ORDER FORM

servicenow

ServiceNow, Inc.
4810 Eastgate Mall
San Diego, CA 92121

Order Number
BV-33013LR -1

Pricing Expiration: *12/4/2013*

PO Required? **Yes**

Customer Invoice Address:

Name:	OLX Inc.
Address:	485 7th Avenue, Suite 507
Suite:	
City:	New York
State/Province:	NY
Zip/Postal Code:	10018
Country:	United States
Website:	www.olx.com.ar

Reference Contract #(s):	BV-33013LR
Reference Statement of Work #(s):	N/A
Use Certificate #	N/A

Subscription Term:	12 months
Start Date:	November 30, 2013
End Date:	November 29, 2014
Currency:	USD

Customer Contact

Name:	Adrian Mastronardi
Title:	CTO
Phone:	1 917-921-6691
E-mail:	adrianm@olx.com

Customer Accounts Payable

Name:	Ariel Lebowits
Phone:	1 646 2050441
E-mail:	ap@olx.com
PO#:	

ServiceNow Account Executive:	Lucia Olaechea-Randall
E-mail:	lucia.randall@servicenow.com

Subscription:	Type	Units	Subscription Term	Net Price (monthly)	Net Price (annual)	Net Price (total)
ServiceNow® IT Service Automation Suite (Gold Plus Edition)	Fulfiller User	35	12	90.00	37,800.00	37,800.00
ServiceNow® IT Service Automation Suite	Requester User	525	12	-	-	-
				-	-	-
Subscription Product Subtotal:					37,800	37,800

Educational Services, Knowledge, and Professional Services Subtotal:	-
Pre-tax Total:	37,800
Estimated Taxes:	3,119
Estimated Grand Total:	40,919

Invoice Schedule:	Invoice Date	Amount	Est. Taxes	Grand Total
Annual Subscription Fee	Upon Signature	37,800	3,119	40,918.50
		37,800	3,119	40,919

Payment Terms	Net 30 Days from Invoice Date

Please submit Purchase Orders (PO) to the address above to accountsreceivable@servicenow.com or fax to 877-824-0673 fifteen (15) days prior to invoice date

Any Terms and Conditions in the PO that are deviating from or additional to this Order Form are not applicable.

Conditions and Notes:

PRICES ARE FINAL AND ORDERS ARE NON-CANCELLABLE AND NON-REFUNDABLE.

1) With this Order, Customer is upgrading to the ServiceNow IT Service Automation Suite (Gold Plus Edition) and extending their Subscription Term.
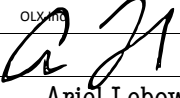
Order Terms

This order is on terms ("Agreement") consisting of the signed subscription service agreement between the parties, if any, referenced in this order form ("Referenced Agreement") as supplemented by this order form and product overview (collectively, "Order Form"), the ServiceNow subscription service guide ("Subscription Service Guide") and the service descriptions for the purchased packaged professional services ("Service Description"). If not attached to this Order Form, the Subscription Service Guide and Service Description are as set forth on www.servicenow.com/schedules.do and are INCORPORATED HEREIN BY THIS REFERENCE. Customer may request printed copies of the documents incorporated herein by reference by emailing us at legal.request@servicenow.com.

If any provision of the Order Form conflicts with the Referenced Agreement, then the Referenced Agreement controls except the following shall take priority over the Referenced Agreement:

1. The quantity, price, product description and other ordering terms are as set forth in the Order Form;
2. Prices are final, and orders are non-cancellable, non-refundable and not subject to acceptance;
3. Customer shall limit the types and number of ServiceNow Applications, Custom Applications, Users and their permitted Roles, and other use restrictions to those specified in the Order Form;
4. The Subscription Service includes a service level agreement with target service level availability of 99.8 percent in each month, and associated service credits for non-compliance at customer request, as provided in the Subscription Service Guide; and
5. Support for the Subscription Service is provided in accordance with the Subscription Service Guide.

The terms of any purchase order or similar document submitted by Customer to ServiceNow will not modify the terms of the Agreement.

