

Work Order to Main Services Agreement
COMPANY 3 Measurement 2025

This Work Order ("Work Order") is entered into and made a part of the Main Services Agreement between Company 3, Inc. ("Company 3") and Octagon, Inc. ("Contractor"), with an effective date of October 20, 2021 (the "Agreement"), as amended. This Work Order is effective as of September 1, 2025 (the "Work Order Effective Date"). All capitalized terms not defined in this Work Order have the respective meanings set forth in the Agreement.

1. Description of Project Services and Deliverables:

Monitor, measure, and report on the impact generated from COMPANY 3' sports and entertainment partnerships.

Contractor, together with its Affiliate Futures Sports & Entertainment, shall provide the following Services for the list of current COMPANY 3 sports & entertainment partnerships as set forth in Exhibit A: Table 1. Additional partnerships may be added as mutually agreed upon. Company 3 and Contractor will mutually agree upon incremental cost if the requested responsibilities will exceed the agreed upon Services and Deliverables set forth in this Work Order.

- a. COMPANY 3 Partnership Tracking (through December 31, 2025)
 - i. Maintain and manage an internal measurement database and data management system, inclusive of an internal dashboard housed via an online portal to capture, aggregate, and store data as it relates to COMPANY 3' sports partnership portfolio
 - a. Internal dashboard access is limited to Contractor team only
 - b. Internal data management system and dashboard serve as the primary tools for comprehensive data sourcing, aggregation, and storage. These tools are essential to enabling portfolio performance measurement, data analysis, and all reporting and consulting Services as outlined in this Work Order.
 - ii. Areas that will be measured:
 - a. TV/Broadcast/Over-the-top ("OTT")
 - i. Sampling of approximately 1,029 hours per year of live sports coverage featuring TV-visible COMPANY 3-assets across their global sponsorship portfolio. Proposed sampling plan as set forth in Exhibit A: Table 3.
 - ii. The final sampling plan will be dependent on a review of COMPANY 3 contractual TV-visible assets and broadcast hours for COMPANY 3' new NBA partnership and can be adjusted and properties added and removed as mutually agreed upon
 - iii. Exposure will be based on analysis of US and UK TV feeds that are extrapolated to deliver global earned media values by major asset within the platform (through December 31, 2025). The global valuation will also be broken by region and will include country-specific valuations for the following key COMPANY 3 markets: UK, USA, Canada, Germany, Italy, Spain, South Korea, and Australia.
 - b. Digital/PR – Text Mentions Identification and Analysis

- i. Monitor web articles, blogs, partner and COMPANY 3 organic websites for callouts to COMPANY 3 sports sponsorships, using Infegy
- ii. Each partnership will be monitored individually with their own Boolean search queries. To come through in these queries with the established methodology, articles must mention the rightsholder and COMPANY 3 within thirty (30) words of one another.
- iii. Each article pulled through will be categorized and discounted based on the relevance of the partnership to the article. Articles with a one-off mention will receive significant discounting while those where the COMPANY 3 sponsorship is the focus will receive no discount.
- iv. For each article, Contractor will measure FNV earned and impressions
- c. Digital – Image Recognition and Analysis
 - i. Monitor web articles and blogs both owned from a defined list and updated continuously through the season (e.g., NHL.com, Seahawks.com etc.) and organic for the presence of COMPANY 3 images associated with a sponsor, sourced via Contractor's web extraction software
 - ii. Organic digital exposure will be defined by Boolean search terms and will be focussed on high value sites
 - iii. Valuation will include images and videos. Images run through Contractor's media valuation platform to generate exposure and the discounted earned media value known as Futures Net Value which will be extrapolated to the universe of property mentions that could include COMPANY 3 exposure
- d. Social – organic, paid/partner, and earned media
 - i. Platforms tracked through Hookit: Facebook, Instagram, Twitter, YouTube, TikTok, Weibo
 - ii. LinkedIn data will be supplemented contingent upon COMPANY 3 sharing LinkedIn metrics with Contractor directly
- e. Brand Health
 - i. Results from primary research measurement and reporting
- f. GenAI Tracking
 - i. Broadcast
 - a. Monitor broadcast assets around GenAI, up to ten (10)
 - b. Excludes new logos/visual assets
 - c. Logos with a different color will be monitored at no additional cost. If entirely new GenAI Branding is introduced, monitoring will be priced and agreed upon separately.
 - ii. Social
 - a. Within the current tracking universe, identify GenAI counts and report on metrics
 - b. COMPANY 3 to provide specific keywords/phrases or COMPANY 3 AI-related products to monitor, up to ten (10)
 - iii. Digital/PR (Text)
 - a. Within the current tracking universe, identify GenAI counts and report on metrics

