

END USER LICENCE AGREEMENT

Active BI Ltd (April 05, 2016)

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Please read this EULA carefully, as it sets out the basis upon which we license the Software for use.

By breaking the seal on the packaging of the Software, you agree to be bound by this EULA. If you do not agree to be bound by this EULA, you must promptly return the Software in its sealed packaging to your supplier. Upon returning the Software and providing proof of purchase, you will be entitled to a refund.

OR

By clicking "accept agreement" when you first install the Software, you agree to be bound by the provisions of this EULA. If you do not agree to be bound by the

provisions of this EULA, Do not proceed with the installation process and promptly return the Software on the media upon which the Software was provided to your supplier. Upon returning the Software and providing proof of purchase, you will be entitled to a refund.

OR

Before you download the Software from our website, we will ask you to give your express agreement to the provisions of this EULA.

By agreeing to be bound by this EULA, you further agree that your employees or any person you authorise to use the Software will comply with the provision of this EULA.

1. Definitions

1.1 Except to the extent expressly provided otherwise, in this EULA:

"Charges" means those amounts that the parties have agreed in writing shall be payable by the User to the Licensor in respect of this EULA;

"Documentation" means the documentation for the Software produced by the Licensor and delivered or made available by the Licensor to the User;

"EULA" means this end user licence agreement, including any amendments to this end user licence agreement from time to time;

"Effective Date" means the date upon which the User gives the User's express consent to this EULA, following the issue of this EULA by the Licensor;

"Force Majeure Event" means an event, or a series of related events, that is outside the reasonable control of the party affected including failures of the internet or any public telecommunications network, hacker attacks, denial of service attacks, virus or other malicious Software attacks or infections, power failures, industrial disputes affecting any third party, changes to the law, disasters, explosions, fires, floods, riots, terrorist attacks and wars;

"Intellectual Property Rights" means all intellectual property rights wherever in the world, whether registrable or unregistrable, registered or unregistered, including any application or right of application for such rights and these "intellectual property rights" include copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trade marks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs;

"Licensor" means Active BI Ltd, a company incorporated in England and Wales registration number 9941441 having its registered office at 5 Canterbury Road, Reading, Berkshire RG2 7TB (UK)

"Licensor Indemnity Event" has the meaning given to it in Clause 13.1;

"**Maintenance Services**" means the supply to the User / application to the Software / supply to the User and application to the Software of Updates and Upgrades;

"**Minimum Term**" means, in respect of this EULA, the period of 12 months beginning on the Effective Date;

"**Services**" means any services that the Licensor provides to the User, or has an obligation to provide to the User, under this EULA;

"**Software**" means the Software identified in Clause 2;

"**SOFTWARE Defect**" means a defect, error or bug in the SOFTWARE having an adverse effect / a material adverse effect on the appearance, operation, functionality or performance of the Software, but excluding any defect, error or bug caused by or arising as a result of:

- at any act or omission of the User;
- b any use of the Software contrary to the Documentation by the User or any person authorised by the User to use the Software;
- c a failure of the User to perform or observe any of its obligations in this EULA; and/or
- d an incompatibility between the Software and any other system, network, application, program, hardware or Software not specified as compatible in the Software Specification;

"Software **Specification**" means the specification for the Software set out in the Clause 2;

"**Source Code**" means the Software code in human-readable form or any part of the Software code in human-readable form, including code compiled to create the Software or decompiled from the Software, but excluding interpreted code comprised in the Software;

"**Support Services**" means support in relation to the use of the Software and the identification and resolution of errors in the Software, but shall not include the provision of training services whether in relation to the Software or otherwise;

"**Term**" means the term of this EULA, commencing in accordance with Clause 3.1 and ending in accordance with Clause 3.2;

"**Update**" means a hot fix, patch or minor version update to the Software;

"**Upgrade**" means a major version upgrade of the Software;

"**Licensee**" and "**User**" means the person to whom the Licensor grants a right to use the Software under this EULA;

"**User Indemnity Event**" has the meaning given to it in Clause 13.3.

