



**MASTER SERVICES AGREEMENT
(BrainForge as Service Provider)**

This Master Services Agreement (the "Agreement") is made as of **April 01, 2026** (the "Effective Date") between **Drink LMNT, Inc.**, a Florida corporation (the "Company"), with an address of 1150 Central Ave. Naples, FL 34102 and BrainForge Inc., a Delaware corporation ("Service Provider"), with an address of 2102 EM Franklin Ave., Unit 2B, Austin, TX 78723. Company and Service Provider may each be referred to individually as a "Party", and collectively as the "Parties." Intending to be legally bound, the Parties agree as follows:

This Agreement establishes the terms and conditions under which Company may purchase services from Service Provider as described in a Statement(s) of Work to be mutually agreed by the Parties. Each Statement of Work will be issued as an exhibit to this Agreement and incorporate the terms and conditions of the Agreement by reference.

GENERAL TERMS AND CONDITIONS

1. Definitions.

- 1.1 "Deliverables" means the resultant work product of the Services to be delivered by Service Provider to Company as specified in the applicable SOW.
- 1.2 "Law(s)" means all applicable federal, national, state, local and international community laws, rules, regulations, directives and ordinances, including but not limited to those related to privacy, data protection and/or banking secrecy, as well as any applicable rules or codes of conduct of self-regulatory bodies or associations.
- 1.3 "Personnel" means any employee, consultant, contractor, subcontractor, representative or agent of a Party.
- 1.4 "Services" means the professional, consulting and implementation services to be provided by Service Provider for Company under the applicable SOW issued under this Agreement.
- 1.5 "Statement of Work" or "SOW" means the detailed description of Services to be performed as mutually agreed to in writing by the Parties in the same or similar format as Exhibit A attached.

2. Services and Deliverables.

- 2.1 Statement of Work. During the Term, Service Provider shall provide Company with the Services and the Deliverables, in accordance with the price and payment terms and any additional provisions as are agreed by the Parties and set forth in the SOW. All SOWs shall incorporate this Agreement by reference, shall be governed by and subject to the terms and conditions of this Agreement, and shall be signed by the authorized representatives of the Parties.
- 2.2 Amendment. Any change to a SOW will be effective only if agreed to by the Parties in writing

including any resultant changes to the delivery schedule, price and payment terms.

3. Fees, Payment and Taxes.

- 3.1 Fees.** Compensation for the Services (the “Fees”) shall be set forth in the applicable SOW. Unless specifically stated otherwise in the applicable SOW, Service Provider shall invoice Company on a monthly basis for (a) the Services or Deliverables; and (b) actual and reasonable travel and out-of-pocket expenses pre-approved in writing by Company and incurred in connection with the Services. The undisputed portion of each such invoice shall be payable within fifteen (15) days of receipt.
- 3.2 Payment.** Payment shall be made in U.S. Dollars to Service Provider via ACH in accordance with remittance instructions provided with the applicable SOW.
- 3.3 Interest.** Interest shall accrue on any delinquent amounts owed to Service Provider by Company at the lesser of eighteen percent (18%) per annum or the maximum rate permitted by Law.
- 3.4 Taxes.** Fees are exclusive of any taxes. Service Provider shall be responsible for any, and all, foreign, federal, state and local taxes, duties, excises, charges, penalties and interest (collectively, “Taxes”) arising in connection with the fees and expenses paid by Company under this Agreement.

