MASTER SUBSCRIPTION AGREEMENT (MSA)

Effective 4 Nov 2026

This Master Subscription Agreement ("Agreement") governs access to and use of the Company's campaign creation platform 'qiksense' and related services (the "Platform" or "Services"). By creating an account, accessing, publishing a Campaign, or otherwise using the Services, the customer ("Customer") agrees to be bound by this Agreement.

1. Definitions

"Campaign" means a digital campaign created using the Platform and published by the Customer.

"Campaign Duration" means the period during which a Campaign is authorized to remain active under the applicable plan or service terms.

"Company" means Real Nation Pte Ltd, and its successors and assigns.

"Customer" means the individual or entity that registers for, accesses, or uses the Services.

"End Users" means individuals who access, view, or interact with a Campaign.

"Customer Content" means any data, content, materials, or information uploaded, submitted, or otherwise provided by the Customer or its End Users through the Platform in connection with a Campaign.

2. Access to the Platform

The Platform may be accessed and explored without charge.

The Company may modify, enhance, suspend, or update the Platform or any part of the Services from time to time in accordance with this Agreement.

3. Campaign License and Duration

Upon publication of a Campaign and any applicable payment, the Company grants Customer a limited, non-exclusive, non-transferable right to operate the Campaign during the applicable Campaign Duration, subject to the applicable plan and Pricing Terms.

Licenses, once assigned to a Project, are non-transferable and may not be reassigned.

Upon the end of the applicable Campaign Duration, the Customer's right to operate the Campaign shall expire, and access to Campaign functionality or data may be disabled thereafter. The creation or availability of any outputs or materials generated through the Platform in connection with a Campaign does not grant Customer any perpetual or continuing rights to use such outputs or materials without an active and applicable license.

4. Fees and Charges

The applicable Campaign Duration, fees, billing methods, usage units, plan limits, and other pricing terms shall be as specified in the applicable pricing terms made available by the Company ("Pricing Terms").

The Company may offer prepaid credits or other account balances for use toward the Services, subject to the applicable Pricing Terms.

Fees associated with a Project shall be charged to the account designated as the Project owner.

Where applicable, fees may be charged using available payment methods associated with the Customer account.

Promotional licenses or trial access may be offered at the Company's discretion and may be subject to additional terms or limitations.

The Company may modify the features, functionality, or availability of any plans or packages from time to time.

The Company reserves the right to update fees, pricing, billing methods, plan limits, and other Pricing Terms from time to time, applying prospectively only.

The Company may verify Customer's usage of the Services for billing and compliance purposes, and Customer shall provide reasonable cooperation, including access to relevant information or deployment locations where necessary.

5. Refund Policy

Except as expressly provided in the applicable Pricing Terms or required by applicable law, fees and charges paid for the Services are non-refundable.

Amounts credited to a Customer account for use toward the Services, whether purchased or provided on a promotional or bonus basis, are non-refundable and may not be redeemed for cash, except where required by applicable law.

Refund policies may be updated from time to time on a prospective basis.

6. Data Retention

Campaign data may be retained for a limited period following Campaign expiration in accordance with the Data Processing Addendum (DPA).

In certain cases, data may be retained in backups or system logs for security, legal, or operational purposes and removed in the ordinary course of system operations.

Extended retention options may be offered subject to applicable pricing terms.

7. Documents Incorporated by Reference

This Agreement incorporates by reference the Acceptable Use Policy (AUP), Service Level Agreement (SLA), and Privacy Policy & Data Processing Addendum (PP+DPA), and Pricing Terms, each as made available by the Company on the Platform or otherwise provided to Customer from time to time.

8. Suspension and Termination

The Company may suspend, or restrict access to, or terminate access to, the Services (in whole or in part) in the event of non-payment, breach of this Agreement, violation of the AUP, exceeding applicable usage or plan limits, or where reasonably necessary due to security or legal risks.

Where reasonably practicable, the Company will provide notice of suspension and may allow Customer an opportunity to remedy the issue.

Termination or suspension may result in loss of access to Campaigns and related data.

Any refund following termination shall be subject to Section 5 (Refund Policy).

