BETACORP SOLUTIONS
ENTERPRISE TECHNOLOGY & DATA SERVICES

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Agreement No. **HOOLI-2024-0033** | Effective Date: **January 18, 2024** | Legal Dept. — Executed Copy

MASTER SERVICES AGREEMENT

by and between BetaCorp Solutions, Inc. and Hooli, Inc.

EXECUTED COPY

This Master Services Agreement ("Agreement") is made effective as of January 18, 2024 (the "Effective Date") between BetaCorp Solutions, Inc. ("Provider") and Hooli, Inc., a California corporation ("Hooli"), with offices at 5230 Newell Road, Palo Alto, California 94303.

Recitals. WHEREAS the Services under this Agreement are procured by Hooli on behalf of and for the sole benefit of its wholly-owned subsidiary, Pied Piper Data Services, LLC ("Pied Piper"), a Delaware limited liability company and the operating entity that will consume the Services; and WHEREAS Hooli shall act as the contracting parent and guarantor for Pied Piper's obligations hereunder.

1. TERM. The term is twenty-four (24) months from the Effective Date, renewing annually thereafter. The next renewal date is January 18, 2026.

2. SERVICES. Provider shall provide the Data Pipeline Platform and Compression Optimization Add-On to Pied Piper Data Services, LLC at its facility at 1010 Bryant Street, San Francisco, CA 94103.

3. FEES. The annual subscription fee is Three Hundred Twelve Thousand U.S. Dollars ($312,000 USD), billed to Hooli, Inc. under Net 60 payment terms. All invoices shall reference the operating entity "Pied Piper Data Services, LLC."

4. ENTITY STRUCTURE. The parties acknowledge that Pied Piper Data Services, LLC is a separate legal entity that is one hundred percent (100%) owned by Hooli, Inc. Notices regarding service delivery shall be directed to Richard Hendricks, Head of Platform (rhendricks@piedpiper.com), while commercial and billing notices shall be directed to Hooli, Inc.

5. CONTACT. Hooli commercial contact: Gavin Belson, Chief Executive Officer.

In witness whereof, the parties have executed this Agreement as of the Effective Date.

Gavin Belson

Hooli, Inc. (parent / guarantor)
Gavin Belson
Chief Executive Officer

Date: January 18, 2024

Daniel Reyes

BetaCorp Solutions, Inc.
Daniel Reyes
Director of Sales

Date: January 18, 2024