4. Term and Termination.

- 4.1** This Agreement will commence on the Effective Date and continue for a term of one (1) year (the “Term”), unless sooner terminated under this Agreement; provided that this Agreement shall remain in full force and effect with respect to any SOW ongoing as of the expiration of the Term.
- 4.2** During the Term, either party may terminate this Agreement for convenience with fourteen (14) days’ prior written notice.
- 4.3** Service Provider may terminate this Agreement at any time prior to expiration of Term in the event that Company defaults on any payment due to Service Provider and such default continues unremedied for a period of ten (10) days following written notice of such default.
- 4.4 Effect of Termination or Expiration.** Upon termination or expiration of this Agreement, the due dates of all outstanding Company invoices automatically will be accelerated so they become due and payable on the effective date of termination. Sections 5 (Ownership), 6 (Confidential Information), 7 (Representations and Warranties), 8 (Limitation of Liability), 11 (Non-Solicitation), 12 (Non-Compete) and 14 (General Provisions) shall survive termination.
- 4.5** If either Party materially breaches the terms of the Agreement and the breach is not cured within fourteen (14) days after written notice, then the other Party may terminate this Agreement at the end of the fourteen (14) day cure period. Without prejudice to any other right or remedy of Service Provider, in the event either Party terminates a SOW, Company will pay Service Provider for all Services properly provided up to the effective date of termination.

5. Ownership Rights.

- 5.1 Work Product.** Unless otherwise identified in a SOW, Company shall own all Deliverables identified in a SOW in connection with performance of the Services (the “Work Product”). The

Work Product made or created by Service Provider (solely or jointly with others) in connection with the Services are "works made for hire" as defined in the U.S. Copyright Act (17 USCA, Section 101).

5.2 Service Provider Pre-Existing Proprietary Property. Service Provider has created prior to, or independently of, the performance of Services under this Agreement, acquired or otherwise has rights in various concepts, ideas, methodologies, know-how, techniques, models, templates, the generalized features of the structure, sequence and organization of software, user interfaces, screen designs, and software tools (collectively with any modifications, improvements or derivatives of the foregoing) (the "Pre-Existing Proprietary Property").

5.3 Additional intellectual property provisions applicable to a SOW issued under this Agreement, if any, will be contained in the SOW. Company represents and warrants that it: (i) shall only use the Pre-Existing Proprietary Property with its customers pursuant to the intended use under a SOW or as provided in this Section and shall not at any time otherwise use the Pre-Existing Proprietary Property or allow any of its suppliers to use the Pre-Existing Proprietary Property for competitive purposes. If the Deliverables contain any Pre-Existing Proprietary Property, Service Provider hereby grants to Company a non-exclusive, royalty-free license to use such Pre-Existing Proprietary Property as part of the Deliverables.

6. Confidential Information

6.1 By virtue of the Services provided under this Agreement, each Party and its respective employees and/or agents may receive access to information that is confidential and proprietary to the other Party including information that (a) is not known by actual or potential competitors of a Party or is generally unavailable to the public; (b) has been created, discovered, developed, or otherwise become known to a Party or in which property rights have been assigned or otherwise conveyed to a Party; and (c) has material economic value or potential material economic value to a Party's present or future business ("Proprietary Information").

6.2 Proprietary Information shall include trade secrets and all other discoveries, developments, designs, improvements, inventions, formulas, software programs, processes, techniques, know-how, data, research, techniques, technical data, customer and supplier lists, and any modifications or enhancements of any of the foregoing, and all program, marketing, sales, or other financial or business information disclosed by either Party, either directly or indirectly, in writing, orally or by drawings or observation.

6.3 Notwithstanding the Parties' confidentiality obligations set forth in this Agreement, the Parties understand that, pursuant to the Defend Trade Secrets Act of 2016, neither Party will be held criminally or civilly liable under any federal or state trade secret law for the disclosure of a trade secret that: (a) is made (i) in confidence to a federal, state, or local government official, either directly or indirectly, or to an attorney; and (ii) solely for the purpose of reporting or investigating a suspected violation of law; or (b) is made in a complaint or other document filed in a lawsuit or other proceeding, if such filing is made under seal.

6.4 Proprietary Information shall not include information that receiving Party can demonstrate with competent evidence (a) is or becomes a part of the public domain through no act or omission of the receiving Party; or (b) was in the receiving Party's lawful possession prior to the disclosure and had not been obtained by the receiving Party either directly or indirectly from the disclosing Party; or (c) is lawfully disclosed to the receiving Party by a third party without restriction on

disclosure; or (d) is independently developed by the receiving Party without use of, or reference to the Proprietary of the disclosing Party. In the event that the receiving Party is required by judicial or administrative process to disclose Confidential Information, the receiving Party shall promptly notify disclosing Party and allow disclosing Party a reasonable time to oppose such process or to seek limitations on the portion of Confidential Information that is required to be disclosed.

