

Exhibit A

Attribution Platform and Add-On Pricing

(Monthly Fees)

GMV Cohort	Starter	Advanced	Professional	Retention add-on	Conversion add-on
<250k	\$149	\$219	\$449	\$79	\$19
\$250K-\$500K	\$199	\$329	\$549	\$99	\$29
\$500K-\$1M	\$299	\$429	\$679	\$129	\$49
\$1M-\$2.5M	\$429	\$549	\$799	\$179	\$59
\$2.5M-\$5M	\$699	\$799	\$999	\$249	\$79
\$5M-\$7.5M	\$899	\$1,129	\$1,399	\$349	\$99
\$7.5M-\$10M	\$1,219	\$1,529	\$1,799	\$479	\$139
\$10M-\$15M	\$1,479	\$1,849	\$2,149	\$579	\$159
\$15M-\$20M	\$1,999	\$2,529	\$2,899	\$749	\$219
\$20M-\$30M	\$2,449	\$3,079	\$3,549	\$949	\$259
\$30M-\$40M	\$3,349	\$4,229	\$4,899	\$1,249	\$359
\$40M-\$50M	\$4,049	\$5,099	\$5,899	\$1,499	\$459
\$50M-\$60M	\$4,699	\$6,049	\$6,999	\$1,799	\$549
\$60M-\$75M	\$5,249	\$6,929	\$7,999	\$1,999	\$619
\$75M-\$100M	\$6,099	\$8,249	\$9,499	\$2,449	\$749
\$100M-\$125M	\$7,599	\$10,449	\$11,999	\$2,999	\$949
\$125M-\$150M	\$8,799	\$12,349	\$13,999	\$3,599	\$1,099
\$150M-\$175M	\$9,849	\$13,999	\$15,999	\$4,199	\$1,249
\$175M-\$200M	\$10,649	\$15,599	\$17,799	\$4,599	\$1,399
\$200M-\$250M	\$11,349	\$16,999	\$19,499	\$4,999	\$1,499
\$250M-\$300M	\$13,199	\$19,999	\$22,999	\$5,999	\$1,699
\$300M-\$350M	\$14,749	\$22,999	\$25,999	\$6,799	\$1,999

Triple Whale reserves the right to modify the above pricing at any time. In the event of a pricing change applicable to Customer's subscription plan, Triple Whale shall provide Customer with prior notice before such change takes effect. Any pricing modifications shall become effective at the commencement of Customer's next billing cycle or renewal term, as applicable. Customer's continued use of the Services following the effective date of any pricing change shall constitute Customer's acceptance of the updated pricing. Gross Merchandise Value ("GMV") is defined as the total monetary value of all goods sold through an online platform or store over a specific period, before deducting any expenses like returns, discounts, shipping, or fees.

(see next page for Advanced Intelligence Credit pricing)

Advanced Intelligence Credits

Monthly Cost	Monthly Credits
\$0	3,000 (Starter Attribution Package) 6,000 (Advanced Attribution Package)
\$250	12,500
\$500	27,000
\$750	42,500
\$1,000	60,000
\$1,500	95,000
\$2,000	135,000
\$2,500	180,000
\$3,000	230,000
\$5,000	415,000
Talk to Sales	>415,000

Free Attribution Packages do not receive any Credits. Triple Whale reserves the right to modify the above pricing at any time. In the event of a pricing change applicable to Customer's subscription plan, Triple Whale shall provide Customer with prior notice before such change takes effect. Any pricing modifications shall become effective at the commencement of Customer's next billing cycle or renewal term, as applicable. Customer's continued use of the Services following the effective date of any pricing change shall constitute Customer's acceptance of the updated pricing.