

ORIGINAL

Adobe Contract Number: 00829261

Reference Agreement Number: 00774270

PC 03335



Adobe Sales Order

Customer KASIKORN BANK PUBLIC COMPANY LIMITED
Deal Registration ID DR2788561
Currency USD

Adobe Systems Software Ireland Limited

Products and Services Pricing Detail:

Adobe On-demand Services

Except as otherwise specified in this Sales Order, these On-demand Services terminate on the identified License Term End Date. Support Services are described at: <https://helpx.adobe.com/support/programs/support-policies-terms-conditions.html>

Customer's Additional Analytics Prime Entitlement from 1 November 2020

Line Number	SKU	SKU Description	Billing Cycle	Quantity	License Metric / Unit of Measure	License Term Start Date	License Term End Date
A	38053546	ANALYTICS PRIME:OD	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021

Customer's Total Entitlement as of 1 November 2020

The License Term commences from the date of delivery of the Products and Services. The dates below represent best estimates of Start and End Dates of the License Term. Except as otherwise specified in this Sales Order, these On-demand Services terminate on the identified License Term End Date. "Support" services for the Products and Services are described here: <https://helpx.adobe.com/support/programs/support-policies-terms-conditions.html>.

Line Number	SKU	SKU Description	Billing Cycle	Quantity	License Metric / Unit of Measure	License Term Start Date	License Term End Date
01	38053546	ANALYTICS PRIME:OD	Advance Annually - In	1,000.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021
02	38053563	ANALYTICS:OD ADDON MOBILE MARKETING	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021
03	38050480	CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR	Advance Annually - In	300,000.00	Thousands Per Year	1 November 2020	31 October 2021
04	38049702	ADOBE TARGET PREMIUM	Advance Annually - In	1,800.00	Million PAGE VIEWS Per Year	1 November 2020	31 October 2021

Afim 1.
Rajan

05	38053744	AC CLASSIC:OPT CALL CENTER 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
06	38053699	AC CLASSIC:OPT EMAIL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
07	38053762	AC CLASSIC:OPT INBOUND INTERACTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
08	38053717	AC CLASSIC:OPT PUSH 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
09	38053708	AC CLASSIC:OPT SMS 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
10	38053753	AC CLASSIC:OPT SOCIAL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
11	38053690	AC CLASSIC:OPT SOLUTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
12	38053546	ANALYTICS PRIME:OD	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2021	31 October 2023
13	38053563	ANALYTICS:OD ADDON MOBILE MARKETING	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2021	31 October 2023
14	38050480	CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR	Advance Annually - In	300,000.00	Thousands Per Year	1 November 2021	31 October 2023
15	38049702	ADOBE TARGET PREMIUM	Advance Annually - In	1,800.00	Million PAGE VIEWS Per Year	1 November 2021	31 October 2023
16	38053744	AC CLASSIC:OPT CALL CENTER 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
17	38053699	AC CLASSIC:OPT EMAIL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
18	38053762	AC CLASSIC:OPT INBOUND INTERACTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
19	38053717	AC CLASSIC:OPT PUSH 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
20	38053708	AC CLASSIC:OPT SMS 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
21	38053753	AC CLASSIC:OPT SOCIAL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023

Afha T.
Rex

Reference Agreement Number: 00774270

22	38053690	AC CLASSIC:OPT SOLUTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
----	----------	-----------------------------	-------------------------	-----------	------------------------------------	-----------------	-----------------

01,12

ANALYTICS PRIME:OD:

Fees associated with Adobe Analytics Prime Primary Server Calls in excess of the Annual Primary Server Call commitment shall be billed @ 58.37 USD CPMM. These fees are billed monthly in arrears as incurred. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted a limited license to access the Products and Services for the sole purpose of implementation and testing at no additional cost to Customer, subject to all other terms and conditions of the Agreement. Further, Adobe may provide consulting services, as further described in this Sales Order, for Adobe Analytics during the Implementation Period. In the event that Customer does not have a Secondary Server Call Commitment, any Secondary Server Calls generated by Customer shall be billed at 100% of the Primary Server Call Overusage rate set forth above. Such fees are billed monthly in arrears as incurred.

