

[REDACTED]
c/o HAP Investments, LLC
3 East 54th Street
New York, NY 10022

This letter agreement (the "Agreement") is made and entered into on this ___ day of February 2018, and sets forth the terms and conditions pursuant to which [REDACTED] Mazal LLC, with an office at HAP Investments, LLC, New York, NY 10022 and ("CLIENT") shall retain [REDACTED] ("AGENCY"), with principle office at 19 West 21st Street, New York, NY 10010, to provide digital marketing services for its property at [REDACTED] 167th Street, New York, New York (the "Property").

1 SERVICES

Pursuant this Agreement, AGENCY will provide digital marketing services (the "Services") in connection with CLIENT's marketing needs and as set forth in the proposal annexed hereto as Exhibit A, incorporated by reference herein and made a part hereof. The Services shall include, without limitation, the Services described in Exhibit A as well as the following:

- 1.1 Search Engine Marketing – AGENCY will create an effective search marketing program, reaching active seeking prospects. All budgets, schedules and keyterm lists will be approved by CLIENT.
- 1.2 Advertising – AGENCY will plan and place ads. All media plans and options will be presented to CLIENT for approval before placement.
- 1.3 Account Management – AGENCY will provide CLIENT weekly and monthly account management services.

2 Fees

Pursuant to this Agreement, CLIENT agrees to the following fees:

- 2.1 CLIENT agrees to pay a commission of twenty percent (20%) for Search Engine Marketing and Social Ad monthly spend. Google, Facebook, and Instagram may overspend or underspend slightly due to traffic fluctuations. CLIENT's invoice may reflect a variable of up to fifteen percent (15%) due to these fluctuations in daily spends, but in no event