- b. COMPANY 3 to provide specific keywords/phrases or COMPANY 3 AI-related products to monitor, up to ten (10)
- iv. Digital/PR (Image)
 - a. Excludes new logos/visual assets
 - b. Logos with a different color will be monitored at no additional cost. If entirely new GenAI Branding is introduced, monitoring will be priced and agreed upon separately.
 - c. Images with a visual link between image and GenAI will be accounted for
- iii. Data Sharing
 - a. Contractor will share raw data exports on portfolio performance across Broadcast, Digital Text/PR, Digital Images and Social
 - b. Data exports will be shared in an Excel file on a monthly cadence during the Work Order Term.
 - i. The Excel file format will be consistent with previous data export files shared by Contractor.
 - ii. Each export file will contain all previously shared historical data, along with new data corresponding to the most recent month. Historical data currently on file begins in June 2022.
- b. Partnerships Reporting
 - i. Reporting details and schedule are as set forth in Exhibit A: Table 2
 - ii. Three (3) Quarterly Reports (to be delivered in July 2025, October 2025, January 2026)
 - a. Report format will be equivalent to the End of Month Reporting format included in Year 2 and consists of a formal, comprehensive report leveraging standardized templating.
 - iii. Two (2) State of the Partnership Reports
 - a. Includes one (1) Mid-Year State of the Partnerships Report (to be delivered in July 2026 at the COMPANY 3 SSEP Offsite) and one (1) End of Year State of the Partnerships Report (to be delivered in January 2026)
 - b. Report format is equivalent to the State of the Partnerships report format previously delivered by Contractor and consists of a Word document style write-up detailing key learnings and insights across all partnerships throughout the applicable reporting period.
 - iv. Each report will include:
 - a. Report build, presentation of deliverable and results
 - b. One (1) one-hour client meeting to review findings, if requested
 - c. One (1) round of revisions, feedback and edits, if requested
- c. End of Season Reporting
 - i. Six (6) End of Season Partnership Reports
 - a. Properties and reporting schedule are as set forth in Exhibit A: Table 2
 - b. One (1) report delivered for each identified property at the conclusion of their regular season/post-season
 - c. Upon mutual agreement between COMPANY 3 and Contractor, End of Season reports for properties containing multiple holdings (such as MLSE) may be split into up to two (2) reports if that is deemed a more appropriate cadence
 - ii. Each report will include:

