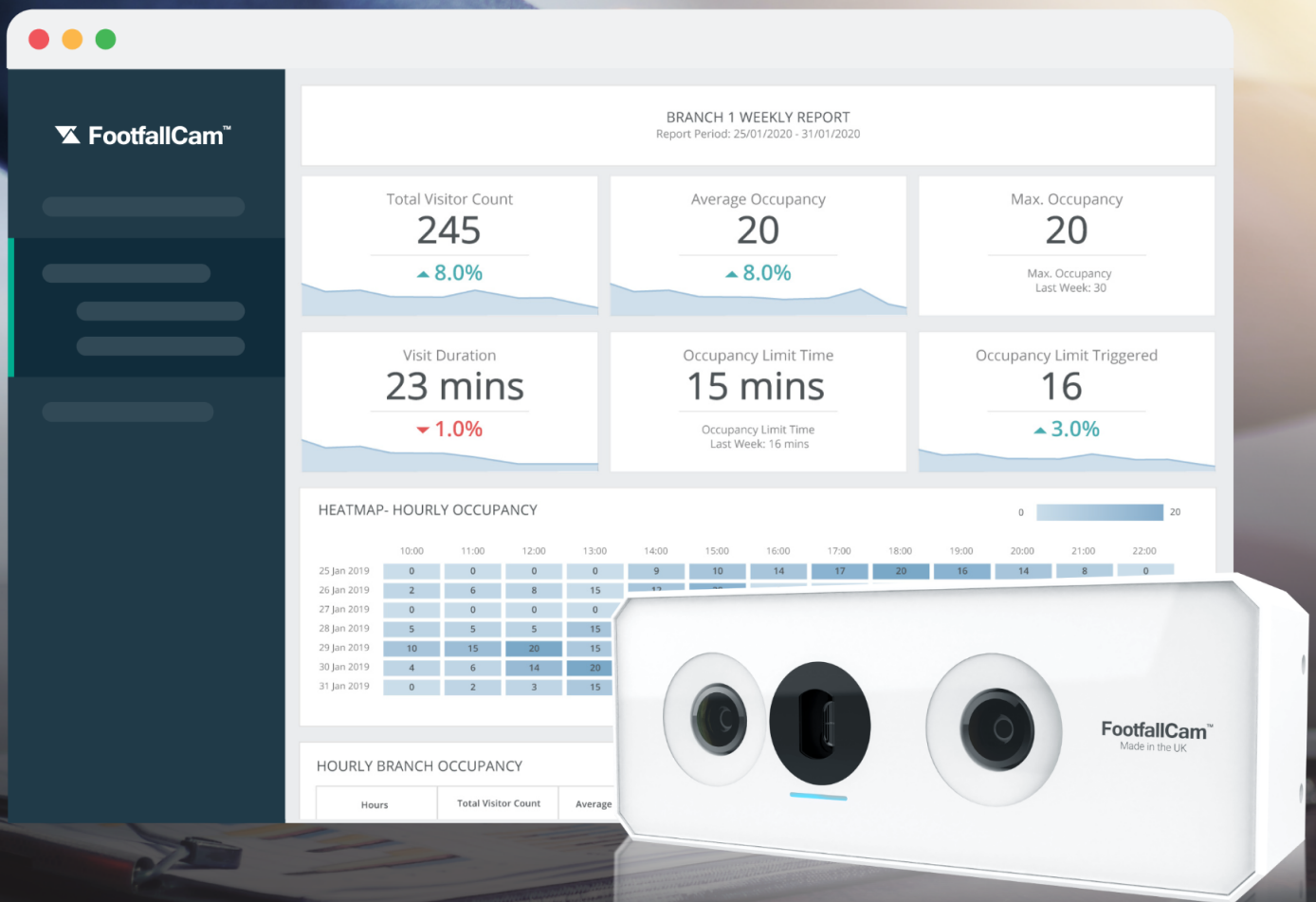


Service Level Agreement



Revision History

Revision Number	Description of Revision	Date of Revision
1	Initial Draft	May 05, 2012
2	Revision	June 05, 2012
3	Initial Release	June 11, 2012
4	Update Termination of Service	September 27, 2014
5	Update Service Agreement Plan	December 27, 2015
6	Update Response Time SLA, Preventive Maintenance, Support Flow and Repairs	February 21, 2018
7	Rate Calculation	January 27, 2023

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1.0 Agreement overview

This Agreement represents a Service Level Agreement (“SLA” or “Agreement”) between FootfallCam and Customer for the provisioning of services required to support the People Counting system. This Agreement remains valid until superseded by an amendment to this Agreement which has been approved by mutual parties.

