

GENERAL TERMS & CONDITIONS

1. GENERAL

wagemut GmbH, Burgunderstraße 31, 40549 Düsseldorf, Germany, (hereinafter referred to as wagemut) provides as a studio for clients comprehensive services such as: 3D Design, Brand Identity Design, Brand Strategy, Exhibition Design, Film & Motion Design, Graphic Design, Marketing Campaigning, Naming, Online Shop Design & Development, Photo & Content Production, Print Media, Public Relations, Signage & Environmental Graphics, UI/UX Design, Webdesign & Development.

2. SCOPE OF APPLICATION

2.1 wagemut provides all services from the contractual relationship with the customer exclusively on the basis of the General Terms and Conditions n a m e d below. These terms and conditions also apply to future business between the contractual partners without the need for a separate agreement.

2.2 General terms and conditions of the contracting party or third parties only apply insofar as wagemut has expressly agreed to them in writing.

3. CONCLUSION OF CONTRACT / EXECUTION OF CONTRACT

3.1 The contract is concluded by acceptance of the offer made by wagemut in text form (Section 126b German Civil Code). Wagemut is bound to its offers for two weeks.

3.2 Orders, amendments, supplements as well as price and service specifications by wagemut require text form to be legally effective. Orders and collateral agreements made verbally are binding only if wagemut confirms them in text form and the Client does not object in text form within one week of receipt of the confirmation; wagemut shall expressly draw the Client's attention to the significance of its silence in the confirmation. This also applies to amendments to the contract after conclusion of the contract.

3.3 wagemut is entitled to transfer the contract in its entirety to a third party (transfer of contract). In this case, the contractor is entitled to terminate the contract without notice.

3.4 wagemut is entitled to use the help of third parties and to transfer rights and obligations in this respect for the execution of the contract to third parties as vicarious agents.

3.5 The contractor is not entitled to transfer, pass on or sell services provided by wagemut to third parties without the express written consent of wagemut. A refusal of consent does not justify any claims of the contractor against wagemut.

4. TERMS OF PAYMENT

4.1 Fees are to be paid in Euro, if not stated otherwise, and are without value added tax. This will be invoiced separately at the applicable rate according to the applicable tax regulations.

4.2 All payments are to be made to wagemut without any deductions immediately after receipt of the invoice. In case of delayed payment, interest on arrears in the amount of 2% above the respective discount rate of the European Central Bank is to be paid. This does not exclude the assertion of further damage caused by delay. Payment deadlines are considered to be met if wagemut can dispose of the amount within the deadline. Payments can be offset against other outstanding claims at the discretion of wagemut.

4.3 Offsetting with disputed or not legally established claims by the client is excluded. The same applies to a right of retention of the client insofar as it is not based on the same contractual relationship. The assignment or pledging of claims from the contractual relationship between the client and wagemut to third parties is only permitted with the consent of the respective other contractual party.

4.4 The client gives his consent to the electronic transmission of invoices and proofs of use.

4.5 The client must assert any objections against invoices from wagemut in writing within six weeks after receipt of the invoice. After expiry of the deadline, objections can only be asserted if the contractor was prevented from complying with the deadline through no fault of his own.

4.6 Until the full payment of the services invoiced, all rights (rights of use, license rights, etc.) to the services provided by wagemut remain with wagemut. The same applies to goods and delivered trades. These remain the property of wagemut until the complete payment of the purchase price.

4.7 Contracts, the calculation basis of which is time-based, are recorded and invoiced monthly, at the beginning of the respective following month of the rendered service, or after successful completion. Larger works to be realized within the scope of such contracts shall be projected in advance in coordination with the client and communicated in writing with a forecast of the time required. Only after approval of the prognosis by the client may wagemut start with the work. In case of cancellation of such a project, wagemut reserves the right to charge up to 50% of the remaining projected hours for project resolution. The time-based contract itself remains unaffected by this

4.8 Consultations, researchments and conceptual works: An initial meeting of up to one hour, with an offer placement based on this, is free of charge and will not be invoiced. Consultations, conceptual works, researchments and the obtaining of external offers are charged at the regular hourly rates.