- a. Report build, presentation of deliverable and results
 - b. Review of findings may be presented on a bi-weekly status meeting, if requested
 - c. Strategic recommendations of what worked and didn't
- d. Brand Health Reporting / Primary Research
 - i. Four (4) waves of primary research conducted to inform the Brand Health Reports
 - a. Develop and program custom questionnaire which will be distributed to a mutually agreed upon business-to-business (B2B) target consumer
 - b. Contract, manage, and facilitate payment of third-party vendor to conduct all survey recruitment and completion
 - ii. Six (6) Brand Health Reports
 - a. Properties and reporting schedule are as set forth in Exhibit A: Table 2
 - b. Details for included properties are as set forth in Exhibit A: Table 4
 - c. Sample sizes and geographic location of target consumers defined in Exhibit A: Table 5
 - iii. Each report will include:
 - a. Report build, presentation of deliverable and results in PPT and PDF format
 - b. Non-fan to fan lift demonstrating sponsorship impact
 - c. Year-over-year changes in awareness
 - d. How COMPANY 3 trends year-over-year compared to: Google Cloud, Microsoft Azure, Oracle Cloud, IBM, Dell Cloud, Alibaba, VMWare
 - e. Asset effectiveness when activating partnerships
 - f. Regional program effectiveness
 - g. Insights and recommendations on improving sponsorship value
- e. Key Tentpole Activation Recap Reporting
 - i. Five (5) 2H 2025 Tentpole Reports
 - a. Tentpole moments are as set forth in Exhibit A: Table 2
 - b. Following each tentpole activation briefing, COMPANY 3 and Contractor to mutually agree upon reporting workback timeline and any incremental fees or out-of-pocket costs that may be required
 - ii. Included with each report:
 - a. One (1) recap report for a specific tentpole activation. This report will include monitoring and analysis across:
 - i. Social: all posts attributed to the rightsholder(s) during the defined period and with the triggering key words or hashtags will be tracked
 - ii. Digital text: all articles attributed to the rightsholder(s) during the defined period and with the triggering key words will be tracked
 - iii. Linear broadcast: up to ten (10) hours of mutually agreed upon linear broadcast coverage outside of the core scope will be tracked. COMPANY 3 must alert Contractor to all programming it wants to be included prior to airing.
 - b. One (1) data export file for a specific tentpole activation
 - c. Added layer of tracking differentiation within existing measurement scope.
 - i. Within regular reporting and for any data that overlaps with the current monitoring scope, tracking will be modified to account for an additional column labeled "event_flag." This column will primarily be "No Event"

across the board, but pieces that meet the tracking criteria above will be flagged and tagged as pertaining to the specific tentpole activation they belong to. This will allow for filtering and sorting within datasets shared.

- d. One (1) one-hour client meeting to review findings, if requested
 - e. One (1) round of revisions, feedback and edits, if requested
- iii. Not included with each report:
 - a. Hard costs associated with key tentpole events tracking that go beyond the regular measurement scope (fees to source additional footage, audience data, any other primary data sourcing costs, etc.), which costs will be billed back to COMPANY 3
 - b. Digital images exposure monitoring
 - i. Due to the nature of image content, it is not possible to fully and appropriately differentiate digital image exposure generated in connection with a specific tentpole activation from digital image exposure generated in the broader context of the partnership
 - c. Net new logos or net new branding imagery
- f. Account Management
 - i. Conduct bi-weekly meetings and ongoing communications with COMPANY 3 to provide updates and opportunities for collaboration
 - ii. Develop and share status and tracking reports with COMPANY 3
 - iii. Share additional key insights, only when/if applicable outside of reporting windows at the discretion of the Contractor (e.g., to be shared during bi-weekly meetings or via email as needed)
 - iv. Manage budget and reporting of pass-through costs

The following Contractor Services and Deliverables are not included in this Work Order:

- g. Work Order Exclusions
 - i. COMPANY 3 client-facing dashboard
 - ii. Ongoing data management and tracking of COMPANY 3 partnerships in January 2026
 - iii. COMPANY 3 partnerships monitoring and measurement
 - a. NHL (removed starting in August 2025)
 - b. Eurosport
 - c. COMPANY 3 Ambassadors
 - d. PGA Tour Global Golf Expansion, including monitoring the World Feed across Broadcast
 - e. DP World Tour
 - iv. COMPANY 3 partnership tracking areas
 - a. Technology Integration
 - b. Hospitality
 - c. Digital activations beyond social and digital text (web-based articles)
 - i. Examples of digital tactics include: webpage takeovers, newsletters, in-app activations, app/web stories, amongst others
 - ii. Digital activations beyond social and text can be measured, if requested, as part of tentpole moment reporting and ad hoc reporting and analysis

