

Attach E, Ex-3 Qualtrics LLC Pricing.

The following is valid for the initial 1 year term of this Contract only.

CX SKUs

CX Foundation

Pricing is per user per year

Price Tiers - Users		List Price
Base Spend		\$12,500
5	24	\$2,500
24	49	\$1,750
50	74	\$1,375
75	99	\$1,188
100	124	\$1,063
125	149	\$975
150	249	\$913
250	499	\$775
500	999	\$625
1000	2499	\$500
2500	4999	\$388
5000	9999	\$313
10000	24999	\$250
25000	+	\$200

Digital Feedback

Traffic (Page Views)	List
Up to 10M	\$0
Up to 25M	\$15,000
Up to 50M	\$25,000
Up to 75M	\$32,813
Up to 100M	\$40,000
Up to 200M	\$75,000
Up to 300M	\$105,000
Up to 400M	\$130,000
Up to 500M	\$150,000
Up to 750M	\$206,250

Up to 1B	\$262,500
Up to 2B	\$500,000
Up to 3B	\$675,000
Up to 4B	\$800,000
Up to 5B	\$937,500
Up to 7.5B	\$1,312,500
Up to 10B	\$1,625,000
Up to 12.5B	\$1,875,000
Up to 15B	\$2,250,000

CustomerXM for Digital

Traffic (Page Views)	List
Up to 10M	\$25,000
Up to 25M	\$43,750
Up to 50M	\$57,500
Up to 75M	\$68,125
Up to 100M	\$77,500
Up to 200M	\$122,500
Up to 300M	\$160,000
Up to 400M	\$195,000
Up to 500M	\$218,750
Up to 750M	\$306,250
Up to 1B	\$375,000
Up to 2B	\$675,000
Up to 3B	\$925,000
Up to 4B	\$1,075,000
Up to 5B	\$1,275,000
Up to 7.5B	\$1,712,500
Up to 10B	\$2,150,000
Up to 12.5B	\$2,525,000
Up to 15B	\$2,837,500

Customer Care

Pricing is per user per year

Customer Care		
Price Tiers - Employees		List Price
25	49	\$1,925
50	74	\$1,549
75	99	\$1,363
100	124	\$1,238
125	149	\$1,138
150	249	\$1,075
250	499	\$925
500	999	\$788
1000	2499	\$663
2500	4999	\$525
5000	9999	\$438
10000	24999	\$363
25000	+	\$288

Account Management

Pricing is per user per year

Account Management		
Price Tiers - Employees		List Price
25	49	\$1,750
50	74	\$1,425
75	99	\$1,263
100	124	\$1,150
125	149	\$1,063
150	249	\$1,000
250	499	\$875
500	999	\$738
1000	2499	\$613

2500	4999	\$488
5000	9999	\$411
10000	24999	\$338
25000	+	\$275

Location

Pricing is per user per year

Locations		
Price Tiers - Employees		List Price
25	49	\$1,638
50	74	\$1,338
75	99	\$1,188
100	124	\$1,075
125	149	\$1,000
150	249	\$936
250	499	\$813
500	999	\$688
1000	2499	\$575
2500	4999	\$463
5000	9999	\$388
10000	24999	\$325
25000	+	\$263

Social Connect

Pricing is per user per year

Qualtrics Connect		
Price Tiers - Users		List Price
5	15	\$ 8,000
16	50	\$ 6,000
51	100	\$ 4,500
101	500	\$ 3,700

Additional Stream Units (Price at every 10 unit)

Stream Units		List Price
10	40	\$ 4,800
50	70	\$ 3,600
80+		\$ 2,400

EX SKUs

Engagement

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$30.00
Tier 2	2,001 - 5,000	\$25.00
Tier 3	5001 - 10,000	\$22.00
Tier 4	10,001 - 15,000	\$19.00
Tier 5	15,001 - 25,000	\$17.00
Tier 6	25,001 - 50,000	\$16.00
Tier 7	50,001 - 75,000	\$15.00
Tier 8	75,001 - 100,000	\$13.50
Tier 9	100,001 +	\$12.00

Add On Pulse

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$15.00
Tier 2	2,001 - 5,000	\$12.50
Tier 3	5001 - 10,000	\$11.00
Tier 4	10,001 - 15,000	\$9.50

Tier 5	15,001 - 25,000	\$8.50
Tier 6	25,001 - 50,000	\$8.00
Tier 7	50,001 - 75,000	\$7.50
Tier 8	75,001 - 100,000	\$6.56
Tier 9	100,001 +	\$5.49

Ad Hoc Employee Research

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$13.50
Tier 2	2,001 - 5,000	\$11.25
Tier 3	5,001 - 10,000	\$9.90
Tier 4	10,001 - 15,000	\$8.55
Tier 5	15,001 - 25,000	\$7.65
Tier 6	25,001 - 50,000	\$7.20
Tier 7	50,001 - 75,000	\$6.75
Tier 8	75,001 - 100,000	\$6.08
Tier 9	100,001 +	\$5.40

Lifecycle

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$18.00
Tier 2	2,001 - 5,000	\$12.00
Tier 3	5001 - 10,000	\$10.00
Tier 4	10,001 - 15,000	\$8.00
Tier 5	15,001 - 25,000	\$7.00
Tier 6	25,001 - 50,000	\$6.00
Tier 7	50,001 - 75,000	\$5.00
Tier 8	75,001 - 100,000	\$4.35
Tier 9	100,001 +	\$4.00

Benefits Optimizer

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$12.00
Tier 2	2,001 - 5,000	\$6.48
Tier 3	5001 - 10,000	\$3.24

