DEMAND SIGNALS · STANDARD DISCLOSURES

Standard Rates & Payment Terms Disclosure - Q3Y26

Demand Signals LLC · Effective July 1, 2026

Published: assets.demandsignals.co/legal/disclosures/

DOCUMENT CODE
DSIG.SRPD.Q3Y26.v1b

ISSUED BY
Demand Signals LLC

STATUS
Published

DemandSignals.co | DemandSignals@gmail.com | (916) 542-2423

This Standard Rates Disclosure (the "Disclosure") is effective as of July 1, 2026, by and between Demand Signals LLC ("DSIG"), referred to as the "Company," and the individuals/clients engaging services from DSIG, referred to as the "Client." The Company and Client may each be referred to individually as a "Party" and collectively as the "Parties." Upon execution of any referenced or prevailing documents and/or agreements, this Disclosure shall be incorporated into and be binding upon the Parties.

WHEREAS, DSIG provides services to Clients and on behalf of the Clients, with all time, effort, and expenses being billed and payable per our Standard Rates unless otherwise agreed in a Quote, Scope of Services, or other Agreement.

WHEREAS, from time to time, these rates may be updated, decreased, or increased due to demand and costs. Each engagement is governed by the rate table in effect at the countersignature of its Prevailing Agreement, to which that engagement remains pinned unless the Parties mutually agree in writing to update. DSIG shall provide forty-five (45) days' written notice to active engagements ahead of any global change to these rates. Rates shall never apply retroactively; work completed before a rate change is billed at the prior rate.

NOW, THEREFORE, in consideration of the foregoing and of the disclosures, representations, covenants, and warranties contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. HOURLY RATES

DSIG, its partners, contractors, and employees agree to provide services to Clients per the following hourly rates, retainers, and engagement agreements. When billing on an hourly basis, DSIG and its teams shall endeavor to provide accurate time reports related to services provided to clients and projects. Reports shall be provided via a method and format determined by DSIG and its teams. Hourly rates shall be billed in 30-minute increments per the service levels indicated below.

Service Levels	Hourly Rate
Legal / Attorney	$500
Executive / Strategy	$250
Business Consulting	$200
Technical Research & Reporting	$150
Engineering / Development	$100
Admin / Basic	$50

2. TECHNOLOGY & INFRASTRUCTURE EXPENSES

In the course of delivering software, artificial intelligence, and digital operations services, the Company incurs a range of technology, platform, and infrastructure costs that are consumed directly in support of the Client, the approved Quote, the Scope of Work, the Engagement Agreement, and/or the Prevailing Agreement between the parties. The Client is responsible for paying all such Technology & Infrastructure Costs realized in support of the Client's engagement. Such costs shall include, without limitation:

(a) Artificial Intelligence & Model Usage. Costs related to artificial intelligence and machine-learning services, including but not limited to large language model (LLM) and generative AI usage, input and output tokens, inference and compute time, fine-tuning and training runs, embeddings and vector operations, agentic and multi-agent runtime, image/audio/video generation, and any per-request, per-token, per-seat, or metered fees charged by AI providers or platforms.

(b) API & Third-Party Service Access. Costs related to application programming interface (API) access, API keys, request-based and usage-based fees, data feeds, enrichment and verification services, and any third-party service consumed programmatically or on the Client's behalf.

(c) Hosting, Compute & Infrastructure. Costs related to cloud and on-demand infrastructure, including but not limited to hosting, servers, containers, serverless and edge compute, storage, bandwidth and egress, content delivery networks (CDN), databases, queues, background workers, GPU and accelerated compute, and any usage-based, reserved, or committed-capacity infrastructure fees.

(d) Domains, Certificates & Network. Costs related to domain registration and renewal, DNS services, TLS/SSL certificates, dedicated and static IP addresses, network and security services, and similar network-layer provisioning.

(e) Software Licenses & Digital Subscriptions. Costs related to software licenses, SaaS and PaaS subscriptions, developer tooling, platform seats, monitoring and observability services, security and compliance tooling, and any recurring or one-time digital subscription procured in support of the engagement.

(f) Other Technology Costs. Any other technology, platform, data, or digital-service cost minimally required to support the Client, the Scope of Work, and/or the deliverables contemplated in the Prevailing Agreement.

