

MASTER SERVICES AGREEMENT

SERVICE DESCRIPTION



SERVICE DESCRIPTION: MULTITXT SHORT CODE

1. DESCRIPTION - MULTITXT SHORT CODE

Your multiTXT Short Code service allows you to communicate with your customers, staff and suppliers. The multiTXT Short Code platform also provides a range of features and integrations, such as an API to integrate with your existing CRM and automate messages.

2. PLATFORM SLA

Platform availability is defined by customers being able to utilise Core Services which are performing within defined operational performance parameters. Platform SLA is 99.95% availability

3. MESSAGE PROCESSING SPEED SLA

There are two sets of SLAs for message processing speed, those for messages received via the API and those received via the web interface or email-2-SMS. Message processing covers all actions required from receiving customer messages to submitting those messages to a carrier for delivery to handset.

| API message processing SLA |
|-----------------------------|
| 90% processed in 10 seconds |
| 95% processed in 30 seconds |
| 99% processed in 60 seconds |

| Web interface and email-to-SMS processing SLA |
|---|
| 100,000 messages processed within 15 minutes |
| 500,000 messages processed within 45 minutes |
| 2,000,000 messages processed within 120 minutes |

4. OPTIONS

Standard Short Code As the holder of the multiTXT standard short code, you pay for texts from the short code to mobile recipients. These are known as Mobile Terminated (MT) messages. The recipient pays for any texts they send back from their handset to the short code number. These are known as Mobile Originated (MO) messages.

IMPORTANT: Please note your obligations concerning consent AND ensure it is clear the recipient will be charged for any replies. (See DIA link below).

Free-to-reply Short Code Also known as Zero-rated or Free to end user (FTEU). As the holder of the Zero Rated code, you pay for both the outbound text (MT) from the short code to the mobile recipient and any replies that are sent back by them to the short code (MO).

Both Standard and Free-to-reply short codes are four-digits long.

5. ADD-ONS

API integrations are possible with CRMs and other platforms.

Enhanced and Premium Support options available (Please refer to pricing schedule)

Customised Training for set up is available where the standard is not suitable (Please refer to pricing schedule)

6. INCLUSIONS

Access to the multiTXT Short Code service to send and receive unlimited real-time text messages with your own short code

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API access and documentation to integrate with third party systems

Track delivery performance and response rates via reporting and analytics

Access to the multiTXT Short Code standard support.

A dedicated short code only used by you. Shared short codes are not allowed.

Standard set up is included by default with customised training as an optional add on.

7. SET UP OPTIONS

| Features | Standard Training | Customised Training |
|---------------------------|--|---|
| Description | Collaborative group learning experience with a general overview of the portal. | Personalised training session with an in-depth overview of the portal specific to your needs. |
| Scheduled training | Set time and day + recording. | Suited to the customer + recording. |
| Group Size | All industries | One administrator or group: Specific for that customer. |
| Follow up check-in | At 30 days | At 30 days |
| Set up level | Standard | Additional |

8. PRICING

Please refer to Pricing Schedule.

9. SERVICE CONDITIONS

- Usage charges apply for Mobile Terminated (MT) texts on all short codes
- Usage charges apply for Mobile Originated (MO) texts on Zero Rated/ Free to end user short codes
- Use of the service must be compliant with legal requirements including the Fair Trading Act 1986, Unsolicited Electronic Messages Act 2007, Privacy Act 2020, Gambling Act 2003. There is information available on compliance with these Acts at <https://www.dia.govt.nz>
- An opt-out via text message must be provided at the end of all marketing messages
- Marketing and promotional messages must use zero-rated short codes
- A single text message is comprised of 160 characters. If that character count increases then the text message will be split into multiple parts. So even if the message appears as a single message on the end user's handset, charges to the multiTXT Short Code customer will be based on the number of message parts.
- Any requirement for International SMS must be advised at the time of sign up where additional information might be required depending on the terminating country.