

## Article 1. Applicability

1. These Synovate BV conditions form part of each agreement between the client and Synovate BV, registered with the Chamber of Commerce in Amsterdam under number 33.187.718.
2. Any divergent conditions and/or alterations to the agreement shall apply only in so far as they have been expressly agreed in writing for a given order.
3. If and in so far as any provision of these conditions cannot be invoked because this would not be reasonable or fair or because of the unreasonably onerous nature of such provision, the provision shall be interpreted in such a way that its content and tenor are as far as possible in accordance with the original and thus can be invoked.
4. The agreement shall replace and prevail over all previous correspondence and arrangements between parties.
5. If any provision of these conditions should prove not to be valid or applicable for any reason whatsoever, the remainder of these conditions shall remain in full force.

## Article 2. Research proposal

1. Offers shall be made in the form of a research proposal. A research proposal shall be made in writing and shall in any event contain a description of the research, the number of respondents, a description of the questionnaire, the sample and other fieldwork specifications, the method of analysis and reporting. A research proposal shall contain a statement of the expected duration of the research.
2. On the basis of the data supplied by the client, Synovate BV shall determine the price of the research in the research proposal, excluding Dutch value-added tax and other levies imposed by government authorities.
3. Unless otherwise specified in the research proposal, the price quoted does not include additional costs such as (extra) travelling and accommodation expenses, the costs of (additional) meetings, rental of location and equipment, expenses for preparing presentations and any possible unforeseen costs which may be incurred by Synovate BV.
4. A research proposal shall be valid up to one month from the date of such proposal, on condition that the order can be executed within the period referred to in the proposal, calculated as from the starting date referred to in the proposal.
5. Meetings shall be held in The Netherlands, unless expressly stated otherwise in the research proposal.
6. The costs connected with drawing up research proposals and all meetings related thereto may be charged to the applicant who requested the research proposal if no order follows and it has been agreed with the applicant in writing beforehand that the applicant agrees to payment of such work.
7. If the client submits the same research proposal to Synovate BV and other (potential) contractors, the client is always obliged to inform Synovate BV of this fact.

## Article 3. Research agreement

1. An order shall be processed by Synovate BV if and as soon as the research agreement signed by the client and the accompanying documents have been received.
2. If a research agreement refers to a research proposal, the relevant specifications and statements shall form part of the research agreement.

## Article 4. Payment

1. The client will be obliged to pay the total amount after invoicing, without reservation or deduction and irrespective of the results of the research.
2. Payment shall be effected within 14 days of the date of invoice, effectively in the agreed currency, for which purpose the date on which the amount due is credited to the account of Synovate BV is taken as the date of payment.
3. If the term of payment is exceeded, the client shall owe interest on the outstanding amount which is equal to the statutory interest applicable at that time, without any prior notification or reminder.
4. The client shall also bear all judicial and extrajudicial costs which Synovate BV incurs in order to collect its claim and interest if the term of payment is exceeded. These costs shall be at least 5% of the outstanding amount, with a minimum of €250,- (two hundred and fifty euros).
5. If any invoice is not paid in time, the client shall be in default by operation of law and the total research amount shall become forthwith due and payable.
6. After an order has been placed, intermediaries may not claim a fee from Synovate BV in respect of any intermediary services provided, unless this has been agreed in writing with the approval of the client before placing the order.

## Article 5. Price

1. The research shall exclusively consist of that which has been agreed in the research agreement. Synovate BV reserves the right to charge for additional work not envisaged at the time of conclusion of the research agreement.
2. If it appears during the execution that the specifications and assumptions supplied by the client, such as for example penetration figures, questionnaire length and contact period, do not tally with the real situation found in the research project or if there are other foreseen or unforeseen external circumstances such as an increase in taxes, wages and/or social security charges, energy prices and other tariffs and/or expenses charged to Synovate BV by third parties, these shall be charged to the client. The client shall be informed thereof as quickly as possible. If the differences result in costs which are lower than those estimated, the invoices may be adjusted.
3. The costs price includes the delivery of three copies of the report in accordance with the specifications in the research agreement. If more than three copies of the report are desired, they shall be supplied at cost price plus a surcharge.
4. All additional costs as referred to in article 2, paragraph 3, which Synovate BV must incur, shall be invoiced separately. The additional costs with a surcharge shall be itemised for the client in the last invoice.

