

## SETTLEMENT MODELS LIST:

**“Settlement Models”** – models described below in which Services can be billed. The Settlement Model applicable for particular Services will be specified in the Campaign Order. Depending on the Settlement Model agreed by the Parties, the remuneration is calculated as follows:

- a) **CPC “cost per click”** – the remuneration is calculated in the net amount as a product of the number of clicks made by the Users and the rate for a click specified in Campaign Order;
- b) **CPM “cost per mile”** – the remuneration is calculated in the net amount by multiplying the CPM rate by the number of CPM units (one thousand impressions);
- c) **CPS “cost per sale”** – the remuneration is calculated in the net amount as commission for the value of sales transactions (excluding shipping costs) delivered in a particular month;
- d) **CPA “cost per action”** – the remuneration is calculated in the net amount as commission for events described in the Campaign Order that occurred in a particular month;
- e) **Dynamic CPC “dynamic cost per click”** – the remuneration is calculated in the net amount as a product of number of clicks and variable rate controlled by RTB House;
- f) **CPCV “cost per completed impression”** – the remuneration is calculated in the net amount by multiplying the CPCV rate by the number of completed impressions defined as an impression where a video creation was played in at either 25%, 50%, 75% or 100% of its total duration, as agreed for a specific Service in the Campaign Order;
- g) **vCPM “cost per 1.000 in-view impressions”** – the remuneration is calculated in the net amount depending on the selected product:
  - a. **for Streaming Video** – by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the player is visible on-screen and the page in focus for at least two continuous seconds);
  - b. **for Display** – by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the banner creation – or 30% if the banner creation is as large or larger in area than 970x250 - is visible to users for at least one continuous second.