MessageMedia
THE SMS SPECIALISTS

Capabilities and Service Level Agreement

About MessageMedia

MessageMedia is a global leader in mission-critical enterprise communications. Founded over 15 years ago, we serve over 15,000 clients worldwide, including Fortune 100 financial services, healthcare, and technology companies, as well as government entities. MessageMedia is singularly focused on providing best-in-class enterprise communications via SMS. We offer our clients industry-leading reliability, as well as unmatched technical and customer support.

- **Reliability -** 99.7% of messages are delivered in 30 seconds
- **Support -** Live, 24 x 5 support with optional 24 x 7 coverage
- **Reach -** Delivery to over 200 countries worldwide
- **Speed of Deployment -** Be up and running in minutes, rather than weeks or months
- **Experience -** 15+ years' experience and more than 15,000 customers' organizations in multiple industries

MessageMedia and RSA

MessageMedia is a member of the RSA Ready Partner Program with certified interoperability between MessageMedia's SMS platform and RSA's Authentication Manager solution.

The RSA Ready Partner Program certification means that administrators using RSA Authentication Manager can now use MessageMedia for delivery of one-time passcodes via text messages for on-demand authentications.

MessageMedia's focus on mission-critical enterprise communications means that our system is well-suited to the delivery of time-sensitive one-time passcodes for RSA Authentication Manager users.

MessageMedia SMS Capabilities Overview

MessageMedia's SMS gateway was specifically developed for the enterprise market and features network redundancy, real-time network monitoring, and dynamic upstream routing.

The MessageMedia network is built for business. All aspects of the service we provide have been designed for business applications; we understand that when a business is sending a message to a customer that message must get through, securely and on time.

- Our sophisticated 'heartbeating' monitoring system dynamically reroutes messages if any given route is compromised
- Our singular message prioritization and high throughput capability effectively eliminates delays at the gateway level for mission-critical messages such as one-time passcodes

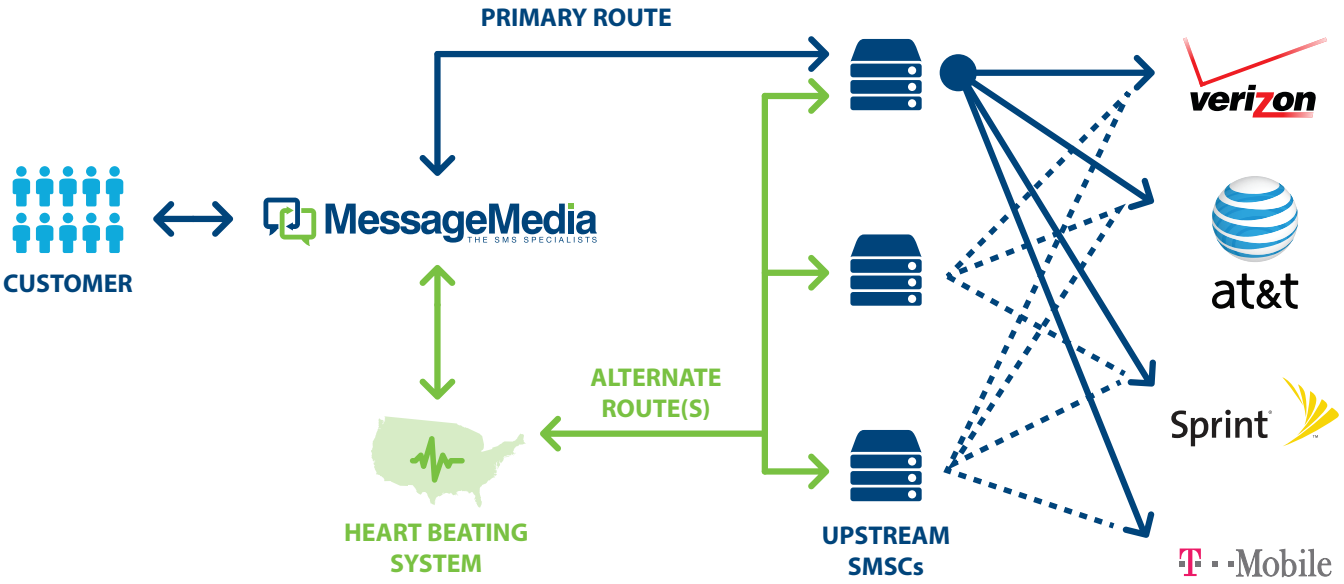
MessageMedia offers an industry leading 100% uptime guarantee. Our Service Level Agreement guarantees that our gateway will always be available and commits MessageMedia to compensating our clients if we ever fall short. Our vision is to be recognized as the world's most reliable provider – and to our knowledge, no other SMS provider in the world commits to a 100% uptime guarantee.

