

NtentSignal™ Dealer Subscription Agreement

\$995. 10-Car Incremental Deals. No-Risk Trial.

30 Days to Prove It. 90 Days to Scale It.

This Dealer Subscription Agreement is between **Controlled Logic, LLC, provider of NtentSignal™ ("Provider")**, and the participating dealership identified below ("Dealer"). By signing, Dealer enrolls in the NtentSignal Dealer Performance Program under the commercial terms below and agrees to the NtentSignal Digital Terms incorporated by reference.

Commercial Terms

Initial Term	120 Days
Days 1–30	No-Risk Performance Trial
Onboarding Fee	\$995 one-time
Monthly Fee During Trial	\$0
Performance Threshold	10 qualifying incremental vehicle sales during the first 30 days
Days 31–120	90-Day Paid Subscription
Subscription Fee	\$10,995 per month for three months
Monthly Performance Target	20–30 incremental vehicle sales

30-Day No-Risk Trial

NtentSignal's target during the first 30 days is **10–15 incremental vehicle sales**. If NtentSignal generates **fewer than 10 qualifying incremental vehicle sales**, Dealer may terminate at the end of the 30-day trial with no obligation to continue into the paid subscription period. If NtentSignal generates **10 or more qualifying incremental vehicle sales** during the first 30 days, the Agreement automatically continues for the remaining 90 days at **\$10,995 per month** under the same Agreement. No second contract is required.

What's Included

- NtentSignal™ DataSets — Real-time automotive purchase-intent opportunities
- ControlledText™ / TextAI — Initial customer engagement, opt-in/opt-out handling, brand and vehicle alignment, incentive communication, and follow-up
- CRM Integration — Qualified, positively engaged opportunities delivered to Dealer's CRM
- DMS Sales Attribution — Sales validation and performance measurement
- Verified Rewards® — Digital administration and delivery of qualifying Fuel Card rewards
- DealerAnalytics™ — Cost per sale, conversion, purchase velocity, source, credit-band, and performance reporting
- SOC 2-Compliant Infrastructure — Enterprise-grade controls supporting program data
- 2-Hour Zoom Training Conference — Live training for dealership leadership, BDC, and sales personnel

Dealer Requirements

- Maintain at least 100 new and 100 pre-owned retail vehicles readily available for sale during the program
- Fund the \$500 Verified Rewards Fuel Card for customers who satisfy the applicable purchase or lease requirements
- Provide required CRM and DMS access necessary for lead delivery, attribution, and performance measurement
- Assign BDC and/or sales personnel to actively work NtentSignal opportunities
- Participate in onboarding, the 2-hour Zoom training conference, and scheduled performance reviews

Digital Terms

The Digital Terms in effect on the Effective Date are incorporated into and form part of this Agreement. Dealer acknowledges that it has access to the Digital Terms before signing this Agreement. See www.controlledlogic.com/ntentsignal-terms

Acceptance

By signing below, the parties agree to the commercial terms above and the incorporated NtentSignal Digital Terms.

ControlledLogic LLC:_____.

Dealer:_____