Maqsam

PetroApp Proposal

June, 2025

Confidential

Company Profile

Maqsam is the friendliest cloud communication suite in the Middle East and North Africa (MENA) region. Maqsam allows businesses to erase borders with their customers and serve them anywhere they are in the world. It does this by streamlining various communication channels such as high quality calls, WhatsApp texts, and SMS - all through one central hub.

Maqsam's comprehensive cloud-based solution can be easily and instantly set up without the need to set-up complex and costly infrastructure. In addition, it is 100% developed in-house providing API endpoints for full automation, integration and customization with the most widely used tools of which include, Hubspot, Salesforce, Zoho, Zendesk, Freshdesk and Salesloft.

Maqsam empowers thousands of agents worldwide to easily connect with their clients using just a web browser and a headset. With local numbers available in over 200 cities across the globe and a dedicated support team in each location, businesses can now build strong relationships with their target audience like never before.

Maqsam has earned the trust of many SMBs and major enterprises within the region as they continue to build on their reliability and assist them with their growth.

A few of the hundreds of customers we proudly serve:



Maqsam’s Feature Set

All-inclusive features:

- **Hardware-Free Connectivity Configuration:** Maqsam makes it effortless for you to connect with customers using any type of phone number, including landline, toll-free, unified, and more. With our innovative technology, you can establish seamless connectivity without any need for any infrastructure.
- **Bring Your Own Carrier (BYOC):** Customers can bring their own numbers which can be easily connected to Maqsam’s infrastructure and connect to existing and emerging markets.
- **Customizable IVR and Queueing:** Establish a fully customized Interactive Voice Response (IVR) to route customers to certain menus and audio files enabling "self-serve" call centers.



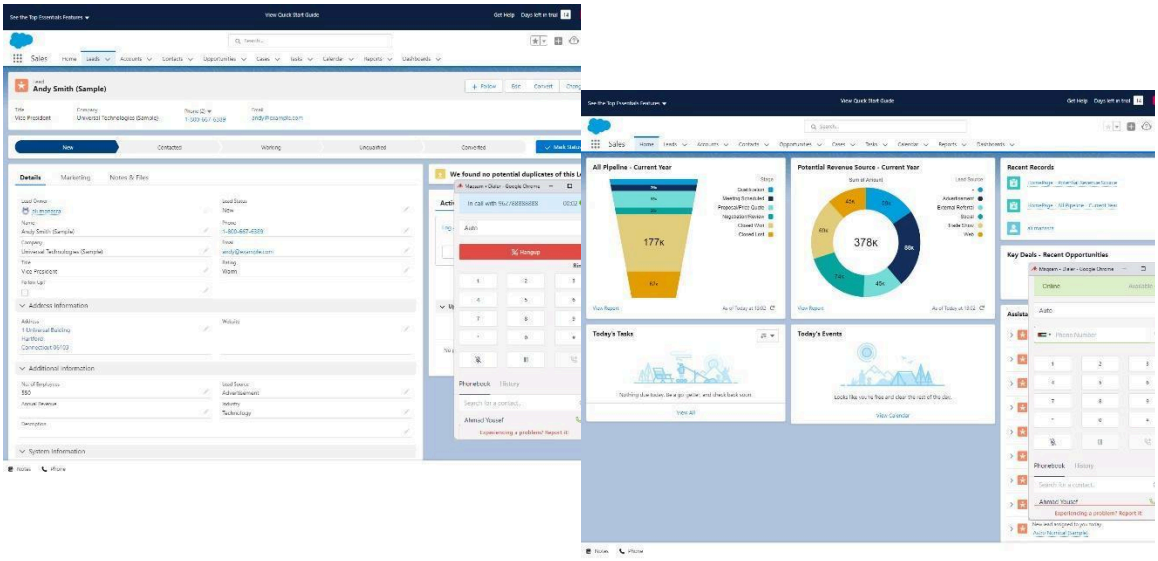
- **Live Dashboards and Reporting:** Build customizable Live Dashboard reports to reflect real-time data about any information needed at any defined frequency (hourly, daily, weekly,...etc.).
- **Custom Reports and Scheduled Reports:** At Maqsam, we offer fully customizable reports that can be presented in both HTML and graphical formats, empowering you to stay on top of your team's performance with ease.
- **Insights across Different Levels:** Whether you need to analyze call volumes, track response times, or monitor customer satisfaction, our reporting capabilities provide the insights you need filtered on agents, groups, or account level, to make data-driven decisions.
- **Call Recording:** Experience crystal-clear call quality and unlimited storage capacity with our cutting-edge HD recording technology. All calls are recorded in high-definition and stored indefinitely.