MessageMedia SMS Capabilities Overview *(continued)*

MessageMedia's SOAP/XML API is a secure, scalable, geo-redundant, enterprise-grade solution serving thousands of customers, providing uninterrupted service regardless of system events or natural disasters. Message dispatch and delivery to carriers globally typically occurs within milliseconds, with end-to-end delivery achieved in a second. Should issues arise that affect MessageMedia's primary end point, MessageMedia utilizes a cloud-based service hosted within AWS (Amazon Web Service). The service within AWS allows for the deployment of multiple instances (based on load) in different geographic sectors. The process is automated and happens instantaneously.

MessageMedia's network delivers to Canadian and US carriers (as well as majors in essentially every country in the world) with world-class redundancy. Route redundancy is achieved with a proprietary heart-beating and dynamic routing system. MessageMedia connects to multiple Tier-1 aggregators (channels to the carriers) and constantly "heart-beats" each one. If upstream issues are detected by the heart-beating system, MessageMedia dynamically re-routes traffic to the next best available route, ensuring timely delivery of messages. In contrast, SMS providers that maintain only a single upstream Tier-1 aggregator connection expose customer messaging to a single point of failure. We also use a combination of Short Code and Long Code routing to ensure the highest possible delivery rates.

Recognizing that some messages are more urgent than others, our gateway features singular-message prioritization. This means that our system automatically prioritizes a single message (such as a one-time passcode) over batch messages (i.e., broadcast messages). With other SMS providers that do not differentiate between singular and batch messages, one-time passcodes and other time-sensitive messages are often delayed as large message batches are processed by the gateway.



MessageMedia Differentiation

Pre and post-sales engineering

MessageMedia is pleased to offer hands-on pre and post-sales engineering support. Our highly qualified engineering team works with prospects and new customers to ensure a smooth integration and seamless roll-out. In the case of RSA Authentication Manager clients, we routinely work in close coordination with RSA pre-sales engineers.

Dedicated account management

MessageMedia is pleased to offer dedicated account management support to its customers and end-users. Our account management support includes onboarding and training of staff and train-the-trainer end users at no additional charge. Besides training users on how to use our products, we will share our industry knowledge in the form of best practices and case studies. We offer live and recorded webinars, printed materials, and one on-one phone and web-based training to ensure that users are able to take full advantage of SMS and MessageMedia's capabilities.

Support

MessageMedia's standard support program provides around the clock phone and email support coverage from Sunday evening until Friday evening (with optional weekend coverage). MessageMedia's world-class support team is based entirely in-house, with teams in the US, UK and Australia providing follow-the-sun support coverage. Our support reps are highly trained, and 80% of support enquiries are resolved by the first-level support rep who answers the call. MessageMedia Customer Satisfaction (CSAT) scores regularly exceed 9.5 out of 10, and our NPS (NetPromoter) scores consistently range between 90 and 100.

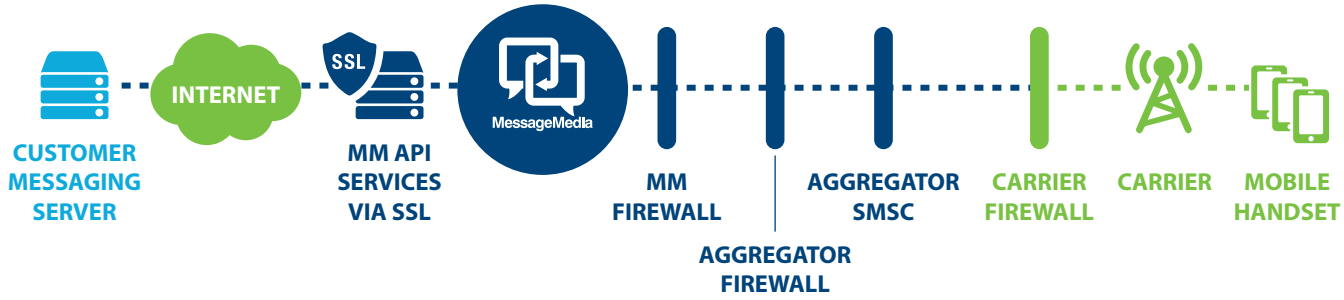
Security and Privacy

A layered approach to security

Our layered approached to security includes the following component (amongst others):