02,13

ANALYTICS:OD ADDON MOBILE MARKETING:

Quantity in this Line Number reflects the total Primary Server Call Quantity purchased in the corresponding Analytics core offering, such as Select, Prime or Ultimate, and is not additive. No overages apply to this Line Number. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted a limited license to access the Products and Services for the sole purpose of implementation and testing at no additional cost to Customer, subject to all other terms and conditions of the Agreement.

03,14

CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR:

During the License Term, Customer is limited to use of up to 1000 GBs of Image Serving per month. Fees associated with Image Serving in excess of the Image Serving monthly limitation shall be billed at the unit rate set forth above. All overusage fees shall be invoiced monthly in arrears, as incurred. There is no carry over for image hosting storage if the allotted units per month are not utilized within such month. If Customer's actual email volume exceeds its email volume commitment (EVC) in any year by more than 25%, then Adobe will be entitled to adjust automatically Customer's committed email volume for the next year. The adjusted email volume commitment (AEVC) in the next year will be equal to 85% of Customer's actual email volume in the previous year (e.g., Customer's EVC = 100M emails per year for prior year and actual email volume = 175M emails per year for prior year, then AEVC = 85% of 175M = 149M emails per year for the next year). Adobe's right of adjustment applies to any remaining years of a multi-year contract term and automatic renewal term. Adobe will also automatically discount Customer's CPM rate as follows: 10% discount if AEVC is > than 25% increase and a 100% increase over prior year's EVC; or 20% discount if AEVC is > 100% increase over prior year's EVC. In no event will Customer's total annual fees be lower than a prior year if Adobe automatically increases Customer's EVC and at the same time, decreases the CPM rate. Adobe will invoice Customer for any fees incurred in accordance with this section according to the Billing Cycle. The dates set forth in the pricing table represent the best estimates of the License Term Start Date and License Term End Date but such dates will be adjusted based on the actual delivery date of login credentials to access the Products and Services. This Adobe Campaign solution is licensed by Customer with the user interface language set to English. Customer acknowledges that the user interface language cannot be modified.

04,15

ADOBE TARGET PREMIUM:

Customer agrees to (i) provide Adobe with a measurement report generated by an analytics tool two months prior to the end of each 12 month period of the License Term, or (ii) upon Adobe's request during a subsequent 12-month period of the License Term, provide to Adobe a measurement report from the previous 12-month period of the License Term in order to verify Customer's actual Annual Page View Traffic ("Actual Page View Traffic"). If Customer's Actual Page View Traffic is higher than the estimated Annual Page View Traffic for the previous year, then Adobe reserves the right to increase the estimated Annual Page View Traffic for the subsequent year(s) of the License Term to match the Actual Page View Traffic, and increase the annual flat fee for the remainder of the License Term in proportion to the revised estimated Annual Page View Traffic. Such revisions are limited to once per 12 month period. Customer will not receive any credit, reduction in flat fee, or revision of the estimated Annual Page View Traffic if the Actual Page View Traffic for any 12 month period is below the estimated Annual Page View Traffic for the previous year. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted at no additional cost a limited license to access the Products and Services for the sole purpose of implementation and testing.

05,16

AC CLASSIC:OPT CALL CENTER 10M:

This product consists solely of On-premise Software.

06,17

AC CLASSIC:OPT EMAIL 10M:

This product consists solely of On-premise Software.

07,18

AC CLASSIC:OPT INBOUND INTERACTION 10M:

This product consists solely of On-premise Software.

08,19

AC CLASSIC:OPT PUSH 10M:

This product consists solely of On-premise Software.

09,20

AC CLASSIC:OPT SMS 10M:

This product consists solely of On-premise Software.

10,21

AC CLASSIC:OPT SOCIAL 10M:

This product consists solely of On-premise Software.

