

MARKET RESEARCH SERVICE AGREEMENT
between
STONY BROOK UNIVERSITY
and
STUDENTMARKETING S.R.O.

WHEREAS The State University of New York, an educational corporation existing under the laws of the State of New York and having its office and principal place of business located at H. Carl McCall SUNY Building, 353 Broadway, Albany, New York 12246, by and on behalf of Stony Brook University, located at 100 Nicolls Road, Stony Brook, NY 11794, hereinafter referred to as (hereinafter SBU);

WHEREAS StudentMarketing s.r.o. (trading as "BONARD") is a market research and consultancy firm located at Skuteckeho 33, Banska Bystrica, 974 01, Slovakia;

WHEREAS SBU desires to engage BONARD for market research services;

WHEREAS SBU and BONARD (the "Parties") have agreed to enter into this Market Research Service Agreement (the "Agreement") for their mutual benefit in accordance with the terms and conditions set out herein;

NOW, THEREFORE, in consideration of the promises and of the mutual covenants and obligations herein contained, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereto agree as follows:

1. **Term of Agreement:** This Agreement shall commence on September 1, 2024 ("Effective Date") and shall continue for a period of three (3) months or until the completion of the services outlined in paragraph 2.
2. **Services to be Provided:**
 - 2.1 Market Research:
 - 2.1.1 Benchmark SBU's enrollment data against IIE data (by study level, student nationality, and study field/program type), using the necessary enrollment data provided by SBU.
 - 2.1.2 Augment this analysis with the latest F-1 student visa and SEVIS data to indicate future enrollment trends.
 - 2.1.3 Analyze the performance of all source markets and SBU's market share (comprehensive assessment of SBU's overseas presence).
 - 2.1.4 Consider emerging opportunities stemming from visa policy changes in Canada, Australia, and the UK. Identify student nationalities that are more likely to study in the USA due to these developments, allowing SBU to capture these trends quicker than competitors.
 - 2.1.5 Identify the fastest-growing markets for the USA and those offering the highest recruitment potential for SBU, at both undergraduate and graduate levels.
 - 2.2 Provision of Feedback:
 - 2.2.1 Feedback shall be provided in writing, preferably in the form of sticky notes in a draft document, or in another format that minimizes misunderstandings and ensures timely implementation.
 - 2.2.2 SBU is entitled to one round of revisions.
 - 2.2.3 Any edits shall be approved by both Parties.

2.3 Post-Delivery Presentation:

2.3.1 Provide a post-delivery presentation in the form of an online consultation session, to be arranged within two weeks after the delivery of the benchmark.

3. **Compensation:**

3.1 In consideration for the services rendered by BONARD, SBU agrees to pay BONARD a fee of **US\$4,900**. For clarity, no fee shall be due and payable to BONARD until the completion of services outlined in paragraph 2.

3.2 SBU shall transmit payments invoiced under this Agreement within thirty (30) calendar days of receipt of an invoice.

4. **Termination:** Either party may terminate this Agreement with written notice to the other party if the other party breaches any material term or condition of this Agreement.

5. **Confidential Information:** Each Party hereby agrees that it shall not disclose any Confidential Information of the other to any third party either during the term of this Agreement and thereafter.

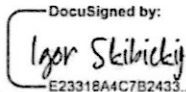
6. **Ownership:** All reports, documents, or materials produced by BONARD in the course of providing services under this Agreement shall be the property of the SBU. BONARD agrees not to use or disclose such materials without the prior written consent of SBU.

7. **Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of New York.

8. **Entire Agreement:** This Agreement contains the entire understanding of the Parties with respect to the subject matter hereof and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties.

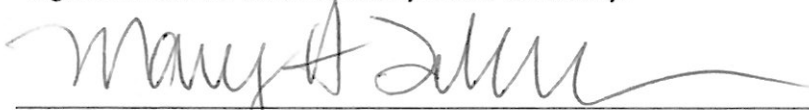
IN WITNESS WHEREOF, The Parties formally establish this Agreement by duly signing below:

Signed for and on behalf of StudentMarketing s.r.o:

DocuSigned by:

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Name: Igor Skibickij
Title: Chief Operations Officer
Date:

Signed for and on behalf of Stony Brook University:



Name: Mary H. La Corte
Title: Assistant Director, Procurement
Date: