SETTLEMENT MODELS LIST:

1. **"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.

a) **CPC "cost per click"** - calculated 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"**- calculated by multiplying the CPM rate by the number of CPM units (one thousand impressions);

c) **CPV "cost per view"**- calculated by multiplying the CPV 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;

d) **CPS "cost per sale"**- calculated as commission for the value of sales transactions delivered in a particular month;

e) **CPA "cost per action"** - calculated as commission for events described in the Campaign Order that occurred in a particular month;

f) **Dynamic CPC "dynamic cost per click"** - calculated as a product of number of clicks and variable rate controlled by RTB House;

g) **CPO "cost per order"** - calculated as commission for orders submitted in a particular month;

h) **CPCV "cost per completed impression"** - calculated 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;

i) **vCPM "cost per 1.000 in-view impressions"** – calculated for:

    a. 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. 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.