11,22

AC CLASSIC:OPT SOLUTION 10M:

Adobe Campaign Classic includes Adobe Campaign Deliverability Fundamentals. During the IP warming phase, Deliverability Fundamental services may include: (1) Assessment of the existing marketing plan and creation of a customized ramp-up calendar based on Customer's existing practices,



A handwritten signature in blue ink, appearing to read 'Afn T.' followed by 'Roz' in a smaller script.

data, volume, and frequency of email; (2) Determination of the appropriate domains and number of IP addresses to be used; (3) Recommendations for changes to the ramp-up calendar based on performance monitoring and reputation metrics. Limitations: Customer may consume up to forty-eight hours of Deliverability Fundamentals services, which will expire after the first twelve months of the License Term. Adobe will perform Services remotely unless travel reimbursement is otherwise stipulated in this Sales Order. Hours are not interchangeable with any other Adobe Professional Services project. Any hours that remain unused after the initial twelve months will expire and cannot be used for any other purpose. Adobe provides only one Deliverability Fundamentals package for new license purchases only, specifically excluding renewal or upsell Sales Orders. Adobe Campaign is licensed by Customer with the user interface language set to English. Customer cannot modify the user interface language. This product consists solely of On-premise Software.

Summary of Fees

The Customer shall have the right to deduct withholding tax at the rate prescribed by law or tax treaty if applicable, and will provide a copy of the tax certificate within 60 days of the payment to Adobe

<i>Previous Total Fee from 1 November 2020 to 31 October 2021 (with Analytics Prime at total 500 Million Server Calls per Month)</i>	740,040.00
<i>Additional 500 Million Server Calls per month of Analytics Prime from 1 November 2020 to 31 October 2021</i>	450,000.00

<i>Current Total Fee from 1 November 2020 to 31 October 2021 (Line item 01 to 11 – with Analytics Prime at total 1,000 Million Server Calls per Month)</i>	1,190,040.00
<i>Current Annual Fee from 1 November 2021 to 31 October 2023 (Line item 12 to 22 – with Analytics Prime at total 500 Million Server Calls per Month)</i>	740,040.00
Total Sales Order Fees:	2,670,120.00

Sales Order Terms and Conditions

1. **Applicable Terms.** This Sales Order is an addendum to the following Adobe Sales Orders between Adobe and Customer: (A) Agreement Number DR2453398/00774270 made effective on 15 October 2019 and (B) Agreement Number DR2567894/00802672 made effective on 12 March 2020, (including the applicable Sales Order(s) and related master terms, and any exhibits, appendices, addenda and previous amendments) ("Existing Agreement"), which is incorporated into this Sales Order by reference. If there is any conflict between the Sales Order and the Existing Agreements, the terms of this Sales Order will control. Except as expressly modified by this Sales Order, the Existing Agreement remains unmodified and in full force and effect.
2. **Execution Deadline.** Customer agrees to purchase the Products and Services set out in the Products and Services Pricing Detail section. The offer described in this Sales Order is contingent upon Customer's execution and return of this Sales Order no later than 31 October 2020 (unless countersigned by Adobe).
3. **Invoicing.** All fees will be invoiced beginning on the applicable Start Date in accordance with the Billing Cycle, as noted in the Products and Services Pricing Detail section. Payment terms are net 30 days and will be measured from the date of invoice.
4. **Termination of Existing Agreement.** As of the License Term Start Date in this Sales Order, the Products and Services purchased under Existing Agreements are being terminated and replaced by the Products and Services in this Sales Order. Customer understands and acknowledges that prior to the License Term Start Date in this Sales Order it will be invoiced in accordance with the Existing Agreements for all products and services set out under such Existing Agreement and Customer will be obligated to pay in accordance with such invoices. Solely for such products and services being terminated, if any overusage events occur as a direct result of the termination, the overusage rate that shall be invoiced to the Customer shall be the fully-burdened CPMM rate(s) for the corresponding services being termination, and not at Customer's overusage CPMM rate(s) for such services.
5. **Purchase Order.** Purchase Order ("PO") required? Yes → tick: If a PO is required by Customer, it must be delivered to Adobe on the Effective Date of the Sales Order, or promptly thereafter. If the PO is not received by Adobe on the Effective Date of the Sales Order, or promptly thereafter, or is not required by Customer, then the Adobe Contract Number and/or the Deal Registration Number will be referenced on the Adobe invoice. Payment due date(s) will not be extended by any delays in issuing a PO.

