
SERVICE LEVEL AGREEMENT (SLA)

Effective Date: 1 October 2024

1. Introduction

This Service Level Agreement (SLA) is effective as of 1 October 2024 ("Effective Date") and outlines the terms and conditions under which **Voltera Group Limited** ("Voltera"), located at Suite-C, Level 7, World Trust Tower, 50 Stanley Street, Central, Hong Kong, provides AI-powered lead generation services through its platform, **LeadGPT**, to its clients ("Client"). This agreement applies to all services provided from the Effective Date onward and remains in effect until superseded or terminated in accordance with its terms.

By engaging with Voltera and utilizing the LeadGPT services on or after the Effective Date, clients acknowledge and agree to be bound by the terms and conditions set forth in this SLA.

2. Scope of Services

Voltera offers comprehensive lead generation solutions using **LeadGPT**, which include:

- **Domain Acquisition:** Procuring and setting up dedicated domains for email outreach campaigns.
- **Mail Warming & Deliverability Optimization:** Implementing strategies to enhance email deliverability and maintain a strong sender reputation.
- **Lead Sourcing:** Identifying and sourcing potential leads that align with the Client's target market and criteria.
- **Content Creation:** Crafting hyper-personalized email content using advanced AI and language models (LLMs).
- **Email Delivery:** Managing and executing personalized email campaigns to engage prospective leads.
- **Meeting Scheduling:** Coordinating and booking meetings between interested leads and the Client's team.

3. Service Models

Clients can choose from the following flexible service models:

- **Pay Per Lead:** Payment is based on the number of qualified leads generated as per agreed criteria.
- **Pay Per Touchpoint:** Payment is based on the number of outreach interactions or touchpoints made with potential leads.

Note: Specific pricing and package details are available upon request and can be tailored to meet the Client's needs.

4. Onboarding and Implementation Timeline

The lead generation services follow a structured timeline to ensure optimal results:

Phase 1: Onboarding and Setup (Days 0-45)

- **Day 0: Consultation and Onboarding**
 - Initial meeting to understand the Client's objectives, target audience, and unique value proposition.
 - Alignment on campaign goals and key performance indicators (KPIs).
- **Days 1-40:**
 - **Domain Setup and Configuration**
 - Acquisition of dedicated domains for email outreach.
 - Technical setup to ensure proper authentication (SPF, DKIM, DMARC).
 - **Mail Warming Process**
 - Gradual increase in email sending volume to establish a positive sender reputation.
 - Regular monitoring of deliverability metrics.
 - **Lead Sourcing**
 - Identification of potential leads based on the Client's specified criteria.
 - Verification and validation of lead data for accuracy.
 - **Content Development**
 - Creation of personalized outreach templates.
 - Utilization of AI to generate unique, hyper-personalized messages for each lead.
- **Day 45 Onwards:**
 - **Email Campaign Launch**
 - Initiation of personalized email outreach to sourced leads.
 - Continuous monitoring and optimization of email performance.
 - **Ongoing Lead Generation**
 - Regular updates to the lead list, sourcing new prospects.
 - Adjustment of targeting strategies based on campaign insights.
 - **Engagement and Nurturing**
 - Handling responses from leads.
 - Providing additional information or clarifications as needed.
 - **Meeting Coordination**

- Scheduling meetings or calls between interested leads and the Client.
- Ensuring seamless communication and handover of leads.

5. Service Level Objectives

Setup and Lead Generation Timeline

- **Setup Period:** The setup period is 45 days from the commencement of the agreement.
- **Lead Generation Guarantee:** For clients on a pay-per-lead contract, Voltera commits to generating the agreed-upon number of leads within 120 days of receiving payment. If Voltera fails to meet this commitment, the Client is entitled to a full refund of the advance payment made.

Response Time Commitment

- **Communication:** Voltera commits to responding to all Client communications and queries within two (2) business days.

Lead Quality Assurance

- **Qualified Leads:** Leads generated will meet the predefined criteria established during the onboarding process, ensuring they are a good fit for the Client's products or services.

