

ANNEXURE-I

ROLES AND RESPONSIBILITIES

The following are the services provided by Mask Influencers under the Exclusive SignUps:

- 1. Representation:** The company shall represent the influencer in front of all potential clients, which may come from Influencer or company's efforts.
 - a. A Key Accounts Manager (KAM) will be provided to the influencer who will be responsible for all communications with and for the influencer.
 - i. The influencer is required to share all inbound clients requirements to the KAM as soon as possible to ensure all leads are dealt with immediately.
 - ii. Influencer understands that the business hours for the activity period of the KAM are from Monday to Saturday, 10 AM to 6 PM (Inactive days information will be provided to the influencer in a timely manner).
 - iii. It is the Influencers responsibility to inform the Company about the ongoing and upcoming projects and events so the Company can accordingly plan and guide them.
 - iv. To file any concerns regarding the KAM, the influencer can at any point write an email to admin@maskinfluencers.com and the admin team will deliver its best efforts to resolve the concerns.
 - b. The KAM should be responsible for/ present in all negotiations which concern the influencers social media page, be it of barter or monetary nature.
 - c. An official email address will be provided to the influencer post analysis period from Team Mask Influencers to be placed in contact details of the influencers Instagram Page.
 - i. It is understood that the influencer shall mention on their social media platforms that they are managed by mask influencers.
 - d. The KAM shall share the detailed project emails with the influencer so that the influencer may accept or reject the opportunity as presented by the KAM within a span of 24 hours.
 - e. All legal documents will be vetted by the Team Mask Legal team before the influencer signs the same.

- 2. Profile Analysis/ Content Audit**
 - a. The influencer is obliged to share the management authority of the page to the KAM via provisions available.
 - b. The influencer is required to share the insights of the page on a weekly manner with the KAM to all the Team Mask to ensure a detailed plan can be made and followed as well as shared with potential clients.
 - i. This would help us to identify your audience, which of your content is consumed the most and other content quality centrics.

- ii. Our team of experts will help curate a rate card for your content based on the profile analysis.
- c. The KAM will share a detailed analysis of the Influencers page and will update it from time to time.
- d. Each content created shall be audited by team Mask to ensure best results.

3. **Content Buddy** (if required)

- a. Under this service, we would help you conceptualise your content in accordance with the updated understanding of the Instagram Algorithm and capitalise on your strengths.
- b. The following would be provided to you under the “Content Buddy Service”:
 - i. **Trends** - Our team of analysts, who are constantly crawling through the consumed content data on Instagram, will generate the upcoming trends suggestions for your profile to participate in a timely manner.
 - ii. **Captions** - Copywriting experts will audit your content and history of audience response to generate the best of captions/descriptions to go with your content.
 - iii. **Hashtags** - The right hashtags which would help increase your reach to the right audience without spamming is what everyone needs and that is exactly what our team shall provide you with to ensure your content is not only being consumed but also engaged.
 - iv. **Virality Oriented Videos (VOV’s)** - This would include coming up with original ideas which have the potential to go viral and become a trend followed by other fellow content creators and general audience.
- c. The service of Content Buddy is not limited only to paid collaborations but also for barter collaborations and general content shares.
 - i. Please note that our team will only assist you with 20 content ideas divided in trends/ VOV and also 20 x Hashtags and Captions monthly.

4. **Social Media Management** (if required)

- a. Mask Influencers will help curate a calendar to track and plan your content for the month.
- b. Mask Influencers will be responsible for timely posting of all your content.
- c. Team Mask Influencers will be closely looking into your comment section and increasing your engagement with your audience.
- d. Team Mask Influencers will also look into the direct messages that you receive from brands for collaborations.

5. **Public Relations**

- a. Our team will strategically work to increase your media appearance and provide crisis communication from time to time.
- b. Throughout the duration of exclusivity agreement, our team shall attempt to increase the virtual engagement, presence, backlinks, press releases, etc as possible and required.

6. Consultations

- a. Once a month, a detailed consultation session will be provided to track growth and to discuss the path ahead.
- b. The monthly consultation session may be void in case the same is not required by the influencer.
- c. The influencer may request more sessions via KAM and the same shall be provided as per the concerned person's availability.

7. Accounts:

- a. All amounts received in Mask's accounts for the influencer shall be paid to the influencer on a monthly basis
 - i. 21st-25th of the month next month.
 - ii. All liable taxes are to be levied.
- b. All amounts due to Mask received in the Influencers amount shall be released to Mask Influencers at the earliest possible convenience and maximum till the next month's 25th.