Afhr 1.
Rader

Reference Agreement Number: 00774270

By signing below, each Party acknowledges that it has carefully read, fully understands, and agrees to the terms of this Agreement. This Agreement becomes effective upon the date of last signature (the "Effective Date"). Each of the individuals signing this Agreement represents that they have the authority to bind their respective Party to its terms.

Adobe Systems Software Ireland Limited
4-6 Riverwalk, City West Business Campus, Dublin 24
Ireland

Mary Smyth (Oct 27, 2020 09:18 GMT)

Authorized Signature

Mary Smyth

Print Name

Authorised Signatory

Title

Oct 27, 2020

Date

KASIKORN BANK PUBLIC COMPANY LIMITED
1 SOI RAT BURANA 27/1,, RAT BURANA ROAD,
KHWAENG RAT, BURANA,
Khet RAT BURANA, BANGKOK 10170 THAILAND

Authorized Signature

Ms. Wasana Surahit

Print Name

First Senior Vice President

Title

Date

Purchase Order Number:
ECC ID Number: 0001488112

Instructions for Signed Agreements

Authorized Signature

Ms. Arporn Sirisrisakunchai

Print Name

Senior Vice President

Title

Date

Customers outside USA, Canada & Mexico

End User: 1488112	Bill-To: 0001488112	Ship-To: 1488112
KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND
	Invoicing Contact Name: Contact Email: arporn.si@kasikornbank.com	Customer Admin Name:.. Contact Email: nopparat.nak@kasikornbank.com



A handwritten signature in blue ink, appearing to read "Rajesh" followed by "Apm T."

DUPLICATE

Adobe Contract Number: 00829261

Reference Agreement Number: 00774270

PC 03335



Adobe Sales Order

Customer KASIKORN BANK PUBLIC COMPANY LIMITED
Deal Registration ID DR2788561
Currency USD

Adobe Systems Software Ireland Limited

Products and Services Pricing Detail:

Adobe On-demand Services

Except as otherwise specified in this Sales Order, these On-demand Services terminate on the identified License Term End Date. Support Services are described at: <https://helpx.adobe.com/support/programs/support-policies-terms-conditions.html>

Customer's Additional Analytics Prime Entitlement from 1 November 2020

Line Number	SKU	SKU Description	Billing Cycle	Quantity	License Metric / Unit of Measure	License Term Start Date	License Term End Date
A	38053546	ANALYTICS PRIME:OD	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021

Customer's Total Entitlement as of 1 November 2020

The License Term commences from the date of delivery of the Products and Services. The dates below represent best estimates of Start and End Dates of the License Term. Except as otherwise specified in this Sales Order, these On-demand Services terminate on the identified License Term End Date. "Support" services for the Products and Services are described here: <https://helpx.adobe.com/support/programs/support-policies-terms-conditions.html>.

Line Number	SKU	SKU Description	Billing Cycle	Quantity	License Metric / Unit of Measure	License Term Start Date	License Term End Date
01	38053546	ANALYTICS PRIME:OD	Advance Annually - In	1,000.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021
02	38053563	ANALYTICS:OD ADDON MOBILE MARKETING	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2020	31 October 2021
03	38050480	CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR	Advance Annually - In	300,000.00	Thousands Per Year	1 November 2020	31 October 2021
04	38049702	ADOBE TARGET PREMIUM	Advance Annually - In	1,800.00	Million PAGE VIEWS Per Year	1 November 2020	31 October 2021

