BETACORP SOLUTIONS
ENTERPRISE TECHNOLOGY & DATA SERVICES

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Chicago, IL 60601
legal@betacorpsolutions.com

Agreement No. **NW-2023-0412** | Effective Date: **April 12, 2023** | Legal Dept. — Executed Copy

MASTER SERVICES AGREEMENT

EXECUTED COPY

by and between BetaCorp Solutions, Inc. and Northwind Trading Company

This Master Services Agreement ("Agreement") is entered into as of April 12, 2023 (the "Effective Date") by and between BetaCorp Solutions, Inc. ("Provider") and Northwind Trading Company, a Delaware corporation doing business as "Northwind Trading Co." ("Customer"), with its principal place of business at 4400 Commerce Parkway, Columbus, Ohio 43219.

1. TERM. The initial term of this Agreement is thirty-six (36) months commencing on the Effective Date and shall automatically renew for successive twelve (12) month periods unless either party provides written notice of non-renewal at least ninety (90) days prior to the end of the then-current term. The next renewal date is April 12, 2026.

2. SERVICES AND PRODUCTS. Provider shall furnish to Customer the following: (a) the Distribution Cloud Platform (Enterprise tier); (b) Advanced Analytics Module; and (c) Premium Support.

3. FEES. In consideration of the Services, Customer shall pay Provider an annual subscription fee of Four Hundred Eighty Thousand U.S. Dollars ($480,000 USD), invoiced annually in advance under payment terms of Net 30.

4. CUSTOMER CONTACT. The Customer's authorized representative for purposes of this Agreement is Margaret Holloway, VP of Operations (mholloway@northwindtrading.com).

5. CORPORATE STATUS. Customer represents that it is a wholly independent entity with no parent company and operates the following trade name: "Northwind". Customer's federal tax identification number is 84-1102993.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THIS AGREEMENT AS OF THE EFFECTIVE DATE.

Margaret Holloway

Northwind Trading Company
Margaret Holloway
VP of Operations

Date: April 12, 2023

Daniel Reyes

BetaCorp Solutions, Inc.
Daniel Reyes
Director of Sales

Date: April 12, 2023