



**STRICTLY CONFIDENTIAL**

This non-binding term sheet (this "Term Sheet") is subject, in all respects to the confidentiality agreement executed by Plume Design, Inc. ("Plume") and Ciena Corporation dated January 30, 2020.

The offer for Plume Services set forth in this Term Sheet is valid until October 16, 2023.

Item	Description and Scope										
<p><b>Services Offered</b></p>	<p>Plume’s Consumer Experience Management platform offers a comprehensive data-driven platform composed of two key elements – the Plume Cloud, where all services are curated, delivered, operated, managed, and supported; and OpenSync which is an open-sourced silicon-to-cloud framework operating on CPEs to enable the Plume Cloud connection and control. A description of all Service Suites and corresponding Services can be found at Plume’s website (<a href="https://www.plume.com/">https://www.plume.com/</a>).</p> <p>The pricing set forth in the Purchase Summary below includes the corresponding Service Suite.</p> <p><b>Purchase Summary</b></p> <p>As set forth in this proposal, Plume offers the Plume Services listed in the table below in consideration for the corresponding subscription fees. The proposed subscription period of the Plume Services will be 24 months from the effective date of the agreement executed between you and Plume.</p> <table border="1" data-bbox="375 751 1539 842"> <thead> <tr> <th>Plume Service Suite</th> <th>Subscriber Quantity</th> <th>Annual Contract Value</th> <th>Total Contract Value</th> </tr> </thead> <tbody> <tr> <td>HomePass</td> <td>15,000</td> <td rowspan="2">\$351,000</td> <td rowspan="2">\$702,000</td> </tr> <tr> <td>Haystack</td> <td>15,000</td> </tr> </tbody> </table> <p>Once the final pricing is agreed upon, you and Plume will execute a Plume Services and Distribution Agreement that includes the Standard Terms of Service and Exhibits.</p>	Plume Service Suite	Subscriber Quantity	Annual Contract Value	Total Contract Value	HomePass	15,000	\$351,000	\$702,000	Haystack	15,000
Plume Service Suite	Subscriber Quantity	Annual Contract Value	Total Contract Value								
HomePass	15,000	\$351,000	\$702,000								
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<p><b>Plume Cloud</b></p>	<p>Plume will operate, manage and scale a multi-tenant cloud to deliver the Plume Services.</p>										