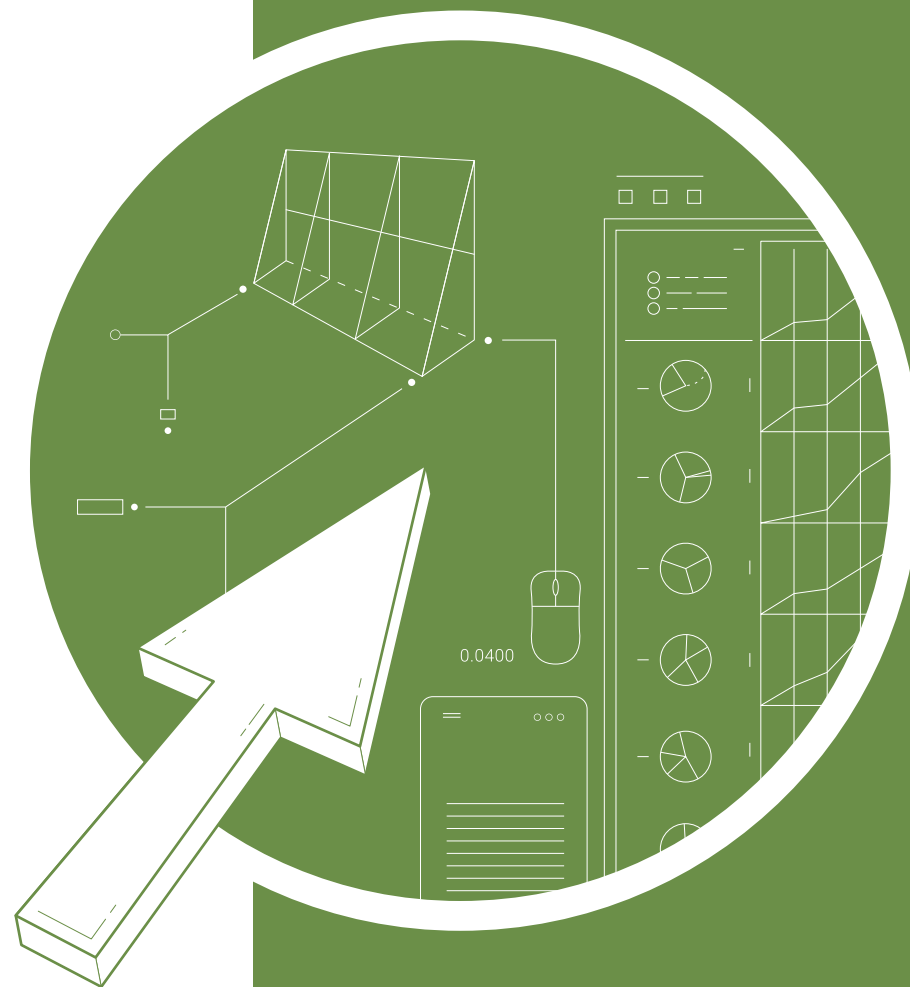


Lynx

Features



| Price | Lite | Premium | Enterprise |
|---------------------------------------|---------|---------|---------------|
| Setup Fee | £0.00 | £1000 | Talk to Sales |
| Monthly Service Fee | £100 | £500 | Talk to Sales |
| Usage Fee | Lite | Premium | Enterprise |
| Outgoing Pings | £0.0020 | £0.0010 | Talk to Sales |
| Cost Per Click (CPC - per 1000) | £0.3000 | £0.2500 | Talk to Sales |
| Cost Per Impression (CPM - per 1000) | £0.004 | £0.003 | Talk to Sales |
| Cost Per Acquisition (CPA - per 1000) | £0.4000 | £0.3500 | Talk to Sales |
| Additional Paid Features | Lite | Premium | Enterprise |
| Pixel Tracking (Per Pixel) | £0.0005 | £0.0005 | Talk to Sales |