

ADANOLA

Influencer agreement

| CAMPAIGN DETAILS | |
|-------------------|---|
| Project name | Adanola x kimyaebrahimi |
| Launch Date | ASAP June 2024 (on a mutually agreed date) |
| Cost | The fee payable by Adanola to Influencer is: 2800 USD |
| Payment terms | The Influencer/agency shall send the invoice within 7 days after the activity live date to avoid any delays with payment. Upon the receipt of Influencers invoice, the fee shall be paid by Brand to Influencer via BACS within 30 days. |
| Invoicing details | <p>The invoice must:</p> <ul style="list-style-type: none">· Be sent to the Adanola accounts team (accounts@adanola.com) after the completion date within 7 days (unless agreed otherwise)· Include both an issue date and due date. The issue date should be the date the invoice is sent to accounts and due date shall be 30 days after the issue date (unless confirmed otherwise)· Be sent in the form of a full legal invoice (as opposed to a 'pro forma' invoice)· Include company registration number and VAT number· Include Adanola's full invoice address· Include a description of the activity including social handle, full name and live date· Include all relevant banking information such as international IBAN/SWIFT numbers, if required <p>Invoicing details:</p> <p>Invoice Contact: accounts@adanola.com Invoice Address and details: Adanola Limited, Dantzic Building, Dantzic Street, Manchester, M4 2AH Company no. 11249558 Vat reg no: 312976592</p> <p><i>*Please note any invoices that do not include <u>all</u> of the above information will be refused</i></p> |
| Confidentially | All information within the contract as well as any information obtained via shipping invoices are to remain strictly private and confidential to the brand. Adanola withholds the rights to terminate the agreement if confidentially is breached, if the agreed brief within contract is unreasonably late and/or unfulfilled or if brand has legitimate concerns of any potential negative impact on the brand through the collaboration after the agreement is signed. |
| Terms and Usage | <p>Subject to earlier termination in accordance with the terms of this Agreement, the term of this Agreement shall be made up of two (2) periods:</p> <ol style="list-style-type: none">the period commencing on the Start Date and continuing until date that the last Deliverable is posted on the Media; andthe usage period – 60 consecutive days from the influencers live posting date.the usage to include organic socialunless requested otherwise, Adanola may share the size details of the Adanola product that the talent is wearing to customers as a reference |
| Media | Account of influencer: https://www.tiktok.com/@kimebrahimi?lang=en |

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| | <p>It is acknowledged that in using the Deliverables in the Media, Company and/or Talent may be subject to the relevant Media's terms of service.</p> <p>The Influencer must comply with all applicable laws and regulations, including using the hashtag [#ad] on all Posts during the term.</p> |
| Deliverables | <p>Tiktok</p> <ul style="list-style-type: none"> - x 1 dedicated Tiktok – to feature minimum 1 full Adanola look and must be 15 seconds minimum in video length. |
| Brief | <p>Clean, minimal, neutral background with natural light (not overexposed) and product focused content.</p> <p>All content to be taken in high res and colour – must avoid any bright coloured backgrounds, clothing and accessories to fit in with brand aesthetic.</p> <p>Content idea:</p> <ul style="list-style-type: none"> - Microphone style haul - GRWM - OOTD <p>Please follow the above as close as possible to avoid reshoots.</p> |
| General Requirements | <ul style="list-style-type: none"> - Ensure all products are steamed/ironed if necessary - If product has a logo or detail focus point, ensure these are displayed clearly in the content and not covered - Avoid using product from another brand that Adanola also sells e.g., socks, caps, totes, sweaters - Must not use any product from a potential active or loungewear competitor in content |
| Approval /Feedback Reviews | <p><u>Influencer must shoot content within 7 business days of items being delivered</u> and Adanola shall be entitled to 1 round of feedback and approval on the Deliverables which shall not be unreasonably withheld or delayed.</p> |

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THIS AGREEMENT has been executed by or on behalf of the Parties on the date below.

Agreed and accepted for and on behalf of
Adanola Limited

of

Dantzic Building
Dantzic Street
Manchester
M4 2AH

Agreed and accepted for and on behalf of
@kimebrahimi

of address:

Scout Creatives, INC, 1207 Delaware Ave, Suite 2400,
Wilmington, DE19806 c/o 13 Hanover Square, Mayfair,
London, W1S 1HN

Olivia Rowley

Authorised Signature

Miss Olivia Rowley

Printed Name and Title

24/05/2024

Date

DocuSigned by:

Gabrielle Black

00E80876DCFE4A6

Signature

Gabrielle Black

Printed Name and Title

6/12/2024

Date

The Parties have indicated their acceptance of this Agreement by signing above. Whether or not the Brand signs this Agreement, the Brand's continued instructions in relation to the Services and/or acceptance of the Deliverables shall amount to the Brand's acceptance of this Agreement.