2.0 What is included in the support contract plan?

- ✓ Daily health check, each counter will send the heartbeat to the health check report every 15 minutes.
- ✓ Automatic data availability check- Data integrity report
- ✓ Accuracy concern diagnostic
- ✓ Assist the Customer to answer technical enquiry and ensure fully operational system
- ✓ First line support on Technical Issue through support ticket
- ✓ Second Line Support on Technical Issue through support ticket
- ✓ Installation Support with pre-booking schedule
- ✓ Reporting software and database support and maintenance
- ✓ Software and firmware upgrades
- ✓ Telephone, support ticketing system and email assistance
- ✓ Responding to Support Issue following the stages SLA

3.0 Service scope and details:

This section outlines the parameters of all supporting services by FootfallCam.

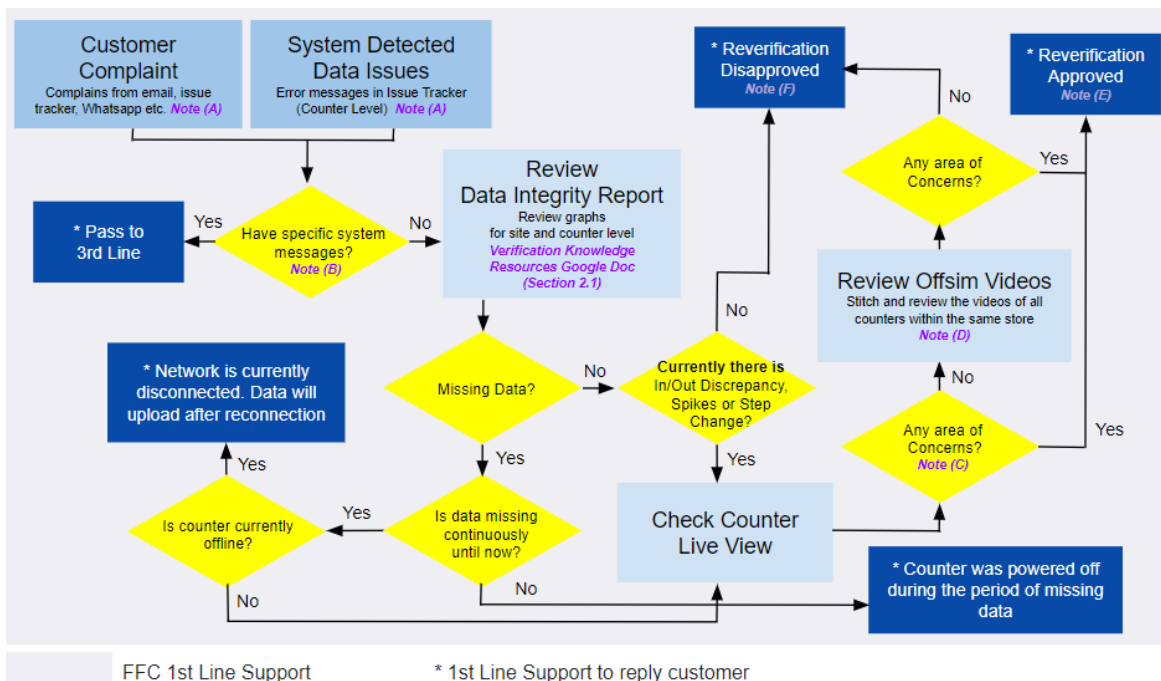
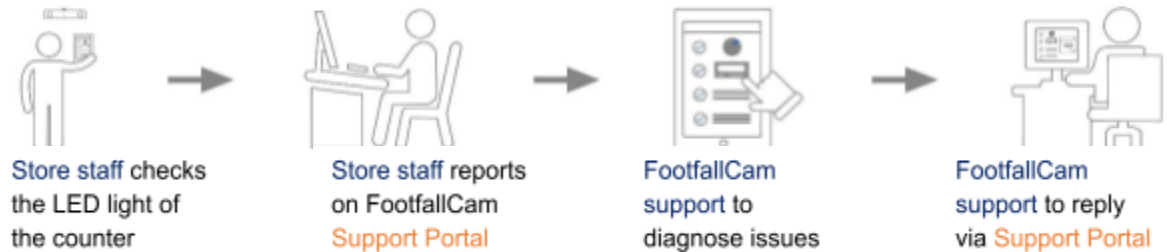


