AppEsteem®
Fee Schedule[1]

> *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[2]

App Review: We will review your app or service against the current Certification Requirements and inform you of any deficiencies. We will also provide you a list of any Detection Advisories that we have noted during the review.

- Sign-Up and App Submission: Sign the Master Services Agreement and submit your app or service for assessment through our customer portal.
- Fees: The fee for each pay-as-you-go app review is $700.
- Timing: We will process your app or service on a first come, first served basis.

MONITORING SERVICES

Basic and Premium Services cover only one language and direct distribution. If your app distributes in more than one language, or if you distribute through affiliates, or if you use uncertified call centers, you must disclose this information to us and pay additional Monitoring Services as part of your subscription with us. If these fees fall into arrears for more than 90 days, we may revoke your certification. The monthly fees are as follows:

- Additional Languages: All additional languages are covered with a single monitoring fee of $600/month.
- Affiliate Distribution: All affiliate distribution, including direct affiliates, affiliate networks, and bundlers, are covered with a single monitoring fee of $600/month.
- Uncertified Call Centers: Each uncertified call center that you use for monetization is covered with an additional fee of $600/month/call center.

BASIC SERVICES[2]

You may purchase Basic Services for any app or service you submit for certification, as described below. You must commit your app or service for a minimum of six months. All Fees, including applicable Monitoring Services Fees, will be billed monthly, and payment is due net 30. An app covered by our Basic 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. Basic Services provides this consulting in email only.
- Detection Advisories and Selected AV Contact: Upon each App Review, we will provide you with a list of Detection Advisories that we have noted. Once your app no longer has any outstanding Detection Advisories, we may assist you in contacting security companies to determine why they may still be blocking your app.
- Standard App Reviews: Your certification requests for any app or service covered by Basic Services will be processed on a first come, first served basis (apps submitted with Premium Services, however, will be prioritized).

If you purchase our Basic Services, you agree to pay the required Fees for a minimum of six months from the start date of your Services plan (the "**Commitment Period**"). Fees commence and accrue for all Apps from the date you submit your App for certification. The Fee for Basic Services is $1,000 per month per app. Your maximum Fee for Basic Services, including required Monitoring Services Fees, is capped at $10,000 per month.

PREMIUM SERVICES[2]

You may purchase Premium Services for any app or service you submit for certification, as described below. You must commit your app or service for a minimum of six months. All Fees, including applicable Monitoring Services Fees, will be billed monthly, and payment is due net 30. An app covered by our 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. Premium Services provides this consulting in email, phone, and video.
- Detection Advisories and Selected AV Contact: Upon each App Review, we will provide you with a list of Detection Advisories that we have noted. Once your app no longer has any outstanding Detection Advisories, we may assist you in contacting security companies to determine why they may still be blocking your app.
- 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.

If you purchase our Premium Services, you agree to pay the required Fees for a minimum of six months from the start date of your Services plan (the "**Commitment Period**"). Fees commence and accrue for all Committed Apps from the date you submit your App for certification. The Fee for Premium Services is $1,300 per month per app. Your maximum Fee for Premium Services, including required Monitoring Services Fees, is capped at $13,000 per month.

_____

(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.