

ONLINE PROMOTION SERVICE AGREEMENT

CONTRACT NO. []

This Online Promotion Service Agreement (“Agreement”) dated **20/03/2026**, (“Effective Date”), including any and all insertion orders that incorporate this Agreement by reference (each, an “Insertion Order”), is entered into by any and between Baidu (Hong Kong) Limited, a company registered in Hong Kong, with its contact address at Suite 301 - 302, 3/F, Great Eagle Centre, 23 Harbour Road, Wan Chai, Hong Kong (“Publisher”) and **APPNESS PTE. LTD.**, a company registered in **Singapore**, with its registered address at **68 CIRCULAR ROAD #02-01, SG, 049422** (“Client”).

Publisher and Client shall hereinafter be referred to individually as a “**Party**” and collectively as the “**Parties**”.

WHEREAS, Publisher is the operator of Facemoji(the “**Platform**”), which will provide its customers with online promotion service via Platform (the “**Promotion**”);

WHEREAS, Client wishes to collaborate with Publisher, and Publisher wishes to assist Client in promoting and displaying promotions on the Platform in exchange for financial compensation from Client.

NOW THEREFORE, in consideration of the mutual covenants and agreements set forth below and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. COLLABORATION

- 1.1. In order for Publisher to perform the Promotion, Client agrees to grant Publisher along with its affiliates and subsidiaries a non-exclusive, royalty-free, worldwide right and license (“**License**”) to distribute, display, use, serve, copy, reproduce the Content (as defined below) in connection with the Promotion. The License is revocable, transferable and sub-licensable.
- 1.2. Client will deliver and will be solely responsible for providing to Publisher all of the materials and information required for the Promotion, including but not limited to text, pictures, graphics, programming code, programs, software, data, landing pages, logos, trademarks (collectively, the “**Content**”).
- 1.3. Publisher will perform the specific Promotion activities through the following means:
 - Publisher will perform the Promotion activities set forth in one or more Insertion Orders. Client shall submit the Insertion Order in the form of Exhibit to Publisher, which shall be formally signed by both Parties.
 - Publisher will perform the Promotion activities set forth in the emails confirmed by Parties. The contact person of Client shall submit the Promotion requirements (including but not limited to specific promotion content, starting and ending date of promotion, settlement, etc.) to the contact person of Publisher via e-mail in the form of Insertion Order as Exhibit. The Promotion requirements shall take effect upon confirmation by the contact person of Publisher via E-mail.

2. RIGHTS AND OBLIGATIONS OF PARTIES

- 2.1. Client shall provide the Publisher with truthful, accurate and complete Content. If any

such Content changes, Client must notify Publisher in writing immediately.

- 2.2. Client shall ensure that the Content must not contain or make reference to any content or information that could be considered in violation of any laws, regulations or policies of the local market in which such Content will be displayed, including but not limited to (where applicable):
- Drugs, cigarettes and alcoholic drinks;
 - Pornography, pedophilia or explicit sex;
 - Services providing forgery, information stealing and site penetration;
 - Arms trade, violence and killing;
 - Gambling and lottery services;
 - Viruses, Trojan horses, trap doors, back doors, worms, time bombs, cancelbots or other software defects or computer programming routines that could impair or injure any person, or entity, computer equipment or software, including the Platform;
 - False or deceptive marketing, sweepstakes, gambling, or trade disparagement;
 - Misrepresentations or content that is defamatory or violates any rights of privacy or publicity;
 - Any linking to software piracy services or content;
 - Any form of illegal activity (i.e., how to build a bomb, hacking, etc.);
 - Any gratuitous displays of violence, obscene or vulgar language, or abusive content or content which endorses or threatens physical harm;
 - Any type of hate-mongering (i.e., racial, political, ethnic, religious, gender-based, sexuality-based or personal, etc.);
 - Any inappropriate newsgroup postings or unsolicited e-mail (spam);
 - Any Content that includes malicious charges;
 - Any other Content that is in violation of applicable laws, rules or regulations.
- 2.3. The Publisher shall have the sole right in deciding whether or not to post or display any part or all of the Content if the Content violates any laws, regulations or policies of the Platform.
- 2.4. The Publisher may amend or alter the Content depending on the delivery medium and method of the Publisher with Client's written (including by email) consent.
- 2.5. Client acknowledges and understands that the Publisher is unable to guarantee or commit to providing any minimum guarantees with respect to being able to display the minimum number of promotions as set out in this Agreement.