ACKNOWLEDGED AND AGREED:

Customer OLX Inc.		ServiceNow, Inc.	
Signature:	*Ariel Lebowits*	Signature:	
Name:	Ariel Lebowits	Name:	
Title:	CFO	Title:	
Date:	12-3-2013	Date:	

ORDERING – PRODUCT TYPE				
Products Packages	IT Service Automation Suite (Gold Plus)	IT Service Automation Suite (Platinum Edition)	IT Service Automation Suite (Diamond Edition)	CreateNow Development Suite
Incident Management	Included	Included	Included	-
Problem Management	Included	Included	Included	-
Change Management	Included	Included	Included	-
Release Management	Included	Included	Included	-
Configuration Management (CMDB)	Included	Included	Included	-
Asset Management	Included	Included	Included	-
Request Management	Included	Included	Included	-
IT Cost Management	Included	Included	Included	-
Work Management	Included	Included	Included	-
Project Portfolio Management	Included	Included	Included	-
Software Development Lifecycle (SDLC)	Included	Included	Included	-
IT Governance, Risk and Compliance (IT GRC)	Included	Included	Included	-
DEVELOPMENT USAGE OPTIONS				
Application Configuration[1]	Included	Included	Included	-
ITSA-Based Custom Applications[2]	-	-	Unlimited Included	-
Custom Applications[3]	-	-	Unlimited Included	Per App or Unlimited as Purchased
Custom Applications (No Requesters)[4]	-	-	Unlimited Included	Per App or Unlimited as Purchased
PRODUCT OPTIONS				
Performance Analytics	Option	Option	Included	Option
Discovery	Option	Option	Option	Option
Orchestration Core	Option	Option	Option	Option
Orchestration Cloud Provisioning Suite	Option	Option	Option	Option
Orchestration Cloud Provisioning Application	Option	Option	Option	Option
Orchestration Add-ons	Option	Option	Option	Option
Public Catalog	Option	Option	Option	Option
Service Automation Platform	Included	Included	Included	Included

1 – **"Application Configuration"** means the authorization to change the values of pre-defined fields, add new fields to existing tables, add new tables that provide additional attributes around the process (i.e., people, place, and things), build workflow for the process (such as custom approval workflows), modify the UI and form layouts, integrate with external data sources, and tailor the process through custom scripting. Application Configuration is restricted to the process included in the IT Service Automation Application. Creating ITSA-Based Custom Applications is excluded, including without limitation Customer is prohibited from copying and re-labeling any of the tables associated with the IT Service Automation Application.

2 – **"ITSA-Based Custom Applications"** means the authorization to develop and use custom applications in production environments that are built by copying and re-labeling one or more IT Service Automation Applications. ITSA-Based Custom Applications involve the creation of new custom processes that are not addressed in the IT Service Automation Application (such as custom processes for requesting goods or services, scheduling resources or planning events) that may or may not have automation or workflow associated with them.

3 – **"Custom Applications"** means the authorization to develop and use custom applications in production environments that are not built by copying and re-labeling an IT Service Automation Application. Custom applications may be built as extensions of the Task table and cannot be an extension of an IT Service Automation Application table structure. Customers are prohibited from copying and re-labeling any of the tables associated with the IT Service Automation Suite of applications. Custom Applications may not be built for a process covered in one or more of the IT Service Automation Applications.

4 – **"Custom Applications (No Requesters)"** means the authorization to develop and use custom applications in production environments, without Requesters, that are not built by copying and re-labeling an IT Service Automation Application. Custom applications may be built as extensions of the Task table and cannot be an extension of an IT Service Automation Application table structure. Customers are prohibited from copying and re-labeling any of the tables associated with the IT Service Automation Suite of applications. Custom applications may not be built for a process covered in one or more of the IT Service Automation Applications.

ORDERING – USAGE AMOUNT
USER TYPE DEFINITIONS
"User" is any employee or contractor given access to the subscription service by Customer. Each User must be assigned a unique username and password that may not be shared or transferred. Employees and contractors that have a user profile in the subscription service which is not designated as "active" may not be given access to the subscription service.

"**Requester**" is any User checked as "active" on his or her user profile in the subscription service other than a Fulfiller or Approver. A Requestor creates, edits, and views his or her own requests. A Requester may perform only the functions defined in the table below for Requester.

"**Fulfiller**" is any User given a role in the subscription service by Customer other than the Approver role. A Fulfiller has full administrative, developer, and use rights. A Fulfiller may only perform the functions set forth in the table below for Fulfiller. Customer is required to complete the Department table for each Fulfiller, and to identify each Department as IT (Yes/No).

"**Approver**" is any User given the ServiceNow provided "Approver" role in the subscription service by Customer and no other role. An Approver approves or denies a record routed to him or her. An Approver may only perform the functions set forth in the table below for Approver.

