

AGREEMENT

This Agreement (the “**Agreement**”) is dated as of the date first signed below and is by and between Best New Product Awards Inc., an Ontario corporation located at 1 St. Clair Ave. West, Suite 503, Toronto, ON M4V1K6 (“**BNPA**”), and Meaco (U.K.) Limited, a _____ company located at _____ (the “**Company**”); (together, the “**parties**”).
unit 11, the Pines Broad St., Guildford, Surrey GU3 3BH

WHEREAS BNPA is the owner of the BrandSpark Most Trusted Awards (“**BMTA**”) accolade program (“**Program**”, “**Awards**”) called the *Newsweek / BrandSpark Most Trusted Awards* (“**NBMTA**”) operating in the United Kingdom, and has the right to allow use of the research-backed NBMTA claim (the “**Claim**”) and logo (the “**Logo**”); and

WHEREAS *BrandSpark International Inc.* (“**BrandSpark**”) is an independent market research company which specifically in the UK has conducted the research for the Program which is called the **2025 BrandSpark International UK Trust Study** (the “**Study**”), and is an affiliate of BNPA; and

WHEREAS *Newsweek* (“**Newsweek**”) is the media partner for the Program in the UK, and further that Newsweek has all rights and approvals of the Newsweek trademark and allows BNPA to use its trademark in connection with the Program; and

WHEREAS the **Meaco® brand** (the “**Brand**”), which is owned or licensed by the Company, has won in the 2025 NBMTA as a **brand that is most trusted** according to the 2025 Study; and

WHEREAS the Company now desires to use the Logo, Claim and reference to the win (the “**Content**”) in marketing, branding and corporate communications.

NOW, THEREFORE, the parties agree as follows:

1. According to the 2025 Study, the Brand has been named as **the brand that is the most trusted (ranked #1) in Dehumidifier** (a “**Category**”) by UK shoppers in the UK.
2. BNPA hereby grants to the Company:
 - a. The non-transferable right to use of the 2025 Content, as detailed in section 3 for the Brand in the Category nationally in the UK for the **18-month** period from **July 1, 2025 until Dec. 31, 2026** (the “**Term**”).
 - i. Upon expiry of the Term, the Company must cease such use unless further written authorization from BNPA is obtained.
 - ii. The Brand will receive the updated 2026 Content if it wins in the Category in the 2026 edition of the BMTA.
 - iii. This Agreement can be extended beyond the Term with the written mutual agreement of the parties.
 - iv. The Content may be used in the jurisdiction of the UK only, unless otherwise agreed to in writing by BNPA.
 - b. Access to the expertise of BNPA in the use and promotion by the Brand of the Content.
3. Provided that the year of win and specific Category of the win is always identified, usage of the Content by the Company for the Brand may be in any marketing, brand and corporate communications according to the **Package A for Digital Plus Use** detailed in the *2025 UK Newsweek / BrandSpark Most Trusted Awards Package Options* (“**Schedule A**”).
4. In consideration of the rights granted in this Agreement, the Company agrees to pay total fees in the amount of **British Pounds £7,500** (the “**Fee**”); no refund or credit is issued for cancellation by the Company.
 - a. Newsweek Media Publishing UK will invoice the Company.
5. BNPA provides the Company with:
 - a. The **2025 Usage Guidelines for the NBMTA** (“**Schedule B**”), plus relevant updates.

