

# AppEsteem<sup>®</sup>

## Fee Schedule<sup>1</sup>

*If your app or service has been identified as a Deceptor, you can submit it for reevaluation, and clear its Deceptor status, for free*

### PAY-AS-YOU-GO SERVICES<sup>2</sup>

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

- **Sign-Up and App Submission:** Sign the Master Services Agreement and submit your app or service for assessment and certification through our customer portal.
- **Fees:** The fee for each pay-as-you-go app review is \$500. Note that it may take multiple reviews before an app or service is certified.
- **Term and Recertification:** If certification is approved, your app or service 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 or service 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 (4) if your certified app or service violates any of the Deceptor Requirements.
- **Timing:** We will process your app or service on a first come, first served basis (apps submitted with Premium Services, however, will be prioritized).

### PREMIUM SERVICES<sup>2</sup>

You may purchase Premium Services for any app or service you submit for certification, and add App Jail Services, as described below. If you choose to commit your app or service to be covered by Premium Services for a minimum of six months, you will receive a substantial savings. All Fees will be billed monthly, and payment is due net 30.

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

- **Compliance Consulting:** We provide expert assistance and advice to help you better understand our Certification Requirements and make necessary changes to your apps and services covered by Premium Services.
- **Electronic Certification Seal<sup>3</sup>:** We will provide you with an electronic identifier that is optional to install in an app that is certified and covered by Premium Services ("Seal"), which will identify your app to security companies as being certified and monitored by us.
- **Expedited App Reviews:** Your certification requests for any app or service 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.

In addition, for a separate fee, 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.

### Premium Services for Committed Apps:

If you are committed to having your app covered by Premium Services, we would recommend purchasing "**Committed Premium Services**," which will provide a substantial savings for Premium Services. If you purchase Committed

Premium Services, you agree to pay the required Fees (for both Premium Services and App Jail Services, as applicable) 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 Committed App for certification.

The Fee for Committed Premium Services is \$800 per month per app. If you choose to add App Jail Services for any Committed Apps, additional Fee is \$200 per month. The App Jail Services Fee will commence and accrue from the date you submit your first Committed App for certification. Your maximum Fee for Committed Premium Services (including any App Jail Services) is capped at \$10,000 per month.

**Premium Services for Selected Apps:**

If you choose to not commit your app, the charge for each app is \$2,000 per month. If you choose to add App Jail Services for any of the selected apps, the additional Fee is \$500 per month per app. The App Jail Services Fee will commence and accrue from the date you submit the covered app for certification. Additional Fees for Premium Services (or App Jail Services) will commence with the submission of each additional covered app. Your total maximum Premium Services Fees (including any App Jail Services) is capped at \$25,000 per month.

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(1) This Fee Schedule is part of the [AppEsteem Master Services Agreement](#) (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.

(2) The approval or denial of certification of each app or service will be based solely on whether the app meets the current Certification Requirements and complies with terms of 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 or service’s ongoing compliance with our Requirements. Although certification is available for any qualified app or service, 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.

(3) **Electronic Certification Seal – Additional Terms and Conditions.** At your request, we may provide you with access to a Seal, which is provided as a “Service” under the terms of the Agreement. We grant you a license to use the Seal only as permitted by the Agreement. This license is non-exclusive, limited, and non-transferable, and without the right to sublicense, and you are not permitted to assign this license to any third party without our prior written consent. We will work with you to support the placement of the Seal in your app, but you are solely responsible to test the placement and ensure that your app is not adversely affected by the Seal, and that it is implemented as it was designed by us. Please refer to the Agreement for the additional terms of this Service, including your obligations and restrictions, and our disclaimer of warranties and limitations of liability.