FUNCTION	USER TYPES		
	REQUESTER	APPROVER	FULFILLER
USER ROLE(S) DEFINED IN SERVICE	None	"Approver" role only	Any role other than "Approver"
Create its own request	Included	Included	Included
View its own request	Included	Included	Included
Modify its own request	Included	Included	Included
Search the Service Catalog	Included	Included	Included
Search the Knowledge Base	Included	Included	Included
Access public pages	Included	Included	Included
Take surveys	Included	Included	Included
Approve requests by email that are routed to User	Included	Included	Included
Set its own notification preferences	Included	Included	Included
View assets assigned to User	Included	Included	Included
Access and post to Live Feed	Included	Included	Included
Initiate Chat sessions	Included	Included	Included
Approve requests routed to User	-	Included	Included
Create any record	-	-	Included
Delete any record	-	-	Included
Modify any record	-	-	Included
View any report	-	-	Included
Create any report	-	-	Included
Delete any report	-	-	Included
Modify any report	-	-	Included
Perform development activities	-	-	Included
Perform administrative activities	-	-	Included

IT SERVICE AUTOMATION SUITE – PURCHASING USAGE

Customer purchases its required capacity of the following:

"**IT Service Automation Suite – Fulfiller User**:" Fulfillers in the IT department.

"**IT Service Automation Suite – Fulfiller Non-IT User**:" Fulfillers outside the IT department.

"**IT Service Automation Suite – Requester User**": Each Requester in the subscription service is charged a fee for each IT Service Automation Suite – Fulfiller User.

"**IT Service Automation Suite – Requester Non-IT User**": Each Requester in the subscription service is charged a fee for each IT Service Automation Suite – Fulfiller Non-IT User.

"**Approver User**": Each Approver is charged unless already charged for the CreateNow Development Suite.

Each Fulfiller, Requester and Approver has the Fulfiller, Requester and Approver user type, respectively, in all IT Service Automation Applications, ITSA-Based Custom Applications (if any) and Custom Applications (if any) included in Customer's ordered edition of the IT Service Automation Suite.

CREATENOW DEVELOPMENT SUITE – PURCHASING USAGE

Customer purchases its required capacity of the following:

"**CreateNow Development Suite (Single Application) – Fulfiller User**": Each CreateNow Development Suite (Single Application) – Fulfiller User has the Fulfiller user type for one (1) Custom Application that may be made available to Requesters.

"**CreateNow Development Suite (Unlimited Applications) – Fulfiller User**": Each CreateNow Development Suite (Unlimited Applications) – Fulfiller User has the Fulfiller user type for an unlimited number of Custom Applications that may be made available to Requesters.

"CreateNow Development Suite (Single Application No Requesters) – Fulfiller User": Each CreateNow Development Suite (Single Application No Requesters) – Fulfiller User has the Fulfiller user type for one (1) Custom Application that cannot be made available to Requesters.

"CreateNow Development Suite (Unlimited Applications No Requesters) – Fulfiller User": Each CreateNow Development Suite (Unlimited Applications No Requesters) – Fulfiller User has the Fulfiller user type for an unlimited number of Custom Applications that cannot be made available to Requesters.

"CreateNow Development Suite – Requester User": Each Requester in the subscription service is charged a fee for each CreateNow Development Suite (Single Application) – Fulfiller User and each CreateNow Development Suite (Unlimited Applications) – Fulfiller User. Each Requester has the Requester user type in all Custom Applications.

"Approver User": Each Approver is charged unless already charged for the IT Service Automation Suite. Each Approver has the Approver user type in all Custom Applications.

Note: Customer must be on the subscription service release family "Calgary" or later, and must list all Custom Applications on the "Sys_App" table. Each Fulfiller of a Custom Application must have a role that is not associated with an IT Service Automation Suite role, and any Fulfiller with use of unlimited applications must have the word "Unlimited" in his or her role in each Custom Application. Each application for a new process (such as processes for requesting goods or services, scheduling resources or planning events), that may or may not have automation or workflow associated with them, is a separate Custom Application that must be listed uniquely on the "Sys_App" table

PERFORMANCE ANALYTICS APPLICATION – PURCHASING USAGE
Customer purchases its required capacity of the following:

"Performance Analytics – Fulfiller User": Each Performance Analytics – Fulfiller User has the right to use Performance Analytics with any IT Service Automation Application, ITSA-Based Custom Application or Custom Application for which he or she has the Fulfiller user type.