- 6.5** Each Party agrees, both during the Term of this Agreement and for a period of three (3) years after expiration or termination of this Agreement, (i) to hold all Proprietary Information of the other Party in confidence, and (ii) not to use the other Party's Proprietary Information for any purpose other than to exercise its rights and fulfill its obligations under this Agreement. Each Party agrees not to make any Proprietary Information of the other Party available in any form to any third party or to use such Proprietary Information for any purpose other than to exercise its rights or perform its obligations hereunder, including performing the Services provided under this Agreement. Each Party agrees to use the same degree of care that it uses to protect its own confidential information of a similar nature and value, but in no event less than a reasonable standard of care, to ensure that Proprietary Information is not disclosed or distributed by its employees, representatives or agents in violation of the provisions of this Agreement.
- 6.6** Upon the expiration of this Agreement, or the earlier request of disclosing Party at any time, the receiving Party will return to disclosing Party or, at the option of disclosing Party, destroy all Proprietary Information and any and all copies or extracts thereof then in the possession or control of the receiving Party, except that receiving Party may retain a single copy of the Proprietary Information for archival purposes, subject to the obligations of confidentiality and non-use described herein.
- 6.7** Data Protection and Security. Service Provider shall ensure that any transfer of data from Service Provider to Company or within Service Provider's computing environment will take place using solely encrypted protocols such as SSL or TLS. Data backup of Company's Confidential Information will be stored and maintained in an encrypted format. Service Provider shall use secure methods to access and electronically transfer Company files. In addition to the obligations specified in this Section 6.7, Service Provider shall use commercially reasonable efforts to prevent unauthorized access to any data provided by Company, and shall handle all Company data in accordance with applicable laws.

7. Representations and Warranties

- 7.1** By Company. Company represents and warrants to Service Provider that: (i) Company is organized, validly existing and in good standing under the Laws of the jurisdiction of its organization; (ii) this Agreement has been authorized by all necessary corporate action; and (iii) this Agreement is the legal, valid, and binding obligation of Company, enforceable against Company in accordance with its terms.
- 7.2** By Service Provider. Service Provider represents and warrants to Company that:
- 7.2.1** Service Provider is organized, validly existing and in good standing under the laws of the jurisdiction of its organization; that this Agreement has been authorized by all necessary corporate (or other entity) action; and that this Agreement is the legal, valid, and binding obligation of Service Provider, enforceable against Service Provider in accordance with its terms.

7.2.2 The Deliverables shall be prepared and delivered, by qualified Personnel in a timely manner, and shall meet and conform to all applicable specifications in the SOW.

7.2.3 To the best of Service Provider's knowledge, the Deliverables and the use thereof as contemplated by this Agreement and the SOW(s) do not and shall not infringe on any Intellectual Property Rights or other proprietary rights of any third party.

7.3 **Warranty Disclaimer.**

EXCEPT AS SET FORTH IN THIS AGREEMENT, NEITHER PARTY MAKES ANY OTHER REPRESENTATION OR WARRANTY, INCLUDING THE IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

8. **Limitation of Liability.**

TO THE FULLEST EXTENT PERMISSIBLE UNDER APPLICABLE LAW IN NO EVENT SHALL EITHER PARTY'S AGGREGATE LIABILITY TO COMPANY UNDER THIS AGREEMENT OR ANY SOW ISSUED HEREUNDER EXCEED THE FEES PAYABLE TO SERVICE PROVIDER UNDER THE APPLICABLE SOW; AND (b) IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST DATA, LOST BUSINESS OR LOST PROFITS, HOWEVER ARISING, EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

9. **Working Relationship.**

9.1 No Agency. Company and Service Provider are independent contractors. Neither Party is the legal representative, agent, joint venture, partner, employee or employer of the other Party for any purpose whatsoever, and neither Party has any right, power or authority to assume or create any obligation of any kind or to make any representation or warranty on behalf of the other Party, whether express or implied, or to bind the other Party in any respect.