- a. This will require additional metrics sharing on behalf of COMPANY 3
 - b. Feasibility will be determined on a case-by-case basis and incremental scope may be required
- v. Monthly/end of month partnership reports
- vi. Brand health reports
 - a. NHL
 - b. Ferrari
 - c. Eurosport
 - d. DP World Tour
- vii. End of season partnership reports
 - a. MLSE for Toronto FC
 - b. MLSE for Argonauts
 - c. DP World Tour
- viii. Social tracking platform exceptions
 - a. WhatsApp, LINE, Kuaishou, Douyin
 - b. Or any other social platform not specifically outlined in Deliverables
- ix. Broadcast exceptions
 - a. Broadcast or live streaming on digital streaming platforms is not included in tracking and analysis, unless outlined above for specific live streams on YouTube and Twitch
 - b. Digital/live streaming platforms that are not tracked include, but are not limited to: Tencent, Migu, etc.
 - c. Chinese-based TV channels, whether free-to-air (such as CCTV5) or subscription-based, will not be included in tracking unless COMPANY 3 can share program-level audience numbers that are provided directly by the applicable League
- x. NBA partnership exceptions
 - a. As NBA partnership assets remain TBD upon execution of this Work Order, Contractor fees and expenses have been estimated and are subject to change, pending COMPANY 3' final asset mix and broadcast specifications
- xi. Ad hoc valuations, miscellaneous projects, or other exclusions stated as already set forth above

COMPANY 3 shall provide the following Services:

- a. Coordinate with Contractor to develop agreed upon project timeline and decision-making milestones
- b. Establish partnership objectives, data & insights, priorities, key parameters, etc. to support measurement deliverables
- c. Provide a complete list of COMPANY 3 partnerships, terms, asset details, and relevant partnership status updates to support tracking and measurement, as required
- d. Provide a complete list of COMPANY 3-owned social handles to track
- e. Provide a complete list of organic partner social platforms to track
- f. Provide a complete list of broadcast integrations where COMPANY 3 receives broadcast assets from a media partner

- g. Provide a complete list of channels and assets where COMPANY 3 paid media is running (so that paid media can be excluded from earned media valuations)
- h. Provide confirmation on primary research properties and countries as set forth in Exhibit A: Table 4 and Exhibit A: Table 5
- i. Provide confirmation of assets included in each property's primary research study

COMPANY 3 will submit to Contractor in writing each new property or ambassador adjustment request for removal or addition, which request shall include but not be limited to, name of property, proposed deal terms, assets, and markets. The Contractor will evaluate and provide recommended Services, Fees, or pass through cost adjustments for each request. In the event COMPANY 3 adds a new partnership to its portfolio for Contractor to add to its tracking, or if COMPANY 3 divests of a partnership that no longer requires tracking, Contractor and COMPANY 3 will mutually agree upon the requisite incremental cost or credit for the change. Factors that may impact the added or reduced cost incurred may include, but are not limited to, the following: assets included in the partnership, the timeframe within the term of this Work Order the change occurs, the third party cost to secure data or research sample for countries in which tracking is desired, number of hours of programming needed to be monitored, and the length of the season or event. If fewer services are required, the mutually agreed upon credit shall be available for COMPANY 3 to spend on unscoped, ad hoc requests, subject to Contractor's reasonable agreement to conduct such alternative services. Any portion of the credit that is not used by the Services End Date of this Agreement shall be reduced from the final invoice or may be utilized for other project expenses in connection with other work orders if approved by COMPANY 3. Any mutually agreed upon changes or modifications to the Services to be performed by Contractor shall be memorialized in writing by the parties within 30 days from the day parties email confirmation of alignment on proposed terms.

COMPANY 3 hereby agrees to permit Contractor to subcontract certain aspects of the Deliverables for this Work Order. Contractor will remain responsible for ensuring full performance and its subcontractors' compliance with the terms of the Agreement and the Work Order, and will be responsible for any issues related to their subcontractors. Authorized subcontractors are set forth in Exhibit A: Table 6.