Page 1 of 7

Ahu J.
Rajan

Reference Agreement Number: 00774270

05	38053744	AC CLASSIC:OPT CALL CENTER 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
06	38053699	AC CLASSIC:OPT EMAIL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
07	38053762	AC CLASSIC:OPT INBOUND INTERACTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
08	38053717	AC CLASSIC:OPT PUSH 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
09	38053708	AC CLASSIC:OPT SMS 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
10	38053753	AC CLASSIC:OPT SOCIAL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
11	38053690	AC CLASSIC:OPT SOLUTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2020	31 October 2021
12	38053546	ANALYTICS PRIME:OD	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2021	31 October 2023
13	38053563	ANALYTICS:OD ADDON MOBILE MARKETING	Advance Annually - In	500.00	Million SERVER CALLS Per Month	1 November 2021	31 October 2023
14	38050480	CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR	Advance Annually - In	300,000.00	Thousands Per Year	1 November 2021	31 October 2023
15	38049702	ADOBE TARGET PREMIUM	Advance Annually - In	1,800.00	Million PAGE VIEWS Per Year	1 November 2021	31 October 2023
16	38053744	AC CLASSIC:OPT CALL CENTER 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
17	38053699	AC CLASSIC:OPT EMAIL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
18	38053762	AC CLASSIC:OPT INBOUND INTERACTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
19	38053717	AC CLASSIC:OPT PUSH 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
20	38053708	AC CLASSIC:OPT SMS 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
21	38053753	AC CLASSIC:OPT SOCIAL 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023

Hm 1.
Reyes

22	38053690	AC CLASSIC:OPT SOLUTION 10M	Advance Annually - In	15,000.00	Thousands ACTIVE PROFILES Per Year	1 November 2021	31 October 2023
----	----------	-----------------------------	-------------------------	-----------	------------------------------------	-----------------	-----------------

01,12

ANALYTICS PRIME:OD:

Fees associated with Adobe Analytics Prime Primary Server Calls in excess of the Annual Primary Server Call commitment shall be billed @ 58.37 USD CPMM. These fees are billed monthly in arrears as incurred. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted a limited license to access the Products and Services for the sole purpose of implementation and testing at no additional cost to Customer, subject to all other terms and conditions of the Agreement. Further, Adobe may provide consulting services, as further described in this Sales Order, for Adobe Analytics during the Implementation Period. In the event that Customer does not have a Secondary Server Call Commitment, any Secondary Server Calls generated by Customer shall be billed at 100% of the Primary Server Call Overusage rate set forth above. Such fees are billed monthly in arrears as incurred.

02,13

ANALYTICS:OD ADDON MOBILE MARKETING:

Quantity in this Line Number reflects the total Primary Server Call Quantity purchased in the corresponding Analytics core offering, such as Select, Prime or Ultimate, and is not additive. No overages apply to this Line Number. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted a limited license to access the Products and Services for the sole purpose of implementation and testing at no additional cost to Customer, subject to all other terms and conditions of the Agreement.

03,14

CAMPAIGN:OD CLOUD MSG 240M-600M EMAIL/YR:

During the License Term, Customer is limited to use of up to 1000 GBs of Image Serving per month. Fees associated with Image Serving in excess of the Image Serving monthly limitation shall be billed at the unit rate set forth above. All overusage fees shall be invoiced monthly in arrears, as incurred. There is no carry over for image hosting storage if the allotted units per month are not utilized within such month. If Customer's actual email volume exceeds its email volume commitment (EVC) in any year by more than 25%, then Adobe will be entitled to adjust automatically Customer's committed email volume for the next year. The adjusted email volume commitment (AEVC) in the next year will be equal to 85% of Customer's actual email volume in the previous year (e.g., Customer's EVC = 100M emails per year for prior year and actual email volume = 175M emails per year for prior year, then AEVC = 85% of 175M = 149M emails per year for the next year). Adobe's right of adjustment applies to any remaining years of a multi-year contract term and automatic renewal term. Adobe will also automatically discount Customer's CPM rate as follows: 10% discount if AEVC is > than 25% increase and a 100% increase over prior year's EVC; or 20% discount if AEVC is > 100% increase over prior year's EVC. In no event will Customer's total annual fees be lower than a prior year if Adobe automatically increases Customer's EVC and at the same time, decreases the CPM rate. Adobe will invoice Customer for any fees incurred in accordance with this section according to the Billing Cycle. The dates set forth in the pricing table represent the best estimates of the License Term Start Date and License Term End Date but such dates will be adjusted based on the actual delivery date of login credentials to access the Products and Services. This Adobe Campaign solution is licensed by Customer with the user interface language set to English. Customer acknowledges that the user interface language cannot be modified.