Requesters and Approvers have no use rights in Performance Analytics.

DISCOVERY APPLICATION – PURCHASING USAGE
Customer purchases its required capacity of the following:

"Discovery Application – Devices": A Discovery Application Device is any physical or virtual device that is: (i) discovered by the Discovery Application; and (ii) assigned as a configuration item by Configuration Management (CMDB).

ORCHESTRATION CORE – PURCHASING USAGE
Customer purchases **Orchestration Core** which includes the following:

Orchestration Core and one (1) **Orchestration Activity Pack - 10-Pack Custom.**

ORCHESTRATION CLOUD PROVISIONING SUITE – PURCHASING USAGE
Customer purchases **Orchestration Cloud Provisioning Suite** which includes the following:

Orchestration Core; Orchestration Cloud Provisioning Application; Customer's choice of either **Orchestration Activity Pack - Amazon EC2** or **Orchestration Activity Pack - VMware vSphere;** and twenty (20) **Orchestration Cloud Provisioning Catalog Items - 10-Packs**.

ORCHESTRATION CLOUD PROVISIONING APPLICATION – PURCHASING USAGE
Customer purchases **Orchestration Cloud Provisioning Application** which includes the following:

Orchestration Cloud Provisioning Application; Customer's choice of either **Orchestration Activity Pack - Amazon EC2** or **Orchestration Activity Pack - VMware vSphere**; and one (1) **Orchestration Cloud Provisioning Catalog Items – 10-Pack**.

Note: Requires Orchestration Core.

ORCHESTRATION ADD-ONS – PURCHASING USAGE
Customer purchases its required capacity of the following add-ons:

"Orchestration Activity Pack - 10-Pack Custom": Authorizes ten (10) Custom Orchestration Activities.

"Orchestration Activity Pack - 200-Pack Custom": Authorizes two-hundred (200) Custom Orchestration Activities.

"Orchestration Activity Pack - VMware vSphere": Authorizes VMware vSphere Orchestration Activity.

"Orchestration Activity Pack - Amazon EC2": Authorizes Amazon EC2 Orchestration Activity.

"Orchestration Cloud Provisioning - Catalog Items – 10-Pack": Authorizes ten (10) Orchestration Catalog Items.

Note: Orchestration Add-Ons require Orchestration Core and Orchestration Cloud Provisioning Application, as applicable.

PUBLIC CATALOG – PURCHASING USAGE
Customer purchases its required capacity of user types for the IT Service Automation Suite or the CreateNow Development Suite, as applicable, for Public Catalog use.

In addition, Customer purchases its required capacity of the following:

"Public Catalog – Request": A Public Catalog Request is a Service Catalog item initiated by Request Management or a Custom Application to facilitate approval or fulfillment of requests for goods and services made by a Public Catalog Requester. A "**Public Catalog Requester**" means any person that acts as a Requester for the Public Catalog that is not an employee or contractor of Customer.

Customer must not exceed the number of purchased Public Catalog – Requests at any time during an annual subscription term. Any purchased Public Catalog – Request is valid for and must be used within the annual subscription term and all purchased and unused requests shall expire at the end of the annual subscription term with no further credit or refund and shall have no value thereafter.

PRODUCT DEFINITIONS	
IT SERVICE AUTOMATION APPLICATIONS	
Incident Management	Enables Customer to restore normal IT operations by providing capabilities to record, classify, distribute, and manage incidents through to resolution.

