

KENSHOO INC

22 4th Street

7th Floor

San Francisco 94103

United States

Tel.: +1-877-536-7462, Fax: +1-415-536-2830

kenshooURL: Web Site www.kenshoo.com

To:

360i Atlanta

1545 Peachtree St NE

Suite 450

Atlanta, GA 30309

Attn: Christopher Carpenter

Tel.: 12129914355

Invoice Date: 10/31/18

Invoice: [18USIV012669](#)Invoice No. [18USIV012669](#)

Description	# clicks	Budget	Price
Service fee Search October 2018: FY16 - GGXY - Golf Apparel	470	397.10	3.97
Service fee Search October 2018: FY16 - DSG - Marketing - Calia	19,650	21,879.94	218.80
Service fee Search October 2018: FY17 - GGXY - PLA Marketing	338	69.46	0.69
Service fee Search October 2018: FY16 - GGXY - Golf Bags	73	50.50	0.51
Service fee Search October 2018: FY17 - GGXY - PLA	162,435	82,428.79	824.29
Service fee Search October 2018: FY16 - DSG - Marketing - Other	14,649	6,397.15	63.97
Service fee Search October 2018: FY17 - Calia - PLA	17,844	21,507.06	215.07
Service fee Search October 2018: FY17 - DSG - PLA	4,247,032	2,096,636.20	20,966.36
Service fee Search October 2018: FY17 - DSG - PLA Marketing	19,408	17,330.44	173.30
Service fee Search October 2018: FY17 - DSG - LIA	742,395	111,373.67	1,113.74
Service fee Search October 2018: FY16 - GGXY - Golf Balls	139	140.98	1.41
Service fee Search October 2018: FY16 - GGXY - General	90	32.81	0.33
Service fee Search October 2018: FY18 - AD Starr	15,374	25,768.88	257.69
Service fee Search October 2018: FY16 - GGXY - Branded	86,766	6,111.04	61.11
Service fee Search October 2018: FY16 - GGXY - Golf Accessories	16	12.51	0.13
Service fee Search October 2018: FY16 - GGXY - Golf Clubs	1,645	586.22	5.86
Service fee Search October 2018: FY16 - GGXY - Marketing	4,812	8,497.98	84.98
Service fee Search October 2018: FY16 - GGXY - Golf Electronics	96	137.39	1.37
Service fee Search October 2018: FY18 - DSG - SEM	3,763,538	1,112,286.97	11,122.87
Service fee Search October 2018: FY16 - GGXY - Golf Shoes	277	217.74	2.18
TOTAL	9,097,047	3,511,862.83	

Total Price

35,118.63

Sales Tax

0.00

USD 35,118.63

Invoice No, Bar Code: *18USIV012669*

Pay by: 11/30/18

Customer Number: [4249466](#)

Balance Owed: \$ 312,884.09

Payment Terms: Net 30

Remit by WIRE/ACH:

Silicon Valley Bank

3003 Tasman drive, Santa Clara, CA, 95054

Routing#: 121140399

SWIFT: SVBKUS6S

Account: 3300710862

Please remit payment by check to:**Lockbox Remittance Address**

Kenshoo Inc

Dept LA 23651

Pasadena, CA 91185-3651

For Courier Deposits (FedEx etc.):

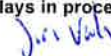
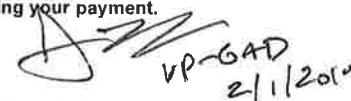
Kenshoo Inc

Box 23651

14005 Live Oak Ave

Irwindale, CA 91706-1300

When remitting payment, please include the invoice number and invoice amount. Failure to do so, may cause delays in processing your payment.

VP-GAD
2/1/2019

Brad Penner
Media Director
2/1/2019



32 Avenue of the Americas - 6th Floor
New York NY 10013
Tel : 212-703-7200

PURCHASE ORDER

PO NUMBER : PO043941
P.O. DATE : 10/31/2018
REVISION DATE - NO
DUE DATE : 02/28/2019
PAGE : 1 of 3
TOTAL PRICE : \$305,000.00

VENDOR: KENSHOO

Kenshoo, Inc
22 4th St
14th FL
San Francisco, CA California 94103

Ship To:

THIS PURCHASE ORDER IS SUBJECT TO THE TERMS AND CONDITIONS ATTACHED HERETO

LINE	DESCRIPTION	JOB NUMBER / DESCRIPTION	QUANTITY	RATE	COST
1	Media Cost	DICKS001-18-002 Dick's Sporting Goods – 2018 Paid Search & Kenshoo fees July 2018 through February 2019 PLA Media Spend	1.00	305,000.00	305,000.00
TOTAL					\$305,000.00

A COPY OF THIS P.O. MUST BE RETURNED WITH YOUR INVOICE

INVOICE NOT TO EXCEED PO AMOUNT

This purchase order is subject to all terms and conditions stated on attached form and outlined above. Acceptance is limited to the Terms stated herein, and any additional or different term proposed by Vendor is objected to and hereby rejected.

By: _____
Authorized Signature

By: _____
Print Name, Title & Date

Approved by: Jiri Vala

Ordered by: Gregory Bishop