



APOLLO SPONSORSHIP INTELLIGENCE ENVIRONMENT™

Intelligence Module Schedule A

Inventory 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.

1. Purpose

Inventory Intelligence™ provides the Customer with a centralized framework for identifying, organizing and managing sponsorship assets within the Apollo Sponsorship Intelligence Environment™.

The Module is designed to establish a structured sponsorship inventory that improves portfolio visibility, supports commercial planning and serves as the operational foundation for additional subscribed Intelligence Modules.

2. Module Description

Inventory Intelligence™ enables the Customer to consolidate sponsorship assets into a standardized inventory using Apollo's proprietary inventory methodology.

The Module provides a consistent structure for organizing sponsorship opportunities, monitoring inventory composition and maintaining a reliable sponsorship asset database.

3. Scope of Services

Subject to the applicable Order Form, Apollo shall provide:

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- Configuration of the Inventory Intelligence™ Module.
- Initial implementation and onboarding.
- Sponsorship inventory organization.
- Standardized sponsorship asset classification.
- Sponsorship portfolio structure.
- Inventory search and filtering capabilities.
- Sponsorship inventory dashboards.
- Inventory reporting.
- Implementation support during onboarding.

4. Sponsorship Asset Classification

Inventory Intelligence™ allows sponsorship assets to be organized into configurable categories appropriate to the Customer's commercial portfolio.

Examples may include:

- Venue Assets
- Branding Assets
- Digital Assets
- Matchday Assets
- Promotional Assets
- Fan Engagement Assets
- VIP & Experience Assets
- Naming Rights
- Community Assets
- Other customer-defined sponsorship categories

Asset categories may be customized during implementation where included within the subscribed Services.

5. Customer Responsibilities

The Customer shall:

- provide complete and accurate sponsorship inventory information;
- designate authorized representatives for implementation;
- review and validate inventory classifications during onboarding;

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- notify Apollo of material portfolio updates where ongoing inventory management services have been subscribed; and
- cooperate in implementation activities within agreed project timelines.

Apollo shall not be responsible for inaccuracies resulting from incomplete or inaccurate Customer Content.

6. Apollo Responsibilities

Apollo shall:

- configure the Module in accordance with the subscribed implementation scope;
- organize sponsorship assets using Apollo's proprietary inventory methodology;
- provide onboarding assistance;
- maintain the operational functionality of the Module in accordance with the MSA; and
- deliver the subscribed inventory outputs described in the applicable Order Form.

7. Intelligence Outputs

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

- Sponsorship asset inventory.
- Sponsorship portfolio dashboard.
- Categorized sponsorship asset register.
- Asset availability reports.
- Sponsorship inventory summaries.
- Portfolio composition analysis.
- Identification of inactive sponsorship assets.
- Sponsorship inventory statistics.
- Exportable inventory reports.



8. Customer Inputs

Successful implementation generally requires the Customer to provide, where applicable:

- existing sponsorship inventory;
- sponsorship asset descriptions;
- sponsorship categories;
- venue or property information relevant to sponsorship assets;
- inventory availability information;
- photographs or supporting documentation (optional); and
- any additional information reasonably required to organize the sponsorship inventory.

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

9. Module-Specific Exclusions

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

- sponsorship valuation;
- sponsorship pricing recommendations;
- sponsorship sales representation;
- commercial strategy development;
- sponsorship activation planning;
- media monitoring;
- digital performance analytics;
- legal review;
- contract drafting;
- financial advisory services; or
- bespoke consulting engagements.

These services may be provided under separate Intelligence Modules or Professional Services engagements.



10. Optional Professional Services

Where separately purchased, Apollo may provide:

- sponsorship inventory audits;
- historical inventory migration;
- sponsorship portfolio restructuring;
- custom sponsorship taxonomies;
- bulk inventory imports;
- data cleansing;
- implementation workshops;
- bespoke reporting; and
- additional consulting services.

11. Module Acceptance

Inventory 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 Inventory 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.

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