2. **Software or Application**

The Software, subject matter of this EULA, is “*Active Intelligence BI Application*” or “*Active Intelligence Server*” or “*Active Intelligence Reporting Server*” or “*Active Intelligence BI Server*” Software.

3. Term

- 3.1 This EULA shall come into force upon the Effective Date.
- 3.2 This EULA shall continue in force indefinitely, subject to termination in accordance with Clause 15.

4. Licence

4.1 The Licensor hereby grants to the User from the date of supply of the Software to the User until the end of the Term a non-exclusive licence to:

- a install a single instance of the Software (Per CPU Based License);
- b use a single instance of the Software in accordance with the Documentation; and

4.2 The User shall not sub-license the rights granted in Clause 4.1 to any third party for the purposes of hosting the Software and supporting the User's use of the Software in accordance with this EULA only.

4.3 Save to the extent expressly permitted by this EULA or required by applicable law on a non-excludable basis, any licence granted under this Clause 4 shall be subject to the following prohibitions:

- a the User must not sell, resell, rent, lease, loan, supply, publish, distribute or redistribute the Software;
- b the User must not alter, edit or adapt the Software;
- c the User must not decompile, de-obfuscate or reverse engineer, or attempt to decompile, de-obfuscate or reverse engineer, the Software; and
- d Only User as the licensed Server End-User and Report End-User have the right to use the Software.

User shall NOT permanently or temporarily transfer ANY of your rights under this EULA to any individual or business or government entity without prior written approval from Licensor to be granted on Licensor's sole discretion.

4.4 The User shall be responsible for the security of copies of the Software supplied to the User under this EULA or created from such copies and shall use all reasonable endeavours including all reasonable security measures to ensure that access to such copies is restricted to persons authorised to use them under this EULA.

5. Source Code

5.1 Nothing in this EULA shall give to the User or any other person any right to access or use the Source Code or constitute any licence of the Source Code.

6. Support Services

6.1 The Licensor shall provide the Support Services to the User during the Term.

6.2 If Licensor makes the services under this clause available in a specified 12 month period and the User pays Licensor the Support Services Fee for that period then for that period:

a) Licensor must endeavor to make available to the User for download over the internet, updates and upgrades to the Licensed Material as Licensor makes such updates or upgrades available to its general client base; and

b) If Licensor receives from the User an email notification of an error in the Licensed Material that causes the Licensed Material to perform in a manner other than as described by Licensor on its website or otherwise then Licensor must endeavor to:

i) Commence remote investigation into the error within 5 business day; and

ii) Notify the User within 7 business days of the status of the investigation including any expected timing of a solution or workaround.

6.3 The Licensor shall provide the Support Services with reasonable skill and care

6.4 The Licensor may suspend the provision of the Support Services if any amount due to be paid by the User to the Licensor under this EULA is overdue, and the Licensor has given to the User at least 30 days' written notice, following the amount becoming overdue, of its intention to suspend the Support Services on this basis.

6.5 Either party may terminate the Support Services by giving to the other party / The Licensor may terminate the Support Services by giving to the User / The User may terminate the Support Services by giving to the Licensor at least 30 days' written notice expiring on or at any time after the first anniversary of the Effective Date.

6.6 If the Support Services are terminated in accordance with the provisions of this Clause 6:

a the User must pay to the Licensor any outstanding Charges in respect of Support Services provided to the User before the termination of the Support Services;

- b the Licensor must refund to the User any Charges paid by the User to the Licensor in respect of Support Services that were to be provided to the User after the termination of the Support Services; and
- c the provisions of this Clause 6, excluding this Clause 6.5, shall cease to apply, but the other provisions of this EULA will continue notwithstanding such termination.

7. No assignment of Intellectual Property Rights

- 7.1 Nothing in this EULA shall operate to assign or transfer any Intellectual Property Rights from the Licensor to the User, or from the User to the Licensor.