5. PRICE CHANGES / PRICE INCREASE / HOURLY RATES

wagemut reserves the right to change agreed prices during the term of the contract, but not before the expiry of 4 months since the entry into force of the respective contract. Such a change comes into effect, if the contracting party does not terminate according to clause 7.3, 3 months after the end of the month in which it was communicated to the contracting party. The following hourly rates shall be deemed to have been agreed, unless otherwise contractually stipulated:

Campaign/search engine optimization EUR 119.00 hrs.
Design (creative work) EUR 119.00 hrs.
Development/programming EUR 119.00 hrs.
Consulting (conceptual expert advice) EUR 119.00 hrs.
Copywriting (SEO-optimized) EUR 119.00 hrs.
Knowledge transfer (specialist training) EUR 239.00 hrs.
Generative AI EUR 149.00 hrs.
3D content creation EUR 149.00 hrs.
3D rendering EUR 60.00 hrs.
Travel costs EUR 0,49/km (oneway)

6. ACCEPTANCE

6.1 Acceptance shall only take place if agreed in writing between the parties. If an acceptance has been agreed, wagemut shall notify the client in writing of the readiness for acceptance. The acceptance is then to be carried out within a period of 5 days. It may not be refused because of such defects which do not or only insignificantly affect the functionality of the service.

6.2 If the acceptance does not take place within a period of 14 days from the notification of readiness for acceptance by wagemut for reasons for which wagemut is not responsible, the acceptance shall be deemed to have taken place upon expiry of this period.

6.3 The acceptance is considered to have taken place as soon as the contractor has used the services of wagemut.

7. TERMINATION

7.1 The minimum term of service and hosting agreements is one year, commencing on the agreed date of service provision. The contract shall be tacitly renewed for a further year unless one of the contracting parties gives notice of termination at least three months before expiry of the agreed term. Notice of termination requires text form. Termination may be limited to individual ordered services.

7.2 During its term, the contract may only be terminated by either party for good cause in accordance with § 626 BGB. Important reasons are in particular - but not exhaustively enumerated: the serious violation of main contractual obligations; the dissemination of data or offers by the customer with pornographic contents, contents harmful to young people or contents violating the liberal principles of the Federal Republic of Germany via the infrastructure provided by wagemut; technical obstacles not foreseeable at the time of conclusion of the contract, which make the continuation of the services impossible; if insolvency proceedings are opened over the assets of a contracting party and this is not withdrawn within a period of 30 days, or the initiation of insolvency proceedings is rejected due to lack of assets, or the respective contracting party is liquidated the transfer of the contract as a whole to a third party (transfer of contract)

7.3 Furthermore, the client is entitled to terminate the contract after notification of a unilateral price increase by wagemut by giving one month's notice in writing before the increase comes into force.

7.4 If the client wishes to terminate or rescind the contract prematurely without good cause within the meaning of Section 7.2, wagemut may agree to the termination of the contract. In this case, the client is obliged to pay wagemut a lump sum of 30% of the outstanding order value as compensation for lost profits, arrangements already made, and planning costs. Services already rendered will be invoiced additionally on a time and material basis. The client reserves the right to prove that wagemut has incurred less damage. Payments already made will not be refunded if they are covered by services rendered up to the time of termination.

8. SCOPE OF SERVICES

8.1 wagemut undertakes to provide all services in the highest quality and according to the recognized state of the art.

8.2 If the provision of services by wagemut requires activities of third parties which are not within the sphere of influence of wagemut, wagemut can extend delivery times or withdraw from the contract if and insofar as the activities of third parties cannot be provided on time or properly. wagemut shall inform the contracting party of this without delay, insofar as this is possible and reasonable.

8.3 Operational disturbances caused by unauthorized or faulty use of wagemut services by the contracting party entitle wagemut to exclude the contracting party from the use of the service until the disturbance has been remedied. The relevant expenses incurred by wagemut separately for the elimination of the disruption shall be borne by the contracting party.

9. DUTIES AND OBLIGATIONS OF THE CLIENT

9.1 The contracting party is obliged to support wagemut to the best of its ability in the execution of the contractual relationship. This refers in particular to the obtaining of necessary information and permits, the provision of access to the operated network facilities, the provision of the necessary and suitable premises, as well as the necessary telephone lines and power supply.