These Technology & Infrastructure Costs may be recurring, metered, usage-based, and/or variable in nature, and may fluctuate based on consumption, provider pricing, and the scope and intensity of the services rendered. The Company shall use commercially reasonable efforts to economize and minimize such costs while maintaining an acceptable level of performance, reliability, and quality appropriate to the engagement.

Provisioning & Ownership. The Company may, at its discretion, procure and provision such technology, accounts, and infrastructure on the Client's behalf, or may request that the Client procure and provision the same directly under the Client's own accounts and billing. Where the Client procures directly, the Client shall remain solely responsible for all associated fees and for maintaining such accounts in good standing. Delays in Client procurement or payment are not the responsibility of the Company, with any extended delays or lead times being deducted from the scope of service, and do not preclude or relieve the Client from maintaining the Company's payment schedule or retainer obligations. Where the Company procures on the Client's behalf, any accounts, keys, credentials, licenses, and infrastructure so provisioned shall be transferable to the Client upon successful completion of services and satisfaction of all outstanding financial obligations.

3. TRAVEL EXPENSES

The Client is required to pay all fees and expenses related to flights, rental cars, mileage reimbursement, hotels, tolls, parking, standard per diem meal rates ($74 per day), and ancillary expenses that are realized in support of the Client, the approved Quote, the Scope of Work, the Engagement Agreement, and/or the Prevailing Agreement between the parties. Client shall prepay the Company (from cash or retainer) for attendance at trade shows, entertainment activities, and/or extracurricular events that are requested and/or pre-approved by Client.

With regards to Air Travel, for flights under 3 hours in total duration, every effort shall be made to arrange the most economical flight and fare possible that is inclusive of extended legroom, preferred seat selection, and priority boarding. For flights over 3 hours, business class seating may be selected at the Company's sole discretion. For international flights, business class or similar is preferred and authorized. First Class shall be avoided unless 1) no other options are available to accommodate the requested date and 2) the requested dates are absolutely required (e.g., non-flexible meeting dates). In all instances, direct flights are preferred and authorized with the fewest number of stops possible being the default preference. Extraordinary durations of time spent in the air, in layovers, and/or in delays may be considered billable or fractionally billable hours at the Company's sole discretion. Any and all miles earned while traveling shall be the sole property of the person or entity booking the flight.

With regards to travel via Rental Car, a compact or midsize non-luxury car shall be the preference. In the instance of inclement weather (e.g., snow, rain, etc.), a rental car that is larger in size and/or is equipped with all-wheel drive may be selected at the Company's sole discretion. In instances of low rental inventory, the most reasonable and economical vehicle shall be selected. With rental cars, gasoline used in travel shall be considered a travel expense. Miles driven in personal vehicles will be logged and billed via IRS standard rates and shall be inclusive of all gas, insurance, maintenance, and repairs.

With regards to Hotels, the Company shall select a room or rooms that are most practical and reasonable for the situation. Preference shall be given to single occupancy, single bed hotel rooms. No preference shall be given to premium amenities such as view type (e.g., beach view), room direction (e.g., east), floor height (e.g., highest floor), luxury decor, or similar non-functional amenities. Hotels may be engaged for the exact duration of the meeting/function and may be extended to include the night prior to a meeting/function (for example, if traveling a fair distance and meeting early the next day) and/or the evening after a meeting/function (for example, if traveling a fair distance after concluding a meeting/function late in the evening). Every effort shall be made to minimize hotel nights, with no expenses being conveyed for the extension of occupancy for personal reasons. However, the traveling team member shall not be required to work & travel beyond 14 hours per day unless the flight and travel itself is beyond 14 hours in total duration (e.g., international travel). With domestic stays of 5+ days or international stays of 7+ days, short-term rentals such as Airbnb or VRBO shall be considered and selected if financially and logistically beneficial. Extraordinary durations of time spent the day prior to or directly after a meeting may be considered billable hours at the Company's sole discretion. In no instance shall motels, trailers, mobile homes, RVs, glamping, or camping be considered acceptable accommodations. Accommodation shall be reasonably, economically, and logistically selected at the sole discretion of the Company. Billing. Platform Services costs (application hosting, databases and backend, file and object storage, DNS and edge networking, email delivery, analytics and observability, payment processing, developer infrastructure, and similar platform and hosting costs) shall be billed to the Client at a rate of true cost plus thirty percent (30%). AI, LLM, token, API, and related consumption costs — inclusive of internal infrastructure and compute — shall be billed to the Client at a rate of true cost plus fifty percent (50%). These costs are considered a fee and not a reimbursement, are due upon receipt, and may not be deferred or put on net terms; underlying receipts and consumption logs are available on request.

