

AppEsteem®

Fee Schedule

If your app or service has been identified as a Deceptor, you can submit it for reevaluation, and clear its Deceptor status, for free
You can register your app or service with us to receive advance notice of any Deceptor violation, for free
And you can have your app or service certified by us, for free
All revenue that we receive from our Services supports our efforts to help protect consumers by making apps safer

FREE SERVICES*

Deceptor Notification: If any app you have registered with us is found to be a Deceptor, we will generally provide 30-day's notice to you before we publish the app on our website.

App Review and Certification: We will review your app against the current Certification Requirements and inform you of any deficiencies. If all criteria are met, we will notify security companies that your app has been certified.

- **Sign-Up and App Submission:** Sign the Master Services Agreement and submit your app for assessment and certification through our customer portal.
- **Term and Recertification:** If certification is approved, your app will remain certified for one year, so long as it stays in compliance with the Certification Requirements that it was certified against and the terms of the Master Services Agreement, and you don't change the version or any features of the app. To keep the app continuously certified, you must resubmit it to us for review and recertification: (1) before its Certification expires, (2) if you issue a new version, (3) if you make any feature changes, or (iv) if your certified app or service violates any of the Deceptor Requirements.
- **Timing:** We will process your app on a first come, first served basis (apps submitted with Premium Services, however, will be prioritized).

PREMIUM SERVICES*

You may purchase Premium Services for any app you submit for certification, and add App Jail Services, as described below. If you choose to commit all of your apps to be certified, you will receive a substantial savings for your App Jail Services. Please send an email to sales@appesteem.com if you'd like to find out more about purchasing Premium Services, or adding on App Jail Services. All Fees will be billed monthly, and payment is due net 30.

Premium Services:

An app covered by Premium Services will receive the following benefits:

- **Deceptor Notification:** If any app you have registered with us is found to be a Deceptor, we will generally provide 30-day's notice to you before we publish the app on our website.
- **Compliance Consulting:** We provide expert assistance and advice to help you better understand our Certification Requirements and make necessary changes to your apps covered by Premium Services.
- **Electronic Certification Seal:** We will provide you with code that is optional to install in an app that is certified and covered by Premium Services. This code will "seal" your certified app, electronically identifying your app to security companies as being certified and monitored by us.
- **Expedited App Reviews:** Your certification requests for any app covered by Premium Services will be prioritized and processed before non-premium certification requests.
- **AppEsteem Insider Program:** You will be invited to participate in monthly conference calls (and occasional in-person get-togethers) where you'll hear what our security partners are saying; get the inside scoop on the latest trends and developments at AppEsteem; be notified of changes to the Deceptor program; learn about new features and capabilities of our products, programs, prices, and policies; have the opportunity to give input to AppEsteem on changes you'd like to see and how best to implement those changes; and share with us information and suggestions you'd like us to relay to our security partners.

Fees for Premium Services commence and accrue from the time you submit your first app for certification. The charge for each app is \$500 per month. Additional Fees for Premium Services commence with the submission of each additional app. Your total maximum Premium Services Fees is capped at \$5,000 per month.

App Jail Services for Selected Apps:

You can add App Jail Services for any one or more apps covered by Premium Services. With App Jail Services, once the app is certified, we will provide personal assistance with the security companies if it is blocked. If a block is in error, we will encourage the security company to resolve such error. If we are given a valid reason for the block, we will work with you to help understand the stated reason and advise you on potential changes to your certified app.

The Fees for App Jail Services for Selected Apps commence and accrue from the time you submit each app for certification. The total Fees for App Jail Services for Selected Apps is \$2,000 per month per app. Your total maximum Fees for all selected apps that include App Jail Services is capped at \$20,000 per month.

- *Example:* You acquire App Jail Services for 12 apps, and you submit three apps for review by AppEsteem on January 1. You will be billed starting on January 1 for \$7,500 per month (e.g., \$500 per app for Premium Services, plus \$2,000 per app for App Jail Services), and charges will be added at the time you submit new apps for certification.

App Jail Services for all Apps:

If you are committed to having ALL of your apps covered by App Jail Services, we would recommend purchasing “**Committed App Jail Services**”, which will save you 75% off the cost of purchasing App Jail Services on a per app basis. If you purchase Committed App Jail Services, you agree to: (i) work with us to identify all apps you will submit to us for certification (the “**Committed Apps**”), (ii) submit such apps to us, and (iii) pay the required Fees (for both Premium Services and Committed App Jail Services) for a minimum of six months from the start date of your Committed Services plan (the “**Commitment Period**”). Fees commence and accrue for all Committed Apps from the date you submit your first Committed App for certification.

The Fee for Committed App Jail Services is \$500 per month per app. Your maximum App Jail Services Fee for all Apps is capped at \$5,000 per month.

- *Example:* You purchase both Premium Services and Committed App Jail Services for 12 Committed Apps, and you submit three Committed Apps for review by AppEsteem on January 1. You will be billed starting on January 1 for \$10,000 per month (e.g., \$5,000 for the maximum capped Premium Services and \$5,000 for the maximum capped amount for Committed App Jail Services).

Better World Network Incentive Programs

Some members of our Better World Network may offer incentives to their customers that reduce or modify the Fees we charge for our Services. For more information on these programs, please review the information on our [Better World Network page](#), or send an email to sales@appesteem.com.

** The approval or denial of certification of each app will be based solely on whether the app meets the current Certification Requirements and complies with terms of the AppEsteem Master Services Agreement (the “**Agreement**”). Certification reviews are completed independently of any other Services you may purchase, or fees you may pay. In other words, no one can buy certification by retaining our Services, but we can work with you and provide Services that help better protect consumers and ensure your app’s ongoing compliance with our requirements.*

** Although certification is available for any qualified app, we reserve the right to decline or terminate our Services, or adjust our Fees, if we believe, in our sole discretion, that taking such action is in the best interests of consumers. We may terminate any Services, including Certification, for any app or service that violates any of the Deceptor Requirements, in our sole discretion.*

This Fee Schedule is part of the Agreement, and all terms and conditions of such Agreement are hereby made part of this Fee Schedule the same extent and with the same force and effect as if they were fully set forth herein. Any conflict between this Fee Schedule and the Agreement shall be controlled by the terms of the Agreement.