2. Location(s) Where Services Will Be Provided:

United States

3. Services Start Date:

September 1, 2025

4. Services End Date:

January 31, 2026

5. Contractor Fees/Payment Terms:

In consideration for Contractor's performance of the Services and delivery of the Deliverables in accordance with the Agreement, Company 3 will pay Contractor the amounts set forth in the fee schedule attached in Exhibit B ("Fee Schedule"), and on the dates set forth in the Fee Schedule or, in all cases, 60 days following receipt of an Invoice (whichever is later). For purposes of this Work Order, "Invoice" means an invoice that is in a form reasonably acceptable to Company 3 and contains sufficient information to allow Company 3 to determine the accuracy of the amounts billed.

6. Purchase Orders & Records

Company 3 will provide Contractor with the following project Purchase Orders (PO):

- a. Contractor Fees PO: A project PO during each period for the Contractor fees set forth in Exhibit B. Contractor will issue an Invoice payable by Company 3 as a single fixed fee, and Company 3 will pay Contractor in accordance with the payment terms set forth in Section 5 (Contractor Fees/Payment Terms).
- b. Expenses and Third-Party Vendor Pass Through PO: A project PO during the periods for expenses and third-party vendor pass through costs not included in this Work Order (the sum of the annual POs, the "PO Not-to-Exceed Amount"). Contractor will issue Invoices for such expenses and costs as incurred, and Company 3 will pay Contractor within 30 days following receipt of an Invoice.
 - i. Notwithstanding the foregoing, Company 3 shall deliver to Contractor \$ on or before December 1, 2025 to enable Contractor to pay the following approved expenses for the Period from May 15, 2025 to January 31, 2026:
 - a. TV/Broadcast/OTT hard costs (e.g., Snapstream + Azure, data costs, etc.)
 - b. Primary research hard costs (e.g., market data costs, etc.)
 - c. Social hard costs (e.g., Hookit, etc.)
 - d. Digital/Print analysis hard costs (e.g., media monitoring, etc.)
 - e. Dashboard security compliance and user license hard costs
 - f. Other miscellaneous or agency travel expenses, as required
 - ii. Company 3 and Contractor shall work in good faith and confirm in writing (email acceptable) any approved amounts for expenses and costs that may exceed the initial estimate, for which Contractor may pre-bill Company 3 during the contract year.

Contractor shall keep records on staff hours worked, expenses incurred, and third-party vendor pass through payments made and shall allow Company 3 the right to audit with 30 days' written notice. Audit does not include payroll, salary information, overhead, profit or non-billable expenses. All billable expenses and third-party vendor costs are without mark-up for (i) Contractor's merchandise sourcing and procurement services team, (ii) Contractor's talent procurement services, and (iii) Contractor's or its parent company's sourcing and procurement of hotel and meeting rooms, each of which have customary commissions included. All discounts received by Contractor attributable to Company 3 must be credited back to Company 3.

7. Third Party Vendor Contracts:

Contractor may only enter into third-party vendor contracts up to the not-to-exceed amount set forth in the PO Not-to-Exceed Amount. Contractor will only enter into contracts that are cancellable upon notice, refundable, and do not contain any penalties, unless Contractor first obtains Company 3's prior written approval, such approval may be provided by Company 3 by email to Contractor because Company 3 is responsible for the expenses and pass-through costs related to the Services under such third-party

vendor contracts. Third-party vendor contracts that limit Company 3's use of materials provided by a third-party vendor must be fully explained in writing by Contractor to Company 3 and must be agreed to by Company 3 in a prior written email before Contractor enters into such third-party vendor contracts. Notwithstanding any third-party vendor agreements, Contractor is responsible for full performances of the Services.