- Ability to encrypt messages transmitted from the Customer to MessageMedia via SSL or IPsec tunnels.
- Encryption of messages transmitted from MessageMedia to carriers via IPsec tunnels (VPN).
- Firewalls protecting MessageMedia's production network and servers.
- Secured premises protecting physical servers and devices.
- Encryption of data at rest
- Endpoint security including antivirus software
- Strict protocols and controls governing authorization and access to MessageMedia's servers and devices.
- Regular reviews by security experts, including penetration testing.

Customer to Carrier Encryption



Secure communications

MessageMedia offers a secure channel of communication via HTTPS/SSL between the Authentication Manager platform and our gateway. In addition, we utilize IPSEC tunnels to transmit messages to upstream aggregators and carriers. Firewalls protect internal systems from external threats.

Security and Privacy *(continued)*

Data center security

All of MessageMedia's production servers and devices are housed and secured in compliant data centers. Not only do the data centers offer 24 x 7 manned security, they also include a range of other services critical to delivering a reliable service, these include redundant power and internet connections, cooling and fire protection, all delivered to extremely high standards and stringent SLAs.

The data centers MessageMedia utilizes to house production equipment offer industry leading security. They are guarded by bio-metric palm readers and smartcard-only access. In addition to these measures, entry is controlled by anti-pass-back (mantrap) and anti-tailgate (one person one card) interlocking doors. The actual equipment is then housed in individually secured bi-lock keyed racks, with all access events logged and monitored.

This means that only authorized people can physically access the servers and devices MessageMedia use to transmit your messages, eliminating the possibility of any sort of physical attack. Servers also require dual layer authentication for access and are only accessible from secure connections by MessageMedia's operations team. Client passwords are encrypted and not accessible by any MessageMedia staff member.

In addition MessageMedia actually uses multiple data centers to provide redundancy, just in case there is ever a catastrophic event that prevents the data center from continuing operations, such as flood, earthquake or fire.

Access control

Within MessageMedia only Operations Support personal are given access to the production servers and devices. In addition they are only provided with, or have access to, the information that is necessary for them to carry out their functions within the company. This includes MessageMedia's System Administrators and their delegates. This limits the number of people with access to possibly sensitive customer information down to a core group of IT Professionals, who are all conversant with MessageMedia's security requirements and the demands of absolute privacy when they are required to interact with customer data.

All MessageMedia's staff are bound by strong legally enforceable non-disclosure agreements that survive the term of the staff member's employment at MessageMedia. This means that, should during the course of their duties, an Operations Support team member become privy to any customer information, they are legally bound to never disclose it. Of course, customer information is not disclosed to Operations Support personal unless it is absolutely required.

Security and Privacy *(continued)*

Security policies and procedures

- Our security is scanned quarterly by BAE Detica Systems, a world leader in information security
- Our most recent scan did not reveal any new vulnerabilities
- We have an ISO31000 Risk Management process in place
- Our database of customer and payment data is PCIDSS compliant, as are our hosting facilities
- We are updating our existing DRP/BCP documentation to align with the ISO22301/NFPA1600 standards
- We operate according to ITIL processes, including Change Management and Incident Management
- We have a well-defined and disciplined approach to Software Development to ensure Quality of service
- All of our equipment and services are hosted in Enterprise grade facilities with appropriate certifications
- We have a centralized, rigorous and multi-stage recruitment process including thorough and formal skills assessment, reference and background checks

Privacy

MessageMedia is committed to ensuring the safety and privacy of all information held by the company. MessageMedia publishes its Privacy policy on its website:

http://files.message-media.com/docs/privacypolicy.pdf

MessageMedia is compliant with the national and state privacy regulations, principles and guidelines.