9.2 The client undertakes to take system security into account. He shall be responsible for the responsible and secure safekeeping of all confidential information, in particular user IDs, passwords or access codes. Upon request, the Customer shall change passwords, etc. without delay. If there are indications for the misuse of the user ID and / or the password, the contracting party has to inform wagemut immediately.

9.3 The customer is not entitled to hand over passwords for the use of wagemut services to third parties.

9.4 The contractor is obligated to avoid an unnecessary load of the server (for example by inadequately programmed scripts etc.). If the functionality of the server is impaired by such pages, wagemut is entitled to prevent the access of the contracting party or third parties to these pages. wagemut will immediately inform the contracting party about this and immediately restore the access after the problem has been solved.

9.5 Equipment and trades made available remain the property of wagemut and are to be returned to wagemut by the contractor immediately after the termination of the contract. This does not apply insofar as a transfer of ownership has been expressly agreed in writing between the parties.

9.6 The contractor is obliged to support wagemut in the execution of the contractual relationship. This refers in particular to the delivery of text, image, video and audio materials, which are necessary for the execution of the contract, as stipulated in the order. Unless otherwise agreed in writing, requested materials shall be delivered within 10 working days.

9.7 The client undertakes to review drafts, prototypes, wireframes or presentations received for revision without delay and to comment on them within 10 working days.

9.8 wagemut reserves the right, in the case of a delay caused by the client according to points 9.6 and 9.7, to charge a lump sum for rescheduling and replanning per overdue week. The amount of this provision lump sum shall be based on 0.5 daily rates of the respective employees assigned to the project phase.

9.9 If the client agrees to appointments with Wagemut that require prior staff planning – particularly in the context of content productions, video shoots, photo shoots, or similar on-site assignments – the client agrees to pay a flat-rate cancellation fee of 0.5 daily rates per scheduled employee in the event of a postponement or short-term cancellation (less than 72 hours before the scheduled assignment). The calculation basis is based on the daily rate specified in the offer or contract. External service providers already booked will be invoiced additionally based on the time and effort involved.

10. LIABILITY

The claims of the client for damages or reimbursement of futile expenses shall be governed by this provision:

10.1 The liability of wagemut or vicarious agents shall only extend to intentional and grossly negligent breaches of duty. This does not apply to damages resulting from injury to life, body or health.

10.2 For slight negligence, wagemut is only liable if an obligation is violated, the compliance with which is of particular importance for the achievement of the purpose of the contract (cardinal obligation). In case of a slightly negligent breach of a cardinal obligation, the liability is limited to the contract-typical, foreseeable damage and the amount is limited to the triple of the remuneration agreed between wagemut and the client.

10.3 Claims of the contracting party for compensation of indirect damage, for whatever reason, are excluded.

10.4 The liability for loss of data is limited to the typical contractual costs of restoration, which would have occurred in the case of regular and risk-commensurate production of backup copies, unless one of the conditions according to clause 10.1 or 10.2 is present.

10.5 The liability according to the Product Liability Act remains unaffected.

10.6 wagemut is not liable for the operability of the telephone / ISDN / DSL lines to its server in case of power failures and in case of failures of servers which are not within the sphere of influence of wagemut.

11. CLAIMS FOR DEFECTS

11.1 wagemut guarantees that all services are essentially fulfilled and correspond to the recognized rules of technology as well as are not afflicted with defects that cancel or reduce the value or the suitability for the usual use or the use assumed according to the contract. The warranty does not cover such damages and / or malfunctions, which are caused by the fact that the contractor culpably violates provisions of the existing contractual relationship or that third parties commissioned by the contractor carry out changes or processing of the services of wagemut without the written consent of wagemut.

Upon request, the contracting party will support wagemut to the best of its ability with qualified employees in the determination and elimination of errors. The costs for the determination of errors will be charged separately to the contracting party, unless the error is based on a defective performance of wagemut.

11.2 If a defect occurs in the services rendered by wagemut, wagemut will either remedy the defect within a reasonable period of time or provide the defective service again free of defects (supplementary performance)

11.3 If the subsequent performance finally fails, in particular because the defect is not remedied or circumvented despite attempts to remedy it, or the subsequent performance is unreasonably delayed or unjustifiably rejected, the client can reduce the price of this service.