Figure 1: Flow chart of the support flow and diagnostics when issues are raised to FootfallCam

Support services provided limited to issues relating to operating system and general enquiries. FootfallCam will proactively monitor counters health checks and shall generate weekly reports on counters with potential issues to customers.

3.1 First line support



- 1) Health Check System: if a camera fails to connect and is being picked up by our Health Check System, an automated email alert will be sent to our team and the Customer.
- 2) Customers will be provided with "Counter Checking Form" from FootfallCam and would require store staff to identify the counter LED light, and perform the onsite checking based on guidelines. Customer is then required to update the counter LED light and all the Preliminary checking questions on the Support Ticket – a support communication page for all issues.
- 3) FootfallCam will diagnose the reported issue and respond within twenty-four (24) hours working day.
- 4) Customer may raise any technical issue regarding hardware or software, via phone or email (project@footfallcam.com) to FootfallCam
- 5) FootfallCam aims to resolve 80% of the calls and emails within two (2) working days. All calls and emails will be responded within twenty-four (24) hours and best efforts will be made to answer or action the support issues as soon as possible
- 6) This level of support aims to resolve most issues and may involve rebooting equipment, diagnosis and troubleshooting.
- 7) Support may require cooperation from a member of staff at the store to reboot equipment and help with preliminary diagnosis.
- 8) Most issues (90%) will be resolved by this support. Should our technical team conclude that further support is required, FootfallCam will perform remote connection into the counter.

3.2 Second line support

- 1) Second line support is performed for more complicated issues e.g. networking issues, system bugs, software faults etc. At this level, FootfallCam may perform remote connection and/or accuracy checking.
- 2) Remote connection support will be performed by a second level technical team, including up to twenty-four (24) hours remote connection.
- 3) Should accuracy checking be required, FootfallCam will perform an accuracy audit based on Section 7.0 Verification and Re-verification.
- 4) Cooperation from the store manager may be required to ensure smooth support.
- 5) FootfallCam aims to resolve within three (3) working days unless further notified on the development resolved date on the support ticket.

3.3 Site visit/ engineer call-out

- 1) For issues that are not solved by a second level technical team e.g. hardware faults including damaged cable or PoE injector, FootfallCam will recommend engineer call-out to your store or head office.
- 2) When the call-out has been authorised, Customer may pre-book Installation remote support session with FootfallCam on the engineer visit date for standby support.

- 3) Engineer will check system on site and shall bring spare units to replace faulty units (refer to Appendix II Onsite support details)
- 4) Customer to fully bear engineer call-out cost

3.4 Preventive Maintenance

FootfallCam is dedicated to continuously improving the support services offered to the Customer. Issue Tracker has been designed to gather support feedback from customers. The support ticketing system acts as a support communication between FootfallCam and Customer to communicate all issues pertaining to accuracy, data, report scheduler etc.

For all resolved issues, FootfallCam logs down the fixes to automatically handle similar issues whenever arises. From time to time, FootfallCam will make changes on Issue Tracker or any other support tool without prior notice.