- **WhatsApp Integration:** By integrating your WhatsApp account with Maqsam, your agents can easily handle WhatsApp conversations right from the same tab, complete with all the bells and whistles of WhatsApp. Our platform supports bulk messaging, so you can streamline your communications and provide top-notch service to your customers on this popular platform[1].
- **Coaching and Joining:** These two features enable the guidance of agents during an active call with customers by click of a button.
- **Internal Calls:** Connect your team across borders with ease and no cost using Maqsam's internal calls feature.
- **Warm & Cold Transfer:** Empower your customer service team with Maqsam's powerful warm and cold transfer features, designed to help you provide personalized attention and streamlined operations for your clients.
- **Automated Campaign Calls:** Streamline your business operations with our automated campaign calls, made possible by our powerful APIs.
- **Whitelist VIP Client:** To assist you in providing the best service to VIP and key clients, Maqsam implemented a Whitelisting feature to highlight those clients.
- **Arabic Interface:** Being MENA focused, Maqsam developed top-quality Arabic interface which is favored by 90% of users.
- **Phonebook Access:** Maqsam's phonebook feature lets you store and access contact information for individuals, businesses, and organizations in one place. Keep your important contacts organized, and easily manage and update your directory as needed.
- **DNCR API Integration:** Calling DNCR registered numbers could be an issue for a lot of businesses in the UAE. Maqsam has an API integration with the DNCR list to help you avoid falling for that.
- **World Class Customer Support**: We take pride in our world-class customer success team, who handle complete onboarding and provide ongoing support, completely free of charge. You can reach them anytime at support@maqsam.com.

[1]Verification of WhatsApp for Business account will take up to two weeks.

CRM Integration:

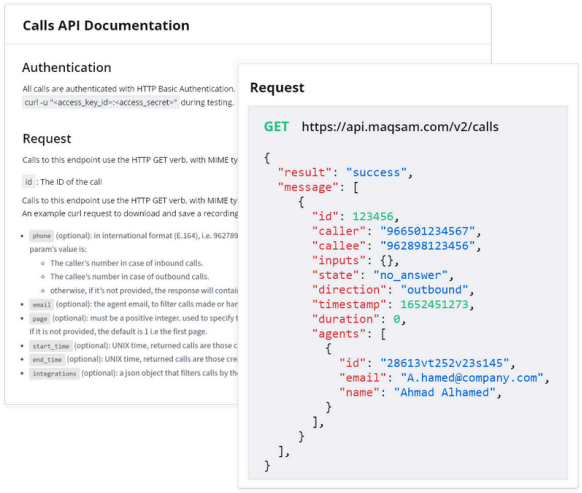
- Maqsam can be seamlessly integrated with various CRMs and Help desk solutions available on their respective marketplaces, including Salesforce, HubSpot, Zendesk, and more. The images below show how the Maqsam dialer is integrated with Salesforce.



- This integration enables agents to make calls within the used CRM and have all metadata related to the calls logged into the CRM dashboard.
- This increases the overall efficiency of the team and consolidates their attention to one screen.
- Users can log in directly to their Maqsam account from the CRM or helpdesk software.
- The users can initiate and receive calls directly from their solution's account and have a consolidated calls interface.
- If the user is initiating a call, the customer profile and tickets will pop up to the agent along with the history of calls made to the customer, which will decrease waiting time.
- Once the user answers calls, a ticket will be auto generated that will be filled with call outcome.