3. REVENUE SPLITTING AND PAYMENT TERMS

- 3.1. Revenue shall be calculated using one of the following revenue models, as identified in the applicable Insertion Order (each, a "**Revenue Model**"). For purposes of this Agreement, a "Successful Action" means "successful Registration".

CPI: Revenue shall be generated through a Cost per Installation ("**CPI**"). Revenue shall be based on the Successful Installations each month, and such Successful Installations shall be calculated in accordance with the provisions in Insertion Order.

CPM: Revenue shall be generated through a Cost per thousand impression model ("**CPM**"). Revenue shall be based on the total impressions each month, and such impression number shall be calculated in accordance with the provisions in Insertion Order.

CPC: Revenue shall be generated through a Cost Per Click model ("**CPC**"), whereby the click number shall be calculated by every click user generates. Revenue shall be based on the total clicks each month, and such click number shall be calculated in accordance with the provisions in Insertion Order.

CPA: Revenue shall be generated through a Cost per Action model (“CPA”). Revenue shall be based on the Successful Actions each month, and such Successful Actions shall be calculated in accordance with the provisions in Insertion Order.

3.2. Payment Process

- 3.2.1. Payments owe and due to Publisher are calculated in accordance with the provisions in Insertion Order. Reports of data for the current month (“Reports”) shall be sent monthly by Publisher to Client to the designated email address as specified in Insertion Order within the first ten (10) Business Days of the following month.
- 3.2.2. In the event that Reports rendered by Publisher are disputed, Client shall raise any such dispute within five (5) Business Days upon receipt of the Reports supported with an analysis of the dispute and any relevant documentation, or else the data in the Reports are deemed undisputed. The Parties shall resolve said dispute within five (5) Business Days of it being raised. If said dispute cannot be resolved within five (5) Business Days, the Reports shall be calculated based on data in the Platform.
- 3.2.3. The Publisher shall issue an invoice to Client within ten (10) Business Days upon agreement on Reports by both Parties, and Client shall make payment according to the invoice within thirty (30) Days after receipt of the invoice.
- 3.2.4. For avoidance of doubt, Business Day in this Agreement shall mean a day, other than Saturday, Sunday or a public holiday on which commercial banks in Beijing or Hong Kong are authorized or required by applicable law to close.
- 3.2.5. All payments shall be made by Client using the payment method set forth in Insertion Order.
- 3.2.6. Each Party shall be liable for any and all transaction fees, expenses and/or costs associated with its own payment obligations to the other Party under this Agreement.
- 3.2.7. Client agrees that timely payment is necessary for continued Promotion service and, as such is the case; the Publisher reserves the right to halt the provision of its Promotion service at any time upon Client’s failure to comply with the payment terms as set forth above. Further, In the event that Client is late in making payment to Publisher, then interest shall accrue at a rate of 0.3 % per day until such outstanding funds are paid by Client.
- 3.2.8. The Publisher shall be entitled to recover all reasonable costs of collection (including agency fees, attorneys' fees, in-house counsel costs, expenses and costs) incurred in attempting to collect outstanding or overdue payments from Client.
- 3.2.9. All taxes arising in connection with the performance of this Agreement imposed on either Party shall be borne by said respective Party. Namely, Client shall pay Publisher an amount equal to the original price calculated based on the system data as agreed by both Parties.

4. Representations, Warranties and Covenants

- 4.1. Each Party hereby represents and warrants that:
 - (a) it has full corporate power and authority to enter into and perform this Agreement, and no contract, agreement, promise, undertaking or other fact or circumstance will prevent the full execution and performance of this Agreement;
 - (b) the execution, delivery and performance of this Agreement has been duly authorized

by each Party, and shall not violate any applicable law;
(c) it is duly organized and in good standing in the country or state of its formation; and
(d) Publisher has accurate and lawful agreements and privacy policies with end users of the Platform that comply with applicable data protection and privacy laws, regulations, and self-regulatory frameworks (together, “**Privacy Laws**”), including but not limited to the EU General Data Protection Regulation, the CCPA, the PD(P)O the Network Advertising Initiative (NAI) Code of Conduct and the Digital Advertising Alliance (DAA) Self-Regulatory Principles, adequately discloses all of its activities to end users prior to installation or use of such Content, and does not violate any third party rights.