- i. The Company will strictly adhere to all requisite terms in Schedule A and failure to do so will constitute a breach of this Agreement.
 - b. Materials associated with the Logo (layered files, formats, etc.), plus relevant updates; and
 - c. Examples of pre-approved Claims in Schedule A.
6. At any time and upon written notice from BNPA the Company shall immediately cease its use of the Content and its right to use the Content shall immediately terminate if:
 - a. The Company materially breaches any of the terms of this Agreement and such breach is not substantially cured to the reasonable satisfaction of BNPA within 14 days after written notice;
 - b. The Company is charged with a felony or crime involving moral turpitude; or
 - c. There are Newsweek editorial or PR reasons whereby the Brand would therefore no longer qualify for use of the Content, in which case the Company shall receive a pro-rata refund of the Fee for the unelapsed period of the Term.
7. The NBMTA winning brands are selected through an online survey of UK consumers as part of the Study. The results of BrandSpark research, studies and surveys are based on feedback and opinions from consumers and do not necessarily reflect the opinions of BrandSpark and/or BNPA Inc., and consumers' experiences with winning, described or selected products, services and/or brands may vary. Winners of the NBMTA are chosen based on selected categories and are not necessarily reflective of the total market. Consumer reviews and testimonials are directly from consumers, and BrandSpark and/or BNPA Inc. do not warrant or represent that any individual consumer experience will be consistent with the results of any voting, selection, surveys, feedback or accompanying research.
8. All responsibility for quality, legal compliance, performance or safety of the Company's product, services or brand rests with the Company. BNPA does not warrant or represent the quality, performance, satisfaction with, efficacy or safety of any of the Company's products, services or brands. BNPA is not liable for any damages, issues, recalls, cybersecurity issues including data or security leaks or breaches, injury, harm, addiction or death, actual or perceived defect in the quality, performance, efficacy or safety of, or associated with, or alleged to have resulted from, the Company's product, services or brand, whether or not such are seen or unforeseen, with respect to any use of the Logo or Claim by the Company, including in any communication or advertising claims, packaging or in any other use.
9. This Agreement applies, is binding and shall inure to the benefit of the parties hereto including permitted assigns or related companies of BNPA Inc. and, upon prior written consent of BNPA Inc., the Company's respective successors and permitted assigns.
10. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. Facsimile, PDF, electronic or photocopied signatures of the parties will have the same legal validity as original signatures.
11. These terms are governed by and construed in accordance with the laws and jurisdiction of the Province of Ontario, Canada and the laws applicable therein.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives effective as of the date first signed below, as follows:

Meaco (U.K.) Limited

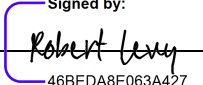
Signature: Siobhan Michael

Name: Siobhan Michael

Title: Marketing Director

Date signed: 29/08/2025

Best New Product Awards Inc.

Signature: _____


Name: Robert Levy

Title: President

Date signed: 9/9/2025

SCHEDULE “A”

2025 UK Newsweek/BrandSpark Most Trusted Awards Package Options			
Package Type	Unlimited	Digital Plus	Basic Digital
Digital Certificate of Your Win	✓	✓	✓
Usage in:			
Corporate Signatures (Email, Digital, Print)	✓	✓	✓
Presentations (Internal, Sales)	✓	✓	✓
Own Websites/In-App Creative	✓	✓	✓
Social Media (Organic, Paid)	✓	✓	X
Influencer Marketing/Social Commerce	✓	✓	X
Web Advertising (Display, Video, Search, Content, App Stores)	✓	✓	X
Email Marketing (CRM, Newsletters)	✓	✓	X
ECommerce (Retailer Media, Product Shots, Descriptions)	✓	✓	X
Retail Circulars/Flyers	✓	✓	X
Shopper Marketing (Displays, Packaging, Sampling, Coupons)	✓	✓	X
PR (Press releases, News Articles)	✓	✓	X
Investor Relations (Reports, Presentations)	✓	✓	X
Corporate Communications (Official Documents, Blog Articles)	✓	✓	X
HR (External Recruitment Websites, Materials)	✓	✓	X
Events (Trade Shows, Sampling, Corporate)	✓	✓	X
Out of Home Advertising (Digital, Billboard)	✓	X	X
Print Advertising (Magazine, Newspaper, Direct Mail, etc.)	✓	X	X
Broadcast Advertising (Radio, TV, Podcasts, etc.)	✓	X	X
VOD Advertising (Commercials, Display)	✓	X	X

SCHEDULE “B”***2025 Usage Guidelines for the Newsweek / BrandSpark Most Trusted Awards***