



Enhanced Reporting Supplement

1. **Definitions.** Any capitalized terms not defined in this Supplement will have the meaning set forth in the Agreement.
 - 1.1 "Services" means, collectively, the Enhanced Reporting services as described in this Supplement.
2. **Services.** The Services shall be comprised of the following three category types:
 - 2.1 Analysis. App Annie will provide analysis, interpretation, and recommendations based on Intelligence Services. The format for the analysis will be in slides and/or documents with table and/or charts.
 - 2.2 Metrics Report. App Annie will provide a report of available metrics within Customer's Intelligence Services. The format of the report will be in CSV and/or Excel spreadsheets, and may contain charts, tables, and other visualization elements.
 - 2.3 API Advisory. App Annie will advise Customer on App Annie application programming interface ("API") implementation best practices. App Annie will provide Python scripts that demonstrate App Annie API functionality.
3. **Points.**

Customer shall pay for the Services set forth in this Supplement by purchasing and redeeming Enhanced Reporting points ("Points"). One (1) Point represents one (1) hour of Services set forth in this Supplement. Points shall be purchased in increments of ten (10) Points ("Bundle"). To use Points, Customer's administrator will submit a written request by email to the App Annie point of contact, specifying the requested category of Services (e.g. Analysis, Metrics Report, and/or API Advisory).
4. **Scoping.**

App Annie will conduct a scoping session with the Customer no later than two (2) business days following the receipt of a request for the Services set forth in this Supplement. The scoping session will consist of a review and confirmation of specifics such as the category of Services requested, estimated time to provide the Services, and estimated Points required to complete the Services. App Annie will communicate to Customer's administrator the estimated number of Points required to complete the mutually-agreed Services, the estimated number of pre-purchased Points required for the Services, and the estimated remaining balance of Points after such Services have been completed. Customer shall provide a written confirmation to App Annie in order for App Annie to proceed with the scoped Services.
5. **Restrictions and Expiration of Points.**

Points shall only be redeemed against the Services set forth in this Supplement and shall not be reallocated or transferred to any other App Annie Services. Points are valid for one (1) year after purchase at which time all unused Points will expire and will not roll over to the following year. All unused Points for the final year of the Subscription Term will expire at the end of the Subscription Term then in effect and shall not roll over to any subsequent renewal(s). Points will be pro-rated for any partial contract years.