- 4.2. Client represents, warrants and covenants that:
- (a) If Client is entering into this Agreement on behalf of an entity, organization, or company, Client represents and warrants that Client has the authority to bind that entity, organization or company to this Agreement and agrees to be bound by this Agreement on behalf of that entity, organization, or company.
 - (b) it has and shall maintain full authority to provide and license the Content to Publisher hereunder;
 - (c) it shall comply fully with all applicable laws, regulations, government orders, related platform rules or online agreements and the like;
 - (d) Client has accurate and lawful agreements and privacy policies with end users that comply with applicable data protection and privacy laws, regulations, and self-regulatory frameworks (together, “**Privacy Laws**”), including but not limited to the EU General Data Protection Regulation, the CCPA, the PD(P)O the Network Advertising Initiative (NAI) Code of Conduct and the Digital Advertising Alliance (DAA) Self-Regulatory Principles, adequately discloses all of its activities to end users prior to installation or use of such Content, and does not violate any third party rights; and
 - (e) it shall be solely responsible for the provision of technical and customer service support to end users in accordance with industrial standards by means as are generally prevalent in the industry, and in any event, the standards shall be no less than that provided to end users from any other platform that is reasonably similar to the Platform.
- 4.3. Publisher does not give any guarantee against failure of all or some of the service functions at any time, or against any technical or technological fault in the service or any security penetration made by a third party, nor does it provide any warranty in that respect.
- 4.4. Publisher does not give guarantee the use of the service by any party and/or its current or potential customers, and consequently, it does not guarantee the generation of any revenue from the service.

5. INTELLECTUAL PROPERTY RIGHTS

- 5.1. “**Intellectual Property Rights**” means any right that is or may be granted or recognized under applicable laws regarding patents, copyright, design right, trademark, trade name, service mark, logo, rights in confidential information, database right, trade secret, patent advertisements, rights in inventions, know-how and/or other present or future intellectual property right of any type, whether registered or unregistered, and including rights in any application for any of the foregoing.
- 5.2. Each Party is the owner or licensed user of its Intellectual Property Rights and nothing in this Agreement or otherwise shall confer on a Party any right, title or interest in the Intellectual Property Rights of the other Party. Except as may be expressly provided herein, neither Party shall have or obtain any rights in or to any Intellectual Property Rights of the other Party in connection with this Agreement.

- 5.3. Nothing in this Agreement provides each party a right to use any of the other party's trademarks without any prior written approval of such party.
- 5.4. Client shall only incorporate third party Intellectual Property Rights in the Content where (a) each such use is specifically permitted by the third party; and (b) no royalty payment is required to be paid by Publisher to Client or any third party. Client shall obtain all necessary consents from third party licensors, and hereby grant to Publisher the License for the purposes of and to the extent necessary to perform Publisher's obligations under this Agreement.

6. Confidentiality

- 6.1. **"Confidential Information"** may include any information (including, without limitation, technical and business information, business plans, financial reports, financial data, employee data, software or firmware code, product designs and/or specifications, algorithms, computer programs, mask works, inventions, unpublished patent applications, manufacturing or other technical or scientific know-how, specifications, technical drawings, diagrams, schematics, technology, processes, and any other trade secrets, discoveries, ideas, concepts, know-how, techniques, materials, formulae, compositions, information, data, results, plans, surveys and/or reports of a technical nature or concerning research and development and/or engineering activity, proprietary ideas, patentable ideas, copyrights and/or trade secrets, existing and/or contemplated products and services or software) whether marked as "Confidential" at the time of its disclosure or not, and provided by one party ("Discloser") to another party ("Recipient") in the course of ordinary business. Each party agrees that the information it provides in the Insertion Order shall be considered its Confidential Information. Recipient shall not disclose the Confidential Information to any Third Party without the Discloser's written consent. Each party will promptly return or destroy the other party's Confidential Information (including marketing materials) upon written request.
- 6.2. "Confidential Information" does not include information that: (i) is generally available in the public domain at the time of its disclosure; or (ii) was developed by employees or agents of the Recipient independently of, and without reference to, the Confidential Information; or (iii) is rightfully received by the Recipient from a Third Party not owing a duty of confidentiality to the Discloser (in which case and if requested by the Discloser, the Recipient will inform the Discloser about the identity of the Third Party and the exact information received). In the event that one Party is requested or required (whether by law or regulation) to disclose any Confidential Information or a portion thereof, that Party agrees to (y) give the other non-disclosing Party prompt written notice of such request or requirement so that the non-disclosing Party may seek an appropriate order or other remedy protecting the Confidential Information from disclosure and (z) cooperate with the non-disclosing Party, at the non-disclosing Party's expense, to obtain such protective order or other remedy. In the event that a protective order or remedy is not obtained or if the non-disclosing Party waives its right to seek such an order or other remedy, then the disclosing Party may furnish only that portion of the Confidential Information which it is legally required to disclose and it shall give the non-disclosing Party written notice of the Confidential Information to be disclosed as far in advance of disclosure as practicable and use commercially reasonable efforts to obtain assurances that confidential treatment shall be accorded to such Confidential Information.