Support	Description	Actions to resolve	Service
General services			
General enquiries	General enquiries from Customer regarding system infrastructure, usage		Within 24 hours
First line support			
Server Uptime	FootfallCam Analytic Manager server availability	FootfallCam Support will perform checking based on First Line Support Guideline.	Uptime of 98%
Daily health check	Automated notification whenever a FootfallCam device has lost connection to the server.	Store staff should determine the LED light emitting from FootfallCam device and report it on the issue tracker	Within 24 hours
Data trend	Checking for discrepancies between the data observed and the data collected by the FootfallCam device	FootfallCam will review the data collected over a period	Within 24 hours
Device live view	Checking whether there are any obstructions blocking the live view	FootfallCam will remotely access the device	Within 24 hours
Second line support			
Network issue	Networking diagnosis for when a FootfallCam device cannot connect to the FootfallCam Analytic Manager	FootfallCam will troubleshoot network issue and provide store staff an actionable plan	Within 24 hours
Accuracy issues	Concerns when an accuracy level of a device is not as indicated	FootfallCam personnel will review current accuracy configurations and recalibrate (Charge may applied if the fault is on customer side)	Within 7 days
Accuracy audit	Initial calibrations to ensure that the counting data reaches a 95% and above accuracy level, and collection of sample size to showcase integrity of accuracy	One accuracy audit and accuracy certificate are available upon installation of a new device	Within 24 hours for initial calibration Within 3 days to collect sample size

4.0 Response KPI

Support	Description	Agreed KPI
Data integrity KPI	The authenticity of the FootfallCam visitor counting data	96%
Server uptime KPI	The accessibility of the server – FootfallCam Analytic Manager	98%
General support enquiries	General enquiries regarding system infrastructure and usage	Respond within 24 hours

5.0 Service hours

FootfallCam support hours:

Asia Office : 9:00 A.M. to 6:00 P.M. Monday – Friday (G.M.T +8)

Europe Office : 9:00 A.M to 5:00 P.M Monday – Friday (G.M.T)

Telephone support line :

1) Asia Office : +60 3-9011 2413

2) Europe Office : +44 (0) 1344 937275

Email : project@footfallcam.com

Note. This is specifically for calls for urgent matters. All queries should be raised via FootfallCam Support Portal.

6.0 Software Licence

- 1) FootfallCam grants the Customer a non-exclusive and non-transferable software licence to use the people counting system for its own business and in accordance with this Agreement.
- 2) FootfallCam may, from time to time, deliver upgrades for software and firmware to improve the performance of the people counting device, at no extra charge.
- 3) The Customer acknowledges that the intellectual property rights in the software belong to FootfallCam and shall not use the licence with counters from third parties.
- 4) FootfallCam may introduce new features in the service package at the discretion of FootfallCam's Account Manager and Product Line Manager.

7.0 Warranty

7.1 Hardware Warranty

- 1) Every FootfallCam counter, by default, comes with a one (1) year manufacturer hardware warranty.
- 2) FootfallCam will respect the confidentiality of information acquired and therefore, not disclose any such information to third parties.
- 3) The warranty period will be effective upon the system going live.
- 4) Extension warranty will start after the expiration of 1st year free warranty
- 5) The maximum period of warranty extension the Customer can subscribe is five (5) years.
- 6) Within the warranty period, any replacement services shall be quoted on a discounted price
- 7) After the maximum extended warranty of five (5) years, price incurred for any equipment replacement will be as according to standard price.

8) Refer to [Warranty Terms and Conditions](#) for detailed information on warranty.

7.2 Software Warranty

For each supported software licence, FootfallCam reserves the rights to modify or amend the contents to improve the performance. Should there exist software errors or bugs, FootfallCam will, with best efforts, provide a fix to ensure the issue is resolved in a timely manner.

7.3 Repairs

Upon diagnosis by FootfallCam that the device is suspected faulty, Customer is required to send the device back to FootfallCam for repairs. There will not be repair charges provided the device is within warranty period. Refer to [Warranty Terms and Conditions](#) for detailed information on repairs terms and conditions.

8.0 Accuracy Audit

8.1 Verification

1) After the counter has been successfully installed, the accuracy audit and verification shall be carried out to ensure the counters are achieving the expected industrial level of accuracy – 95% and above.

8.2 Re-verification

- 1) In the event that the Customer questions the accuracy audit of the FootfallCam counter, a request for re-verification can be made to FootfallCam.
- 2) Re-verification requests will only be entertained after the Customer request and submit the Re-verification Request Form to FootfallCam.
- 3) Customers are required to provide reasonable and necessary evidence e.g. video recordings from the counter under certain hours and screenshots showing any large deviation along with the request submission. No charge will be incurred when a re-verification request is submitted under this category.
- 4) In the event that the Customer submitted re-verification request, where FootfallCam Verification Specialist concludes the issue to lie with changing environment, counter reposition, store relocation or any other factors not known or informed to FootfallCam, re-verification charge will be incurred for Customer who subscribe to support contract.
- 5) The Extended period for re-verification shall be the same as verification period, as stated in Section 8.3.