10. **Compliance with Laws.**

Service Provider shall perform the Services hereunder in compliance with all Laws.

11. **Non-Solicitation.**

During the term of this Agreement and for a period of one (1) year after expiration or termination thereof, neither Party shall directly or indirectly solicit for employment, any employee of the other Party with whom it comes into contact as a result of providing or receiving Services hereunder. "Solicit" shall not include advertising in newspapers or trade publications available to the public (whether in print, electronic, online or other form), or other forms of general advertisements of employment to the public. For purposes of this Section only, the term "Employee" shall mean all full or part time employees of a Party for so long as they are employed by such Party and for ninety (90) days thereafter.

12. **Force Majeure.**

Neither Party shall be liable for any failure to perform due to acts of force majeure, which shall include acts of God, natural disasters, riots, war, terrorism, civil disorder, court order, labor dispute or any other causes beyond that Party's reasonable control (including failures or fluctuations in electrical power, heat, light, air conditioning or telecommunications equipment or lines) and other similar causes beyond its reasonable control.

13. General Provisions.

13.1 Assignment. Either Party may assign this Agreement or any SOW, in whole or in part. All of the terms and provisions of this Agreement shall be binding upon and inure to the benefit of and be enforceable by, the respective successors and permitted assigns of the Parties. Nothing in this Agreement, express or implied, is intended to confer on any person or entity, other than the Parties or their respective successors and permitted assigns, any benefits, rights or remedies.

13.2 Entire Agreement. This Agreement contains the entire understandings of the Parties and supersedes all previous agreements (oral and written), negotiations and discussions with respect to the subject matter herein.

13.3 Governing Law. The rights and obligations of the Parties shall be governed by, and this Agreement shall be construed and enforced in accordance with the laws of the State of Delaware, excluding its conflict of laws rules.

13.4 Severability. If any provision of this Agreement is for any reason held to be invalid, illegal, or unenforceable in any respect under Law: (i) such invalidity, illegality, or unenforceability shall not affect the other provisions of this Agreement; (ii) this Agreement shall be construed as if such invalid, illegal, or unenforceable provision were excluded from this Agreement; and (iii) the court, in its discretion, may substitute for the excluded provision an enforceable provision which in economic substance reasonably approximates the excluded provision. If any provision of this Agreement is for any reason held to be excessively broad as to duration, geographical scope, activity, or subject, then such provision shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with the then-applicable Law.

13.5 Waiver. No waiver of any provision of this Agreement shall be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No failure or delay by either Party in exercising any right, power or remedy under this Agreement shall operate as a waiver of any such right, power or remedy. The express waiver of any right or default hereunder shall be effective only in the instance given and shall not operate as or imply a waiver of any similar right or default on any subsequent occasion.

13.6 Amendment. This Agreement may only be amended, modified, or supplemented by an instrument in writing specifically identifying this Agreement and signed by the Parties.

14. Binding Arbitration. Any dispute or controversy arising under or in connection with this Agreement will be settled exclusively by arbitration, conducted before an arbitrator in Austin, TX in accordance with the rules of the American Arbitration Association then in effect. Judgment may be entered on the arbitration award in any court having jurisdiction, provided, however, that either Party shall be entitled to seek a restraining order or injunction in any court of competent jurisdiction to prevent any continuation of any violation of the provisions of Section 6 of the Agreement and the Parties hereby consent that such restraining order or injunction may be

granted without requiring posting of a bond. Only individuals who are on the AAA register of arbitrators shall be selected as an arbitrator. Within twenty (20) days of the conclusion of the arbitration hearing, the arbitrator shall prepare written findings of fact and conclusions of law. It is mutually agreed that the written decision of the arbitrator shall be valid, binding, final and non-appealable, provided however, that the parties hereto agree that the arbitrator shall not be empowered to award punitive damages against any party to such arbitration. The arbitrator shall require the non-prevailing party to pay the arbitrator's full fees and expenses. In the event action is brought to enforce the provisions of this Agreement pursuant to this section, the non-prevailing party shall be required to pay the reasonable attorney's fees and expenses of the prevailing party.