6. The LeadGPT Journey

Phase 1: Onboarding and Setup (Days 0-45)

- **Consultation:** Engaging with the Client to understand their business, target market, and objectives.
- **Domain and Technical Setup:** Acquiring dedicated domains and configuring them for optimal email deliverability.
- **Mail Warming:** Implementing a gradual email sending strategy to build sender reputation.
- **Content Personalization:** Utilizing AI to create highly personalized email content for each prospective lead.

Phase 2: Active Lead Generation (Day 45 Onwards)

- **Email Campaign Execution:** Launching targeted email campaigns to engage potential leads.
- **Personalized Outreach:** Ensuring each communication is unique and tailored to the recipient using advanced AI technology.

- **Monitoring and Optimization:** Tracking campaign performance and making data-driven adjustments.
- **Lead Engagement:** Managing responses and facilitating interactions with interested prospects.
- **Meeting Coordination:** Organizing meetings between qualified leads and the Client.

7. Commitments and Responsibilities

Voltera's Commitments

- **Professional Service Delivery:** Providing lead generation services with professionalism and adherence to industry best practices.
- **Innovation and Personalization:** Leveraging advanced AI to deliver personalized outreach that resonates with potential leads.
- **Timely Communication:** Responding to all Client inquiries and communications within two (2) business days.
- **Performance Transparency:** Offering regular updates and reports on campaign progress and performance metrics.

Client's Responsibilities

- **Provision of Information:** Supplying all necessary information, including target audience details, branding guidelines, and specific campaign objectives.
- **Timely Feedback:** Reviewing and approving provided materials promptly to maintain project timelines.
- **Active Collaboration:** Engaging with Voltera to provide insights and feedback for continuous improvement of lead generation efforts.

8. Use of Client's Name and Testimonials

- **Permission to Showcase:** Unless expressly prohibited in writing, clients grant Voltera permission to:
 - **Display Client Names and Logos:** Use client names and logos on Voltera's website and marketing materials as a testament to services provided.
 - **Case Studies and Testimonials:** Reference client success stories in case studies or promotional content, subject to prior approval from the client.

9. Confidentiality

- **Mutual Confidentiality**
 - Both parties agree to keep confidential all proprietary or sensitive information exchanged during the term of this agreement.

- Confidential information shall not be disclosed to any third parties without prior written consent, except as required by law.

10. Governing Law

- **Jurisdiction**
 - This Agreement shall be governed by and construed in accordance with the laws of Hong Kong.
- **Address of Voltera Group Limited**
 - **Registered Address:** Suite-C, Level 7, World Trust Tower, 50 Stanley Street, Central, Hong Kong.

11. Limitation of Liability

- **Indirect Damages:** Voltera shall not be liable for any indirect, incidental, special, or consequential damages arising out of or in connection with this agreement, including but not limited to loss of profits, loss of data, or business interruption, even if advised of the possibility of such damages.
- **Total Liability:** The total cumulative liability of Voltera for any claims arising out of or relating to this agreement shall not exceed the amount paid by the Client for the services during the twelve (12) months preceding the claim.

12. Termination

- **Termination by Either Party:** Either party may terminate this agreement for convenience with thirty (30) days written notice to the other party.
- **Termination for Cause:** Either party may terminate this agreement immediately upon written notice if the other party materially breaches any term of this agreement and fails to remedy such breach within fifteen (15) days of receiving notice of the breach.
- **Effects of Termination:**
 - Upon termination, Voltera will cease all services, and any fees owed by the Client up to the date of termination shall be immediately due and payable.
 - Any provisions of this agreement that by their nature should survive termination shall remain in effect.

13. Dispute Resolution

- **Good Faith Negotiations:** In the event of any dispute arising out of or relating to this agreement, the parties agree to first attempt to resolve the dispute through good faith negotiations.