8.3 Timeline for Accuracy Audit

Category	Priority	SLA (Start Date to Certified Date)
Counter of the 'Trial' Site	High	Tuned within 1 Day, Certified within 3 Days, OR The deadline as specified in the Expected Date
New Verification / Reverification	Normal	Tuned and Certified within 3 to 7 working days
Verification / Reverification with 'Difficult to Tune' issue(s)	Normal	Tuned and Certified within 3 to 7 working days

9.0 Returns

- 1) To return a counter for defects, incorrect orders or shipments, or any other reason, customers are

required to request for Return Merchandise Authorization (RMA) Form from FootfallCam.

- 2) Customers shall bear the cost associated with returns, by any means.
- 3) FootfallCam shall bear the cost associated with sending replacement units to the Customer.
- 4) Returns from Europe countries shall be sent to FootfallCam Europe Office. Returns from Asian countries shall be sent back to FootfallCam Asia Office.
- 5) Refer to [Returns & RMA Terms and Conditions](#) for detailed information on warranty.

10.0 Customer responsibilities

It is the responsibility of the Customer to characterise the issue of the counter, raise Trouble Ticket and provide relevant evidence for FootfallCam to act upon. Customer bears the following responsibilities in support of this Agreement:

In the event of FootfallCam counter issue:

- 1) Request Counter Checking Form from FootfallCam.
- 2) Request Re-verification Form from FootfallCam for accuracy re-verification and provide hard evidence as according to section 8.2 Re-verification (3).
- 3) Request Return Merchandise Authorization (RMA) Form from FootfallCam for counter returns.
- 4) Perform onsite diagnosis based on counter troubleshooting guidelines.
- 5) Raise any technical issue regarding hardware and software, via phone, email or Issue Tracker to FootfallCam.
- 6) To provide IT and operational staff to actively monitor the health check status on the counter and identify their issue.
- 7) Monitoring of support contract and hardware warranty expiry dates through Counter Detail page.

Any support email or description on Issue Tracker to FootfallCam should provide the following to ensure prompt response:

- 1) Counter name
- 2) Clear, detailed description of the issue
- 3) Any subsequent abnormal occurrences
- 4) Screenshot or any other relevant attachments to support

11.0 Periodic review

This Agreement shall be periodically reviewed and revised as required, provided agreement is obtained from FootfallCam and Customer and communicated to all parties involved.

12.0 Duration

This Agreement is valid for one (1) year from the Counter Verified Date (refer to as the date when the counter has completed verification study by FootfallCam Verification Specialist). Both FootfallCam and Customer shall refer to Counter Details page on the expiry dates for support contract and hardware warranty

13.0 Termination of service

The Service Level Agreement is effective for 12 months. Prior to the termination of service, a one (1) month written notice

must be given to FootfallCam.

14.0 Reactivation of service

Reactivation of service is when all stores have terminated the service and are opting to reactivate the service again. In the event the Customer wishes to reactivate FootfallCam service, this would be considered as a new Service Level Agreement with a minimum of 12 months contract.

15.0 Confidentiality

The Customer will treat all information communicated in this Agreement as confidential.

The below signed parties hereby acknowledge that they have read and understand the entire Agreement, that they have authority to enter this Agreement on behalf of their respective organizations, and that they have freely and voluntarily executed this Agreement.

