Appendix 1h

Latest version: November 26th[th] 2025

Product name: MyLINK Studio

Product description: The customer is provided access to a web interface for rich (more than simple text), interactive and personalized mobile communication with End Users through different Channels, by use of modules/functionalities as described below.

The functionalities below are included in the Product:

- Design studio using drag and drop for SMS, Rich SMS (including link to web page), RCS, and basic web pages
- Send console: One walk-through flow to send your messages (Step by step flow, Message composer, Fallback logic setup (subject to separate terms), Scheduling Send)
- Campaign Template Manager: Design a campaign and save it as a template (with a name, selected channels, and fallback logic)
- Analytics Dashboard: Reports available on the platform and to export as CSV or XLS (Deliveries Opt-outs Channel delivery comparisons Rich message clicks Engagement rates Fallback success rates)
- Multiple special effects (carousels, banners, buttons, counters, etc....) and multimedia support (images, videos, etc....)
- Reports and statistics for the analysis of campaigns (Delivery Rate, CTR, Engagement rate)

Means of access: API ☐ , Web Access ☒, Portal ☒

LINK may, by its sole discretion, offer additional functionalities for a limited time period. Continued use of such functionalities may be offered at additional fees, as agreed in Service Order:

- Web page builder - creating personalized HTML pages (also called "Landing pages") which are used in carrying enriched campaigns of Messages. The rich experience is offered through the generation of a personalized HTML page for each End user of the campaign. The personalized HTML page is available to Customer for a limited period of time (one month).
  - o A **"page generated"** refers to a **personalized HTML landing page** created by the Web Page Builder tool as part of a campaign using enriched (rich content) messaging. For each targeted end user, a unique HTML page is dynamically generated to deliver a customized experience. This personalized page is:
    - Hosted and made available to the end user via a URL link;
    - Accessible for a **limited duration of 30 (thirty) days by default** from the date of generation;
    - Counted individually per message sent.
    - A **traffic fee applies to each individual page generated**, regardless of whether the end user opens or accesses the page.
- Custom domain for the Web page: web pages come with a default domain (such as .page). This add-on allows you to customize the domain. A traffic fee applies to each message including a custom domain.
- URL shortener: Built-in URL shortener, Rich SMS messaging, Reduce character counts.
  - o The **"number of shortened links generated"** refers to the total count of unique URLs that are processed through the built-in URL shortener as part of a messaging campaign. Each shortened link is:
    - **Uniquely generated** for a message,
    - **Trackable**, enabling performance metrics (e.g., clicks),
    - A **traffic fee applies to each message** that includes a shortened URL, regardless of whether the link is clicked by the end user.
- Custom domain for the URL shortener: shortened URLs come with a default domain (such as .page). This add-on allows you to customize the domain. A traffic fee applies to each message including a custom domain.
- Search: Advanced search across campaigns (per time period, tags, mobile number, country, sender, campaign name, and more)
- Single Sign On (SSO): Centralized identity management, Enterprise grade support
- Data retention custom duration: "Data Retention Custom Duration" refers to the ability to define and configure a specific period of time during which campaign-related data (such as message logs, delivery reports, user interactions, and analytics) is stored and made accessible within the platform. LINK standard duration for data retention is 180 days. A custom duration allows the Customer to choose a longer or shorter retention timeframe based on internal policies, compliance requirements, or analytical needs. Additional storage fees may apply depending on the selected duration and volume of data retained.
- Customer Success expert providing support in the design and launch of a campaign

Channels supported: The Product can be integrated for communication through the following Channels: RCS, WhatsApp, and SMS. Availability of some of the Channels may depend on payment of extra fees.

Product-specific terms

Channels and Integrations

The Product can be integrated with Channels, only if they are delivered by LINK and it is Customer's responsibility to ensure that such a Channel is in place. Channels are governed by separate Service Orders, signed by both Parties.

As far as one or more product functionalities may integrate with third party products or services, Customer acknowledges and agrees that LINK has no liability for any such third-party products and services. LINK makes no guarantee as to the safety, security, fitness, reliability or usability of any third party products and services. Customer accepts and understands that each such provider may have terms of use that Customer will commit to and it is Customer's obligation to ensure that the correct terms are applied and adhered to for any such provider.

Product specific Data processing terms
The following terms are relevant for Data Processing for the use of the Product described in this Appendix. In case of conflict with the Data Processing Agreement, the terms herein shall have precedence

Retention time
Retention time follows from LINK's privacy notice on https://www.linkmobility.com/legal/privacy

Retention period for data processed on behalf of Customer may vary based on Customer's choice of storage fee, if such option is available in the Fees section of the Service order.