- **Arbitration:** If the dispute cannot be resolved through negotiations within thirty (30) days, it shall be referred to and finally resolved by arbitration in Hong Kong, in accordance with the Arbitration Ordinance (Cap. 609).
- **Governing Law:** This agreement shall be governed by and construed in accordance with the laws of Hong Kong, without regard to its conflict of law principles.

14. Intellectual Property Rights

- **Ownership:** All intellectual property rights in the LeadGPT platform and any materials provided by Voltera are and shall remain the exclusive property of Voltera.
- **License to Use Deliverables:** Voltera grants the Client a non-exclusive, non-transferable license to use the deliverables produced under this agreement solely for the Client's internal business purposes.

15. Confidentiality

- **Definition of Confidential Information:** Confidential information includes any non-public information disclosed by one party ("Disclosing Party") to the other ("Receiving Party"), whether orally or in writing, that is designated as confidential or that should reasonably be understood to be confidential.
- **Obligations:** The Receiving Party agrees to:
 - Not disclose any Confidential Information to any third parties without the Disclosing Party's prior written consent.
 - Use the Confidential Information only for the purposes of fulfilling its obligations under this agreement.
 - Protect the Confidential Information with the same degree of care it uses to protect its own confidential information, but no less than reasonable care.
- **Exclusions:** Confidential Information does not include information that:
 - Is or becomes publicly available without breach of this agreement.
 - Was known to the Receiving Party before receipt from the Disclosing Party.
 - Is rightfully received from a third party without restriction.
 - Is independently developed by the Receiving Party without use of the Confidential Information.

16. Data Protection and Privacy

- **Compliance with Laws:** Voltera will comply with all applicable data protection and privacy laws in the course of providing services.
- **Data Security Measures:** Voltera will implement appropriate technical and organizational measures to protect personal data against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

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- **Data Usage:** Any personal data collected during the provision of services will be used solely for the purposes outlined in this agreement and in accordance with the Client's instructions.

17. Force Majeure

- **Definition:** Neither party shall be liable for any failure or delay in performing its obligations under this agreement if such failure or delay is due to circumstances beyond its reasonable control, including but not limited to acts of God, natural disasters, war, civil unrest, acts of government, pandemics, or interruptions of utility services.
- **Notice and Mitigation:** The affected party shall promptly notify the other party of the force majeure event and make reasonable efforts to mitigate its effects and resume performance under this agreement as soon as possible.

18. Entire Agreement

- This agreement constitutes the entire understanding between the parties regarding the subject matter and supersedes all prior or contemporaneous agreements, negotiations, representations, and proposals, written or oral.

19. Amendments

- Any modifications or amendments to this agreement must be made in writing and signed by authorized representatives of both parties.

20. Severability

- If any provision of this agreement is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed, and the remaining provisions shall remain in full force and effect.

21. No Waiver

- The failure of either party to enforce any right or provision of this agreement shall not constitute a waiver of that right or provision unless acknowledged and agreed to by the party in writing.

22. Assignment

- Neither party may assign or transfer any rights or obligations under this agreement without the prior written consent of the other party, except that Voltera may assign this

agreement in connection with a merger, acquisition, or sale of all or substantially all of its assets.

23. Relationship of Parties

- The parties are independent contractors. This agreement does not create a partnership, franchise, joint venture, agency, fiduciary, or employment relationship between the parties.

24. Notices

- **Method of Delivery:** All notices and other communications required or permitted under this agreement shall be in writing and shall be deemed delivered when:
 - Personally delivered.
 - Sent by email with confirmation of transmission.
 - Sent by recognized overnight courier service with tracking.

25. Counterparts

- This agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

26. Headings

- The headings used in this agreement are for reference purposes only and shall not affect the interpretation of this agreement.

Acknowledgment

By engaging with Voltera Group Limited and utilizing the services of LeadGPT, clients acknowledge that they have read, understood, and agree to be bound by the terms and conditions of this Service Level Agreement.

Contact Information:

For any questions or further information about our services, please contact us at:

- **Email:** info@thevolteragroup.com
- **Phone:** +852 84900225 / +91 8396066327
- **Website:** www.thevolteragroup.com