Executed for and on behalf of

Supplier: FootfallCam

By:

Executed for and on behalf of

Partner: **(insert Company Name)**

By:

(Authorized Signature)

(Printed Name)

(Title)

2023

(Authorized Signature)

(Printed Name)

(Title)

2023

Appendix I: Technical Support Services

Feature	With Support Contract	Without support Contract
Hardware Maintenance and Troubleshooting Support		
Automatic daily Health Check alert by system	✓	X
1 st line Diagnosis	✓	X
2 nd line Remote Diagnosis and Support	✓	X
Services		
First time device tuning	✓	X
Data Integrity check	✓	X
Device reconfiguration/ reverification	Please refer to the table above in Appendix I - Service Package	Please refer to the table above in Appendix I - Service Package
Corrective action for inaccurate devices	✓	X
Staff training on using the Reporting Software (online training)	Please refer to the table above in Appendix I - Service Package	Please refer to the table above in Appendix I - Service Package
Reporting Software & Database support and maintenance	✓	X
Reports Customisation	Please refer to the table above in Appendix I - Service Package	Please refer to the table above in Appendix I - Service Package
General and Technical Support questions	✓	X
Performance Reporting	✓	X
System Integration	✓	X
Upgrades		
Reporting Software updates	✓	X
Device Firmware upgrades	✓	X
Request new software features	✓ * subject to technical review and feasibility assessment, it may incur a possible cost (at a discounted rate).	X
Server Maintenance		
Server Backup	✓	X
Server Compatibility	✓	X
Server Health Check	✓	X
Server Recovery	✓	X
Server Troubleshoot	✓	X
Version Update	✓	X
Repair & Extended Warranty		
Device Replacement	✓	X
Extended Warranty	✓	X

Appendix II: Support Service Detailed Description

Automatic daily Health Check alert by system: System performs an automatic nightly check on the device, to check if the device is connected to the server, if it's counting, and if count data is being uploaded to the server. Should any device fail Health Check, an email alert will be sent to the designated email address to monitor and run initial diagnosis.

1st line Diagnosis: Customer to use Counter Checking Form, perform first line triage diagnostic checks, and raise support ticket to FootfallCam if it couldn't resolve. Footfallcam will be doing first line qualification and diagnostic if required engineer callout or any next action plan for customer.

2nd line Remote Diagnosis and Support: Technical issue diagnostics such as Technical bugs, accuracy concerns, system issues. Remote connect to device by FootfallCam Support to investigate and rectify technical issues. Bug resolution will be done by FootfallCam second line.

First time device tuning: Each device comes with 1x free tuning credit with the service of FootfallCam specialist will help to configure the device accuracy based on the unique environmental condition after installed.

Data Integrity check: FootfallCam to perform accuracy diagnostic according to the evidence raised, to identify the issue and the necessary corrective action.

Device reconfiguration/ reverification: In the case of the repositioning, reallocation, FootfallCam will provide the re-tuning service with credit package.

Corrective action for inaccurate devices: In situations where the field of view (FOV) environment has remained unchanged FootfallCam will assess the situation, analyse the data, and take necessary corrective actions to ensure accurate performance.

Staff training on using the Reporting Software (online training): FootfallCam provide online/video tutorials and guidelines

Reporting Software & Database support and maintenance: Up-to-date version maintenance (*Only applicable to Customers who host the software/database on their own corporate server)

Reports Customisation: FootfallCam customises reports and dashboard according to specific preferences or requirements

General and Technical Support questions: Answering the technical question raised

Performance Reporting: Monthly dashboard on the support service SLA and system performance dashboard

Device Replacement: Free 1 year device warranty period. Warranty period will be effective upon the system going live. As per [FootfallCam Device Warranty and RMA Terms and Condition](#).

Extended Warranty: Minimum one (1) year subscription and maximum warranty can be extended for an additional 4 years, up to a total of five (5) years warranty. Extension warranty will begin after the expiration of 1st year free warranty.

Server Backup: Backup of important data in the event of server malfunction/data corruption.

Server Compatibility: Monitor server compatibility for 14 days in the event of Customer server upgrade.

Server Health Check: Monitor server storage, server aggregation status, server software versioning and counter firmware distribution. When the server is disconnected, a downtime alert will be sent to alert FootfallCam. Notification email is immediately sent to the Customer to inform the server status and actions plans to troubleshoot. Closely monitor through central server to ensure maximum uptime.

Server Recovery: Automated restoration function is available for server recovery in the event of server fault.

Server Troubleshoot: Remote troubleshoot in the event of server fault

Version Update: Server control panel version update to add in new features. FootfallCam constantly optimize control panel software to suit different servers' specifications. Optimize any server performance that might have degraded overtime specifically for servers that are not dedicated to only FootfallCam.