9. Confidentiality

Each party shall protect the other party’s confidential information solely for purposes of performing under this Agreement.

Confidential information does not include information that is publicly available or independently developed without use of the other party’s confidential information.

Each party may disclose confidential information to its employees, affiliates, or service providers on a need-to-know basis.

These obligations survive termination of this Agreement.

10. Intellectual Property

The Platform, including all software, templates, workflows, interfaces, features, system architecture, analytics frameworks, and underlying technology, is and shall remain the exclusive property of the Company.

For the avoidance of doubt, the Platform is licensed to Customer under this Agreement and is not sold.

Customer shall have no right to receive or access any source code, object code, system architecture, technical documentation, or underlying technology of the Platform.

Any Campaign outputs, configurations, workflows, or system-generated elements made available through the Platform are provided solely for use within the Platform and may not be reproduced, extracted, or used outside the Platform except as expressly permitted by the Company or applicable features.

Customer retains all rights, title, and interests in and to Customer Content, to the extent such rights exist, and is responsible for ensuring it has all necessary rights, consents, and legal bases to collect, use, and provide such Customer Content.

Unless otherwise expressly agreed by the Company, any features, modules, functionality, creative works, or other developments created by the Company in connection with the Services, including those developed at a Customer’s request, shall remain the property of the Company and may be reused, modified, or made available to other customers.

Customer grants the Company a limited, non-exclusive, royalty-free license to use, host, process, display, and reproduce Customer Content solely for the purpose of operating, supporting, and providing the Services.

All system-generated data, analytics, reports, metrics, insights, and any aggregated or anonymized data derived from the use of the Platform may be used by the Company for service improvement, analytics, benchmarking, and product development purposes, provided that such data does not identify Customer or any individual end user.

11. Disclaimers and limitation of liability

The Services are provided "as is" and "as available". To the fullest extent permitted by law, the Company disclaims all warranties, whether express, implied, or statutory, including any implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

The Company does not warrant that the Services will be uninterrupted, error-free, secure, or meet Customer’s requirements.

To the fullest extent permitted by law, the Company shall not be liable for any indirect, incidental, consequential, special, or punitive damages, including loss of profits, revenue,

data, or business opportunities, arising out of or in connection with the use of the Services.

The Company's total aggregate liability arising out of or in connection with this Agreement shall not exceed the total fees paid by Customer to the Company in the twelve (12) months prior to the event giving rise to the claim.

12. Assignment

Customer may not assign or transfer this Agreement, in whole or in part, without the prior written consent of the Company.

The Company may assign this Agreement, in whole or in part, without Customer's consent, to any affiliate or in connection with a merger, acquisition, corporate reorganization, or the sale of all or substantially all of its business or assets.

This Agreement shall be binding upon and inure to the benefit of the parties and their permitted successors and assigns.

13. Force Majeure

Neither party shall be liable for any failure or delay in performance under this Agreement (other than payment obligations) due to events beyond its reasonable control, including but not limited to acts of God, natural disasters, war, terrorism, labor disputes, governmental actions, or failures of utilities or telecommunications networks, internet service providers, hosting providers, cloud service providers, or AI service providers.

14. Survival

Sections relating to fees and charges, confidentiality, intellectual property, data protection, usage verification, disclaimers, limitation of liability, governing law, and any other provisions which by their nature should survive termination, shall survive the termination or expiration of this Agreement.

15. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of Singapore. The courts of Singapore shall have exclusive jurisdiction to resolve any dispute arising out of or in connection with this Agreement.

16. Updates

The Company may update this Agreement from time to time. Updates shall apply prospectively only.

Any updated version of this Agreement will become effective upon posting on the Platform (including through the dashboard) or upon delivery to Customer by email or other written communication, provided that any material changes will be notified to Customer in advance. If Customer does not agree to a material update, Customer may terminate the Agreement without penalty upon written notice prior to the effective date of such update; no refunds shall be provided, and accrued fees remain payable.

Customer’s continued use of the Services after an updated Agreement becomes effective constitutes acceptance of the revised Agreement.

End of Agreement