

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: 12/31/18**Invoice: [18USIV016751](#)****Invoice No. [18USIV016751](#)**

Description	# clicks	Budget	Price
Service fee Search December 2018: FY16 - DSG - Marketing - Other	4,872	6,819.67	68.20
Service fee Search December 2018: FY16 - F+S - Branded	111,578	6,108.76	61.09
Service fee Search December 2018: FY17 - Calia - PLA	18,404	15,243.26	152.43
Service fee Search December 2018: FY17 - DSG - PLA Marketing	84,937	58,832.72	588.33
Service fee Search December 2018: FY17 - F+S - PLA	178,689	89,612.62	896.13
Service fee Search December 2018: FY16 - GGXY - Golf Clubs	22,197	9,875.56	98.76
Service fee Search December 2018: FY17 - DSG - LIA	1,692,552	609,767.82	6,097.68
Service fee Search December 2018: FY17 - DSG - PLA	8,209,499	6,838,961.08	68,389.61
Service fee Search December 2018: FY16 - DSG - Marketing - Calia	45,525	47,816.58	478.17
Service fee Search December 2018: FY17 - GGXY - PLA Marketing	258	185.60	1.86
Service fee Search December 2018: FY17 - GGXY - PLA	272,202	314,469.06	3,144.69
Service fee Search December 2018: FY16 - GGXY - Branded	157,044	20,091.83	200.92
Service fee Search December 2018: FY16 - GGXY - Golf Bags	16,449	16,408.79	164.09
Service fee Search December 2018: FY16 - GGXY - Golf Accessories	296	253.65	2.54
Service fee Search December 2018: FY16 - GGXY - Golf Balls	4,910	6,158.14	61.58
Service fee Search December 2018: FY18 - AD Starr	9,759	14,301.89	143.02
Service fee Search December 2018: FY16 - GGXY - Golf Apparel	7,368	9,220.87	92.21
Service fee Search December 2018: FY16 - GGXY - General	1,440	1,052.71	10.53
Service fee Search December 2018: FY16 - GGXY - Golf Electronics	5,352	7,203.20	72.03
Service fee Search December 2018: FY16 - GGXY - Golf Shoes	1,534	1,519.89	15.20
Service fee Search December 2018: FY18 - DSG - SEM	8,347,688	3,142,322.03	31,423.22
TOTAL	19,192,553	11,216,225.73	

Total Price**112,162.29****Sales Tax****0.00****USD 112,162.29**

Invoice No. Bar Code: *18USIV016751*

Pay by: 01/30/19

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.*Jiri Vala**UP-GAD
2/1/2019**Brad Renner
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	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