MessageMedia
THE SMS SPECIALISTS

Service Level Agreement

Last updated June 2013

100% Service Reliability

A Note from MessageMedia's CEO

The foundation of MessageMedia's success in becoming one of the largest global SMS service providers is its commitment to service reliability. Our vision is to be recognised as the world's most reliable provider – and to my knowledge, no other SMS service provider worldwide commits to a 100% uptime guarantee.

MessageMedia has zero tolerance for gateway outages and service interruptions, and the compensation we commit to pay customers affected by any outage is proof that this is a commitment we do not take lightly. Hence MessageMedia has become the provider of choice for a range of multinational companies, government departments and emergency service organisations.

MessageMedia has implemented the steps below so offer you a 100% uptime guarantee:

a) exclusive use of domestic telecommunication carriers to deliver SMS messages – we do not route messages via inferior overseas carriers;

b) multiple gateway servers located in separate highly reliable datacenters;

c) automatic fail-over connections for all SMS products ensuring seamless connectivity in the event of one of our SMS gateways going offline;

d) constant monitoring of message queues with instant notifications to technical staff in the event of a message buildup;

e) connections to multiple telecommunications carriers with automatic routing changes if one is experiencing technical difficulties;

f) "heartbeat messages" constantly sent from an independent server through the telecommunications network and back into the system to monitor latency and reliability.

Furthermore, MessageMedia offers its customers unique "delivery tracking" technology which confirms the exact time of delivery of a message to the handset - providing the ultimate assurance of message delivery.

For more information regarding service reliability, please read the following Service Level Agreement and don't hesitate to call us if you have any further queries.

Yours faithfully,

Grant Rule
CEO and Co-founder
MessageMedia

1 Introduction

The purpose of this Service Level Agreement ("SLA") is to demonstrate MessageMedia's commitment to providing 100 per cent uptime of our Standard Rate SMS Services as set forth below. This SLA is incorporated into, and made a part of, that certain Service Agreement (defined in Section 6) entered into between Customer and MessageMedia. The remedies provided in this SLA are the sole remedies available to the Customer for any failure of MessageMedia to meet its Uptime Commitment (defined in Section 2).

This SLA relates only to MessageMedia infrastructure, and does not cover issues relating to software, IT systems or web browsers, or other technology or telecommunication devices or services used to send SMS messages.

2 Uptime Commitment to MessageMedia Customers

Pursuant to the terms of this SLA and the Service Agreement, MessageMedia commits to ensuring the

100 per cent availability of at least one of MessageMedia's SMS gateways to enable Customer to connect thereto. This 100 per cent availability shall allow sending of Standard Rate SMS Messages, measured on a monthly basis, where the:

- Denominator is represented by the number of minutes in a given month minus the number of minutes of Allowable Downtime (the "Uptime Commitment")
- Numerator is represented by the number of minutes in a given month that at least one of MessageMedia's SMS gateways is available to the Customer for sending Standard Rate SMS Messages.

3 Consequences of Failure to Deliver on the 100 Percent Uptime Commitment

Should, for any given calendar month during the term of the Service Agreement, MessageMedia not meet its Uptime Commitment (as defined in Section 2 above), the Customer will be eligible to receive, as its sole remedy and MessageMedia's sole liability, a service level credit as set out in clauses 3.1 and 3.2 below.

3.1 Standard Business Customers

If, in a calendar month, MessageMedia fails to meet its Uptime Commitment under this SLA, Standard Business Customers are entitled to receive account credit. These Standard Business Customers must:

- Be affected by such MessageMedia Uptime Commitment failure
- Register a complaint in writing with MessageMedia within the calendar month immediately following the period in which MessageMedia's Uptime Commitment failure occurred.

Credits shall be applied to the amounts owed by the Customer under the Service Agreement, and the list below outlines the credits available depending on the Standard Business Customer's location:

- USD$40 for American Customers
- AUD$45 for Australian Customers
- GBP£20 (plus VAT if applicable) for British Customers
- NZD$50 for New Zealand Customers.

3.2 Platinum Program Members

If, in a calendar month, MessageMedia fails to meet its Uptime Commitment under this SLA, Platinum Program Members are entitled to receive account credit. These Platinum Program Members must:

- Be affected by such MessageMedia Uptime Commitment failure
- Register a complaint in writing with MessageMedia during, or within the calendar month immediately following the period in which MessageMedia's Uptime Commitment failure occurred.

