

**KENSHOO INC**  
 22 4th Street  
 7th Floor  
 San Francisco 94103  
 United States  
 Tel.: +1-877-536-7462, Fax: +1-415-536-2830



URL: [Web Site www.kenshoo.com](http://www.kenshoo.com)

To:  
 360i Atlanta  
 1545 Peachtree St NE  
 Suite 450  
 Atlanta, GA 30309  
 Attn: Christopher Carpenter  
 Tel.: 12129914355

Invoice Date: 01/31/19  
 Invoice: [19USIV001189](#)

**Invoice No. 19USIV001189**

Description	# clicks	Budget	Price
Service fee Search January 2019: FY18 - DSG - SEM	3,767,359	618,120.81	6,181.21
Service fee Search January 2019: FY17 - DSG - LIA	1,389,073	379,382.28	3,793.82
Service fee Search January 2019: FY16 - GGXY - Golf Accessories	183	122.66	1.23
Service fee Search January 2019: FY17 - F+S - PLA	53,493	10,668.84	106.69
Service fee Search January 2019: FY17 - GGXY - PLA	137,634	68,266.64	682.67
Service fee Search January 2019: FY17 - DSG - PLA Marketing	7,751	2,830.23	28.30
Service fee Search January 2019: FY16 - GGXY - Golf Balls	1,185	678.42	6.78
Service fee Search January 2019: FY16 - GGXY - General	41,741	1,543.06	15.43
Service fee Search January 2019: FY16 - GGXY - Golf Apparel	3,392	2,860.86	28.61
Service fee Search January 2019: FY16 - GGXY - Golf Shoes	994	682.64	6.83
Service fee Search January 2019: FY17 - DSG - PLA	3,670,833	1,620,532.67	16,205.33
Service fee Search January 2019: FY16 - GGXY - Branded	107,034	9,823.96	98.24
Service fee Search January 2019: FY16 - DSG - Marketing - Other	2,821	3,220.12	32.20
Service fee Search January 2019: FY17 - Calia - PLA	19,657	15,445.44	154.45
Service fee Search January 2019: FY16 - GGXY - Golf Electronics	2,120	2,163.64	21.64
Service fee Search January 2019: FY16 - DSG - Marketing - Calia	32,970	25,792.90	257.93
Service fee Search January 2019: FY16 - GGXY - Golf Clubs	11,025	3,645.51	36.46
Service fee Search January 2019: FY16 - F+S - Branded	38,875	1,644.47	16.44
Service fee Search January 2019: FY16 - GGXY - Golf Bags	6,949	4,622.09	46.22
Service fee Search January 2019: FY18 - AD Starr	15,422	22,774.27	227.74
<b>TOTAL</b>	<b>9,310,511</b>	<b>2,794,821.51</b>	

**Total Price** 27,948.22  
**Sales Tax** 0.00  
**USD 27,948.22**

Invoice No. Bar Code: \*19USIV001189\*  
 Pay by: 03/02/19  
 Customer Number: [4249466](#)  
 Balance Owed: \$ 100,006.57  
 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.**

 7/24/19  
 JIRI VAVA VP, ACCOUNT



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