accountspayable@appdynamics.com
(415) 442-8400

Accounts Payable contact person, if different from the above:

PO Required on Invoice: Yes [X] No []

If Yes, PO #: PO Amount: \$

Additional Billing Instructions (portal information, required wording, etc.):

US SALES TAXES: To qualify for Sales Tax exempt purchases, please send your exemption certificate to billing@brightedge.com, otherwise Sales Tax will be charged where applicable.

Subscription Charges

Category	Description	Quantity
BrightEdge S3 Base Platform	Base Platform - Subscription Includes: - Story Builder, Reports, Recommendations, Page Manager, Data Cube, Share of Voice, Opportunity Forecasting, Tasks. - Unlimited Keyword Groups. - Unlimited Users.	1
BrightEdge S3 Base Platform	Base Platform - Keywords Keywords can be allocated to any supported location and device (see notes for details). With Off-Page Recommendations for 10% Keywords.	1000
BrightEdge S3 Base Platform	Base Platform - Competitors	6
BrightEdge S3 Base Platform	Base Platform - Domains	1
Platform API	API 3.0 Subscription Grants access to datasets per API 3.0 Guide. Allows unlimited calls through one connection. Multiple parallel calls are not allowed. Quantity is total number of keywords allocated in accounts with API 3.0.	1
Site Audit	Content IQ - Subscription - Quantity is max. number of pages crawled per month across all accounts, not per account - if Quantity >= 1 million, Website must support 50+ concurrent sessions from BrightEdge, 10+ otherwise - Pages with response times > 10 seconds will be skipped	10000
Connect - Google Analytics API Integration	Google Analytics API Integration Subscription Maps one Google Analytics profile with one BrightEdge account. Includes Traffic metrics, Page Reporting, E-Commerce and Conversion Goal Metrics (if available). Number of pages tracked in Page Reporting equals number of keywords tracked in platform.	1
Client Services	Dedicated Customer Success	1
Total Subscription Price		\$9,000.00

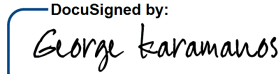
Notes:

- Please use electronic signature or email scanned copy with signature to john.spillane@brightedge.com.
- "Competitor" means a company that provides the same or similar products and/or services as Customer that may compete with Customer's business.
- "Device" refers to one of desktop computer ("Desktop"), tablet computer ("Tablet"), or data-capable mobile phone ("Smartphone").
- "Domain" refers to a single website tracked in BrightEdge - for example, domain.com, shop.domain.com, or domain.com/fr - or a separate microsite.
- "Keyword" refers to a word or term (series of words) used to describe a Customer's product or service that is likely to be organically searched on the Internet - for example, "sunglasses," or "tennis lessons."
- "Location" refers to one country or one city supported by BrightEdge - for example, "United States," "France," "San Francisco, CA," or "London."
- "Search Engine" means a website upon which an individual will search the internet using Keyword(s) - for example, Bing or Google. Such Search Engines may be separated by geographic location, such as Bing US or Google UK.
- Unless an existing agreement between Customer and BrightEdge provides otherwise, any combination of Device, Domain, Keyword, Location and Search Engine is counted separately, regardless of Keyword duplicates across Domains, Locations, or Devices. For the avoidance of doubt, in each of the following examples, Keyword count will be two (2) distinct Keywords when the same spelled Keyword is tracked on: 1) Google UK Desktops and Google France Desktops, 2) Google US Tablets and Google US Smartphones; 3) Google New York Smartphones and Google San Francisco Smartphones; or 4) Google US Desktops and Bing US Desktops.
- Within the limits of its subscription - and except for premium Search Engines such as Baidu in China - Customer can self-allocate Keywords to any Location and/or Device supported by BrightEdge. For example, in a subscription with 1000 Keywords, at any time Customer can allocate 500 Keywords to US-Smartphone and 500 Keywords to UK-Desktop. NOTE: All historical information for a given Keyword, Location, Device and Search Engine combination will be deleted when that combination is no longer tracked for Customer.
- For the purposes of counting Competitors in Customer's account, each Competitor associated with any given Domain is counted separately regardless of duplicate Competitor names across Domains. For avoidance of doubt, as an example, the same Competitor tracked for both "domain.com" as well as for "domain.com/fr" is counted as two (2) separate Competitors.
- "Customer Success" includes: BrightEdge Ignite Onboarding during initial and up to forty five (45) day period starting on the Subscription Start Date; Provisioning of new Customer account within 48 hours after Subscription Start Date for up to 5 domains; Schedule of provisioning of additional Customer domains above first 5 shall be provided after review of Customer account; Ignite Onboarding includes up to six (6) hours of 1 x 1 support for Customer onboarding, training and integrations; BrightEdge Ignite Onboarding Team available via phone and email 8am to 5pm, Monday through Friday; Monday through Friday; After Customer completion of Ignite Onboarding, Customer access to dedicated Client Services Manager via phone 8am to 5pm PDT or GMT for Europe-based customers (unless specified differently in this order form), Monday through Friday; Dedicated Client Services Manager shall provide day-to-day management of training, usage, and Customer support to realize success on the BrightEdge platform. BrightEdge Technical Support available during and after onboarding via email 8am to 5pm PDT or GMT for Europe-based customers (unless specified differently in this order form), Monday through Friday;
- Notwithstanding anything to the contrary in the Agreement, all references in this Order Form to "\$" shall mean United States dollars.

Accepted and agreed to as of the Effective Date by the authorized representative of each party.

AppDynamics LLC

Signature:

DocuSigned by:

 FADD3AC1FE6B486

George Karamanos

Print Name:

General Counsel


Print Title:

September 29, 2020

Signature Date:

BrightEdge Technologies, Inc.

Signature:

DocuSigned by:

 F97694BD64FB40F

Print Name:

Krish Kumar

Print Title:

COO

Signature Date:

September 28, 2020