Tier 4	10,001 - 15,000	\$1.80
Tier 5	15,001 - 25,000	\$1.56
Tier 6	25,001 - 50,000	\$1.32
Tier 7	50,001 - 75,000	\$1.08
Tier 8	75,001 - 100,000	\$0.96
Tier 9	100,001 +	\$0.84

Employee Technology Experience: Single Project

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$20.00
Tier 2	2,001 - 5,000	\$15.30
Tier 3	5001 - 10,000	\$12.80
Tier 4	10,001 - 15,000	\$10.80
Tier 5	15,001 - 25,000	\$9.00
Tier 6	25,001 - 50,000	\$6.90
Tier 7	50,001 - 75,000	\$6.00
Tier 8	75,001 - 100,000	\$5.30
Tier 9	100,001 +	\$4.80

Employee Technology Experience: Project Add On*Pricing is based on per employee per year (USD)*

	Employees	List Price
Tier 1	1 - 2,000	\$10.00
Tier 2	2,001 - 5,000	\$7.80
Tier 3	5001 - 10,000	\$6.50
Tier 4	10,001 - 15,000	\$5.50
Tier 5	15,001 - 25,000	\$4.50
Tier 6	25,001 - 50,000	\$3.50
Tier 7	50,001 - 75,000	\$3.00
Tier 8	75,001 - 100,000	\$2.80
Tier 9	100,001 +	\$2.50

Employee technology Experience: Enterprise*Pricing is based on per employee per year (USD)*

	Employees	List Price
Tier 1	1 - 2,000	\$47.00
Tier 2	2,001 - 5,000	\$32.40
Tier 3	5001 - 10,000	\$27.10
Tier 4	10,001 - 15,000	\$25.00

Tier 5	15,001 - 25,000	\$21.80
Tier 6	25,001 - 50,000	\$18.80
Tier 7	50,001 - 75,000	\$16.50
Tier 8	75,001 - 100,000	\$14.00
Tier 9	100,001 +	\$12.50

360 Development

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$110.40
Tier 2	2,001 - 5,000	\$90.00
Tier 3	5001 - 10,000	\$69.00
Tier 4	10,001 - 15,000	\$57.60
Tier 5	15,001 - 25,000	\$51.00
Tier 6	25,001 - 50,000	\$45.60
Tier 7	50,001 - 75,000	\$36.00
Tier 8	75,001 - 100,000	\$31.20
Tier 9	100,001 +	\$28.20

Candidate Experience

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$20.00
Tier 2	2,001 - 5,000	\$13.20
Tier 3	5,001 - 10,000	\$11.00
Tier 4	10,001 - 15,000	\$8.80
Tier 5	15,001 - 25,000	\$7.70
Tier 6	25,001 - 50,000	\$6.60
Tier 7	50,001 - 75,000	\$5.50
Tier 8	75,001 - 100,000	\$4.79
Tier 9	100,001 +	\$4.40

EX Foundation

Pricing is based on per employee per year (USD)

	Employees	List Price
Tier 1	1 - 2,000	\$30.00
Tier 2	2,001 - 5,000	\$25.00
Tier 3	5,001 - 10,000	\$22.00

Tier 4	10,001 - 15,000	\$19.00
Tier 5	15,001 - 25,000	\$17.00
Tier 6	25,001 - 50,000	\$16.00
Tier 7	50,001 - 75,000	\$15.00
Tier 8	75,001 - 100,000	\$13.50
Tier 9	100,001 +	\$12.00

COREXM SKUS

CoreXM Enterprise Advanced

Pricing is per user per year

Users		List
Tier 1	1-5	\$1,440
Tier 2	6-49	\$1,320
Tier 3	50-99	\$960
Tier 4	100-1,999	\$768
Tier 5	2,000-2,999	\$600
Tier 6	3,000-3,999	\$528
Tier 7	4,000-4,999	\$480
Tier 8	5,000+	\$444

	Tiers (10K responses)		List
Additional Responses		0.5	\$7,000
	1	4	\$12,000
	5	10	\$9,900
	11	25	\$7,000
	26	50	\$5,400
	51	+	\$4,500

DesignXM Enterprise

Pricing is per user per year

Users		List
Tier 1	5*	\$2,400
Tier 2	6-49	\$2,400
Tier 3	50-99	\$1,848
Tier 4	100-1,999	\$1,500
Tier 5	2,000-2,999	\$1,272
Tier 6	3,000-3,999	\$1,164
Tier 7	4,000-4,999	\$1,056
Tier 8	5,000+	\$1,008

DesignXM Digital Feedback

Traffic (Page Views)	List
Up to 10M	\$0
Up to 25M	\$15,000
Up to 50M	\$25,000
Up to 75M	\$32,813
Up to 100M	\$40,000
Up to 200M	\$75,000
Up to 300M	\$105,000
Up to 400M	\$130,000
Up to 500M	\$150,000

Up to 750M	\$206,250
Up to 1B	\$262,500
Up to 2B	\$500,000
Up to 3B	\$675,000
Up to 4B	\$800,000
Up to 5B	\$937,500
Up to 7.5B	\$1,312,500
Up to 10B	\$1,625,000
Up to 12.5B	\$1,875,000
Up to 15B	\$2,250,000

DiscoverXM

Pricing is per feedback record per year (USD)

<i>Tier Feedback Records</i>		LIST
minimum	500,000	0.420
500,001	1,000,000	0.310
1,000,001	2,000,000	0.230
2,000,001	4,000,000	0.177
4,000,001	10,000,000	0.127
10,000,001	20,000,000	0.098
20,000,001	40,000,000	0.076
50,000,001	100,000,000	0.065
100,000,001	500,000,000	0.055
500,000,001	1,000,000,000	0.042