04,15

ADOBE TARGET PREMIUM:

Customer agrees to (i) provide Adobe with a measurement report generated by an analytics tool two months prior to the end of each 12 month period of the License Term, or (ii) upon Adobe's request during a subsequent 12-month period of the License Term, provide to Adobe a measurement report from the previous 12-month period of the License Term in order to verify Customer's actual Annual Page View Traffic ("Actual Page View Traffic"). If Customer's Actual Page View Traffic is higher than the estimated Annual Page View Traffic for the previous year, then Adobe reserves the right to increase the estimated Annual Page View Traffic for the subsequent year(s) of the License Term to match the Actual Page View Traffic, and increase the annual flat fee for the remainder of the License Term in proportion to the revised estimated Annual Page View Traffic. Such revisions are limited to once per 12 month period. Customer will not receive any credit, reduction in flat fee, or revision of the estimated Annual Page View Traffic if the Actual Page View Traffic for any 12 month period is below the estimated Annual Page View Traffic for the previous year. For a period up to 60 days prior to the Start Date (the "Implementation Period"), but in no event earlier than the Effective Date, Customer is granted at no additional cost a limited license to access the Products and Services for the sole purpose of implementation and testing.

05,16

AC CLASSIC:OPT CALL CENTER 10M:

This product consists solely of On-premise Software.

06,17

AC CLASSIC:OPT EMAIL 10M:

This product consists solely of On-premise Software.

07,18

AC CLASSIC:OPT INBOUND INTERACTION 10M:

This product consists solely of On-premise Software.

08,19

AC CLASSIC:OPT PUSH 10M:

This product consists solely of On-premise Software.

09,20

AC CLASSIC:OPT SMS 10M:

This product consists solely of On-premise Software.

10,21

AC CLASSIC:OPT SOCIAL 10M:

This product consists solely of On-premise Software.

11,22

AC CLASSIC:OPT SOLUTION 10M:

Adobe Campaign Classic includes Adobe Campaign Deliverability Fundamentals. During the IP warming phase, Deliverability Fundamental services may include: (1) Assessment of the existing marketing plan and creation of a customized ramp-up calendar based on Customer's existing practices,

A handwritten signature in blue ink, appearing to read "Roger A." followed by a date "10/13/2020".

data, volume, and frequency of email; (2) Determination of the appropriate domains and number of IP addresses to be used; (3) Recommendations for changes to the ramp-up calendar based on performance monitoring and reputation metrics. Limitations: Customer may consume up to forty-eight hours of Deliverability Fundamentals services, which will expire after the first twelve months of the License Term. Adobe will perform Services remotely unless travel reimbursement is otherwise stipulated in this Sales Order. Hours are not interchangeable with any other Adobe Professional Services project. Any hours that remain unused after the initial twelve months will expire and cannot be used for any other purpose. Adobe provides only one Deliverability Fundamentals package for new license purchases only, specifically excluding renewal or upsell Sales Orders. Adobe Campaign is licensed by Customer with the user interface language set to English. Customer cannot modify the user interface language. This product consists solely of On-premise Software.

Summary of Fees

The Customer shall have the right to deduct withholding tax at the rate prescribed by law or tax treaty if applicable, and will provide a copy of the tax certificate within 60 days of the payment to Adobe

<i>Previous Total Fee from 1 November 2020 to 31 October 2021 (with Analytics Prime at total 500 Million Server Calls per Month)</i>	740,040.00
<i>Additional 500 Million Server Calls per month of Analytics Prime from 1 November 2020 to 31 October 2021</i>	450,000.00

<i>Current Total Fee from 1 November 2020 to 31 October 2021 (Line item 01 to 11 – with Analytics Prime at total 1,000 Million Server Calls per Month)</i>	1,190,040.00
<i>Current Annual Fee from 1 November 2021 to 31 October 2023 (Line item 12 to 22 – with Analytics Prime at total 500 Million Server Calls per Month)</i>	740,040.00
Total Sales Order Fees:	2,670,120.00



A handwritten signature in blue ink, appearing to read "Reyes", is located in the bottom right corner. Above it, the initials "Ahn T." are written in a smaller, stylized font.

