

## PREMIER PARTNER AWARDS 2023

### ADVERTISER CASE STUDY RELEASE (EGYPT, KAZAKHSTAN & UNITED ARAB EMIRATES ADVERTISERS ONLY)

Company Name: \_\_\_\_\_ (“Company”)

*Please print the full name of the legal entity*

Thank you for agreeing for Company to be featured in a Case Study compiled by your Google Premier Partner and submitted to Google Ireland Limited and its affiliates (collectively, “Google”). The Case Study will be used as a ‘customer example’ in order to help demonstrate to Google how effectively your Google Premier Partner, \_\_\_\_\_ supports its end-advertiser clients. The Case Study will form part of the materials on which your Google Premier Partner will be judged as part of Google’s ‘Premier Partner Awards 2023’ (“Awards”).

This release (“Case Study Release”) between Google Ireland Limited, whose principal place of business is based at Gordon House, Barrow Street, Dublin 4, Ireland, and Company governs Company’s participation in the Case Study.

1. Company consents to its inclusion in the Case Study and grants to Google the worldwide right and permission to use, distribute and display the Case Study, in whole or in part, individually or in conjunction with other information, and with any printed, electronic, or other material, in all media for the following purposes only (and/or as required by law or local regulations):
  - 1.1 to facilitate the judging of the Awards, including by external independent judges; and
  - 1.2 If the Awards submission for your Google Premier Partner is successful, the materials on which it is judged including the Case Study may be made available to third parties on request, and may also be published on the Google Premier Partner awards website, such website being publicly available.
2. Company has full power and authority to authorise this release, including all rights relating to any materials that Company provides under this release.
3. Company acknowledges that (a) it will not be paid for use of Company name, logo or materials and (b) Google is not obliged to distribute or publish the Case Study.
4. Neither party excludes its liability for fraud or fraudulent misrepresentation. Subject to the foregoing, and save as expressly set out in this Case Study Release, no conditions, warranties or other terms, whether implied or otherwise (including without limitation any implied terms as to satisfactory quality, fitness for purpose or conformance with description) apply to this Case Study Release.
5. This Case Study Release and all disputes and claims arising out of or in connection with it shall be governed by the laws of England and Wales. You and Google agree to submit any dispute arising out of or in relation to Case Study Release (contractual or non-contractual), including any question regarding its existence, validity or termination, to be determined and finally resolved by binding arbitration under the Arbitration Rules of the DIFC – LCIA Arbitration Centre, which Rules are deemed to be incorporated by reference into this clause. The number of arbitrators shall be one and shall be appointed by the parties by mutual agreement (and in the absence of agreement within 14 days of referral of the matter to arbitration, the arbitrator shall be selected by the DIFC-LCIA Arbitration Centre). The seat, or legal place, of arbitration shall be the DIFC and the language used shall be English. If any provision is found unenforceable, it and any related provisions will be interpreted to best accomplish the unenforceable provisions’ essential purpose. This Case Study Release represents the parties’ entire agreement relating to its subject and supersedes any prior or contemporaneous agreements on such subject.

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**Signature of signatory**

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**Date of signature**

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**Print name of signatory**

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**Email address of signatory**

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**Job title of signatory**

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