15. Notices.

Notices must be in writing and will be deemed given when delivered five (5) days after being sent using a method that provides for positive confirmation of delivery to the Parties at their respective addresses indicated above.

17. Counterparts and Electronic Signature.

This Agreement will be executed in two (2) counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument. This Agreement will be executed by and delivered to each Party using electronic signature technology. The Parties acknowledge and agree that any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.

Having read the terms of this Agreement and agreeing to be legally bound, the Parties have executed this Agreement as of the Effective Date.

COMPANY: Drink LMNT, Inc.		SERVICE PROVIDER: BrainForge Inc.	
By		By	
Name	Philip McKeating	Name	Uttam Kumaran
Title	Chief Business Officer	Title	CEO
Date		Date	

EXHIBIT A

STATEMENT OF WORK

This Statement of Work dated **April 01, 2026** for the **LMNT x BrainForge Data Sprint** (the “SOW”) describes the services to be performed by BrainForge Inc. (“Service Provider”) for **Drink LMNT, Inc.** (the “Company”). This SOW is governed by the terms and conditions of the Master Services Agreement dated **April 1, 2026** by and between Service Provider and Company (the “Agreement”) and are incorporated herein by reference. Capitalized terms used but not defined in the SOW have the same meanings as the terms defined in the Agreement. The effective date of the SOW is the last date signed (the “Effective Date”). Service Provider and Company are referred to collectively herein as the “Parties.”

Description of the Services and Deliverables.

Workstream 1: Data Foundation & Governance

Metric definitions and data dictionary

Deliverables:

- Formulas documented and signed off.
- Data dictionary for all governed metrics; versioned, editable document.

Acceptance Criteria:

- **Definitions:** Net revenue and other key metrics (across revenue, supply chain, and sampling functions) defined, documented, and applied consistently across models

Data quality and QA process

Deliverables:

- Reporting Quality Scorecard weekly measurement updates for accuracy, definitions, formatting, source of truth
- Data QA process for each new domain; leadership sign-off before broad use

Acceptance Criteria:

- **Source of Truth:** VP-level sign off from each team on v1 dashboards

Workstream 2: Demand Performance Visibility

Commercial data modeling and QA

Deliverables:

- Commercial data marts and QA: validate revenue, partner counts, and segment breakdowns against Shopify and CRM sources
- Encompass ingestion
- Wholesale/Retail/eComm/DSD/Omnichannel dashboards, e.g.:
 - Walmart vs Target point of sales
 - Retailer sales from purchase orders
 - Product/category performance
 - Growth trends
 - Wholesale sales by partner type

- Cross-channel/platform drill-down capabilities in BI reporting (i.e. product performance across channels, geography).
- Monthly Revenue Reconciliation Report side-by-side comparison of BrainForge models vs Shopify vs finance, with variance explanations

Workstream 3: Marketing Visibility

Deliverables:

- Catalogue of all marketing expenditure sources
- Prioritized list for ingestion
- V1 Marketing dashboard

Acceptance Criteria:

- **Accuracy:** Retail, wholesale, eCommerce, DSD clean tables and data mart structure approved
- **Formatting:** Wholesale/Retail/eComm dashboards usability sign-off
- **Definitions:** Cross-channel revenue definitions standardized
- **Source of Truth:** VP-level sign off from Retail/Wholesale/eComm
- **Completeness views:** Description of assumptions, exceptions in every dashboard

Workstream 4: Supply Chain Visibility

Supply discovery and data foundation

Deliverables:

- Supply chain discovery: document sources, owners, and availability
- Supply Chain Data Foundation: clean inventory models, COGS data, and supply chain events (receipts, shipments, transfers) where data is available in current systems.