8. Charges

- 8.1 The User shall pay the Charges to the Licensor in accordance with this EULA.
- 8.2 All amounts stated in or in relation to this EULA are, unless the context requires otherwise, stated inclusive of any applicable value added taxes / exclusive of any applicable value added taxes, which will be added to those amounts and payable by the User to the Licensor.

9. Payments

- 9.1 The Licensor shall issue invoices / an invoice / receipts / a receipt for the Charges to the User.
- 9.2 The User must pay the Charges to the Licensor in advance / within the period of 30 days following the issue of an invoice in accordance with this Clause / the receipt of an invoice issued in accordance with this Clause.
- 9.3 The User must pay the Charges by debit card, credit card, direct debit, bank transfer or cheques using such payment details as are notified by the Licensor to the User from time to time.
- 9.4 If the User does not pay any amount properly due to the Licensor under this EULA, the Licensor may:
 - a charge the User interest on the overdue amount at the rate of 8% per annum above the Bank of England base rate. The interest will accrue daily until the date of actual payment and shall be compounded at the end of each calendar month; or
 - b claim interest and statutory compensation from the User pursuant to the Late Payment of Commercial Debts Interest Act 1998 which entitles Licensor to charge User interest on overdue accounts and to obtain compensation.

10. Warranties

- 10.1 The Licensor warrants to the User that it has the legal right and authority to enter into this EULA and to perform its obligations under the EULA.
- 10.2 The Licensor warrants to the User that:

- a the Software as provided will conform in all material respects with the Software Specification;
 - b the Licensor does not guarantee that the Software will be supplied free from any Defects whatsoever and will remain free from any Defects for any particular period of time. However, the Licensor agrees to fix any minor defects that may be discovered at the time the Software was supplied or during its usage, insofar as the Defects were not occasioned by the acts or omissions of the User;
 - c the Software will be supplied free from viruses, worms, Trojan horses, ransomware, spyware, adware and other malicious Software programs; and
 - d the Software shall incorporate security features reflecting the requirements of good industry practice.
- 10.3 The User warrants to the Licensor that it has the legal right and authority to enter into this EULA and to perform its obligations under the EULA.
- 10.4 All of the parties' warranties and representations in respect of the subject matter of this EULA are expressly set out in this EULA. To the maximum extent permitted by applicable law, no other warranties or representations concerning the subject matter of this EULA will be implied into the EULA or any related contract.

11. Acknowledgements and warranty limitations

- 11.1 The User acknowledges that complex Software is never wholly free from defects, errors and bugs; and subject to the other provisions of this EULA, the Licensor gives no warranty or representation that the Software will be wholly free from defects, errors and bugs.
- 11.2 The User acknowledges that complex Software is never entirely free from security vulnerabilities; and subject to the other provisions of this EULA, the Licensor gives no warranty or representation that the Software will be entirely secure.
- 11.3 The User acknowledges that the Software is only designed to be compatible with that Software specified as compatible in the Software Specification; and the Licensor does not warrant or represent that the Software will be compatible with any other Software.
- 11.4 The User acknowledges that the Licensor will not provide any legal, financial, accountancy or taxation advice under this EULA or in relation to the Software; and, except to the extent expressly provided otherwise in this EULA, the Licensor does not warrant or represent that the Software or the use of the Software by the User will not give rise to any legal liability on the part of the User or any other person.

12. Indemnities

12.1 Under an event that Licensor requires indemnifying the user the indemnity amount will be limited and will not exceed the total money paid by the user to the License "**Licensor Indemnity Event**".

