

## *Insertion Order*

Date: 27/10/2020

IO ref #: **VogaCloset#007**

BLUEADS

Company Legal Name: Blueads

Company VAT TRN Number: 11942

Contact Person: 00201099811133 - 00201115333787

Finance: finance@blueadslc.com

Address: **45 Kambez, Dokki ,Egypt**

Phone: 00233365113

### Advertiser Details

Company : **Vogacloset**

Company Legal Name: **Vogacloset limited**

Company VAT TRN Number: **GB 136965675**

Contact Person: **Sarah Abdullah**

Contact Person Mobile: +962775200093

Finance:

Billing Address:

Company Phone: 044 20 8133 17990

### Rates and Specifications

Run Dates: From: 9/11/2020 To: 9/11/2021

Campaign/ Country Model Period Volume Blueads	commission	
	Partnership	Investment
<b>VogaCloset/</b> Lebanon, Morocco, Sub Total		United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Jordan, Egypt CPS 15% Open
VAT 0%		
Total Open		

## Terms of Service

- The advertiser shall, in good faith, share with Blueads the numbers reported on their system on a per coupon basis (orders & revenue) on Wednesday until December, which then the reporting will move to week basis.
- There are no charges applicable if a user lands on VogaCloset site or mobile app and make a transaction using Blueads ' Coupons but delivery was rejected.
- The advertiser shall, in good faith, share with Blueads the numbers reported on their system every two weeks.
- Blueads can not bid on any of VogaCloset terms or variations or misspellings thereof in paid search ads, such as Google Adwords, Google PPC, and Facebook Ads. ● Blueads can not post VogaCloset coupons in the comments of any official VogaCloset channel - website, social page or other. Likewise, Blueads can not use VogaCloset brand name or its variants in social media hashtags or social media paid ads. ● Blueads will issue its bill based on the reported figures monthly.
- Affiliates & Media buyers are allowed.
- The advertiser commits to refrain from approaching affiliates & influencers shared by Blueads for the purposes of his campaigns for the duration of the engagement with Blueads and at least 12 months after which such engagement is terminated
- The Advertiser shall assign and activate exclusive coupon codes for each affiliate. ● Coupon Discount percentage shall be: 10%
- Coupon will be valid until 31<sup>st</sup> December 2020
- The Advertiser commits that any other public coupons (if any) shall be either equal or lower than the discount percentage of Blueads campaign
- The coupon discount shall be applied to All items
- The coupon discount shall be available for an unlimited usage times by the same user ● The new coupons shall be announced and activated in a timely manner ● There are no charges applicable if the user lands on the site/app but does not complete a transaction with Blueads code
- To terminate a campaign, the advertiser shall inform Blueads 48 hours in advance and any conversions charged during the cancellation notice period shall be billed by Blueads to the client

## Validation and Reporting

- 15-20 days validation period
- Invoices will be issued monthly based on the agreed costs of the campaigns.

## Payment Terms

- Payment through Bank transfer/paypal
- For on-going / always on campaigns, we will stop the campaign if we have notes from our finance department about delay in payment top-ups.

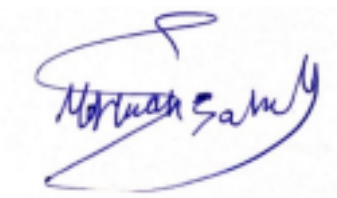
Authorized Signature

By signing below, both Blueads & the Advertiser hereby agree to the foregoing.

BLUEADS

DATE: 27-10-2020

NAME: Marwan Samy



TITLE: BD Director

SIGNATURE:

Advertiser:

DATE: 9/11/2020

NAME: Hala Helewa

TITLE: Marketing Director

SIGNATURE:

DocuSigned by:



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