7. BREACH AND INDEMNITY

- 7.1. Except for that which Client indemnifies Publisher, Publisher will defend, indemnify and hold harmless Client from any and all damages, liabilities, costs and expenses (including reasonable attorneys' fees) (collectively, "Losses" and individually, a "Loss") resulting

from any claim, action, suit, demand, judgment or proceeding (a “**Claim**”) arising out of, or related to (i) Publisher’s breach of its representations and warranties under this Agreement; (ii) any breach of its obligations under this Agreement or any applicable law.

- 7.2. Client is fully responsible for its Content, and undertakes to indemnify and hold harmless Publisher and its parents, subsidiaries and affiliates, and its and their respective directors, officers, employees, and agents, and their respective successors, heirs and assigns (“**Indemnitees**”) from any and all Losses resulting from any Claim, whether or not involving a third party claim, which arise out of, relate to or result from (i) Client’s breach of any representation or warranty contained in this Agreement; (ii) any third party claim that the Content infringes upon said third party’s rights and/or intellectual property rights; (iii) a claim that the Content infringes upon a trade secret; (iv) any violation of any applicable data protection and Privacy Laws; or (v) any other breach of its obligations under this Agreement or any applicable law.
- 7.3. Publisher will promptly notify Client of all Claims of which it becomes aware (provided that a failure or delay in providing such notice will not relieve Client’s obligations except to the extent such Party is prejudiced by such failure or delay) and will: (i) provide reasonable cooperation to Client at Client’s expense in connection with the defense or settlement of all Claims, and (ii) be entitled to participate in the defense of all Claims at Client’s expense. In the event that any third party Claim is brought, Client shall have the sole and exclusive control of the defense of such action with counsel of its choice, provided however that Publisher may, participate in the defense of any such Claims at Client’s expense. Client shall not concede or settle or compromise any Claim that imposes any obligation or liability on Publisher without the prior written approval of Publisher.

8. DISCLAIMERS

EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, PUBLISHER DISCLAIMS ANY AND ALL REPRESENTATIONS AND WARRANTIES, WHETHER EXPRESS OR IMPLIED, IN CONNECTION WITH THIS AGREEMENT, INCLUDING ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, SECURITY, ACCURACY, ABSENCE OF VIRUSES OR OTHER MALICIOUS SOFTWARE, ANY WARRANTIES ARISING FROM A COURSE OF DEALING, USAGE OR TRADE PRACTICE, AND ANY REPRESENTATIONS OR WARRANTIES REGARDING THE AMOUNT OF PAYMENTS UNDER THIS AGREEMENT. TO THE FULLEST EXTENT PERMITTED BY LAW, PUBLISHER SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES (INCLUDING LOST REVENUE, LOST PROFITS, LOST CLIENTS OR BUSINESS INTERRUPTION) ARISING OUT OF ANY PERFORMANCE OR NON-PERFORMANCE OF THIS AGREEMENT OR IN FURTHERANCE OF THE PROVISIONS OR OBJECTIVES OF THIS AGREEMENT, REGARDLESS OF WHETHER SUCH DAMAGES ARE BASED ON TORT, WARRANTY, CONTRACT OR ANY OTHER LEGAL THEORY, EVEN IF ADVISED OR NOT OF THE POSSIBILITY OF SUCH DAMAGES. SUBJECT TO APPLICABLE LAW IN NO EVENT SHALL PUBLISHER’S TOTAL LIABILITY UNDER THIS AGREEMENT BE GREATER THAN THE TOTAL AMOUNTS THAT CLIENT PAYS TO PUBLISHER PURSUANT TO THIS AGREEMENT.