11.4 Any further claims of the client, in particular for consequential damages, shall be excluded as a matter of principle. This does not apply in case of intent, gross negligence or breach of essential contractual obligations by wagemut as well as in case of injury to life, body or health.

11.5 The contracting party shall notify wagemut of obvious defects in writing or by e-mail within a period of two weeks after acceptance of the service. If the client omits this notification, his claims for defects expire two weeks after he has discovered the defect. This shall not apply in case of fraudulent intent on the part of wagemut.

11.6 Claims for damages become statute-barred twelve months after the statutory commencement of the limitation period, unless there is intent or gross negligence or liability for injury to life, body or health.

12. RIGHTS OF THIRD PARTIES / MARKING

12.1 Wagemut is a registered trademark of wagemut GmbH. The wagemut trademark may not be used without the prior written consent of wagemut GmbH. Wagemut is not responsible for content — in particular website content — provided by the Client. In particular, wagemut is not obliged to review such content for possible infringements of rights. The Client warrants that the products and files transmitted are free of third-party rights, in particular copyrights, licence rights, name and trademark rights, which restrict or exclude use or processing within the contractually agreed scope. The parties shall notify each other without undue delay if third parties assert infringements of rights. If the Client culpably breaches its obligations under this clause, it shall indemnify wagemut against third-party claims arising therefrom and reimburse the reasonable costs of legal defence; the same applies, to the extent legally permissible, to administrative sanctions imposed on wagemut, insofar as these are based on a breach of duty by the Client and wagemut is not itself at fault. Further statutory claims remain unaffected.

12.2 In the procurement and / or maintenance of domains, only the contracting party is authorized and obligated. In this respect, wagemut is neither responsible for the procurement of a certain domain, nor for the fact that the requested domain is free of rights of third parties. The termination of the contractual relationship between wagemut and the client does not affect the contractual relationship between the client and the domain seller. In this respect, the client indemnifies wagemut against third parties. This regulation applies accordingly to SSL-Certificates brokered by wagemut to the client.

12.3 The Client is obliged to provide services which it makes available for use, or to which it provides access for use, with provider identification pursuant to Section 5 of the German Digital Services Act (DDG) and, insofar as the offering is journalistic-editorial in nature, with the information required under Section 18 of the German Interstate Media Treaty (MStV). The Client is further responsible for providing the data protection information required under Art. 13 GDPR and for obtaining and managing the consents required under Section 25 TDDDG for access to terminal equipment, in particular for non-essential cookies and comparable technologies. Insofar as wagemut provides corresponding notices, texts or technical components, it does so on the basis of the information supplied by the Client and this does not replace the Client's own legal review; Clause 14.6 sentence 4 applies accordingly. The statutory requirements applicable at the time of delivery shall be decisive; where successor provisions replace the aforementioned rules, those successor provisions shall apply.

12.4 The client shall be obligated to clearly indicate the rights of use and property rights established by it. The relevant notices must be obvious to third parties and must be disclosed prior to access to such type of protected information.

13. RIGHTS OF USE

13.1 wagemut and the contracting party agree that the rights required for the fulfillment of the contractual relationship are mutually granted or permitted for the performance of corresponding acts of use, namely to the extent that this is agreed or necessary. They will make all declarations or perform all legal acts that are necessary

13.2 The Client grants wagemut the non-exclusive right, unlimited in time and territory, to use the services and project work created within the scope of the contractual relationship as well as the Client's company name, trademark and logo for the purpose of self-promotion. This includes in particular presentation as a reference on wagemut's website, including case studies and reference overviews in the form of logo displays, use in wagemut's social media channels and in pitch and acquisition materials, as well as submission to awards and competitions. Use shall commence no earlier than publication of the project by the Client, unless the parties agree otherwise; the Client may specify a different date or an embargo period in text form. Where a confidentiality agreement exists between the parties, use under this clause requires the Client's separate release in text form.

13.3 The client agrees to allow wagemut the usage of the created services and project work, published or unpublished, for the purpose of self-promotion.

