

Hylink Digital Solutions
Media Authorization Form/Paid Media Quotation
6060 Center Drive Suite 175, Los Angeles, CA 90045

| TO | Project Details |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Estee Lauder AG Lachen Fledmosstrasse 2, CH-8853 Lachen, Switzerland Atten: Mr Israel Assa | Campaign: FY22 EL Holiday Post Travel Campaign Period: 12/15/2021 - 12/31/2021 Hylink Job ID: CA-ELC359 Issue Date: 7/24/2024 |

| Platform | Placement | Category | Amount (USD) |
|----------------------------|-------------------------------------|-----------------|--------------|
| Ctrip | APP Screen Opening Ad — Post Travel | Digital Display | \$ 256,629 |
| Ctrip | APP Homepage Feeds Ad - Post Travel | Digital Display | \$ 100,639 |
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| SUBTOTAL | | | \$ 357,268 |
| DIGITAL DISPLAY | | | \$ 357,268 |
| PAID SOCIAL | | | \$ - |
| EMESSAGING | | | \$ - |
| PRODUCTION FEE (Pre-Quote) | | | |
| 10% AGENCY FEE | | | \$ 35,727 |
| Quote Total | | | \$ 392,995 |

match for media

| | | | |
|---------------------|--------------------------|-------|-----------|
| Prepared By: | Megan Zhang | Date: | 7/24/2024 |
| Approved By Hylink: | Yukun Bi <i>Yukun Bi</i> | Date: | 7/24/2024 |
| Approved By Client: | | Date: | |

- Payment Considerations:**
- a. Total, Exclusive of Taxes Payable in USD, fee calculated in USD.
 - b. Media resources are subject to change and will be confirmed by email.
 - c. Media Buy Services Include:
 - 1) Hylink to develop media strategy based on ELC's requirement and objectives.
 - 2) Tracking and monitoring of campaign performance and make campaign optimization
 - 3) Quality control of all video, image and text incorporated in advertising material.
 - 4) Provide post-buy report

*This contract is subject to the terms and conditions of the Master Service Agreement effective as of March 2019, between Estee Lauder and Hylink.