

RH WEB CONTENT PLAN ANNUAL AGREEMENT

THIS AGREEMENT IS BETWEEN

Content Lab - Radisson Cornerstone A/S
Amager Strandvej 60-64
2300 - Copenhagen S
Denmark
VAT n. DK17099442

AND

Hotel name:

Legal entity name ("Member"):

Registered office address:

VAT number:

CRS/SITA code:

In this agreement "Content Lab - Radisson Cornerstone A/S" is referred to as 'Content Lab', 'we', 'us' or 'our', as the case may be, the Member is referred to as 'the hotel', 'you' or 'your', as the case may be, and the respective hotel's website is referred to as 'the website' or 'your website', as the case may be. All costs are to be intended VAT excluded.

All hotels joining the RH Web Content Plan for the first time must execute this agreement prior to the hotel's online date, and the website should be made active and available online at least 30 days before being open for reservation.

1. The RH Web Content Plan is the annual, mandatory content management service for updates on the hotels' websites of the Radisson Hospitality AB group (RHAB). Content Lab, Radisson Hotel Group's in-house digital agency, is in charge of running the RH Web Content Plan and managing the hotel websites updates on behalf of the hotels.
2. As part of the Annual Service Plan (ASP), Content Lab is responsible of implementing content updates (i.e. text, images, offers, PDF brochures, etc.) and structural changes (i.e. creation, update or removal of modules/galleries/components/pages/etc.) as requested by the respective hotel and/or the regional support offices.
3. The Annual Service Plan (ASP) is running from the date the hotel joined the ASP and thereafter from April 1st to March 31st of the following year. After the hotel has joined the program, the contract will be valid until March 31 next and will be automatically renewed on April 1th each year. An invoice will be issued based on the ASP and possible additional services in place at that time. Fees might be subject to change over time, as communicated by Radisson Hospitality AB.
4. The Annual Service Plan (ASP) fee for the website's English master version is EUR 2,000 (excluding VAT) per year, per hotel ("ASP Subscription Fee"). As part of the ASP Subscription Fee, the hotel is assigned an annual allowance of 150 credits to be used for commissioning change requests. Additional credits can be purchased by the hotel at an additional cost (EUR 200, excluding VAT, for 25 credits, EUR 400, excluding VAT, for 50 credits). The credits are valid from the date the hotel joined the ASP and thereafter April 1th to March 31st of the following year; unused credits are not transferable from one year to the other.
5. New hotels without a dedicated website (new openings or conversions) will be charged a one-time development fee (exclusive of applicable VAT) ("Development Fee") in addition to the ASP Subscription Fee:
 - Pre-opening site build (overview page) EUR 500
 - Full site build EUR 1,500The ASP Subscription Fee and related credits will be prorated on a daily basis for the balance of the contract year.
6. Each change request submitted by the hotel is equal to a number of credits, variable based on the request's level of complexity (e.g. one photo update = 1 credit, one text insertion = 1 credit, one hotel deal = 2 credits, etc.). Creating a new page will count as one request plus each additional component on the page. A rush request will be charged based on each request type regular credits, plus a rush fee of 5 additional credits. For a detailed list of change request types and respective credits required, please refer to our FAQ appendix attached to the present agreement.

7. The hotel has to submit its requests through Content Lab's dedicated online work management system (WMS). Detailed instructions on how to get access, submit change requests, check the number of credits available and monitor the request status are accessible in our FAQ appendix attached to the present agreement.
8. Upon the hotel's request, Content Lab may submit the website's content through the automated translation process as defined and delivered by RHG's translation partner, Translations.com (TDC). Translations costs are not included in the ASP Subscription Fee. Manual translation uploads or updates are not allowed and are not part of the ASP, according to Radisson Hospitality AB's directives and as outlined by the company's Web Content Guidelines. Content Lab will ensure that the translated text (as received by the translation partner) is subsequently correctly implemented online through the Content Management System (CMS). If required, Content Lab will provide assistance to the hotel for questions regarding translation submissions, invoices and other. Support requests will be handled through the online WMS and charged against the hotel's credits based on each specific request type, as outlined in our FAQ appendix attached to the present agreement.
9. The ASP includes also mobile app (RH App only) and booking funnel content updates (GRT content only: PRT content and all rate-code information are still the hotels' responsibility and must be updated via CRS).
10. Upon the hotel's request and based on the information provided, Content Lab may also upload, edit and delete the hotel's digital assets (i.e. images, videos, logos, PDF documents, etc.) on the company's global Digital Asset Management platform (DAM). The hotel is required to submit new assets (including all the respective metadata and copyright information) as well as possible update requests through the Content Lab's online WMS. It is the hotel's sole responsibility to ensure its digital assets are up to date and reflect the property's current features and amenities. Updates to the hotel's digital assets uploaded in the DAM will follow the same workflow defined for the hotel website's change requests. For a detailed list of change request types and respective credits required, please refer to our FAQ appendix attached to the present agreement.
11. The hotel has the opportunity to commission additional services to Content Lab, including but not limited to creative services (e.g. graphic design, copywriting, photography, video, etc.) and production services (e.g. print). Additional services are not included in the ASP Subscription Fee; a cost estimate will be provided by Content Lab and will have to be explicitly approved by the hotel for the services to be rendered.
12. At its sole discretion, Content Lab' team validates the requests received to ensure that all content on the hotel's website is consistent to the Web Content Guidelines. In case any request received is assessed as not compliant to the company's standards, Content Lab