8. Force Majeure:

Neither Company 3 or Contractor will be in breach of the Agreement for any delay or failure to perform any obligation under this Work Order where the delay or failure results from any cause beyond its reasonable control, including but not limited to epidemics, acts of God, labor disputes, or other industrial disturbances, electrical or power outages, utilities or telecommunications failures, earthquakes, storms or other elements of nature, blockages, embargoes, riots, acts or orders of government, acts of terrorism, or war (each, a "Force Majeure Event"), so long as the party which is totally or partially prevented from performing any of its obligations under this Work Order (the "Impacted Party") takes all reasonable steps to mitigate the effects of the Force Majeure Event. The Impacted Party will promptly notify the other party in writing and provide the other party with its best estimate of the likely extent and duration of the Force Majeure Event. If Company 3 does not receive all of the Services or Deliverables from Contractor as outlined in this Work Order due to a Force Majeure Event, Company 3 will be entitled to a refund proportional to the value of the Services or Deliverables that were paid for but not received and will be entitled to withhold payment for Services or Deliverables not received. Company 3 will pay for Services performed and Deliverables provided to Company 3 prior to the Force Majeure Event on a pro rata basis, if Company 3 has not already paid Contractor for such Services and Deliverables.

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IN WITNESS WHEREOF, Company 3 and Contractor have executed this Work Order as of the Work Order Effective Date.

Company 3:

Company 3, Inc.

By: _____

Name: _____

Title: _____

Date Signed: _____

Contractor:

Octagon, Inc.

By: _____

Name: _____

Title: _____

Date Signed: _____

EXHIBIT A

Table 1 | COMPANY 3 Sports & Entertainment Partnerships

Partnerships to be monitored and measured from May 15, 2025, through December 31, 2025:

1. NFL
2. Seattle Seahawks
3. Formula 1
4. Ferrari
5. Bundesliga
6. Riot Games (Valorant and LoL)
7. NHL (only through July 31, 2025)
8. PGA Tour
9. MLSE (Toronto FC, Argonauts, Maple Leafs, Raptors)
10. Live Nation (excluding broadcast)

Partnerships to be monitored and measured from October 1, 2025, through December 31, 2025:

11. NBA
12. WNBA
13. NBA G-League
14. NBA 2K League
15. Basketball Africa League
16. USA Basketball

Partnerships not included in monitoring or measurement:

1. NHL (removed starting August 1, 2025)
2. Eurosport
3. COMPANY 3 Ambassadors
4. PGA Tour Global Golf Expansion, including monitoring the World Feed across Broadcast
5. DP World Tour

Table 2 | COMPANY 3 Partnerships Reporting

Partnerships Reporting

Two (2) State of the Partnership reports. Three (3) Quarterly reports.

Report	Report Type	Report Timeframe	Target Delivery Date
1	Quarterly	Q2 2025	End of July 2025
2	State of the Partnership	Mid-Year 2025	End of July 2025 (at the COMPANY 3 SSEP Offsite)
3	Quarterly	Q3 2025	End of October 2025
4	Quarterly	Q4 2025	End of January 2026
5	State of the Partnership	EOY 2025	End of January 2026

Reporting delivery dates subject to change.

End of Season (EOS) Reporting

Six (6) End of Season reports. One (1) report for each of the following properties.

Report	Property	Target Delivery Date
--	MLSE (Leafs, Raptors)*	June 2025
1	Bundesliga	End of June 2025
2	NHL	End of July 2025
3	PGA Tour	Beginning of October 2025
4	Riot Games	December 2025 (<i>pending final championship schedule</i>)
5	Formula 1	End of January 2026
6	Ferrari	End of January 2026

Reporting delivery dates subject to change.

*EOS MLSE (Maple Leafs and Raptors) reporting is included in the existing Year 2 scope and due June 2025.

Brand Health Reporting

Six (6) Brand Health reports. One (1) report for each of the following properties, except NBA with two (2) reports.

Report	Property	Target Delivery Date
--	Bundesliga**	July 2025
--	MLSE**	July 2025
1	NBA Pre-Launch	September 2025
2	Formula 1	October 2025
3	NBA Post-Launch	October/November 2025
4	PGA Tour	January 2026
5	Live Nation	January 2026
6	Riot Games	January 2026

Reporting delivery dates subject to change.

**Brand Health reporting for Bundesliga and MLSE is included in the existing Year 2 scope and due July 2025.

Tentpole Moments Reporting

Five (5) Tentpole Moment reports.

Report	Tentpole Moment	Target Delivery Date
1	PGA Tour Creator Classic	
2	NBA Launch^	
3	NFL International Games	
4	NFL Big Data Bowl	
5	Bundesliga World Cup	

Following each tentpole activation briefing, COMPANY 3 and Contractor to mutually agree upon reporting workback timeline. Reporting delivery dates subject to change.

[^]NBA Launch does not include peripheral broadcast tracking; would incur incremental costs if requested.

Table 3 | TV/Broadcast/OTT Sampling Plan from May 15, 2025 through December 31, 2025*

Property	Broadcast Hours	Additional Details
NFL	255 broadcast hours	<ul style="list-style-type: none"> - 5 nationally broadcast games per week throughout the remainder of the 2025 calendar year - Extrapolating values for the 2025/26 regular season through 12/31/2025
Seattle Seahawks (NFL Team)	45 broadcast hours	<ul style="list-style-type: none"> - All home games throughout the remainder of the 2025 calendar year - Extrapolating values for the 2025/26 season through 12/31/2025
Formula 1 (F1)	51 broadcast hours	<ul style="list-style-type: none"> - All remaining races and qualifying sessions for the remainder of the 2025 F1 season
Ferrari (F1 Team)	51 broadcast hours	<ul style="list-style-type: none"> - All races and qualifying sessions for the remainder of the 2025 season
Bundesliga	152 broadcast hours	<ul style="list-style-type: none"> - 4 games/week throughout remainder of the 2025 calendar year - Extrapolating values for the 2025/26 season through 12/31/2025
Riot Games	100 streaming hours	<ul style="list-style-type: none"> - 200 hours of content from major RG events in remainder of the 2025 calendar year
NHL	60 broadcast hours	<ul style="list-style-type: none"> - Remaining games throughout the 2025 post-season
PGA Tour	120 broadcast hours	<ul style="list-style-type: none"> - 10 tournaments throughout the remainder of the 2025 calendar year
MLSE: Toronto Maple Leafs (NHL Team)	3 broadcast hours	<ul style="list-style-type: none"> - 1 home game during the NHL postseason that occurred after the Y2 scope (May 18, 2025)
MLSE: Toronto Raptors (NBA Team)	25 broadcast hours	<ul style="list-style-type: none"> - 10 home games throughout the 2025 calendar year - Extrapolated back values for the 2025/26 season through 12/31/2025
MLSE: Toronto Argonauts (CFL Team)	17.5 broadcast hours	<ul style="list-style-type: none"> - 5 home games throughout the 2025 season
MLSE: Toronto FC (MLS Team)	20 broadcast hours	<ul style="list-style-type: none"> - 10 home games throughout the remainder of the 2025 season
NBA	130 broadcast hours	<ul style="list-style-type: none"> - 4 games/week throughout remainder of the 2025 calendar year (including Emirates Cup and NBA Global Games)
WNBA	0 broadcast hours	<ul style="list-style-type: none"> - No WNBA game broadcasts between 10/1/2025-12/31/2025
NBA G-League	0 broadcast hours	<ul style="list-style-type: none"> - No WNBA game broadcasts between 10/1/2025-12/31/2025
NBA 2K League	0 streaming hours	<ul style="list-style-type: none"> - No NBA 2K League events between 10/1/2025-12/31/2025 (League on hiatus)
Basketball Africa League	0 broadcast hours	<ul style="list-style-type: none"> - No BAL game broadcasts between 10/1/2025-12/31/2025
USA Basketball	0 broadcast hours	<ul style="list-style-type: none"> - No USA Basketball game broadcasts between 10/1/2025-12/31/2025

*Note: This table provides estimated broadcast hours estimates by property, but the recommended distribution of hours may be adjusted once Contractor receives and reviews partnership assets from COMPANY 3.

See Table 1 for planned partnership measurement date ranges, subject to change.

Table 4 | Primary Research Reporting by Property and Country

		2025 Q3	2025 Q4			
Translation	Country	F1	NBA	PGA Tour	Live Nation	Riot Games
	United States	X	X	X	X	X
	Canada		X			
X	Germany	X	X			
	United Kingdom	X				
X	Italy	X				
X	France	X	X			
X	Spain	X				
X	Brazil	X	X			
X	Japan	X	X			
	Australia	X				
X	China		X			X
X	S. Korea					X

Table 5 | Primary Research Sample Sizes by Property and Country

Country	Fandom	Property	Sample Size*
United States	Fans and Non-Fans	F1, PGA Tour, Live Nation, Riot Games	50
United States	Fans and Non-Fans	NBA	150
Canada	Fans and Non-Fans	NBA	50
Germany	Fans and Non-Fans	F1, NBA	50
United Kingdom	Fans and Non-Fans	F1	50
Italy	Fans and Non-Fans	F1	50
France	Fans and Non-Fans	F1, NBA	50
Spain	Fans and Non-Fans	F1	50
Brazil	Fans and Non-Fans	F1, NBA	50
Japan	Fans and Non-Fans	F1, NBA	50
Australia	Fans and Non-Fans	F1	50
China	Fans and Non-Fans	Riot Games	50
China	Fans and Non-Fans	NBA	150
S. Korea	Fans and Non-Fans	Riot Games	50

*Sample size is per property and per fandom

Table 6 | List of Authorized Subcontractors

Subcontractor*	Vendor Type	Website
RepData	Quantitative research data vendor	https://repdata.com
Snapstream	Live video clipping and data vendor	https://www.snapstream.com
Azure	Cloud computing platform which offers access, management, and development of applications and services through global data centers	https://azure.microsoft.com/en-us/
KORE: Hookit	Analytics vendor measuring valuation of brand assets (physical and digital)	https://hookit.com
Posit Software	Custom data management system for this project is built on Posit, including data aggregation, clean-up, processing, data storage and performing analysis.	https://www.shinyapps.io
Infegy	A social listening + Digital/PR text analysis tool	https://www.infegy.com/

*Note: this list is subject to change and Subcontractor vendors may be removed or added, as required.

EXHIBIT B

Company 3 Purchase Orders. The Company 3 POs shall not exceed the following allocations unless otherwise approved in writing by Company 3 to Contractor (email shall suffice). The POs will include both Contractor fees and expenses.

Project	Fees	Expenses	Total PO Allocation
COMPANY 3 Measurement Renewal 2025 PO	\$	\$	\$

Fee Schedule. Contractor shall be paid the following fee in connection with its performance of Services as defined in the table below of this Work Order, which fees shall be earned evenly over the term and invoiced monthly at the beginning of each month.

Period	Dates of Service	Monthly Invoicing	Total Fee*
1	September 2025 – January 2026	\$	\$

*Total fee includes agreed upon total one-time discount of \$ and credit from COMPANY 3 Measurement 2024-2025 Year 2 scope adjustment of \$. Pending final project and vendor plans, some pass-through costs may flex as additional Contractor fees vs. external vendor expenses, only if warranted and as mutually agreed upon.

Staffing. The below staffing table is included in the interest of transparency while Company 3 and Contractor mutually agree the fee is fixed and non-reconcilable. The Contractor team shall consist of the following staff members and levels or a reasonable substitute of comparable skill and experience.

Title	Discipline	Hours
Vice President	Client Services	67
Sr. Project Manager	Client Services	265
Sr. Vice President	Strategy	194
Director	Strategy	468
Assoc. Director	Strategy	274
Analyst	Strategy	379
Director	Digital	284
Manager	Digital	412
Digital Strategist	Digital	281
Exec. Vice President	TV/Broadcast Exposure	62
Vice President	TV/Broadcast Exposure	200
Sr. Analyst	TV/Broadcast Exposure	256
Jr. Analyst	TV/Broadcast Exposure	291.5