



Guidelines

Services - KPIs

Issued: 1 October 2025

1. Purpose

The purpose of these Guidelines is to set out the Services the Support Agent (**Agent**) will provide under the Agent Agreement (**Agreement**), ensuring a consistent approach to the delivery of those Services by all Agents.

2. Background

These Guidelines were developed in response to the provisions set out in the Agreement, summarising the KPIs for ease of understanding.

3. Applicability

These Guidelines apply to all Approved Agents engaged in activities or processes associated with providing the Services, effective from your date of registration as an Agent.

4. Statement

When undertaking any activity aligned with the Agreement you must conduct yourself in accordance with these Guidelines.

5. Guideline Requirements

As an Agent you are required to undertake the execution of the Services, in respect to:

(a) Escorts, when engaged:

- present, promote and sell the Advertising Services and Concierge Services using solid arguments
- establish, develop and maintain positive business relationships; and
- to the extent that the Agent is able to, reach out through cold calling

(b) Massage Centre:

- identify, contact and recruit
- present, promote and sell the Advertising Services and Concierge Services using solid arguments
- perform cost-benefit and needs analysis to meet their needs
- establish, develop and maintain positive business relationships
- reach out through cold calling
- co-ordinate sales effort with E4U where appropriate

(c) Generally:

- have the required knowledge base
- expedite the notification of User problems and complaints to E4U so as to maximise a speedy resolution
- analyse the territory/market potential, track sales and status reports through the Agent Console
- provide E4U with reports on Advertiser needs, problems, interests, competitive activities, and potential for new products and services
- keep abreast of best practices and promotional trends
- continuously improve through feedback

6. Related Documents

These Guidelines should be read in conjunction with:

- Terms and Conditions.
- Any written Agreement you have entered into with E4U or related entity.

7. Contact

For further information regarding these Guidelines, please contact the Managing Director at:

wayne@blackboxtech.com.au