12.2 The User must:

- a upon becoming aware of an actual or potential Licensor Indemnity Event, notify the Licensor;
- b provide to the Licensor all such assistance as may be reasonably requested by the Licensor in relation to the Licensor Indemnity Event;
- c allow the Licensor the exclusive conduct of all disputes, proceedings, negotiations and settlements with third parties relating to the Licensor Indemnity Event; and
- d not admit liability to any third party in connection with the Licensor Indemnity Event or settle any disputes or proceedings involving a third party and relating to the Licensor Indemnity Event without the prior written consent of the Licensor,

Without prejudice to the Licensor's obligations under this Clause 12.1/ and the Licensor's obligation to indemnify the User under Clause shall not apply unless the User complies with the requirements of this Clause 12.2.

12.3 The User shall indemnify and shall keep indemnified the Licensor against any and all liabilities, damages, losses, costs and expenses including legal expenses and amounts reasonably paid in settlement of legal claims suffered or incurred by the Licensor and arising directly or indirectly as a result of any breach by the User of this EULA / a "**User Indemnity Event**".

12.4 The Licensor must:

- a upon becoming aware of an actual or potential User Indemnity Event, notify the User;
- b provide to the User all such assistance as may be reasonably requested by the User in relation to the User Indemnity Event;
- c allow the User the exclusive conduct of all disputes, proceedings, negotiations and settlements with third parties relating to the User Indemnity Event; and
- d not admit liability to any third party in connection with the User Indemnity Event or settle any disputes or proceedings involving a third party and relating to the User Indemnity Event without the prior written consent of the User,

Without prejudice to the User's obligations under Clause 12.3 / and the User's obligation to indemnify the Licensor under Clause 12.3 shall not apply unless the Licensor complies with the requirements of this Clause 12.4.

12.5 The indemnity protection set out in this Clause 12 shall / shall not be subject to the limitations and exclusions of liability set out in this EULA, except *exceptions*.

13. Limitations and exclusions of liability

13.1 Nothing in this EULA will:

- a limit or exclude any liability for death or personal injury resulting from negligence;
- b limit or exclude any liability for fraud or fraudulent misrepresentation;
- c limit any liabilities in any way that is not permitted under applicable law; or
- d exclude any liabilities that may not be excluded under applicable law, and, if a party is a consumer, that party's statutory rights will not be excluded or limited by the EULA,

Except to the extent permitted by law.

13.2 The limitations and exclusions of liability set out in this Clause and elsewhere in this EULA:

- a are subject to Clauses 13.1 and 16.6; and
- b govern all liabilities arising under the EULA or relating to the subject matter of the EULA, including liabilities arising in contract, in tort including negligence and for breach of statutory duty, except to the extent expressly provided otherwise in the EULA.

13.3 The Licensor will not be liable to the User in respect of any losses arising out of a Force Majeure Event.

13.4 The Licensor will not be liable to the User in respect of any loss of profits or anticipated savings.

13.5 The Licensor will not be liable to the User in respect of any loss of revenue or income.

13.6 The Licensor will not be liable to the User in respect of any loss of business, contracts or opportunities.

13.7 The Licensor will not be liable to the User in respect of any loss or corruption of any data, database or Software.

13.8 The Licensor will not be liable to the User in respect of any special, indirect or consequential loss or damage.

13.9 The liability of the Licensor to the User under this EULA in respect of any event or series of related events shall not exceed the greater of:

- a \$5000 (Five Thousand US Dollars); and

- b the total amount paid and payable by the User to the Licensor under the EULA in the 12 month period preceding the commencement of the event or events.
- 13.10 The aggregate liability of the Licensor to the User under this EULA shall not exceed the total amount paid and payable by the User to the Licensor under the EULA.

