

Service Levels & Support Policy

How Totemian operates and supports the Totemian Brandboard network

VERSION 1.1 · EFFECTIVE SEPTEMBER 1, 2026 · ISSUED BY TOTEMIAN BRANDBOARDS INC.

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1. Purpose and Scope

This Service Levels & Support Policy (the "**Policy**") describes how Totemian operates and supports the Totemian Brandboard network, and restates and operationalizes the service commitments in the Master Advertising Service Agreement (MASA), including Sections 3.3 (uptime), 3.4 (maintenance and support), and 3.5 (reporting).

Sections 2 to 4 and 5 to 7 apply to advertising campaigns under an executed MASA and Order Form; if an Order Form states different service levels, the Order Form prevails for that engagement. Sections 4A, 4B, and 4D apply to venue Hosts under an executed hosting agreement. Section 4C applies to both Advertisers and Hosts. This Policy does not create obligations toward any party without an executed agreement with Totemian.

2. Network Uptime

Totemian maintains a minimum system uptime of ninety-five percent (95%) across its network during the campaign period, excluding scheduled maintenance and force majeure events (MASA Section 3.3). Uptime is measured monthly, network-wide across the screens included in the campaign, based on telemetry from Totemian's content-management system.

3. Scheduled Maintenance

Routine maintenance is conducted during off-peak hours to minimize disruption (MASA Section 3.4). Target maintenance window: 23:00–07:00 Pacific Time. Scheduled maintenance is excluded from uptime measurement.

4. Technical Support (Advertisers)

Support requests may be submitted through totemian.com/technical-support (callback request or support ticket) or by email to support@totemian.com. Totemian responds to technical support requests within forty-eight (48) hours of receipt of a written request (MASA Section 3.4). Support operating hours are Monday to Friday, 09:00–17:00 Pacific Time, excluding British Columbia statutory holidays.

Requests are triaged by severity: reports that a screen is dark or that a campaign is not displaying at one or more venues are prioritized ahead of all other requests and worked continuously during support hours until restored; configuration, reporting, and general requests follow in order of receipt.

4A. Host Support

Hosts may raise a support request through the QR code displayed on the Brandboard frame, through totemian.com/technical-support, by email to support@totemian.com, or by telephone on +1 (778) 488-9261. A request raised by telephone or in person is recorded by Totemian as a written ticket and confirmed to the Host.

Totemian acknowledges a host support request within one (1) business day.

A report that the screen is dark, or is displaying incorrectly, is prioritized ahead of other host requests and worked continuously during support hours, with a restoration target of five (5) business days.

Other host requests, including changes to content within the Host's promotional share, are completed within five (5) business days of Totemian holding everything it requires.

Support operating hours are Monday to Friday, 09:00–17:00 Pacific Time, excluding British Columbia statutory holidays. The exclusions in Section 7 apply, including outages caused by loss of power at the venue.

4B. Activation of a Host Venue

Installation is scheduled within seven (7) days of the hosting agreement and the placement review being complete.

The Host's own promotional content is first displayed within ten (10) business days of installation, provided Totemian holds the materials it requires.

Network access fees, where payable, commence on the date the Host's own content is first displayed, not on the date of installation.

If the Host's own content is not displayed within that period for reasons attributable to Totemian, the Host receives an additional five percent (5%) of screen time in the following month for each complete week of delay, up to a maximum of twenty percent (20%) additional screen time. This make-good is the exclusive remedy for activation delay.

4C. Customer-Dependent Timelines

Where Totemian requires materials, information, or approval from a Host or an Advertiser in order to perform a service, the applicable timeline is suspended until that input is received.

Totemian will attempt contact at least three (3) times, using at least two (2) different channels, over a period of at least five (5) business days, and will record each attempt.

If no response is received within that period, Totemian may proceed using its reasonable professional judgment, and no commitment under this Policy is treated as unmet by reason of that decision. Totemian retains the record of its attempts and provides it on request.

A Host or Advertiser may subsequently request a change through the normal support channels; that request is handled as a new request under Section 4A or Section 4 as applicable.

4D. Creative Services Included (Hosts)

For each Host venue, Totemian produces one (1) initial creative for the Host's promotional share from materials supplied by the Host, and up to two (2) revisions of it within thirty (30) days of first display.

Thereafter, Totemian produces one (1) refreshed creative per calendar quarter at no charge.

Production and revision are completed within five (5) business days of Totemian holding complete materials.

Creative work beyond this is available as a paid service on request.

Materials supplied by the Host must be capable of meeting the technical specifications in the Content & Publishing Guidelines, Section 9.

5. Measurement and Reporting

Campaign performance reports delivered under MASA Section 3.5 include system health metrics. Any uptime shortfall for a measurement month is identified in the report for that month.

Hosts receive a monthly report as set out in the Host Terms, Section 3.

6. Make-Good Remedy for Uptime Shortfall

If network uptime for a measurement month of an active campaign falls below ninety-five percent (95%), after the exclusions in Section 7, Totemian will provide the affected Advertiser with additional display time equivalent to the shortfall, at no charge, on comparable inventory, scheduled within sixty (60) days ("**Make-Good**"). A Make-Good must be claimed in writing within thirty (30) days after delivery of the report identifying the shortfall. To the fullest extent permitted by law, and without limiting the Advertiser's termination right for uncured material breach under MASA Section 8.2, the Make-Good is the exclusive remedy for uptime shortfalls; no cash refunds or credits are provided for uptime shortfalls.

7. Exclusions

The following are excluded from uptime measurement and do not give rise to a Make-Good:

- (a) scheduled maintenance under Section 3;
- (b) force majeure events under MASA Section 9;
- (c) causes attributable to the venue, including power or internet outage at the venue, venue closure or relocation, and damage caused by third parties at the venue;
- (d) causes attributable to the Advertiser, including late or non-compliant content; and
- (e) suspension of service for non-payment or breach in accordance with the MASA.

Periods during which a timeline is suspended under Section 4C are excluded from the response and completion targets in Sections 4, 4A, 4B, and 4D.

8. Related Policies

Content review timelines and takedown response times are set out in the Totemian Content & Publishing Guidelines (totemian.com/legal/content-guidelines, Section 12). Host objections to a specific advertiser are handled under Section 7.2 of those Guidelines. Cancellation and refunds are governed by the Totemian Cancellation & Refund Policy (totemian.com/legal/cancellation). The host-facing summary of this Policy is the Host Rights & Service Commitment Charter.

9. Version Control

This Policy is published at totemian.com/legal/service-levels with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal. An engagement is governed by the version referenced in, or in force on the effective date of, its Order Form.

Version History

VERSION	EFFECTIVE DATE	CHANGES	PDF (ARCHIVE LINK)
v1.1	September 1, 2026	Scope in Section 1 extended to venue Hosts for the new host provisions. Section 4 titled for clarity as applying to Advertisers. New Section 4A (Host Support), 4B (Activation of a Host Venue), 4C (Customer-Dependent Timelines), and 4D (Creative Services Included). Section 5 extended to host reporting; Section 7 extended to suspended timelines; Section 8 updated with related host provisions.	service-levels-v1.1.pdf
v1.0	August 18, 2026	—	service-levels-v1.0.pdf

— End of Service Levels & Support Policy v1.1 —