



Masaryk University
 Contact Person
 Žerotínovo nám.
 617/9,
 601 77
 Brno

Order Number: SO27283
 Issue Date: 08.08.2016
 Campaign Start: 08.08.2016
 Issued by:

Order Confirmation

Pos	Item	Qty	Unit Price	Total
1	Bespoke Campaign Marketing & Student Recruitment Package - 4 month	1.00	5,750.00	5,750.00

Profile/Microsite with your complete masters portfolio with videos and testimonials. Presence ONLY on relevant subject articles :

www.InternationalGraduate.net (Masters/Phd site)

50,000 email sends to international students in your target countries which can be made up of several separate Email sends each with different copy if required. Sent to our personal database of students looking to travel internationally to study a degree.

Main target regions : Global campaign but focusing on Norway, Philippines, Vietnam and Kazakhstan. You may add other countries/territories before or during the campaign. You may also dictate the calendar of when these emails are sent out.

50 Telephone screened prospects - by our in-house admissions team in Ecuador, headed by Jinha. They'll ensure that their English is strong and that they are genuinely interested in studying one of your disciplines within the next 6-12 months or sooner. You will have a mini team of three individuals in Ecuador who will look after all of your leads and converse regularly with your admissions to ensure we provide you with the best and most relevant students possible.

CRM System - ISASOnline.org - You get your own unique login and password whereby only you and Big Choice Group can gain access. It will also have your logo and corporate colours.

NB.

If we hit the 50 mark ahead of the respective 4 month schedule we will stop screening students although the online web and e-marketing campaign will run for the entire 4 months no matter what. If you have any remaining budget at the moment we hit 50 you will be able to purchase a 'bundle' of qualified student prospects. If not, we can just review in January when your new budget comes in.

BigChoice Group Ltd
 TheBigCampus
 44-46 Offley Road
 London SW9 0LS
 United Kingdom

Phone:
 Fax:
www.bigchoicegroup.com

Natwest
 Account Number:
 Sort Code:

BIC:
 IBAN:
 Reg Num:
 VAT Num:

Subtotal:	5,750.00
VAT (0 %):	0.00
Total (in €):	5,750.00

Terms and Conditions

General

These Terms and Conditions constitute the sole and exclusive statement of the Terms and Conditions hereof and supersede any prior discussions, writings, and negotiations with respect thereto. Neither party shall have any liability or remedy in contract, tort or otherwise in respect of any representation, warranty or other statement (save as expressly stated in this Contract) being false, inaccurate and/or incomplete unless it was made fraudulently or through wilful default.

Payment Terms

All payments are due 28 days from the date of the signed "order confirmation" unless stated and agreed differently on this order.

Cancellation Policy

Booked campaigns (campaigns for which we have received a signed Order Confirmation) are subject to cancellation fees according to the following schedule:

- 30 days or less before scheduled campaign start date: 100% cancellation fee
- 6 months to 31 days before scheduled campaign start date: 0% - 50% cancellation fee depending on how much time has been spent on the project or upfront costs that have been incurred and paid by BigChoice Group.
- Use of work done in connection with the project without our consent could result in additional fees or legal action.

The Advertiser may cancel an Advertisement provided that notice in writing is received by BigChoice Group LTD at least 30 days prior to the scheduled start date. Please send notice of cancellation addressed to the person with whom you originally made your booking.

Tracking and Reporting

BigChoice Group Limited will track all campaign response rates and statistics. This is to include all campaign details including open rate and advert clicks. Unless otherwise requested individual links will not be tracked and reported by BigChoice Group Limited. In the event that BigChoice Group Limited tracking system indicates a discrepancy in the from the Buyer's tracking report, the Buyer agrees to provide appropriate proof to support the Buyer's tracking and campaign response reports. The Buyer agrees to work with BigChoice Group Limited in a cooperative manner to investigate and explain any discrepancies between the Buyer's and BigChoice Group Limited tracking reports.

BigChoice Group Limited Conduct

BigChoice Group Limited shall deal with any complaints of Spamming by any person, firm, organisation or company included on the list supplied expediently. The complainant shall be provided with a written explanation as to how their data was collected in accordance with the Data Protection Act.

Execution

This Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery by facsimile or by electronic transmission in portable document format (PDF) of an executed counterpart of this Agreement is as effective as delivery of an originally executed counterpart of this Agreement.

Campaign Dates

BigChoice Group Limited shall endeavour to both start and deliver a campaign on the dates agreed. BigChoice Group Limited will contact the Buyer to request any creative required for the campaign prior to its start date. If creative is not received before the campaign start date, the campaign start date is liable to change. BigChoice Group Limited accepts no responsibility for delayed campaigns due to creative not being

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supplied by the Buyer and BigChoice Group Limited is therefore not liable for any refunds.

Confidentiality

The Contract and all information disclosed under or in connection with the Contract shall be treated by the Seller as confidential and shall not without Buyers written consent be divulged to any other person.

Force Majeure

Buyer shall not be liable for any loss suffered or incurred by the Seller as a result of Buyer being unable to perform the Contract by reason of any act of God, war, lockout, strike, fire, flood, delay in transit, postal delay, riot or any other unexpected or exceptional cause or circumstance beyond Buyer's control, in which case Buyer shall be entitled to cancel the contract or delay the performance thereof for as long as reasonably necessary.

Jurisdiction

The laws of England shall govern the Contract, and the parties hereby submit to the exclusive jurisdiction of the English courts for the resolution of any dispute that may arise in connection herewith.

(On Behalf of BigChoice Group Limited)

I / We confirm and authorise the above details are correct and acceptable

Authorised Signatory

Print Name

Position

On Behalf of Company Name

Does this order require a purchase order number?

NO

YES

PURCHASE ORDER NUMBER

Date

Please Sign and Fax Back to

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