API Suite:

Maqsam offers a suite of APIs that you can integrate with your own system to add more magic to your functionalities and optimize your operations. Today, we offer the following APIs:



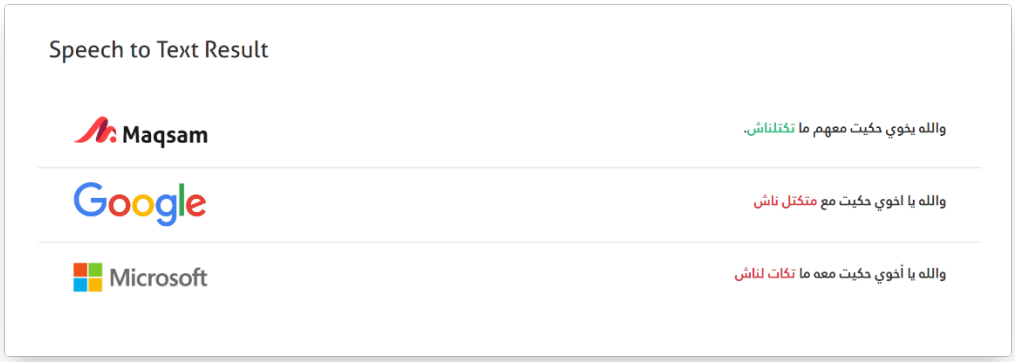
- Inquiries API Initiate automated outgoing calls on demand and receive call-back data points with Maqsam.
- Autologin API Integrate the Maqsam dialer into your application and log agents in automatically with tokens.
- Conferencing API Make two outgoing calls and merge them into a conference call with number masking.
- Audience API Automate calls to a targeted list of users and retrieve a call-back response.
- Dynamic Phone API (connecting Driver with Customers by number masking) - Map and connect incoming calls to specific parties that can be modified with number masking.
- Calls Log API - Access complete call data points effortlessly using this API.
- Auto-Dial API – Initiate a call directly from the dialer.
- SMS API – Send SMS automatically globally from the platform.
- Recordings API – Retrieve the recordings of the calls instantly.
- Dialer Pop-up URL: This allows you to pop up a particular URL destination depending on the phone number you are interacting with.

Arabic Speech Recognition

Maqsam Speech to Text utilizes a superior transcription model known for its exceptional accuracy, surpassing Google and Microsoft in the realm of Automatic Speech Recognition (ASR).

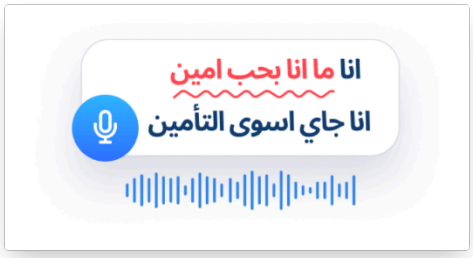


Maqsam's transcription model has undergone training with augmented data to enhance its ability to understand a wide range of Arabic dialects. It not only comprehends the language but also identifies and annotates domain-specific jargon when combined with other languages.



The model exhibits robustness against noise and has demonstrated its effectiveness in challenging environments, accurately detecting and transcribing the essential content of audio recordings.

Maqsam's transcription model has undergone extensive training using customized acoustic, language, and pronunciation models. This has been done to avoid the production of embarrassing transcripts that may occur with other methods.



Financial Proposal

Details of the financial proposal are offered in Annex A.

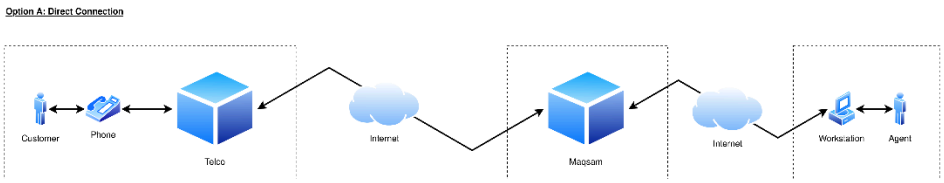
Technical Deliverables

Maqsam's Contact Center as a Service (CCaaS) application can be instantly deployed and tested by the Customer. Maqsam's customer success teams will schedule an onboarding session for the end Customer"s guidance, training, and customization.

Maqsam Connectivity Super-Network

Upon request of the Customer, Maqsam can instantly deploy local numbers in select cities of choice and immediately make and take voice calls as needed.

These numbers are hosted by Maqsam's global infrastructure and accessible to the Customer through the CCaaS platform.



Terms and Conditions

Subject to the terms of this proposal, the Terms of Service and the Privacy Policy, the Company will use commercially reasonable efforts to provide the Customer the non-exclusive, non-assignable worldwide limited right to use the Services through the Platform solely for the Customer's internal business operations.

The Company shall create an Account for the Customer and shall provide to the Customer login details for that Account on or promptly following the date they are testing the service and transfer to a fully paid and chargeable Account.