Sales Order Terms and Conditions

1. **Applicable Terms.** This Sales Order is an addendum to the following Adobe Sales Orders between Adobe and Customer: (A) Agreement Number DR2453398/00774270 made effective on 15 October 2019 and (B) Agreement Number DR2567894/00802672 made effective on 12 March 2020, (including the applicable Sales Order(s) and related master terms, and any exhibits, appendices, addenda and previous amendments) ("Existing Agreement"), which is incorporated into this Sales Order by reference. If there is any conflict between the Sales Order and the Existing Agreements, the terms of this Sales Order will control. Except as expressly modified by this Sales Order, the Existing Agreement remains unmodified and in full force and effect.
2. **Execution Deadline.** Customer agrees to purchase the Products and Services set out in the Products and Services Pricing Detail section. The offer described in this Sales Order is contingent upon Customer's execution and return of this Sales Order no later than 31 October 2020 (unless countersigned by Adobe).
3. **Invoicing.** All fees will be invoiced beginning on the applicable Start Date in accordance with the Billing Cycle, as noted in the Products and Services Pricing Detail section. Payment terms are net 30 days and will be measured from the date of invoice.
4. **Termination of Existing Agreement.** As of the License Term Start Date in this Sales Order, the Products and Services purchased under Existing Agreements are being terminated and replaced by the Products and Services in this Sales Order. Customer understands and acknowledges that prior to the License Term Start Date in this Sales Order it will be invoiced in accordance with the Existing Agreements for all products and services set out under such Existing Agreement and Customer will be obligated to pay in accordance with such invoices. Solely for such products and services being terminated, if any overusage events occur as a direct result of the termination, the overusage rate that shall be invoiced to the Customer shall be the fully-burdened CPMM rate(s) for the corresponding services being termination, and not at Customer's overusage CPMM rate(s) for such services.
5. **Purchase Order.** Purchase Order ("PO") required? Yes → tick: If a PO is required by Customer, it must be delivered to Adobe on the Effective Date of the Sales Order, or promptly thereafter. If the PO is not received by Adobe on the Effective Date of the Sales Order, or promptly thereafter, or is not required by Customer, then the Adobe Contract Number and/or the Deal Registration Number will be referenced on the Adobe invoice. Payment due date(s) will not be extended by any delays in issuing a PO.

Attn 1.
Reyes

Reference Agreement Number: 00774270

By signing below, each Party acknowledges that it has carefully read, fully understands, and agrees to the terms of this Agreement. This Agreement becomes effective upon the date of last signature (the "Effective Date"). Each of the individuals signing this Agreement represents that they have the authority to bind their respective Party to its terms.

Adobe Systems Software Ireland Limited
4-6 Riverwalk, City West Business Campus, Dublin 24
Ireland

Authorized Signature

Print Name

Title

Date

KASIKORN BANK PUBLIC COMPANY LIMITED
1 SOI RAT BURANA 27/1,, RAT BURANA ROAD,
KHWAENG RAT, BURANA,
Khet RAT BURANA, BANGKOK 10170 THAILAND

Worana Surahit.

Authorized Signature

Ms. Worana Surahit

Print Name

First Senior Vice President

Title

Date

Purchase Order Number:
ECC ID Number: 0001488112

Instructions for Signed Agreements

[Signature]
Authorized Signature

Ms. Arporn Sirisrisakunchai
Print Name

Senior Vice President
Title

Date

J
Arporn
Surahit
Afim
Regard

Customers outside USA, Canada & Mexico

End User: 1488112	Bill-To: 0001488112	Ship-To: 1488112
KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED 1 SOI RAT BURANA 27/1, RAT BURANA ROAD, KHWAENG RAT BURANA KHET RAT BURANA, BANGKOK, 10170 THAILAND
	Invoicing Contact Name: Contact Email: arporn.si@kasikornbank.com	Customer Admin Name: .. Contact Email: nopparat.nak@kasikornbank.com



A handwritten signature in blue ink, appearing to read "Rojin", is written over a blue horizontal line.