



YourPass Pricing - internal only

valid from May 1st 2023

1. Digital passes

Digital passes Pricing:

# of issued cards annually		Price per card per year			
from	to	BASIC card	PREMIUM (1.000 updates included)		Price per update per card
0	99,999	€0.100	€0.30		€0.03
100,000	249,999	€0.080	€0.25		€0.03
250,000	500,000	€0.075	€0.25		€0.03
500,000	750,000	€0.070	€0.22		€0.02
750,000	1,000,000	€0.060	€0.20		€0.02
1,000,000	2,500,000	€0.050	€0.17		€0.02
2,500,000	5,000,000	€0.045	€0.16		€0.02
5,000,000	10,000,000	€0.040	€0.15		€0.02

- Price per issued card
 - o Basic (updates paid separately)
 - o Premium (including 1.000 updates during paid annual subscription)
- Price Per update per issued card
 - o for Basic cards per update
 - o above 1.000 updates for Premium cards
- Updates:
 - o PREMIUM Card: price per card for max 1.000 updates/push notifications per year, ie. 1 weekly
 - o if more notifications needed, Client can purchase extra communication package(s)
 - o price per update applies to all cards stored in the system (regardless if downloaded)
- YourPass services includes in the standard price:
 - o Issue, store and/or update digital passes
 - o Send push notification to digital passes
 - o 24/7 access to Console
 - o 24/7 access and use of our API
 - o Standard Support in English and Czech (5/8, 0830 - 1730 CET during working days)
- Discounts available for longer commitments
 - o 2 years – 5%
 - o 3 years – 7%
- Higher price/SURCHARGE for monthly payments or shorter commitment
 - o Monthly commitment or payments +20%



- Example: if annual contract is 100k and they want to pay monthly, the monthly price will be 10k. (12 x 10k = 120k)
 - Quarterly commitments or payments +10%
- Minimum order per year is 5.000 Euro (including account setup, one Apple certificate, training, new cards, etc.)

Updates extra pricing

- **Definitions**

- update/notification means card content adjustment with or without notification
- it can be triggered via API, Console or manually from the card

- **Princip:**

- 1.000 updates/notifications yearly are included in the annual price for Premium card
- # of purchased updates/notifications aggregates for the subscription = #of subscribed cards * 1.000 per year
- example: purchased 100.000 Premium cards for a year include 100.000.000 updates/notifications
- more updates can be purchased per the price list below (upfront payment)
- billing for additional notification packages is quarterly
- unused notifications are not transferable into new subscription period

Pricing for more updates for Premium cards				
	# of updates/notifications = packages			
up to # of cards	per 1	per 10,000	per 100,000	per 1,000,000
500,000	€0.015	€143	€1,350	€12,000
above 500.000	€0.010	€95	€900	€8,000

Pricing for more updates for Basic cards				
	# of updates/notifications			
up to # of cards	per 1	per 10,000	per 100,000	per 1,000,000
500,000	€0.03	€285	€2,700	€24,000
above 500.000	€0.02	€190	€1,800	€16,000

Terms definition:

- **Basic card**

- The digital card issued as an identifier, information leaflet or basic ticket with the possibility of one-time voided
- RECOMMENDED FOR:
 - Voucher, Coupon, Info card, Ticket, Delivery Card, Product Warranty Card
- pay per issue = prepaid model for 12 months as a SaaS service
- pay separately per update and/or notification per card based of # issued cards and # of updates/notifications.
- card is valid for 12 months after issue date
- no GPS or Beacon notifications included
- The digital card issued as an identifier, information leaflet or basic ticket with the possibility of one-time voided



- **Premium card**
 - A digital card that uses the full functionality of your Yourpass format - including updates & notifications and GPS/Beacon notifications
 - RECOMMENDED FOR:
 - Loyalty cards Membership cards, Fan Card, 360 Ticket, Stamp card, Insurance Assistance Card, Proces Card, Students & Employee Card
 - pay per issue and update/notification blended into one price
 - prepaid model for 12 months as a SaaS service
 - no extra fee for up to 1.000 updates/notifications during 12 months
 - included functionality for 10x GPS a 10x Beacon
 - card is valid for 12 months after issue date

- **Issue the card** = when the card is generated in our system - it can be done by several ways
 - click on URL address with distribution link => you see the preview of the card
 - somebody generates the individual personalized URL links for cards based on a batch file with names - usually it is done by YourPass as well per Client request
 - 3rd party system calls our API with call "issue the card"

- **Downloaded card** = "adding into your device"
 - when you see the preview of the card, you have 2 options
 - Add to wallet => card is downloaded and stored on the device
 - exit / abort / etc..