## Article 6. Delivery

1. Synovate BV reserves the right to make delivery in consignments and to invoice them separately.
2. Quoted delivery dates are indicative and are not to be treated as deadlines.
3. If delivery does not take place in time, Synovate BV shall be given written notice of default and granted a reasonable period within which to make delivery after all. If the delivery period is exceeded, there is no right to compensation, dissolution or termination of the agreement.

## Article 7. Force Majeure

1. If Synovate BV is prevented from further performing the agreement as a result of force majeure of a permanent or temporary nature, Synovate BV shall be entitled, without being liable to pay any compensation and without obtaining a court order, to dissolve all or part of the agreement or to suspend its obligations under the agreement for a period of six months, after which both parties may dissolve the agreement without any right to compensation.
2. Cases of force majeure include all unforeseen circumstances as a result of which Synovate BV is unable, temporarily or permanently, to comply with its obligation, such as:
  - A. acts of persons used by Synovate BV in the performance of the agreement;
  - B. unsuitability of things used by Synovate BV in the performance of the agreement;
  - C. fire, strike and/or lockout of workers, riots and/or civil disturbances, wars or threat of war, transport difficulties, natural and/or nuclear disasters, government measures, import, export or transit bans, failure in the performance by suppliers, computer and/or software faults and, furthermore, all circumstances as a result of which Synovate BV can no longer reasonably be expected to further perform its obligations vis-à-vis the client.

## Article 8. Notice and dissolution

1. If the client fails to fulfil any obligation to which he may be subject under the agreement or fails to do so properly or in good time, or if he is declared bankrupt, obtains a suspension of payments or is placed under tutelage, if his business is closed down or liquidated or if the client, being a company, is dissolved, the client shall be deemed to be in default by operation of law and Synovate BV shall be entitled to dissolve all or part of the agreement at its discretion, without the client being entitled to any compensation or guarantee and without prejudice to any other rights to which Synovate BV may be entitled and without any notice of default or court order being required.
2. In the event of a dissolution as referred to in the preceding paragraph, Synovate BV shall be entitled to claim immediate payment of all amounts to which it is entitled.
3. If the research is postponed or cancelled after the order has been placed, the client shall owe all costs incurred up to that time. If the order is followed up at a later stage, the costs already charged shall, if the specifications remain unchanged, be set off as far as possible.

## Article 9. Reporting and filing

1. Reporting shall be effected in the Dutch language unless otherwise agreed and specified in the research proposal.
2. Synovate BV undertakes to keep the originals of the reports and questionnaires, as well as the databases and audio or video tapes from qualitative research, whether or not computerised, for two years after completion of the final report.

#### Article 10. Copyright

1. All copyrights relating to research products, research methods and research models developed and produced by or on behalf of Synovate BV shall be vested in Synovate BV.
2. All copyrights relating to proposals for research and questionnaires produced by or on behalf of Synovate BV shall be vested in Synovate BV, unless a reasonable case can be made that the direct contribution of the client was of vital importance to the development thereof.
3. All copyrights relating to analyses of results developed by or on behalf of and reports and related documents drawn up by or on behalf of Synovate BV shall be vested in Synovate BV, whereby we agree to transfer to the client the rights of usage, reproduction and storage in any (computerised) data base within the organisation of the client.
4. Reports and related documents produced in the course of the research are deemed to mean all documentation in the form of text, tables and/or graphs, whether presented in printed form or on slide or overhead sheets or in electronic or in any other form.
5. To prevent misuse of information, no part of any document intended in article 10.4 may be made public in any way or in any form without the prior written consent of Synovate BV. Distribution within companies and/or institutions affiliated to or associated with the client is deemed to be included in this publication restriction.
6. If the client infringes the copyright of Synovate BV, the client shall owe Synovate BV a penalty equal to the amount of the sum invoiced to the client by Synovate BV in respect of the research, with a minimum of € 25,000.- (twenty-five thousand euros). In addition, the client shall pay compensation for the damage actually suffered by Synovate BV.
7. All use of data of Synovate BV shall be at the risk of the client Synovate BV shall accept no liability for damage caused by the use of correct or incorrect data.