9. EXEMPTION CLAUSES

- 9.1. “**Force Majeure**” events shall mean earthquakes, typhoons, fire, flood, wars, strikes, riots, hacker attacks, telecommunications line failures, technological controls by

telecommunications authorities, epidemic, change of law, act by governmental authorities or similar events that is not foreseeable (or although foreseeable but not preventable), is not within the reasonable control of either Party and prevents either Party from fully perform this Agreement.

- 9.2. In the event that Force Majeure result in Promotion failure or loss of stored information, neither Party shall pursue further and both Parties agree that the other Party is exempt from performing the obligations under this Agreement to the extent that is affected by Force Majeure and during the period that Force Majeure subsists. The Parties may consult and agree to extend the term of collaboration under this Agreement for the period delayed by Force Majeure. Neither Party shall be liable for breach of this Agreement as a result of a failure to perform if said performance is made impracticable due to an event of Force Majeure.
- 9.3. The Party alleging Force Majeure shall, as soon as possible, notify the other Party of the details of Force Majeure including the nature, the date of occurrence, expected duration and also the extent that it is prevented from performing the obligations under this Agreement, together with written certificate in support of Force Majeure confirmed by relevant authorities, if applicable and shall make best effort to mitigate the damages caused by Force Majeure.
- 9.4. If a Force Majeure event continues for a period of thirty (30) days and the Parties fail to reach an agreement on continuing to perform this Agreement, either Party has the right to terminate this Agreement by written notice to the other Party.

10. Governing Law

- 10.1. This Agreement shall be governed by and construed in accordance with the laws of Hong Kong, without regard to conflicts of law principles. Any dispute, controversy, difference or claim arising out of or relating to this Agreement, including the existence, validity, interpretation, breach or termination thereof or any dispute regarding non-contractual obligations arising out of or relating to it shall be referred to and finally resolved by the Hong Kong International Arbitration Centre (“HKIAC”) under the HKIAC Administered Arbitration Rules in force when the Notice of Arbitration is submitted. The arbitration shall be conducted in English by three (3) arbitrators, each Party appoints one (1) arbitrator and the appointed 2 (two) arbitrators appoint the third arbitrator in accordance with the said Rules. The seat of arbitration shall be Hong Kong. The award shall be final and binding on both Parties. Expenses of the arbitrator(s) shall be borne equally between the Parties.
- 10.2. The Parties shall keep confidential all information relating to the arbitration, including without limitation, the existence of arbitration proceedings (or the possibility thereof), the proceedings themselves, all statements given or made during the course of the proceedings, all documents and other information submitted by parties in connection with the proceedings, all documents and other information issued by the arbitrator and/or the arbitration centre and the arbitral award. Nothing herein shall be deemed to limit the Parties’ rights to seek interim injunctive relief from any court to prevent or curtail any breach of this Agreement.
- 10.3. Any breach of this Agreement may result in irreparable damage to Publisher for which Publisher will not have an adequate remedy at law. Accordingly, in addition to any other remedies and damages available, Client acknowledges and agrees that Publisher may immediately seek enforcement of this Agreement by means of specific performance or injunction, without any requirement to post a bond or other security.

11. Term and Termination

- 11.1. This Agreement become effective on the Effective Date upon both Parties signed and shall remain valid for a period of 2(one) year (“Term”). The Parties agree to discuss in good faith additional collaboration opportunities during the Term. This Agreement and the Insertion Orders hereunder shall be automatically renewed for an additional year unless either party send the written notice to the other party about termination within 30 (thirty) days before the end of the Term.
- 11.2. Should either Party wish to extend the Term for a further period of a year, it shall notify the other Party to this effect in writing at least thirty (30) days prior to the expiry of the Term, to which the other Party shall respond in writing within ten (10) Business Days.
- 11.3. This Agreement may be terminated: (a) by each Party at any time with thirty (30) days prior written notice, or (b) when either Party has a receiver, manager, administrator, or other encumbrance appointed over any of its undertaking or assets or goes into liquidation or bankruptcy or enters into any agreement with its creditors or ceases to carry on its business, whether on account of debt or otherwise.
- 11.4. In the event this Agreement is terminated for any reason, Client shall pay the Publisher all due payment under this Agreement and where applicable for any work that has been commenced and has not been terminated. Such payments shall be paid within thirty (30) Business Days from the date of termination of this Agreement.
- 11.5. Upon the termination of this Agreement, each Party shall return and/or destroy all copies of any Confidential Information of the other Party that it has in its possession or control. Each Party shall provide confirmation in writing to the other Party that it has done so.

12. NOTICES & CORRESPONDENCE

- 12.1. Unless prior written notice of a change of address is given by the relevant Party, all correspondence between the Parties shall be delivered using the contact information set forth in the applicable Insertion Order.
- 12.2. All claims, instructions, consents, designations, notices, waivers, and other communications in connection with the Agreement will be in writing to the address set forth in the applicable Insertion Order. Such notifications will be deemed properly given to the other party (a) when received if delivered personally or by a recognised courier service, (b) if delivered by facsimile transmission when the appropriate telecopy confirmation is received; (c) upon the receipt of the electronic transmission by the server of the recipient when transmitted by electronic mail.

13. Assignment

- 13.1. Except as expressly set forth in the Agreement, neither Party shall have the right to assign, transfer, or otherwise convey any of its rights or obligations under this Agreement to any third party, wholly or partially, without the other Party’s prior written consent.
- 13.2. Notwithstanding anything to the contrary, either Party may assign, transfer charge, subcontract or deal in any other manner with any of its rights and obligations to an affiliate; or to an entity that purchases all or substantially all of the assets or equity of a party that assumes all of such party's obligations under this Agreement.

14. Miscellaneous

Exhibit: Form of Insertion Order

Insertion Order			
CONTACT INFORMATION			
Publisher		Client	
Company Name:	Baidu (Hong Kong) Limited	Company Name:	APPNESS PTE. LTD.
Contact Person Name & Title:	huanhuan Huang BDM	Contact Person Name & Title:	RAHUM RAHAMIM, Director Phone: [+972 525574633]
Phone:	+852 56640936	Fax:	//
Email:	huanghuanhuan01@baidu.com	Email:	shyyke@gmail.com
Address (Including Zip Code):	Suite 301 - 302, 3/F, Great Eagle Centre, 23 Harbour Road, Wan Chai, Hong Kong	Address (Including Zip Code):	Rom Yael 5, Apt 1, Petah Tikva, 4906215, Israel
CAMPAIGN INFORMATION			
Campaign Title: [//]	Budget: to be decided by email Geo(s): to be decided by email Daily Cap: to be decided by email Payout: to be decided by email Revenue Model and Unit Price: to be decided by email Restrictions: to be decided by email Tracking Link: to be decided by email Campaign Period: From [//] to [//] Tracking Platform: [//] Data Dispute Resolution: [//] Any update or change of Campaign, including but not limited to Unit Price, GEO, Budget, Client should notice Publisher at least 2 business days in advance by Email, and should be confirmed by Publisher by email before such update or change becomes valid.		
PAYMENT INFORMATION			
Currency	U.S. Dollars		
Payment Method	electronic funds transfer		
Publisher Account	Account name : BAIDU (HONG KONG) LIMITED Account number : 1767132901(USD) Bank name : Citibank (China) Co., Ltd. Beijing Branch SWIFT CODE : CITICNSXBJG Bank Address : Floors 1, 16-18, Excel Center No. 6 Wudinghou Street Xi Cheng District Beijing, P.R. China 100032		
Client shall make payment to Publisher Account within thirty (30) days upon receipt of Publisher's invoice. Both Parties shall promptly notify the other Party of any changes in its bank account information via emails or Insertion Order and neither Party shall be liable in any way for payments made to an incorrect bank account. In the event that either Party needs to change its designated email for this Insertion Order, such Party shall provide the other Party with a 30 days' prior written notice.			

SIGNATURE**Publisher:** Baidu (Hong Kong) Limited**Client:** [APPNESS PTE. LTD.]

By (Signature):
 Name: Huanhuan Huang
 Title: BDM

By (Signature):
 Name: RAHUM RAHAMIM GIL SHAY
 Title: Director

Date:

Date: 20/03/2026