- **Stored card:**
 - stored card in mobile wallet (Cardholder can delete the card)

- **update the card:**
 - based on several inputs (API call, manually, batch file, etc.) system will update the card in our database
 - update the stored card on the end-user device

- **push notification:**
 - based on several inputs (API call, manually, batch file, etc.) system will send the message to every device, where the actual card is stored (if push notifications are allowed on the device)



2. Digital business cards:

Digital business card is a special edition of digital passes.

Price per digital business card:

	in EURO				in CZK		
	for 1 year	for 2 years	for 3 years		for 1 year	for 2 years	for 3 years
1-10	€5,90	€8,85	€9,96		153 Kč	230 Kč	259 Kč
11-100	€4,90	€7,35	€8,27		127 Kč	191 Kč	215 Kč
101-500	€3,90	€5,85	€6,58		101 Kč	152 Kč	171 Kč
501-1000	€2,90	€4,35	€4,89		75 Kč	113 Kč	127 Kč
1001+	€1,90	€2,85	€3,21		49 Kč	74 Kč	83 Kč

This service fee includes:

- issue and maintenance of digital business card
- 365 updates yearly
- Embed VCard
- Unlimited copies (duplicates) of business cards (card duplicate - for sharing via email)

3. Contractual principles:

- All prices are without VAT and all applicable taxes
- We provide our services as PaaS = Platform as a Service - Subscription based service for 12 months commitment with upfront payment
- Cards
 - Cards can be issued any time during the subscription period
 - Card is valid for 12 months from issue date
 - 100kB is the max size of a card (extra surcharge for a bigger card)
- Renewal process and price:
 - Contract is for 12 months from signature with auto-renewal clause, unless terminated 3 months prior to end of subscription
 - Price for renewal consist of
 - # of planned new issued passes for new period (for next 12 months) (plus)
 - # of passes stored in our database from the previous period(s)
 - We will provide the report (or the report will be available in the Console)
 - Issuer is entitled to optimize / delete the stored passes from the system if they want and they don't need them. If they do delete passes from the system, they are not able to communicate to those downloaded passes on CardHolder's mobiles anymore.
 - If subscription ends (=not renewed)
 - Issuer cannot update cards or send notifications
 - Issuer does not have access to Console, API, Support, etc.
 - CardHolder cannot download cards
 - downloaded Cards are still valid till the expiration date, ie. 12 months after issue date
 - 1 month after the subscription ends, we can delete or void all cards from our system (if passes are downloaded, they stay on the mobile device)



- Client has access to the service during the subscription period only (into the console, API, support, etc.)
- Account setup: 2.000,- EUR
=> minimum yearly order value is 5.000 EUR

4. Other services

Dedicated AWS instance

For customers/partners with special needs and requirements, we can offer a dedicated AWS instance dedicated for its data only. Pricing for the services:

- new EU data server deployment (AWS services) - €3.000 one time fee
- new non EU data server deployment (AWS services) - €4.000 one time fee
- dedicated AWS instance services FEE - €1.500/month
- Maintenance for a AWS dedicated instance - €1.000/month includes:
 - Infrastructure and application monitoring
 - Disaster recovery management
 - Incident management and problem solving
 - New releases deployment
 - Security monitoring
 - Auditing

Extra paid services

- Account setup: 2.000,- EUR
 - => minimum yearly order value is 5.000 EUR
- Premium Support: tbd based on client needs
- 24/7 support: tbd on time zones / language
- POC - tbd based on client scope