



# Digital Intelligence™

This Intelligence Module Schedule ("Schedule") forms part of the Master Services Agreement ("MSA") entered into between Apollo and the Customer. Capitalized terms not defined in this Schedule shall have the meanings assigned in the MSA.

Where included in the subscribed Services, the Module may generate sponsorship valuation insights and commercial value indicators using Apollo's proprietary Analytical Frameworks

## 1. Purpose

Digital Intelligence™ provides the Customer with analytical insights into the digital performance of sponsorship assets, campaigns and commercial partnerships across owned and selected third-party digital channels.

The Module is designed to measure digital visibility, audience engagement and sponsorship performance, enabling the Customer to evaluate digital activation effectiveness and support data-driven commercial decisions.

## 2. Module Description

Digital Intelligence™ consolidates digital performance data into standardized dashboards and analytical reports using Apollo's proprietary Analytical Frameworks.

The Module assists the Customer in understanding how sponsorship assets perform across digital channels and identifies opportunities to improve digital activation strategies and commercial value.

## 3. Scope of Services

Subject to the applicable Order Form, Apollo shall provide:

- Configuration of the Digital Intelligence™ Module.
- Digital data integration where technically available.

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- Digital performance dashboards.
- Campaign monitoring.
- Sponsorship performance reporting.
- Audience engagement reporting.
- Comparative trend analysis.
- Executive reporting.
- Implementation and onboarding support.

## 4. Analytical Capabilities

Depending on the subscribed Services, Digital Intelligence™ may analyze:

- Digital campaign performance.
- Sponsorship-related content performance.
- Audience engagement metrics.
- Reach and impressions.
- Content interaction trends.
- Follower growth.
- Engagement rates.
- Video performance.
- Platform comparisons.
- Campaign performance over time.

The specific analyses available depend on the connected platforms, available data sources and subscribed Services.

## 5. Customer Responsibilities

The Customer shall:

- provide access to approved digital platforms where required;
- authorize the connection of third-party data sources, if applicable;
- ensure that Customer has the necessary rights to share digital performance data;
- designate authorized representatives for implementation; and
- cooperate during onboarding and configuration.

Apollo shall not be responsible for interruptions or limitations resulting from unavailable third-party platform data or revoked access permissions.

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## 6. Apollo Responsibilities

Apollo shall:

- configure the Module in accordance with the subscribed implementation scope;
- implement available digital data integrations;
- apply Apollo's proprietary analytical methodologies to available data;
- provide implementation assistance; and
- deliver subscribed analytical outputs in accordance with the applicable Order Form.

## 7. Intelligence Outputs

Depending upon the subscribed Services, Digital Intelligence™ may provide:

- Executive digital performance dashboards.
- Sponsorship campaign summaries.
- Engagement analysis.
- Reach and impression reports.
- Audience interaction analysis.
- Content performance reports.
- Platform comparison reports.
- Digital trend analysis.
- Performance summaries.
- Executive presentation reports.

## 8. Customer Inputs

Successful implementation may require:

- access to approved social media accounts;
- digital campaign information;
- sponsorship campaign details;
- platform permissions where applicable;
- campaign objectives;
- reporting periods; and
- additional information reasonably required to configure the Module.

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Customer remains responsible for the completeness and accuracy of Customer Content.

## 9. Module-Specific Exclusions

Unless expressly included within the applicable Order Form, Digital Intelligence™ does not include:

- management of social media accounts;
- content creation;
- creative design;
- community management;
- paid media buying;
- advertising campaign execution;
- influencer management;
- SEO services;
- website development;
- digital marketing consulting unrelated to sponsorship performance; or
- bespoke marketing agency services.

These services may be provided through separate Professional Services engagements.

## 10. Optional Professional Services

Where separately purchased, Apollo may provide:

- custom dashboard configuration;
- executive reporting packages;
- campaign performance reviews;
- digital activation workshops;
- benchmarking studies;
- strategic digital consulting;
- bespoke reporting; and
- additional analytical consulting services.

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## 11. Module Acceptance

Digital Intelligence™ shall be deemed accepted upon the earliest of:

- (a) Customer's written acceptance;
- (b) productive operational use of the Module; or
- (c) fifteen (15) Business Days following implementation, provided the Customer has not identified a material non-conformity that substantially prevents the intended operational use of the Module.

Minor issues that do not materially affect the intended operation of the Module shall not delay acceptance.

## 12. Relationship to the Master Services Agreement

This Schedule supplements the Master Services Agreement and applies exclusively to the Digital Intelligence™ Module.

Except as expressly provided herein, all rights, obligations and responsibilities of the Parties shall be governed by the MSA and the applicable Order Form.