Acceptance Criteria:

- Discovery documented; data foundation built for available sources

Demand planning validation and reporting

Deliverables:

- Demand Planning Validation Report: Point of sales velocity trends vs distributor order patterns, anomaly flags, overstock risk indicators by geography/product.
- Inventory Visibility Dashboard, Distributor Inventory Dashboard, and Distribution Performance Dashboard
- Connection of S/D data to external vendor selected by business

Acceptance Criteria:

- **Accuracy:** <5% variance framed as acceptable where applicable.
- **Formatting:** Usability sign-off on Inventory Visibility, Distribution Dashboards
- **Definitions:** Key metrics defined, documented, and applied consistently across models
- **Source of Truth:** VP-level sign off from supply team; roadmap for future dashboards documented

Workstream 5: BI & Self-Service Enablement

Omni pilot

Deliverables:

- Omni pilot with wholesale and retail data; validation using real business questions (self-service exploration, metric consistency, cross-channel views in one place).
- Omni pilot results and Go/No-Go Decision: documented assessment of whether the BI tool meets stakeholder needs; what works, what doesn't, what's next.

Acceptance Criteria:

- Pilot completed; go/no-go decision documented and agreed; next steps confirmed.

Governed dashboards

Deliverables:

- Governed dashboards with consistent metric definitions
- Definitions match the Data Dictionary (Data Foundation & Governance workstream)

Acceptance Criteria:

- **Definitions:** Aligned to data dictionary; available in Omni (or agreed BI tool)
- **Accuracy:** Dashboards built on governed logic based on data dictionary

Training and adoption

Deliverables:

- Stakeholder Training and Adoption Plan: role-based onboarding offered to each team.
- Training sessions for key stakeholders on self-service exploration.

Acceptance Criteria:

- Training plan documented and approved; BI training enablement delivered
- **Source of Truth:** Stakeholders able to basic self-service exploration on BI foundations

Out-of-Scope

- NetSuite implementation expected Q4 2026; ingestion and dashboards dependent on go-live are out of this SOW period.
- Data modeling for CX
- Ingesting and modeling forecast/pacing

Assumptions.

- A. Retail POS data (Walmart, Target) is usable for velocity analysis; distributor data can be provided by client/DSD
- B. VP-layer can provide requirements and validation support within the timeline.
- C. After VP signoff on initial dashboards in Omni (or BI tool), data modeling maintenance is not the priority for this scope.
- D. Omni (or agreed BI tool) is selected and approved by tech and bizops in time for the end of pilot.
- E. Data Foundation & Governance workstream delivers data dictionary and definitions so that governed dashboards can align; dependencies are coordinated.
- F. Finance and business owners can participate in definition and QA sessions within the proposed timeline.
- G. Variance between data models and financial systems of <10% is acceptable to document as "expected" where accounting treatment differs.

- H. No major source system changes (e.g. NetSuite go-live) during this SOW Term that would invalidate definitions; if such changes occur, scope will be adjusted and re-priced.
- I. Retail and wholesale source data (POS, Shopify, CRM) remain available and stable; ingestion is coordinated with Data Foundation and existing pipelines.
- J. Encompass ingestion timing contingent on setting up a data connector to sync to LMNT's Snowflake instance.

Responsibilities of the Parties.

- A. Service Provider Responsibilities. Service Provider shall use reasonable best efforts to perform the Services and accomplish the objectives set forth in the SOW. Service Provider shall: (i) assign qualified personnel with requisite skills, experience and expertise to perform the Services; (ii) proactively identify impediments or blockers that may affect the timely delivery of the Services; and (iii) take commercially reasonable steps to remediate, escalate, or otherwise clear such impediments within Service Provider's reasonable control to maintain progress of the Services consistent with the Term.
- B. Customer Responsibilities. Customer acknowledges that Service Provider's ability to perform the Services is contingent upon Customer's timely cooperation and fulfillment of its obligations, including but not limited to: (i) providing timely access to systems, data, environments, facilities, and personnel reasonably required to perform the Services; (ii) making key stakeholders and decision-makers available to Service Provider upon reasonable notice; (iii) providing timely approvals, sign-offs, and feedback as required to advance completion of the Services; (iv) ensuring that Customer's internal processes, dependencies, and third-party relationships do not unreasonably impede delivery; and (v) promptly notifying Service Provider of any conditions that may affect Service Provider's ability to perform the Services.
- C. Customer-Caused Delays and Blockers. Notwithstanding anything to the contrary in this SOW, Service Provider shall not be liable for any delay, failure to meet a milestone, cost overrun, or non-performance to the extent caused, in whole or in part, by: (i) Customer's failure to fulfill its obligations under Section B above; (ii) Customer's failure to provide required access, approvals, information, or resources in a timely manner; (iii) changes to scope, priorities, or direction directed by Customer; or (iv) actions or omissions of Customer or its employees, contractors, or agents that obstruct or impede Service Provider's performance of the Services (collectively, "Customer-Caused Delays"). In the event of a Customer-Caused Delay, Service Provider shall provide written notice to Customer identifying the nature of the delay and its anticipated impact on the project schedule and/or fees. Upon receipt of such notice, the Parties shall work in good faith to establish a revised timeline, and any agreed schedule adjustments resulting from a Customer-Caused Delay shall not constitute a breach by Service Provider. Service Provider reserves the right to seek a fee adjustment if a Customer-Caused Delay materially increases the cost or effort required to complete the Services.

