



261 Fifth Avenue, 26th Floor
New York, NY 10016
646-609-8906
invoicena@miqdigital.com

BILL TO

360i LLC
Detroit MI 48226

INVOICE

Invoice number 119675
Invoice date 03/31/2020
Payment terms 30
IO number PO053423
Run period Mar-20

| Description | Impression Count | Amount (USD) |
|--------------------------------|------------------|---------------------|
| Equifax CA (EFX) - Retargeting | 16,946,239 | \$84,000.00 |
| Equifax CA (EFX) - Prospecting | 118,292,943 | \$370,573.00 |
| AMOUNT DUE | | \$454,573.00 |

Notes: Revised 119185

Remittance instructions:

To ensure that we correctly apply any incoming transactions, please reference invoice numbers when making payments. In addition, please send all payments only to the bank account listed below on this invoice. For any additional billing inquiries, please contact Invoicena@miqdigital.com for assistance.

Steven Ashford 4/17/20

Janet C. Whitney 4/20/2020

To pay by bank transfer, send to:

Account holder name: MiQ Digital USA Inc.
Bank: HSBC Bank USA, N.A.
EIN: 46-1255166
ACH #: 022000020
ABA #: 021001088
Account #: 889000298

To pay by check, mail to:

MiQ Digital USA Inc.
Attn: Accounts Receivables
261 Fifth Avenue, 26th Floor
New York, NY 10016



Vendor: Media Iq Digital North America Inc.

Client: Equifax

Date: 03/24/2020

Campaign: CA - Display - Q1 2020 (Feb-March)

IO Number: PO053423

Media Insertion Order

360i LLC:

Main Contact: Annie Swain
Email: Annie.Swain@360i.com

Phone#: -

Bill To:

Company: 360i LLC
Billing Name: 360i LLC
Email: 360i-vendorstatus-mediaops@360i.com

Address1: 32 Avenue of the Americas
Address2: 6th Floor
City: New York
State/Country : NY

Billing Instructions: PO053423 must be included on Invoice to 360i LLC. Please email invoices directly to your 360i LLC representative(s).

Please email invoices in PDF directly to 360i-vendorstatus-mediaops@360i.com and cc your main contact at 360i LLC representative(s). In order to process the invoice and avoid any delays, please make sure the following criteria are listed on the invoice:

- Agency Name: 360i
- Bill To address: 32 Avenue of the Americas, New York, NY 10013
- Client name
- Site Name
- PO#
- Month of Service
- Remittance address
- The invoice needs to be billed per client per campaign/insertion order, per month of service

Vendor:

Company: Media Iq Digital North America Inc.
Contact Name:
Phone#:
Fax#:
Email:

Address1: 853 Broadway 12Th Floor #
Address2: 1211
City: New York
State/Country: NY
Zip Code: 10003

Contracted Inventory:

Group / Placement EFX CA - MiQ - February Prospecting

| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
|-----------|----------|---------------------|-----------|------|--------------|------------|
| | | 02/01/20 - 02/29/20 | CPM | 3.25 | 3,854,295.00 | 305,026.46 |

Group / Placement EFX CA - MiQ - February Retargeting

| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
|-----------|----------|---------------------|-----------|------|--------------|-----------|
| | | 02/01/20 - 02/29/20 | CPM | 5.00 | 5,902,162.00 | 79,510.81 |

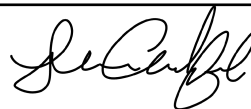
| Group / Placement EFX CA - MiQ - February Added Value | | | | | | |
|---|----------|---------------------|-----------|------|-----------------------|-----------------------|
| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
| | | 02/01/20 - 02/29/20 | ZERO COST | 0.00 | 4,714,000.00 | 0.00 |
| Group / Placement EFX CA - MiQ - March Added Value | | | | | | |
| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
| | | 03/01/20 - 03/31/20 | ZERO COST | 0.00 | 5,701,123.00 | 0.00 |
| Group / Placement EFX CA - MiQ - March Prospecting | | | | | | |
| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
| | | 03/01/20 - 03/31/20 | CPM | 3.25 | 4,022,462.00 | 370,573.00 |
| Group / Placement EFX CA - MiQ - March Retargeting | | | | | | |
| Dimension | Position | Run Dates | Rate Type | Rate | Units | Net Cost |
| | | 03/01/20 - 03/31/20 | CPM | 5.00 | 6,800,000.00 | 84,000.00 |
| Total: | | | | | 250,994,042.00 | 839,110.27 USD |

Authorization

| Authorized 360i LLC Representative | Vendor Representative |
|---|---------------------------------------|
| System Approved By: <u>Annie Swain</u> | Print Name: <u>Mitch Scharf</u> |
| Date: <u>03/24/2020</u> | Signature: <u><i>Mitch Scharf</i></u> |
| | Date: <u>3.25.2020</u> |

Disclaimer

This media insertion order is a contract governed by law and by the terms and conditions hereafter set forth. Each party acknowledges that it has received, read and agrees to be bound by the provisions hereafter set forth and further agrees that it has the authority to enter into this agreement.



Steven Ashford 03/24/20