

1. The Thryv Rewards Program (the “Program”) is available to local clients only who purchase their advertising directly from Thryv, Inc. and not through a certified marketing representative, agency, reseller, or any third party. For a referred business’s advertising purchase to qualify you for the Program and be deemed an “Eligible Referral”, the referred business:

- (a) must not be affiliated with your company through common controlling ownership or management;
- (b) must not have purchased advertising with Thryv, Inc. (or any of its predecessors in interest or former entity names or brands, including without limitation YP, Yellowpages.com, The Real Yellow Pages®, Dex Media, DexYP, Superpages, and DexOne) in the past 12 months, have a claim with our Client Care or have a delinquent account status or collections action;
- (c) must not already have been referred to Thryv, Inc. through the Program;
- (d) must not have requested “do not contact” status;
- (e) must purchase advertising (including print directory (Yellow Pages), digital marketing services with a minimum 12-month term or Thryv SaaS products with a minimum 6-month term from Thryv, Inc. within 12 months following the date of this referral form; AND
- (f) must not cancel the advertising and must comply with all contract terms and conditions relating to the purchased advertising, including timely payment.

2. If all of the above terms and conditions are met, you will receive a credit on your current Thryv, Inc. account as follows:

(a) for an Eligible Referral’s purchase of print directory advertising and of fixed-fee digital marketing products with an initial 12 month term, you will receive a credit equal to 10% of the Eligible Referral’s annual contract spend commitment for these products.

(b) for Thryv purchases by an Eligible Referral, you will receive a credit equal to 10% of the Eligible Referral’s 6-month contract spend.

(c) In all cases, the Thryv Rewards credit is handled as follows:

- (i) the credit will appear on your account invoice after we have received two to three paid-in-full monthly payments from the Eligible Referral for their program purchases. For example, if the Eligible Referral purchases a \$200/month print or fixed-fee digital program, you will receive a credit to your account equal to \$240 (10% of 2400) after we receive two to three paid-in-full monthly payments from the Eligible Referral of \$200 (plus applicable taxes and any set-up or one-time charges due).
- (ii) the credit will be applied to your oldest account balance first;
- (iii) if the credit amount exceeds your account balance, the remaining portion of the

credit will roll over to subsequent months and be applied to the cost of your existing advertising program as billed, until the balance owed on your existing advertising program reaches zero or the credit amount is depleted, whichever comes first;
(iv) any unused portion of the credit remaining after your existing advertising program is fully paid may be applied to future advertising purchased within 12 months following the signature date of this referral form;

(d) If the same business is referred by another client on the same day, only the referring client with the longest seniority with Thryv, Inc. or its predecessors in interest will be eligible for the credit through the Program;

(e) if the Eligible Referral becomes ineligible for the Program at any time while a portion of the credit is unused, the remaining portion will be forfeited. DexYP will not disclose the details of the cause of the ineligibility of a referred business;

(f) DexYP will have no liability regarding any unused or forfeited portion of the credit, and in no event will any credit from this Program be paid in cash.

QUESTIONS? Please send them to ThryvRewards@thryv.com or Griselle Sanchez.