

Alert White Label Service – Registration Form

Service: MicroStrategy’s Alert White Label Service (the “White Label Service”) is designed to provide you with a mobile platform-based application on a white label basis that you can use to direct offers, promotions and other content to end users of the application (the “White Label Application”). The White Label Application runs on the Android and iOS operating systems. The specific features that we will make available for use in your White Label Application are described in Exhibit A. Content that you provide through the White Label Application will also be made available to end users of our Alert Network Application (the “Alert Application”) who have Liked your brand’s Facebook page (together with end users of the White Label Application, “End Users”), to the extent such data is compatible with the Alert Application and we maintain sharing of such content between the applications.

How to Sign-Up: Subscribing to the White Label Service is easy – simply sign this Registration Form, and return the signed and completed form to MicroStrategy (we/us) by email to registration@alert.com or by fax to +1 (703) 842-8709. If we accept this Registration Form, we will send you an email to the address you provide below to notify you of our acceptance (“Acceptance Email”). When the White Label Service has been activated, we will send an additional email to the same email address to provide you with the White Label Service access instructions. This Registration Form supersedes all prior oral communications and writings between you and us with respect to the subject matter hereof.

Account Administration: Those individuals who have administrative privileges for your Facebook page will be able to access the White Label Service’s commerce management system to manage your use of the White Label Service. You may also use the commerce management system to grant such access to additional Facebook accounts.

Term: The term of this Agreement will expire on the date one year after the date of the Acceptance Email and may be renewed by you for one additional one-year period by providing us with written notice of renewal at least 30 days prior to the initial expiration date. This Registration Form and your use of the White Label Service are subject to the terms and conditions viewable at: <http://www.microstrategy.com/alert-white-label-terms>, as such terms may be modified by us from time to time (the “Terms and Conditions”).

Communications: We will send you notices and other communications to the mail address or email address provided by you below:

Contact Name: _____ Tel. #: _____ Email Address: _____

Mail Address: _____

Registration Form submitted by: _____

Company Name (you): _____

Signature: _____

Name: _____

Title: _____

Date: _____

MicroStrategy Alert
White Label Service

Exhibit A

White Label Application Feature List

I. Core Features

1. Inbox

The inbox is a core Alert tab that can receive Coupons, Vouchers, Tickets, and Messages published via the Alert CMS. As the Alert product continues to develop, additional product types could be made available. In rare cases, some product types may be deprecated from the CMS. When a product type is no longer available in the CMS, it will not be available for publishing to user inboxes.

(a) Coupons

The coupon product type is a voucher that entitles the holder to a discount off a particular product. Coupons will have a variety of fields available for population. These can include the discount amount, an image, a headline, descriptive text, and coupon qualification criteria.

(b) Voucher

The voucher product type is a product that the holder can purchase and then exchange for goods or services. Vouchers will have a variety of fields available for population. These can include the voucher price, an image, a headline, descriptive text, and voucher qualification criteria.

(c) Ticket

The ticket product type is a product that the holder can claim for entrance into an event. Tickets can be free, or have a price associated. Tickets will have a variety of fields available for population. These can include the event time and location, an image, a headline, descriptive text, and ticket qualification criteria.

(d) Message

The message product type is a product that allows the customer to send communication to an end-user notifying them about something of importance. The message product type can contain a link to another item published via the Alert CMS, or can contain a link to an externally available URL. Messages will have a variety of fields available for population. These can include an image, a headline, descriptive text, an action link, and the call to action text.

2. Wallet

The wallet tab houses items that end-users claimed/purchased items that were published to their inbox. The wallet can also house “receipts” that the customer can publish to end-users via the Alert CMS receipt publishing API.

3. Social

The social tab aggregates the Facebook status updates and Facebook events for a specified Facebook page.

4. Menu

The menu tab houses the various content items that the customer publishes via the Alert CMS. The menu is a hierarchical structure with a three-tiered structure. The menu contains Header Categories, Content Categories, and Content Items. The customer will be able to control the general structure, order, and content of their menu provided that the menu content conforms to the structural requirements of the Alert platform.

5. Store Locator

The customer can upload a file containing store locations to the Alert CMS. The file must conform to the prescribed format. End-users will be able to leverage their device’s GPS functionality to find the location nearest to them, and will be able to store their preferred location as a preference. This preferred location can then be used by the customer to customize web-pages that are exposed in the menu via the CMS.

6. Product Scanner

The Alert platform provides the ability for the end-user to invoke a barcode scanner, scan a UPC code, and have a customer-hosted web-page invoked.

7. Account Linking

The Alert platform supports the ability for an end-user to “link” or “associate” their Alert account with their customer-specific loyalty account. The platform provides a native interface that allows an end-user to provide their customer ID and various validation fields. To utilize account linking, the customer must provide a web-service that conforms to the Alert customer linking specification. This specification provides for linking existing accounts, as well as creating new accounts.

8. Segment Upload

In addition to using certain Facebook attributes for segment definition, the customer can also create segments (of linked users), which they can then upload to the Alert CMS. These segments can then be used for campaign definitions.

9. Delayed Authentication

The application can support delayed authentication. End users can experience certain anonymous functionality of the application. When the user wishes to access functionality that requires their identity, they will then be prompted to log in to Facebook.

II. Customizations

Customization of the application will be limited to logos, textures, colors, tab icons, tab locations, tab names, and sharing messaging.