

ALEEN INC.
#2507 - 4978 Yonge St. North York
ON M2N 7G9, Toronto, Canada

Leading Internet Venture LLC
31A Raday street, 1092 Budapest,
Hungary.

AGREEMENT FOR GOOGLE ADVERTISING AND ANALYTICS SERVICES

This agreement (the “Agreement”) is entered into between **Aleen Inc.** (“Company”) and **Leading Internet Venture LLC** (“Agency”) on this **September 15, 2024** (“Start Date”).

Scope of Services:

- a. The Agency shall provide comprehensive Google advertising and analytics services to the Company.
- b. The services shall include, but are not limited to, the following:
 - i. Setting up Google Ads campaigns on the Company's behalf.
 - ii. Configuring Google Analytics to track and analyze the performance of the advertising campaigns.
 - iii. Monitoring and optimizing the campaigns to achieve maximum return on investment (ROI).
 - iv. Providing regular reports on campaign performance, including key metrics and insights.
 - v. Conducting keyword research to identify high-impact search terms.
 - vi. Developing ad copy and creative assets to enhance campaign effectiveness.
 - vii. Implementing A/B testing to evaluate different ad variations.
 - viii. Managing budget allocation across various campaigns and channels.
 - ix. Advising on landing page optimization to improve conversion rates.
 - x. Conducting competitive analysis to benchmark performance against industry standards.
 - xi. Offering recommendations for audience targeting and segmentation.
 - xii. Training staff on best practices for using Google Ads and Analytics.
 - xiii. Providing support for any technical issues related to the advertising platforms.
 - xiv. Ensuring compliance with advertising policies and regulations.

Term:

The Agreement shall commence on September 15, 2024, and continue for a period of 6 months until March 14, 2025 (“Close Date”), unless terminated earlier as per the terms outlined herein.

Compensation:

The Company and the Agency have agreed on the following budget for the specified months:

- September 2024: \$1,900
- October 2024: \$1,900
- November 2024: \$1,900
- December 2024: \$1,900
- January 2025: \$1,900
- February 2025: \$1,900
- March 2025: \$1,900

The Company undertakes to make a total payment of **\$11,400** (eleven thousand four hundred U.S. dollars) to the Agency during five business days started on the Start Date, covering the total amount for period from Start Date to Close Date. For the following six months after March 14, 2025, both parties agreed to engage in discussions prior to the start of each month. The budget for these months could be determined based on the analytics from previous months, and adjustments can be made as needed during these discussions.

Confidentiality:

Both parties agree to treat all information exchanged during the course of this Agreement as confidential and shall not disclose it to any third party without prior written consent.

Ownership:

All intellectual property rights, including but not limited to trademarks, logos, and creative materials, shall remain the property of the respective parties.

Termination:

- a. Either party may terminate this Agreement by providing written notice to the other party.
- b. Upon termination, the Agency shall provide the Company with any necessary account access and materials related to the advertising campaigns.

Governing Law and Jurisdiction:

- a. This Agreement shall be governed by and construed in accordance with the laws of Ontario, Canada.
- b. Any disputes arising out of or in connection with this Agreement shall be subject to the exclusive jurisdiction of the courts of Ontario, Canada.

ACCEPTED AND AGREED:

September 15, 2024

ALEEN INC.

/s/ Inna Aksman
Inna Aksman
Chief Executive Officer, President,
Director

LEADING INTERNET VENTURE LLC

/s/ Denys Arkhanhelskyi
Denys Arkhanhelskyi
Director