The credit shall be relative to the actual business impact up to a maximum of the fees due under the Service Agreement authorised by the Customer in the calendar month in which the Uptime Commitment failure occurred. If the Customer has already paid the fees due in the calendar month in question, then the Customer's MessageMedia account shall be credited for such amount to be offset against the Customer's next monthly invoice(s).

4 Technical Support

During the term of the Service Agreement, MessageMedia will provide Customers access to its standard technical support.

4.1 Standard Business Customers

MessageMedia will provide Standard Business Customers access to technical support during Standard Business Hours, during each Business Day (both terms are defined in Section 6).

MessageMedia endeavours to provide a personal response to all telephone queries, however during high volume support periods Standard Business Customers may be asked to leave a message through our voicemail system. Similarly, if Standard Business Customers place a support call before or after the aforementioned access hours, the Customer may be asked to leave a message through our voicemail system.

If a message is left with MessageMedia's telephone answering service, a technical support officer will return the call within the first two (2) Standard Business Hours of the next Business Day.

4.2 Platinum Program Members

MessageMedia will provide Platinum Program Members access to technical support 24 hours a day, 7 days a week. In some circumstances (for example peak times) the Platinum Program Member may be asked to leave a message through a voicemail system. If a message is left with MessageMedia's telephone answering service, a technical support officer will return the call as a matter of priority.

5 Changes to Service Level Agreement

By using MessageMedia's Standard Rate SMS Service, Customers agree to accept the provisions of this SLA, and the related Uptime Commitment, or their subsequent amendments. MessageMedia reserves the right to change this SLA from time to time, provided prior notice is given to the Customer before the effective date of any such change.

6 Definitions

The table below defines key terms used in the sales process.

Term	Definition
Allowable Downtime	The sum of the number of minutes in a given calendar month MessageMedia's gateways are unavailable due to: • An Exception (see definition below) • Planned Maintenance (see definition below)
Business Day	A day upon which trading banks in the United States are open for business
Carrier	Telecommunications carrier
Customer	A Platinum Program Member or a Standard Business Customer (see definitions below)
Exceptions	The sum of the minutes in a given calendar month where MessageMedia's SMS gateways are unavailable due to any of the following causes: ***a.*** *Any circumstance beyond MessageMedia's control, including without limitation, an act of God, inclement weather, flood, lightning, fire, or any other natural disaster, industrial action, the act or omission of any government, civil unrest, terrorism, war, military operations or not, or strikes or other labour principles* ***b.*** *Where the Customer cannot access MessageMedia's Standard Rate SMS Service as a result of a technical issue at their end, including, but not limited to, hardware or software issues, internet connectivity issues, services provided by third parties or agents, or other issues outside the control of MessageMedia* ***c.*** *In the rare case that Standard Rate SMS Messages are not delivered by a Carrier to a particular handset, even though MessageMedia has correctly passed on the Standard Rate SMS Message to the Carrier* ***c.*** *Any other failure attributable to Carriers, any other telecommunications service providers beyond MessageMedia's direct control, or attributable to materials or elements provided by the Customer*
Platinum Maintenance	Any time the MessageMedia SMS gateways are unavailable to the Customer in any given calendar month, due to scheduled maintenance and upgrading activities. Such maintenance and upgrading activities shall occur during MessageMedia's scheduled maintenance window, or at an alternate time given five (5) days' advance notice. This notice may be given via email.
Platinum Program	The plan under which any Customer pays MessageMedia a one-off establishment fee and a monthly service fee as set out in the Service Agreement, or as amended by MessageMedia at its absolute descretion for the Standard Rate SMS Service
Platinum Program Member	A MessageMedia Customer who has joined MessageMedia's Platinum Program
Service Agreement	The service agreement attached to the Customer's application for use of the Standard Rate SMS Service
Standard Business Customer	A Customer who is not a Platinum Program Member
Standard Business Hours	9:00am to 5:00pm Pacific Standard Time (PST)
Standard Rate SMS Message	A standard test message sent via MessageMedia's SMS gateway to a third party
Standard Rate SMS Service	A service provided by MessageMedia which enables the Customer to send out/or receive Standard Rate SMS Messages

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