

The Service Provider shall provide access to customer service for the Customer and riders during all hours of service operation. Riders shall have immediate access to customer service assistance via mobile application at any point in time when service is in operation, be provided with the ability to call their assigned driver in the event of issues surrounding their pick-up, and have the ability to receive customer service assistance by email after completing their ride. Customer service concerns related to safety shall be addressed immediately and the Service Provider shall use commercially reasonable efforts to report to the Customer any customer service concerns raising credible serious threats to the safety of customers or operators, as reasonably determined by the Service Provider. The Customer shall, upon request, have access to all customer service comments, questions, requests or complaints through the Service Provider's periodic reporting as set forth in the Order (Exhibit A).

L. Marketing

The Service Provider shall engage in marketing activities throughout the life of the Contract as set forth in the Order (Exhibit A). The Customer shall collaborate on marketing activities and promote the Service through typical communication outlets such as social media, website, print, presentations and community meetings.

M. Other Terms and Conditions

1. Services

Pursuant to one or more Orders, the parties intend that Service Provider shall provide the Services described in such Order. In some cases, Services will require a more comprehensive description than that contained in the applicable Order. If that is the case, the parties will enter into a mutually agreed statement of work and attach it to the applicable Order (each, a "**Statement of Work**" or "**SOW**"). Each Order or SOW, as needed, will set forth the particulars of the Services for each city or locality in which Customer intends to operate the Via Solution in connection with the Service, as specified in the Order.

2. Additional Services.

From time-to-time Customer may desire to engage Service Provider to perform additional services, such as development of product features and/or services directly related to the Via Solution which fall outside the scope of the Services. In such cases, the parties will negotiate toward potential execution of such SOWs as are jointly determined to be appropriate. All such services described in this Section are referred to collectively as, the "**Additional Services**". The Parties shall agree upon a rate for Service Provider to bill Customer for performing such Additional Services under the relevant SOW. Service Provider shall consider proposals for such Additional Services in good faith but is under no obligation to perform the Additional Services if an SOW cannot be agreed upon with Customer.

3. General Terms.

All references to Orders include their SOWs. Service Provider shall provide the Services to the Customer in accordance with the relevant Order beginning on the Effective Date and continuing throughout the Term, in accordance with the terms of this Agreement. The Services to be delivered to the Customer are set forth in the relevant Order as may be amended through written agreement between Service Provider and the Customer from time to time during the Term. All Services to be performed by Service Provider shall be in accordance with the applicable Order executed by Service