SUMMARY OF STATEMENT OF WORK

This Summary summarizes certain commercial terms for the Statement(s) of Work (“SOW”) that Company and Service Provider have executed under the Master Services Agreement identified above (the “Agreement”). Each executed SOW is incorporated into the Agreement. If anything in this summary conflicts with an executed SOW, the executed SOW controls for that engagement entirely.

A. Incorporated Workstreams

- a. Data Foundation & Governance
- b. Demand Performance Visibility
- c. Marketing Visibility
- d. Supply Chain Visibility
- e. BI & Self-Service Enablement

B. Term.

Service Provider shall serve as a Service Provider to the Company for a period commencing on **April 01, 2026** and terminating on **August 31, 2026**

C. Pricing and Fees.

The Company shall pay Service Provider a fixed fee of **\$92,600 per month** for all Services performed under this Agreement, inclusive of all workstreams executed between the parties. Fees shall be invoiced and payable in advance at the beginning of each calendar month, commencing on April 1, 2026, and continuing on a monthly basis thereafter.

Category	Amount
Strategic Leadership	\$32,600
Managing leads, architecture, VP education, org adoption	
Engineering & Platform	\$35,000
Analytics engineering, data engineering, ETL/dbt/Snowflake	
Analysis & Enablement	\$25,000
Dashboards, reports, memos, QA, supply chain analysis	
Subtotal	\$92,600

D. Change Order Process.

Any change to the scope, timeline, or fees set forth in the applicable SOW must be documented in writing and approved by both parties before the Service Provider performs the changed work. Scope changes are priced at the rate(s) in the applicable SOW (or as otherwise agreed in the change order) and may be delivered under a separate amendment or change order to that SOW.

E. Invoicing and Payment.

The Service Provider will invoice the Company at the start of each calendar month for all services scheduled for that month, at the rate and/or amount specified in Exhibit A. All invoices are due within fifteen (15) calendar days of receipt (Net 15 terms) via Electronic Funds Transfer (“EFT”). Service Provider shall submit to the Company a written invoice for Services and expenses, and such statement shall be subject to the approval of the contact person listed above or other designated agent of the Company

Invoice Submission Address:

Service Provider shall submit all invoices and related correspondence to the following address or email designated by the Company at the time of execution of this Agreement:

- Invoice Contact Name: _____
- Email Address for Invoices: _____
- Mailing Address (if applicable): _____

The Company may update the invoice submission address upon written notice to the Service Provider. Delivery of an invoice to the address or email listed above shall be deemed proper notice for purposes of payment.

Counterparts and Electronic Signature.

This SOW will be executed in two (2) counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument. This SOW will be executed by and delivered to each Party using electronic signature technology. The Parties acknowledge and agree that any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.

Having read the terms of this Agreement and agreeing to be legally bound, the Parties have executed this Agreement as of the Effective Date.

COMPANY: Drink LMNT, Inc.		SERVICE PROVIDER: BrainForge Inc.	
By		By	
Name	Philip McKeating	Name	Uttam Kumaran
Title	Chief Business Officer	Title	CEO
Date		Date	