has the right to refuse publication; the hotel will be informed of the decision and will be given the opportunity to amend/cancel its request.

13. The Annual Service Plan (ASP) includes an annual review where content is re-evaluated and edited to enhance visitor appeal, conversion rate performance as well as search engine rankings. The Annual Review is an audit process during which Content Lab revises the copy, imagery and functionalities with the purpose of determining which pages need updating, improving the overall user experience. For a detailed breakdown of the tasks performed during the Annual Review, please refer to our FAQ appendix attached to the present agreement.
14. We do not guarantee any particular level of results, hit ratios or page imprints in relation to your WebExtra site and we make no implied or express warranties about the reliability of your pages. We shall not be held responsible for any content of your WebExtra site, hereunder fault, inaccurate or erroneous language, discrimination, cultural differences. All content submitted to us must be in accordance with all applicable local laws and regulations. You are responsible for all information supplied and any statements of fact. We and third-party content providers make no guarantee of the accuracy, correctness, or completeness of any information on the site and are not responsible for (i) any errors or omissions arising from the use of such information; (ii) any failures, delays, or interruptions in the delivery of any content or services contained within the site; or (iii) losses or damages arising from the use of the content or services provided by the site.
15. The site is provided by us on an “as is” and “as available” basis. We make no representations or warranties of any kind, express or implied, as to the operation of this site or the information, content, materials, or products included on this site. You expressly agree that your clients and customers use the site is at your sole risk.
16. We will provide links to third-party sites. Since we do not control those websites, we encourage you to review the privacy policies of these third-party sites. We are in no way responsible for content on third-party sites. Content Lab holds the right to refuse links to third-party websites in case of company policy violation or commercial conflicts.
17. Content Lab may suspend its services and the hotel’s ability to perform changes on its website in case any fee owed and due by you under this agreement has not been settled as per standard invoicing conditions, as stated in the invoice. Content Lab may also terminate this agreement without reason by written notice at least 4 weeks in advance.
18. We reserve the right to use your credits for optimizing your pages in agreement with Radisson Hospitality A/B. We may, at our sole discretion, add or delete features to the website and/or to the change request submission platform.

19. We reserve the right to make changes to the site, policies, and these terms and conditions at any time. If any of these terms and conditions shall be deemed invalid, void, or for any reason unenforceable, that term or condition shall be deemed severable and shall not affect the validity and enforceability of any remaining term or condition.
20. All content included on the site, such as text, graphics, logos, button icons, images, audio clips, digital downloads, data compilations, and software, is the property of Radisson Hospitality AB and Content Lab or our content suppliers and protected by Danish and international copyright laws. All software used on the site is the property of our software suppliers or us and protected by Danish and international copyright laws.
21. To the full extent permissible by applicable law, we disclaim all warranties, express or implied, including, but not limited to, implied warranties of merchantability and fitness for a particular purpose. We do not warrant that the site, its servers, or e-mail sent from the site are free of viruses or other harmful components. We will not be liable for any damage of any kind arising from the use of the site, including, but not limited to direct, indirect, incidental, punitive, and consequential damages.
22. This agreement is subject to Danish law and Danish Court are competent.

Signed on behalf of the Client:

Signed on behalf of Content Lab:

Signature:

Signature:

Name:

Name:

Position:

Position:

Date:

Date:
