Triple Whale

Exhibit A
Table A-1
Attribution Platform and Add-On Pricing
(Monthly Fees) effective June 1, 2026

GMV Tier	Tier 1 **Foundation**	Tier 2 **Automate**	Tier 3 **Enterprise**
<250K	$219	$749	N/A
$250K-$500K	$329	$899	N/A
$500K-$1M	$429	$1,099	N/A
$1M-$2.5M	$549	$1,349	N/A
$2.5M-$5M	$799	$1,799	N/A
$5M-$7.5M	$1,129	$2,399	N/A
$7.5M-$10M	$1,529	$2,899	N/A
$10M-$15M	$1,849	$3,499	$6,999
$15M-$20M	$2,529	$4,199	$7,499
$20M-$30M	$3,079	$4,999	$9,499
$30M-$40M	$4,229	$5,999	$10,499
$40M-$50M	$5,099	$6,999	$11,499
$50M-$60M	$6,049	$8,299	$13,799
$60M-$75M	$6,929	$9,499	$14,999
$75M-$100M	$8,249	$10,999	$16,499
$100M-$125M	$10,449	$13,499	$20,999
$125M-$150M	$12,349	$15,999	$23,499
$150M-$175M	$13,999	$18,499	$25,999
$175M-$200M	$15,599	$21,999	$29,499
$200M-$250M	$16,999	$23,999	$33,999
$250M-$300M	$19,999	$26,999	$36,999
More than $300M	$22,999	$29,999	$39,999

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.

Included Monthly Usage Allotment. Each paid subscription includes a monthly Usage allotment sized to Customer's Attribution Package and GMV Tier as set forth above; unused Included Monthly Usage Allotment does not roll over and expires at the end of the 30-calendar day period. If Customer exhausts its Included Monthly Usage Allotment, Customer may purchase additional Usage in-app (a "Top-Up"): for Foundation, Top-Ups are priced at the underlying LLM list cost plus a twenty percent (20%) platform markup; for Automate and Enterprise, Top-Ups are priced at LLM provider costs on a pass-through basis with no markup. If Customer does not purchase a Top-Up after exhausting its Included Monthly Usage Allotment, Moby and other Usage-metered features will be paused for the remainder of the then-current monthly cycle and will automatically resume at the next monthly reset; all other subscribed Services will remain available.

This Table A-1 pricing will be effective for all subscriptions beginning on or after June 1, 2026, unless otherwise indicated in an Order Form.

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The below Tables A-2 and A-3 pricing will be effective for all subscriptions beginning prior to June 1, 2026, unless otherwise indicated in an Order Form.

Table A-2

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)

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Table A-3
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.