14. USE OF ARTIFICIAL INTELLIGENCE / TRANSPARENCY AND LABELLING OBLIGATIONS

14.1 Wagemut and its vicarious agents are entitled to use artificial intelligence systems ("AI systems") in providing the contractual services, in particular for generating and editing image, video, audio and text content ("Content"). The use of AI systems does not reduce the agreed remuneration. The "Generative AI" hourly rate under Clause 5 applies only where the generation of Content by means of AI systems is itself the service ordered; the supporting use of AI systems within other service categories is billed at the respective hourly rate of that service category. The Client may object to such use, in whole or for individual service components, in text form prior to placing the order; in that case the provision of services requires a separate agreement on remuneration and deadlines.

14.2 In addition to Clause 15, the following applies: for the Client's materials — including where vicarious agents are engaged — wagemut uses only AI systems whose terms exclude the use of inputs for training purposes or for which wagemut has deactivated such use, and inputs materials only to the extent necessary for the provision of services. wagemut inputs personal data only to the extent necessary for the provision of services and where a data processing agreement is in place; wagemut shall notify the Client in good time where such an agreement becomes necessary. Unless the parties have agreed otherwise,

an input in accordance with this clause does not constitute an impermissible disclosure to third parties; a separately concluded confidentiality agreement shall take precedence.

14.3 Insofar as wagemut is a deployer of an AI system within the meaning of Regulation (EU) 2024/1689 (the "AI Act") and the Content generated is subject to a disclosure obligation under Art. 50 of the AI Act — in particular as a deep fake under Art. 50(4) of the AI Act — wagemut shall make the required disclosure as part of the services owed without separate remuneration and shall indicate upon handover which Content was AI-generated or substantially AI-edited. The machine-readable marking under Art. 50(2) of the AI Act is the responsibility of the provider of the AI system; wagemut does not owe any technical marking of its own in this respect. The statutory requirements applicable at the time of delivery and their interpretation by the competent authorities shall be decisive; subsequent changes in the law or its interpretation do not give rise to any obligation to make subsequent improvements free of charge. Labelling services going beyond the above — in particular the subsequent labelling of Content already delivered, adaptations resulting from changes in the law or its interpretation, platform- or format-specific adaptations, and adaptations resulting from changed specifications of the Client — shall be remunerated on a time and material basis at the "Consulting" or "Development/programming" hourly rate under Clause 5.

14.4 As between the parties, from handover the Client bears responsibility for transparency and labelling obligations in connection with the publication, distribution and other use of the Content, in particular under Art. 50 of the AI Act and under the terms of the respective platforms; this includes activating platform-side AI labelling and re-examining the position upon each further use, editing or republication. Where wagemut has contractually assumed responsibility for publication or distribution, wagemut shall carry out the required labelling in accordance with the requirements applicable at the time of publication; the Client shall provide information and approvals in good time. Statutory obligations which apply to wagemut itself by operation of law remain unaffected. The Client is not entitled to remove, alter or suppress visible labels, watermarks or machine-readable provenance information (e.g. C2PA metadata) which have been applied; this does not apply to preview and approval watermarks which, as agreed, do not form part of the final Content.

14.5 In addition to Clause 12.1, the Client warrants that the necessary rights and consents — in particular personality, image and trademark rights — exist for the templates and materials it provides and for the depiction of real persons specified by it, and that these cover the use ordered. Where the Client provides Content which has been generated or substantially edited by AI systems in whole or in part, it shall label such Content accordingly in text form upon delivery and shall inform wagemut of the provenance and labelling information known to it. AI-generated Content may contain factual errors; insofar as the accuracy of information depends on the Client's sphere of responsibility or requires the Client's particular expertise, the Client shall review the Content prior to publication and grant its approval. The Client shall inform wagemut prior to placing the order if Content is to be used for purposes subject to heightened statutory requirements, in particular political advertising or informing the public on matters of public interest.

14.6 If the Client culpably breaches its obligations under Clauses 14.4 and 14.5, it shall indemnify wagemut against third-party claims arising therefrom and reimburse the reasonable costs of legal defence; the same applies, to the extent legally permissible, to administrative sanctions imposed on wagemut, insofar as these are based on a breach of duty by the Client and wagemut is not itself at fault. Further statutory claims remain unaffected. In all other respects, Clauses 10 and 11 apply to wagemut's liability and to the Client's claims for defects. Notes provided by wagemut regarding labelling or other legal obligations are non-binding practical guidance and do not constitute legal advice; the legal assessment of the specific use in the respective publication context is the Client's responsibility.

