



Addendum # 02 to Partnership Agreement # RBP11042023-03

This Addendum, dated 19 January 2024 is between **Prague University of Economics and Business**, and Studyportals BV, ("Studyportals"), with its registered office at Klokgebouw 280, 5617 AC, Eindhoven, The Netherlands, is an integral part of and is subject to the Result Based Partnership Agreement with Effective Date 11 April 2023 and SP-reference number #RBP11042023-03 and its General Terms and Conditions.

Studyportals details	Studyportals' Bank details	Studyportals' Bank address
<p>[REDACTED]</p> <p>[REDACTED]</p> <p>CoC registration nr. 769.39.219 VAT registration No: NL 860.847.160.B01</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>

Contact Details			
Institution Address: W. Churchilla 1938/4, 130 67 Praha 3, Czech Republic	Institution Contact		Billing Address: W. Churchilla 1938/4, 130 67 Praha 3, Czech Republic PO number: VAT number: CZ61384399
	Name:	[REDACTED]	
	Tel:	[REDACTED]	
	Email:	[REDACTED]	

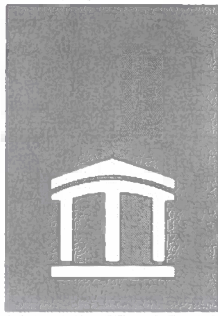
ADDITIONAL PROMOTION

TOTAL BUDGET	€1,000
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Premium Listing Campaign

The budget is to increase the budget for promoting the Master in International Management (CEMS) programme as follows:

- Studyportals will add the budget for the boost campaign to the share of the Master in International Management (CEMS) programme from the budget of the main campaign (see Result Based Partnership with SP-reference number #RBP11042023-03) for the relevant period.
- From ASAP after signing of this addendum to 28/02/24 put the above programme on to uncalibrated Super Premium Listing with current geo-focusing (at €6.16 per referral).
- From 01/03/24 to 30/04/24 put the above programme on uncalibrated Super Premium Listing with EU+UK geo-focusing only (at €6.16 per referral).
- If any of the budget allocated to the above programme remains after 01/05/24 it should be expended on the the above programme using a regular Premium Listing with the original geo-focusing (at €4.40 per referral) until budget expended.
- In addition to the Premium listing, the extra budget will be used for c. 21,000 impressions of a Top Visibility banner targeted to potential students in Europe searching for the relevant sub-disciplines at a CPM of €30, delivering as much of this as possible by 28/02/24.



This offer is valid until 26 January 2024

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INSTITUTION	STUDYPORTALS
Date: Jan 23, 2024 Name: Jiří Hnilica Title: Dean	Date: Jan 23, 2024 Name: Gyles Hawkins Title: EMEA Team Leader
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