Travel Expenses realized by the Company shall be billed to the Client at a rate of true cost plus 10%. While every effort will be made to substantiate single item expenses above $250, the payment of Travel Expenses is considered a fee and not a reimbursement. Therefore, Travel Expenses shall not be mandated or required to include receipts or similar documentation evidencing the base cost of the expense. Every effort shall be made to economize and minimize Travel Expenses while also maintaining a professionally acceptable level of comfort and convenience for the traveling team member. The payment of travel expenses is not negotiable or discountable. Travel Expenses are due upon receipt and may not be deferred or be put on net terms.

4. OTHER EXPENSES

Similar to Travel Expenses, the client is responsible for paying all expenses that are realized in support of the Client, the approved Quote, the Scope of Work, the Engagement Agreement, and/or the Prevailing Agreement between the parties. This shall include Non-Travel expenses that are minimally required to support the Client, including expenses such as software licenses, cloud and hosting fees, third-party platform and API costs, printing, shipping, procurement, and the like. Other expenses shall be limited, with purchasing and procurement of requested items being the logistical and financial responsibility of the Client. In instances where expenses above $250 per instance are required, the Company may request for the Client to procure the required items. Delays in Client payments or delays are not the responsibility of the Company, with any extended delays or lead times being deducted from the scope of service. Client delays in procurement or payment do not preclude or relieve the Client from maintaining the Company's payment schedule or retainer obligations.

Other Expenses realized by the Company shall be billed to the Client at a rate of true cost plus thirty percent (30%). Costs of External Service Providers — including external legal counsel, third-party security audits, specialized technical consultants, external design and creative services, translation and localization vendors, third-party data and research providers, and similar external providers sourced on the Client's behalf — shall be billed to the Client at a rate of true cost plus forty percent (40%). While every effort will be made to substantiate single item expenses above $250, the payment of Other Expenses is considered a fee and not a reimbursement. Therefore, Other Expenses shall not be mandated or required to include receipts or similar documentation evidencing the base cost of the expense. Every effort shall be made to economize and minimize Other Expenses while also maintaining an acceptable balance between procurement timing and quality. The payment of Other Expenses is not negotiable or discountable. Other Expenses are due upon receipt and may not be deferred or be put on net terms.

5. ENGAGEMENT FEES & RETAINER DEPOSITS

Client shall convey 1) Engagement Fees or 2) Retainer Deposits to the Company as requested by the Company. Engagement Fees are for the initiation of services and are non-refundable once work has commenced. Retainer Deposits are prepayments towards the anticipated Scope of Work and shall be used to satisfy Billable Hours and/or Expenses ahead of services. The Company may request any combination of Engagement Fees and/or Retainer Deposits as may be necessary to securitize the services and expenses anticipated in the approved Quote, the Scope of Work, the Engagement Agreement, and/or the Prevailing Agreement between the parties. Such fees shall be indicated in writing and conveyed to the Company ahead of services being provided. With regards to the depletion of Retainers, the company may request reasonable Retainer Replenishments as may be necessary to securitize the ongoing or remaining scope of service that may remain. Any overpayments or underpayments of retainers shall be applied or refunded at the successful completion of services. In the instance of incomplete projects, the Company shall retain any prepayments in full in lieu of contract completion.

6. PAYMENT TERMS

Engagement Fees, Retainer Deposits, or similar Prepayments shall be requested and agreed to at the initiation of an approved Quote, the Scope of Work, the Engagement Agreement, and/or the Prevailing Agreement between the parties. No services shall commence until the agreed upon services are conveyed, deposited, and cleared into the Company's account(s). Once services are commenced, all invoices, expenses, and/or retainer deposit replenishment requests shall be payable upon receipt and considered late if not received by the Company within 15 days of invoice issuance.

