

ADDENDUM AGREEMENT BETWEEN ARIADNA LLC., AND ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC. d/b/a VISIT ORLANDO

This Addendum Agreement Between Ariadna LLC., And Orlando/Orange County Convention & Visitors Bureau, Inc. D/B/A Visit Orlando is made and entered into on this January 1, 2018 between Ariadna, LLC., (hereinafter "Ariadna"), a Florida Limited Liability Company, located at 703 Waterford Way, Suite 920, Miami, Florida, and Orlando/Orange County Convention & Visitors Bureau, Inc., d/b/a Visit Orlando, a Florida Non-Profit Corporation (hereinafter "Client"), located at 6277 Sea Harbor Drive, St. 400, Orlando, FL 32821.

Whereas, the parties entered into an Agreement on January 1, 2018 where certain services were contemplated and contracted; and

Whereas, the parties now desire to add the following service and territory as specified herein.

Now therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties, the parties agree as follows:

1. Additional territory: Mexico (hereinafter "New Territory"). Ariadna shall provide SEM Service (Search Engine Marketing Service) to support Client marketing efforts targeting to the New territory.

2. Compensation: In addition to the compensation already contemplated in the parties' original Agreement, Ariadna shall receive the following compensation:
 - A. 15% commission on the SEM investment in Mexico

B. Client agrees to reimburse Ariadna for any and all reasonably incurred out of pocket expenses on a net basis (pass-through cost). Ariadna will Invoice client for all out of pocket expenses on a monthly basis.

C. Any additional services not contemplated herein will be invoiced by Ariadna on a monthly basis at Ariadna's regular rates for said services.

This Addendum was duly executed by each party by its authorized representatives as set forth below.

For Ariadna, LLC.



01/20/2018

Date

For Orlando/Orange County
Convention & Visitors Bureau, Inc.
d/b/a Visit Orlando



1/13/18
Date