14. Termination

- 14.1 The Licensor may terminate this EULA by giving to the User not less than 7 days' written notice of termination, expiring at the end of any calendar month / after the end of the Minimum Term. However, if the User has breached any of the terms of this Agreement, Licensor shall be entitled to terminate the Agreement immediately.
- 14.2 The User may terminate this EULA by giving to the Licensor not less than 30 days' written notice of termination, expiring at the end of any calendar month / after the end of the Minimum Term.
- 14.3 Either party may terminate this EULA immediately by giving written notice of termination to the other party if:
- a the other party commits any breach / material breach of the EULA, and:
 - i the breach is not remediable; or
 - ii the breach is remediable, but the other party fails to remedy the breach within the period of 30 days following the giving of a written notice to the other party requiring the breach to be remedied; or
 - b the other party persistently breaches the EULA irrespective of whether such breaches collectively constitute a material breach.
- 14.4 Either party may terminate this EULA immediately by giving written notice of termination to the other party if:
- a the other party:
 - i is dissolved;
 - ii ceases to conduct all or substantially all of its business;
 - iii is or becomes unable to pay its debts as they fall due;
 - iv is or becomes insolvent or is declared insolvent; or
 - v convenes a meeting or makes or proposes to make any arrangement or composition with its creditors;
 - b an administrator, administrative receiver, liquidator, receiver, trustee, manager or similar is appointed over any of the assets of the other party;

- c an order is made for the winding up of the other party, or the other party passes a resolution for its winding up other than for the purpose of a solvent company reorganisation where the resulting entity will assume all the obligations of the other party under the EULA;
- d if that other party is an individual:
 - i that other party dies;
 - ii as a result of illness or incapacity, that other party becomes incapable of managing his or her own affairs; or
 - iii that other party is the subject of a bankruptcy petition or order.

14.5 The Licensor may terminate this EULA immediately by giving written notice to the User if:

- a any amount due to be paid by the User to the Licensor under the EULA is unpaid by the due date and remains unpaid upon the date that that written notice of termination is given; and
- b the Licensor has given to the User at least 30 days' written notice, following the failure to pay, of its intention to terminate the EULA in accordance with this Clause 15.5.

15. Effects of termination

15.1 Upon the termination of this EULA, all of the provisions of this EULA shall cease to have effect, save that the following provisions of this EULA shall survive and continue to have effect in accordance with their express terms or otherwise indefinitely: Clauses 1, 4.1, 9.2, 9.4, 12, 13, 15, 16 and 17.

15.2 The termination of this EULA shall not affect the accrued rights of either party.

15.3 Within 30 days following the termination of this EULA for any reason:

- a the User must pay to the Licensor any Charges in respect of Services provided to the User before the termination of the EULA and in respect of licences in effect before the termination of the EULA; and
- b the Licensor must refund to the User any Charges paid by the User to the Licensor in respect of Services that were to be but are not provided to the User after the termination of the EULA and in respect of licences that were to be but are not in effect after the termination of the EULA,

without prejudice to the parties' other legal rights.

15.4 For the avoidance of doubt, the licences of the Software in this EULA shall terminate upon the termination of this EULA; and, accordingly, the User must immediately cease to use the Software upon the termination of this EULA.

15.5 Within 10 Business Days following the termination of this EULA, the User must:

- a return to the Licensor or dispose of as the Licensor may instruct all media in its possession or control containing the Software; and
- b irrevocably delete from all computer systems in its possession or control all copies of the Software.

16. General

- 16.1 No breach of any provision of this EULA shall be waived except with the express written consent of the party not in breach.
- 16.2 If any provision of this EULA is determined by any court or other competent authority to be unlawful and/or unenforceable, the other provisions of the EULA will continue in effect. If any unlawful and/or unenforceable provision would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the provision will continue in effect unless that would contradict the clear intention of the parties, in which case the entirety of the relevant provision will be deemed to be deleted.
- 16.3 This EULA may not be varied except by a written document signed by or on behalf of each of the parties.
- 16.4 Neither party may without the prior written consent of the other party assign, transfer, charge, license or otherwise deal in or dispose of any contractual rights or obligations under this EULA.
- 16.5 This EULA is made for the benefit of the parties, and is not intended to benefit any third party or be enforceable by any third party. The rights of the parties to terminate, rescind, or agree any amendment, waiver, variation or settlement under or relating to this EULA are not subject to the consent of any third party.
- 16.6 Nothing in this EULA shall exclude or limit any liability of a party for fraud or fraudulent misrepresentation, or any other liability of a party that may not be excluded or limited under applicable law.
- 16.7 Subject to Clauses 14.1 and 16.6, this EULA shall constitute the entire agreement between the parties in relation to the subject matter of this EULA, and shall supersede all previous agreements, arrangements and understandings between the parties in respect of that subject matter.
- 16.8 This EULA shall be governed by and construed in accordance with English law.
- 16.9 The courts of England shall have exclusive jurisdiction to adjudicate any dispute arising under or in connection with this EULA.