The license granted by the Company to the Customer under this Clause is subject to the following limitations and prohibitions:

1. The Services may only be used by the employees of the Customer as identified on their assigned user lists of agents and admins or other system roles.
2. The Customer must not sub-license its right to access and use the Services to any third parties;
3. The Customer must not permit any unauthorized person or persons to access or use the Services;
4. The Customer must not use the Services to provide services to third parties;
5. The Customer must not make any alteration to the Platform;
6. The Customer must not use the Services in any way that causes, or may cause, damage to the Services or Platform or impairment of the availability or accessibility of the Services;
7. The Customer will not, directly or indirectly: reverse engineer, decompile, disassemble or otherwise attempt to discover the source code, object code or underlying structure, ideas, know-how or algorithms relevant to the Services or any software, or data related to the Services ("Software"); modify, translate, or create derivative works based on the Services or any Software (except to the extent expressly permitted by Company or authorized within the Services); use the Services or any Software for time sharing or service

bureau purposes or otherwise for the benefit of a third; or remove any proprietary notices or labels;

8. The Customer must not republish or redistribute any content or material from the Services;
9. The Customer must not use the Services for any other purpose other than for the purpose to perform and practice its business operations (i.e. the Customer must not use the Services for promotional purposes and for advertisements);

The Customer shall use reasonable endeavors, including reasonable security measures relating to administering Account access details, to ensure that no unauthorized person may gain access to the Services and/or the usage of the Services.

The Company shall use reasonable endeavors to maintain the availability of the Services to the Customer, but does not guarantee 100% availability.

For the avoidance of doubt, downtime caused directly or indirectly by any of the following shall not be considered a breach of this Agreement:

1. A Force Majeure Event;
2. A fault or failure of the internet or any public telecommunications network (including but not limited to third party telecommunication and/ or DID service providers engaged by the Company for the purpose of this Agreement);
3. A fault or failure of the Customer's computer systems or networks;
4. Any breach by the Customer of this Agreement; or
5. Scheduled maintenance carried out by the Company, provided that the Customer is informed by the Company of this scheduled maintenance in advance.

The Customer must not use the Services:

1. In any way that is unlawful, illegal, fraudulent or harmful;
2. In connection with any unlawful, illegal, terrorism, fraudulent or harmful purpose or activity.

3. To make robocalls and/or spam calls and/or use the Services as a prepaid calling card.
4. For the avoidance of doubt, the Customer has no right to access the software code (including object code, intermediate code and source code) of the Platform, either during or after the Term.

The Customer shall be responsible for providing updates and upgrades relating to the Services.

The Customer agrees that the Company may for any reason beyond its control change the identification of the DID without any right to the Customer to object to such action.

In case of a breach of the uptime of 99% as calculated monthly based on Labotic OU's internal definitions of incidents, the two parties shall agree on a penalty resulted by that breach.

Customizations and Future Enhancements:

Labotic OU doesn't guarantee that all feature / enhancement requests will be fulfilled, however, the Labotic OU team will take into consideration and act as per the mutual benefit of the parties.

Scalability and Flexibility:

Labotic OU can accommodate the growth of its users through various areas including local connectivity (numbers), call automations, integrations & many more.

Jurisdiction and Dispute Resolution:

Disputes and Governing Law

Except as required by mandatory local law applicable in a jurisdiction where the Service are performed, this Agreement shall be governed by, and construed in accordance with the laws of England and Wales (excluding its choice of law provisions). Any dispute controversy or claim arising out of or in connection with this Agreement, or the breach, termination or invalidity thereof, shall be settled by The courts of England or Wales given it is the most neutral courts worldwide.

Annex A: Pricing Table

Service Description	Total Price ($)	Notes
Inbound minute rate	Free	-
Outbound minute rate	$0.118 / minute	-
Agent Software license (75 agents)	$1,875 / month	Free admin accounts
9200 mapping number monthly subscription	$51 / month	No setup fee
Minimum monthly spending (total invoice)	None	-

Payment Terms

- Each Customer will be charged with an Initial Payment from their payment method the moment the Customer starts using the service. The Initial Payment will be added to the balance of the Customer.
- The Customer must select a Threshold Amount and a Recharge Amount. The Threshold Amount is the amount that the balance must reach before the Customer is recharged again (ie a Top up takes place) with the value of Recharge Amount.
- A receipt will be shared with the Customer's billing email address showing the consumption of the month (minutes and agent seats).
- Any deactivated or newly added agents will be considered and will be reflected in the receipt as well.
- Rates are subject to change.

