



Algolia SAS ("Algolia")
55 Rue d'Amsterdam
75008 Paris, France

Prepared by: Pim Van-Der-Pluijm
Email: pim.pluijm@algolia.com
Quote #: Q-55865

Service Order

Subscriber Details	
Subscriber Information Penn Elcom Limited	Billing Information Penn Elcom Limited
Address (Information including for notice) 1st Floor, Sackville House, 143-149 Fenchurch Street London, EC3M 6BN United Kingdom	Address 1st Floor, Sackville House, 143-149 Fenchurch Street London, EC3M 6BN United Kingdom
Ship To Contact Name: Andrew Martin Email: andrew.martin@penn-elcom.com Phone:	Bill To Contact Name: Andrew Martin Email: andrew.martin@penn-elcom.com Phone:

Billing Details			
Payment Terms	Payment Schedule	Method of Payment	Billing Currency
Net 30	Annual	Wire Transfer	EUR

Term & Infrastructure Location		
Primary Serving Region(s)	Term (Months)	12.00
EU	Start Date	20-Jul-2026
	End Date	19-Jul-2027

QTY	Subscribed Services - Search and Ancillary
1	Analytics Extended Retention
1	Core Foundation
4,920 Search Units* per each 12-months contract year	Elevate for Ecommerce Plan (Algolia NeuralSearch) - Search Units
600 Record Units** per each 12-months contract year	Elevate for Ecommerce Plan (Algolia NeuralSearch) - Record Units, price includes 10% volume discount
1,400 Recommend Units*** per each 12-months contract year	Algolia Recommend Plan

*Search Units = Maximum number of search requests per 1,000 search requests; Search Units included in this Service Order consist of 4,920,000

cumulative search requests.

**Record Units = Maximum number of records per 1,000 records; Record Units included in this Service Order consist of 600,000 maximum records.

***Recommend Units = Maximum number of recommend requests per 1,000 recommend requests; Recommend Units included in this Service Order consist of 1,400,000 cumulative recommend requests.

Subtotal:	€31,026.00
Discount (29.09%):	(€9,026.00)
Total Annual Rate:	€22,000.00
Total Committed Amount for Initial Term:	€22,000.00

QTY	Professional Services	Amount (One-Time Payment, Prepaid)
1	Algolia Onboarding	€5,500.00
TOTAL		€5,500.00

Subscribed Services Terms and Conditions

Subject to the terms of this Service Order, during its term, Algolia will provide Subscriber with a subscription to:

- Elevate for Ecommerce Plan (Algolia NeuralSearch) as described at www.algolia.com/SD/neural-elevate-ecom to use up to the number of Search Units, Record Units, and any additional Services or features as described in this Service Order for the fees set forth above. Elevate for Ecommerce Plan (Algolia NeuralSearch) is subject to (i) an average 10 kilobyte per record size limit with a maximum size per record limit of 100 kilobyte, (ii) a maximum data size of 100 gigabytes per application, and (iii) a maximum per index size limit of 100 gigabytes. If Subscriber exceeds the limit on record size, index size or data size per application, Algolia may either degrade or suspend Services until Subscriber adjusts usage to fit plan limits. Elevate for Ecommerce Plan (Algolia NeuralSearch) is subject to Subscriber implementing the Algolia Insights API.
- Algolia Recommend as described at www.algolia.com/SD/recommend, to use up to the number of Algolia Recommend Units for the fees set forth above. Algolia Recommend is subject to Subscriber implementing the Algolia Insights API.
- Analytics Extended Retention as described at www.algolia.com/SD/extended-retention-analytics.
- Core Foundation as described at www.algolia.com/SD/core-foundation.
- The Professional Services package(s) listed above, as described in and subject to Algolia's Professional Services terms, available at www.algolia.com/SD/pro-serv-terms. In case of a conflict between this Service Order and the Professional Services terms, the Professional Services terms shall prevail so that the order of precedence of documents shall be the Professional Services terms, this Service Order and the Terms. Any Professional Service(s) subscribed hereunder shall not automatically renew.

General Terms and Conditions

This Service Order, including its attachments, is governed by Algolia's Terms of Service available at www.algolia.com/SD/terms (the "Terms"). In case of a conflict between this Service Order and the Terms, this Service Order shall prevail. Subscriber may use up to 10 applications for all Subscribed Services. This Service Order is not an invoice and the prices shown do not include any taxes that may apply. Beginning on or before the Start Date, Algolia will invoice, and Subscriber will pay for the Subscribed Services in accordance with the Payment Schedule and Payment Terms set forth above. Subscriber will pay all fees in the currency set forth in the Service Order. If Subscriber elects to pay by credit card, Algolia will charge, and Subscriber will pay, all fees immediately when billed. Subscriber's obligation to pay fees is non-cancellable and except as set forth in the Terms, fees may not be credited or refunded. Unused Search Units and Record Units are not carried forward from one contract year to the next. Algolia's measurement of Subscriber's use of the Subscribed Services is final, and Subscriber may not downgrade or transfer its Subscribed Services during the term of this Service Order.

Subscribed Service - Excess Usage

If Subscriber exceeds its usage limit, in this Service Order, including any amendment or add on to this Service Order ("Included Usage"), Algolia will invoice excess usage at the applicable overage rates set forth below, billed monthly in arrears. However, Subscriber may, within forty-five (45) days of first exceeding the Included Usage, request to increase the Included Usage. If such a request is made in writing, the increased limit will be billed at the applicable current committed usage rate(s) of this Service Order, including any amendment or add on to this Service Order, and the portion of the increased limit covering excess usage incurred during that forty-five (45) day period will be billed retroactively.

Excess Usage Rate(s)

Elevate for Ecommerce Plan (Algolia NeuralSearch) - €1.95 per Search Unit per month; €4.80 per Record Unit per month
Algolia Recommend - €0.60 per Recommend Unit per month

Unless earlier terminated in accordance with its terms, the term of the Service Order will start on the Start Date and continue until the End Date as set forth above. Except with respect to professional services, if subscribed, at the end of the initial term and any renewal term, this Service Order will automatically renew for successive terms, unless either party gives the other written notice of non-renewal at least 60 days before the end of the then-current term. At each renewal of this Service Order, Algolia will increase the fees by 7% (i.e., the Total Annual Rate for the applicable term will be increased by 7% for the renewal term and such increased total amount will become the new Total Annual Rate for such renewal term and subject to a 7% increase for the immediately following subsequent renewal term).

Any terms and conditions on a Subscriber purchase order do not apply to this Service Order and are null and void.

Subscriber acknowledges that Algolia has the right to reject this Service Order if not executed and delivered to Algolia by July 20, 2026.

IN WITNESS WHEREOF, Algolia and Subscriber have executed this Service Order through their authorized representatives as of the dates set forth below.

ALGOLIA

SUBSCRIBER

Signature:

Signature:

Name:

Name:

Title:

Title:

Effective Date:

Date:

Is a PO Required?