14.7 Under the law as it currently stands, Content generated entirely by AI systems is generally not protected by copyright. wagemut therefore gives no warranty as to its eligibility for protection or its exclusivity as against identical or similar results of third parties. Rights in service components based on human creative design by wagemut (e.g. conception, selection and arrangement, editing, compositing, layout) remain unaffected; Clause 13 applies to these. wagemut uses AI systems whose licence terms permit the



Client's contractually agreed commercial use of the Content delivered; the state of those terms at the time the services are provided shall be decisive.



15. DATA PROTECTION AND CONFIDENTIALITY

15.1 Both parties shall comply with the data protection requirements incumbent upon them, in particular Regulation (EU) 2016/679 (GDPR), the German Federal Data Protection Act (BDSG), the German Telecommunications and Digital Services Data Protection Act (TDDDG) and the German Digital Services Act (DDG), as well as their respective successor provisions.

15.2 The Client is the controller within the meaning of Art. 4(7) GDPR for the processing of personal data initiated by it. It determines the purposes and means of the processing and is responsible for the existence of a legal basis and for compliance with information obligations and data subject rights.

15.3 Insofar as wagemut processes personal data on behalf of the Client in the course of providing its services — in particular in connection with hosting, maintenance, support, analytics and campaign services — the parties shall conclude a data processing agreement pursuant to Art. 28 GDPR before processing begins. wagemut shall notify the Client in good time where such an agreement becomes necessary and shall provide a template for this purpose. If the agreement is not concluded in good time for reasons not attributable to wagemut, wagemut is entitled to defer the affected service components until it is concluded; Clause 8.3 applies accordingly. The data processing agreement takes precedence over these General Terms and Conditions within its scope of application.

15.4 The engagement of third parties under Clause 3.4 shall, within the scope of processing on behalf of the Client, be governed by the agreement referred to in Clause 15.3. Processing in third countries shall take place only insofar as the requirements of Art. 44 et seq. GDPR are met.

15.5 Wagemut shall implement appropriate technical and organisational measures pursuant to Art. 32 GDPR. The Client shall comply with the system security requirements incumbent upon it; Clause 9.2 remains unaffected.

15.6 Each party shall treat the other party's confidential information as confidential, shall not disclose it to third parties without authorisation and shall use it exclusively for the purposes of performing the contract. Confidential information means all information designated as such and all information whose confidential nature follows from its character or from the circumstances of its disclosure. This does not apply to information which is in the public domain, which was already lawfully known to the receiving party, which was lawfully provided to it by a third party without any confidentiality obligation, or which it developed independently. Statutory or official disclosure obligations remain unaffected; the party subject to such an obligation shall inform the other party in advance to the extent legally permissible. Disclosure to vicarious agents pursuant to Clause 3.4 is permitted insofar as it is necessary for the performance of the contract and those vicarious agents are placed under corresponding obligations. Clause 13.3 and Clause 14.2 remain unaffected.

16. FINAL PROVISIONS

16.1 Collateral agreements and amendments to the contract require text form (Section 126b German Civil Code) to be effective; written form is not required. This also applies to any amendment of this text form requirement. Individual agreements concluded between the parties shall in all cases take precedence over these General Terms and Conditions; the party invoking such an agreement bears the burden of presentation and proof as to its existence and content.

16.2 The law of the Federal Republic of Germany shall apply.

16.3 Düsseldorf shall be deemed agreed as the place of jurisdiction if the contracting parties are merchants, legal entities under public law or special funds under public law. Legal provisions regarding a deviating exclusive place of jurisdiction remain unaffected. wagemut is, however, entitled to sue the client at its general place of jurisdiction.

16.4 Place of performance is Düsseldorf.

16.5 Should a provision be completely or partially ineffective or lose its legal effectiveness later, the validity of the remaining provisions remains unaffected. If the contract contains a loophole, the same shall apply. In place of the invalid or unenforceable provisions or to fill gaps, an appropriate provision shall apply which would correspond to the will of the contracting parties and the meaning and purpose of the contract if the contracting parties had considered the point when concluding the contract.

(Status: August 2026)