Service Agreement

This Agreement (the "Agreement") is entered into June 4, 2025 by and between:

A. **Labotic OÜ**, a private limited company incorporated under the laws of Estonia, under No. 14869374. Hereby known as "**Maqsam**" and
B. **Entrepreneurship and business for information technology,** a Limited Liability Company incorporated under the law of Saudi Arabia, under No. 1010949855. Hereby known as "**Customer**".

This Agreement is governed by and subject to Maqsam Terms of Service as amended and/or updated from time to time ("Maqsam TOS"), which shall be considered as integral part of this Agreement and shall be read with it.

Definitions:

"Availability Percentage": the percentage of Uptime in a Service Period to the full Service Period.

"**Business Hours"** refer to the period from 9:00 AM to 5:00 PM KSA time, Monday through Friday, excluding public holidays in the Kingdom of Saudi Arabia.

"**Calendar hour**" is a full 60-minute period, regardless of the time of day or the day of the week.

"**Covered Services**": refer to the Services provided by Maqsam which the Customer actively uses during the Service Period, and not excluded by Availability Service Exclusions (as defined below).

"**Downtime Percentage**": The complement of Availability Percentage in a Service Period.

"**Failures**": Deviations from a fully functional Covered Service, as reported on the Status Page

"First Response Time": The time from the Customer's first attempt to reach Maqsam on one of the official support channels regarding an issue in the Services and the time when Maqsam responds.

"**Service Period**": a calendar month.

"**Status Page**": a page dedicated to report the status of Services, hosted at status.maqsam.com.

"**Uptime**": refers to the accumulated time within the Service Period during which none of the Covered Services are undergoing Failures.

Terms:

1. **Service Availability:**

a. Maqsam agrees to provide Customer with a 99.5% Availability Percentage.

B. If Maqsam does not meet the Availability Percentage, and if Customer meets its obligations under this Agreement, Customer will be eligible to receive the credits on future bills as described in the table below.

Availability Percentage	**Percentage of bill corresponding to Service Period that will be credited to Customer's future bills**

From 99.0% to 99.5%	5%
From 95.0% to 99.0%	10%
Below 95.0%	10% plus Downtime Percentage, the total not exceeding 30%

C. Customer must request credit and must notify Maqsam within 60 days from the end of the affected Service Period

D. Availability Service Exclusions: The Service Availability does not apply to any (a) features designated pre-general availability; (b) errors (i) caused by Force Majeure Event; (ii) that resulted from Customer's software or hardware or third party software or hardware, or both; (iii) that resulted from abuses or other behaviors that violate the Agreement; or (iv) that resulted from quotas applied by the system where fair-use quotas exist.

E. Evidence of Cause. In the event of an Availability Service Exclusion, Maqsam shall promptly provide documentation that reasonably demonstrates the Failure was directly caused by the exclusions outlined in Clause D.

F. Duty to Mitigate. Notwithstanding the above, Maqsam and the Customer shall undertake all reasonable steps to restore service with urgency and to minimize the impact of the Failure on the Services.

2. Support SLA

a. Maqsam agrees to a support First Response Time as per the following:

Priority	**Response Time**
P1	1 calendar hour
P2	2 business hours
P3	4 business hours

With the priorities defined as below:

P1: Reported issue renders Services fully or majorly unusable for the Customer, with no known workarounds.

P2: Reported issues renders Services usable for the Customer, but with degradation or limitations, or making the service hard to use, or only through a workaround.

P3: Reported issue is trivial to the Customer's use of Services, or Customer requires information.

b. For unresolved issues, Maqsam will send a progress report by the end of each day or on-demand when requested by the Company.

3. This Service Agreement supersedes and replaces any prior Service agreements between the parties related to the services herein;

4. Each person signing the Agreement hereby explicitly represents and warrants that he/she is a legal representative of the signing party and has full power and authority to sign this Agreement on behalf of the party.

Labotic OÜ

Name: Sinan Taifour

Title: CEO

Signature: Taifour

Date: June 4, 2025

Entrepreneurship and business for information technology

Name: **Boubaker Rhimi**

Title: **COO**

Signature:

Date: **25/06/2025**