#### Article 11. Protection of personal data

1. Synovate BV is a processor and has no separate control over the personal data processed for clients under the terms of the agreement. Synovate BV will only process the personal data under the responsibility of the client and in accordance with his instructions, including his instructions regarding the protection of personal data.
2. Parties will observe that stipulated in, or in accordance with, legislation and regulation pertaining to the protection of personal data (always including but not restricted to the Data Protection Act ('WBP')).
3. Client will provide Synovate BV with all the required information regarding the data processing, in writing and without delay. Among other things this means that client must inform Synovate BV on first request if any personal data processing within the framework of the agreement has been reported to the regulatory authority on the legislations and regulation currently in force in the Netherlands relating to the protection of personal data (the 'Data Protection Board'), or to the client's data protection officer.
4. Except in the case of gross negligence or intention on the part of Synovate BV, client indemnifies Synovate BV against any claims which may be made against Synovate BV resulting from the infringement of statutory retaining periods for personal data, or violation of that stipulated in, or in accordance with, legislation and regulation pertaining to the protection of personal data.
5. Synovate BV is entitled to suspend its activities if client, with regard to those activities, has not complied with that stipulated in, or in accordance with, legislation and regulation pertaining to the protection of personal data. Synovate BV is not liable for any damage resulting from this. Client is liable towards Synovate BV for all damages resulting from the suspension of activities. Synovate BV will fulfil statutory obligations to provide information (including personal data), for example within the framework of a criminal investigation.
6. Synovate BV will only bring in third parties as processors for the execution of the agreement after prior permission from the client. Client will not refuse this permission on unreasonable ground.

#### Article 12. Confidential Information

1. Synovate BV undertakes to refrain from disclosing to third parties any data identified by the client as confidential.
2. The client is obliged to observe strict secrecy concerning the working method and the content of all information which relates to the agreement, including the documents made and/or supplied by Synovate BV, save for those which are expressly intended for external use.

3. The client is obliged to impose the duty of secrecy on all subordinates and third parties who become aware of the information and the client guarantees that these subordinates and third parties will fulfil this obligation.
4. If the client fails to fulfil the obligation referred to in paragraph 2 and paragraph 3 of this article, he shall owe Synovate BV a penalty as referred to in article 10, paragraph 6.

#### Article 13. Complaints

1. If the work performed by Synovate BV does not, according to the client, fulfil the terms of the agreement, the client shall inform Synovate BV thereof in writing within one month of discovering the alleged defect, but no later than one month after receipt of the final reports. In doing so, the client shall indicate accurately in what way the work performed by Synovate BV is inadequate. After the expiry of this period, the client shall be deemed to have approved the performance provided by Synovate BV.
2. If it appears that a complaint is well-founded, the defect shall - if possible - be rectified Synovate BV without any further costs being charged to the client in this respect. Only if rectification is not possible shall Synovate BV reimburse a proportionate part of the price paid or yet to be paid by the client.
3. A complaint does not affect the obligations of the client under the agreement concluded with Synovate BV.
4. If the complaint proves to be unfounded, Synovate BV may - if there are reasons for doing so - charge the client for the costs incurred in connection with the unwarranted complaint.

#### Article 14. Liability

1. Synovate BV excludes liability for any damage (or form of damage) which may arise in connection with the performance of the agreement (or the impossibility of performance), save where there is question of intent or gross negligence.
2. In so far as Synovate BV can be held liable pursuant to the provisions of paragraph 1, such liability shall be expressly limited to that provided for in article 13 and the maximum amount for which Synovate BV may be held liable vis-à-vis the client can never exceed the amount of the invoice to be paid by the client to Synovate BV. In addition, the following provisions apply.
3. Synovate BV accepts no liability for a sample not selected by it.
4. All damage occasioned to test and/or research material provided to Synovate BV by the client shall be for the account of Synovate BV, unless such damage occurs while the research is being carried out according to standard practice.
5. All damage occasioned by or in connection with test and/or research material provided to Synovate BV by the client is for the account of the client.
6. Synovate BV may never be held responsible for the use and the interpretations of the research results by the client or third parties.
7. The client is obliged to indemnify Synovate BV against claims of third parties which result from or are connected with the work performed by Synovate BV for the client, or the absence thereof.

#### Article 15. Governing law and competent court

1. The agreement concluded by the client with Synovate BV shall be governed by Dutch law.
2. All disputes which may arise as a result of an agreement between the client and Synovate BV or further agreements which may follow therefrom shall be settled by the competent court in Amsterdam.

#### Article 16. Transfer of rights and obligations

1. The client is not allowed to transfer to a third party any rights and obligations arising from the agreement without the prior written consent of Synovate BV. Synovate BV may attach conditions to such consent.
2. Synovate BV shall be entitled to transfer its rights arising from the agreement to a third party. Synovate BV shall inform the client of such a transfer within a reasonable period.

#### Article 17. Communication

1. Synovate BV shall send all communications to the client's address referred to in the agreement. The client shall send all communications to the address of Synovate BV referred to in the agreement. The client shall immediately inform Synovate BV of any change of address.