7. PAYMENT METHODS

DSIG accepts ACH, Wire, and Checks for payment of all items specifically including retainers, services, expenses, and commissions. DSIG is willing to accept Credit cards as available, with any and all service fees being additive to the amount due and at the sole expense of the Client. DSIG is also willing to accept cash for payments, with any single cash payments greater than $10,000 being accompanied by a completed IRS Form 8300. Any and all payment methods shall be agreed upon and acceptable to the Company. Payments shall only be made to the company and shall not be issued in the name of any individual member, partner, consultant, contributor, contractor, or similar participant. All payment shall be made in the name of Demand Signals LLC with reference to the quote, contract, invoice number, or matter for which it is to be applied.

8. FAILURE TO PAY

Late Fees shall be charged on the 16th day at a rate of 5% per month with interest compounding and being assessed on 30-day intervals. When a Client is delinquent, they shall be considered in breach of their agreement(s), and all services shall be halted until the Client's account is current and in good standing. If more than 60 days past due, the client shall be considered to have abandoned their agreement and shall be held in breach, with the full term and economics of the agreements becoming due and payable. Services may recommence once in good standing at the sole discretion of the Company. Further, no items generated or procured on behalf of the client shall be releasable to the client until the account is current and the contract duration and financial obligation fulfilled.

9. AUTHORIZATION TO COLLECT

Any invoice not paid after 75 days shall become referable to small claims, civil action, and/or collections, which the Company may pursue in New Castle County, Delaware, or in the state, province, or country where the services were provided. Any invoice not paid, not collected, and forced to be written off shall become taxable income to the Client, with full IRS liability to pay fees, taxes, and penalties on such amounts. Any and all fees, staff time, and expenses associated with the collection of the client's past-due invoices shall be added to the client's payment liabilities at a rate of true cost and/or standard rate plus 30%. The Client specifically agrees that any fees, expenses, obligations, and/or liabilities incurred by the Client associated with their debts shall be assignable and/or sellable to third-party collection agencies without any impact on the Company's right or legal capacity to collect.

10. PERFORMANCE AND NON-PERFORMANCE

DSIG shall use commercially reasonable efforts to perform the services agreed upon in any Engagement Agreement. Non-performance by the Client, including but not limited to delays in payment, failure to provide necessary information or resources, or other breaches of this Disclosure or any Engagement Agreement, may result in delays or suspension of services without penalty to DSIG.

11. AUTHORITY

Each person acknowledging, accepting, and entering into a Prevailing Agreement that is bound by this Disclosure on behalf of a Party represents and expressly warrants to the other Parties that he/she/they have all the requisite power and authority to execute and deliver this Disclosure for such Party, and that this Disclosure when so executed and delivered will be a binding obligation of, and enforceable against, such Parties in accordance with its terms.

12. BINDING UPON AGREEMENTS

It is specifically acknowledged and agreed that the Client's signature and specific acknowledgment on any other agreement (the "Prevailing Agreement") on which this document is referenced and/or linked is considered a de facto signing of and agreement to all the terms and conditions included within this Disclosure. A signing of that Prevailing Agreement shall have the same effect as signing this agreement and shall be binding upon the Parties.

13. GOVERNING LAW

This Disclosure shall be governed and construed in accordance with the laws of the State of Delaware, without application of the principles of conflicts of laws. Any legal suit, action, or proceeding arising out of or related to this Disclosure shall be instituted exclusively in the federal or state courts located in New Castle County, Delaware, and dispute resolution shall proceed as set forth in the Standard Terms of Service Disclosure.

14. IMPLIED AGENCY

These are the Standard Demand Signals Terms of Service. No services shall be rendered, provided, or offered outside of these terms of service. By receiving services by Demand Signals, either paid or not, the Client agrees that those services are provided exclusively per the terms of this Disclosure. Beyond the initial complimentary/inaugural/introductory meeting, with the client requesting and the company providing any form of services listed herein, the Client agrees to be bound by Implied Agency, and as such, does agree that any services rendered by DSIG are provided exclusively under the terms of this Disclosure.**

Standard Rates & Payment Terms Disclosure — DSIG.SRPD.Q3Y26.v1b — Demand Signals LLC — Published versions and hashes: assets.demandsignals.co/legal/disclosures/