17. Interpretation

- 17.1 In this EULA, a reference to a statute or statutory provision includes a reference to:
 - a that statute or statutory provision as modified, consolidated and/or re-enacted from time to time; and

- b any subordinate legislation made under that statute or statutory provision.

17.2 The Clause headings do not affect the interpretation of this EULA.

17.3 In this EULA, general words shall not be given a restrictive interpretation by reason of being preceded or followed by words indicating a particular class of acts, matters or things.

18. Miscellaneous

18.1. Thirty (30) Days Evaluation (Trial) Use Licence

If the Active Intelligence server you have obtained is marked as a "TRIAL" or "EVALUATION," you may install the Active Intelligence server on a single server for evaluation purposes only, for a period of 30 calendar days from the date of installation ("Evaluation Period"). Upon expiration of the Evaluation Period, the Active Intelligence server must be uninstalled and all copies destroyed.

18.2. Copyright

All title and copyrights in and to the Active Intelligence server (including but not limited to any Active Intelligence server trademarks, copy written images, demos, source code, intermediate files, packages, photographs, animations, video, audio, music, text, and "applets" incorporated into the Active Intelligence server the accompanying printed materials, and any copies of the Active Intelligence server) are owned by Active BI Ltd (activeintelligence.co.uk) or its subsidiaries.

The Active Intelligence server is protected by copyright laws and international treaty provisions and therefore, you must treat the Active Intelligence server like any other copyrighted material except that you may install and use the Active Intelligence server as described in this EULA.

18.3 Pricing

Pricing for the Active Intelligence server are listed on www.activeintelligence.co.uk or can be obtained by request from Active BI Ltd in writing or by requesting at sales@activeintelligence.co.uk and are subject to change with or without notice.

18.4 OEM

Original equipment manufacturer (OEM) can use the licence to integrate in its own application or provide licence Software as a combo with their application. It must, however,

- (i) not sell stand alone server without prior written consent from the licensor and
- (ii) All the other prohibitions as described in Clause 4.3

18.5. Export Restrictions

Active Intelligence server expressly complies with all export restrictions imposed by the government of the United Kingdom. You, as Active Intelligence server End-User and Active BI Ltd and its all subsidiary companies product End-User, must agree not to export or re-export the Active Intelligence server or any Active BI Ltd products within any created application to any country, person, entity or end user subject to United Kingdom export restrictions. Licensee will indemnify, defend and hold harmless Active BI Ltd and its respective officers, agents and employees from and against any and all losses, costs, claims, penalties, fines, suits, judgments and other liabilities (including applicable attorney's fees) arising out of, relating to or resulting from Licensee's failure to comply with this Section 18.5

You warrant and represent that neither the United Kingdom Export Administration nor any other government agency has suspended, revoked or denied your export privileges. This License is only valid for the country where it is bought and must not be used in any other country.

19. Publicity

Licensee hereby grants Active BI Ltd the right to list Licensee as a customer of Active BI Ltd along with other customers in marketing materials such as the Active BI Ltd web site, customer-facing presentations and press releases. There will be no implied endorsements that are explicitly or implicitly referenced other than the fact that the Licensee is a customer of Active BI Ltd.

20. Exceptions

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(www.activeintelligence.co.uk) directly in the United Kingdom at
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