Problem Management	Facilitates the process of identifying the root causes of errors in the IT infrastructure by providing capabilities to record, escalate, and manage problems through to resolution.
Change Management	Allows repeatable methods and procedures to be used for introducing change into the IT infrastructure by providing capabilities for creating, assessing, approving, and executing changes.
Release Management	Facilitates the planning, design, build, configuration, testing, and release of hardware and software into the IT infrastructure.
Request Management	Provides capabilities to approve and fulfill requests for IT goods and services defined and presented in the service catalog.
Configuration Management (CMDB)	Provides capabilities to identify, record, and report on IT configuration items and their relationships.
Asset Management	Provides capabilities to track and manage the physical, contractual, and financial aspects of IT assets.
Project Portfolio Management	Provides capabilities to plan, organize, and manage IT projects and project portfolios including associated tasks and resources.
Software Development Lifecycle (SDLC)	Provides capabilities to manage the software development process in IT projects including enhancement requests, defect prioritization, definition of release content, and tasks.
IT Governance, Risk and Compliance (IT GRC)	Provides capabilities to document IT policies and procedures, define and assess risks and controls, audit and test controls, and track remediation tasks.
IT Cost Management	Provides capabilities to track one-time and recurring costs of configuration items used by IT, and allocate those costs to business units using allocation rules.
Work Management	Provides capabilities to create work order records for the repair and service of IT equipment. Includes capabilities to qualify, dispatch, and issue work tasks based on location and skill.
PRODUCT OPTIONS	
Performance Analytics	Provides advanced analytics and time series analysis for key performance indicators (KPIs).
Discovery	Locates Devices connected to an enterprise network. When Discovery locates a Device, it explores its configuration, status, software, and relationships to other connected Devices, and updates the Configuration Management Database (CMDB).
Orchestration Core	Enables orchestration of activities outside Customer's instance of the subscription service. Orchestration Core includes the following Orchestration Activities: Active Directory; PowerShell; and SSH.
Orchestration Activity – Amazon EC2	A discrete Amazon EC2 task or activity provided by ServiceNow for use with Orchestration Core.
Orchestration Activity – VMware vSphere	A discrete VMware vSphere task or activity provided by ServiceNow for use with Orchestration Core.
Orchestration Activity - Custom	A discrete custom task or activity provided by Customer for use with Orchestration Core.
Orchestration Cloud Provisioning Application	Provides the capability to automate the lifecycle of public and private Orchestration Cloud Provisioning Catalog Items.
Orchestration Cloud Provisioning – Catalog Items	An item such as a VM Template or Amazon Machine Image that is placed in the Service Catalog and made available for provisioning by the Orchestration Cloud Provisioning Application.
Public Catalog	Service Catalog use in which requests are fulfilled using Request Management or a Custom Application where the persons performing the Requester user type are not Customer's employees or contractors.
SERVICE AUTOMATION PLATFORM FEATURES	
App Creator	A customization and configuration tool.
Business service maps	Graphically displays the configuration items related to a business service, and indicates the status of those configuration items.
Chat	Provides real-time communication capability via instant messaging between users.
Coaching loops	Provides the capability to monitor and provide feedback on a specific behavior of an individual or group.
Content management system	Provides the ability to create custom interfaces.
Custom application templates	Include tables, modules and other building blocks to assist Customer in creating custom applications that automate processes for sales force automation and facilities management.
Graphical workflow	Provides the capability to automate multi-step processes within Customer's instance of the subscription service. Each workflow can manage a sequence of activities, such as creating records or running scripts, and the condition-based transitions between them. Customer is required to purchase Orchestration Core to orchestrate activities using the graphical workflow that interact outside Customer's instance of the subscription service.
Knowledge management	Provides role-based tools to create, store, and publish information. Provides mechanisms for version control and approvals of documents in the review process.
Live feed	Provides a place to post and share content.

Mobile	Provides a customizable ServiceNow interface for mobile devices.
Reporting	Provides the capability to create and share reports and dashboards.
Service Catalog	Displays a listing of the goods and services that Customer provides <u>within</u> the enterprise to its employees and contractors.
Service level management	Establishes and monitors status of service contracts and service level agreements between the organization and its customers or third party service providers.
Skills management	Assigns configured competencies to groups or users.
Survey management	Allows for polling and collection of data including configuration for specific events and/or conditions.
Time cards	Records time worked on tasks either manually or automatically.

ENABLING REQUIREMENTS AND RESTRICTIONS

Customer shall restrict its use of the subscription service as specified in the order form and this product overview, including without limitation to its ordered product types and usage amounts.

Use of the subscription service to automate a process supported within an IT Service Automation Application requires purchase of an IT Service Automation Suite which includes that application. Customer shall not access the subscription service to develop or use a competing product or service to the subscription service.

Support is not included for Customer or third-party provided Application Configurations, ITSA-Based Custom Applications, Custom Applications or Custom Orchestration Activities, and any service level agreement of ServiceNow does not apply to any unavailability or degradation of performance of the subscription service caused by Customer or third-party provided Application Configurations, ITSA-Based Custom Applications, Custom Applications or Custom Orchestration Activities.

Custom Application templates and other development materials are provided by ServiceNow without warranty and support.

Customer must separately purchase any third party application that it uses with the subscription service. Support is not included for third party applications.

In its sole discretion, ServiceNow may add additional functionality as enhancements to the subscription service at no additional fee, or as one or more separate applications for an additional fee.