

| FEE PROPOSAL/PRICE SCHEDULE | | | | 22nd Century Technologies, Inc. | | Datamark | | Daupler | |
|------------------------------|--|----------|-----------------|---------------------------------|-----------------------|----------------|-----------------------|----------------|-----------------------|
| Line Item | Description | Quantity | Unit of Measure | Unit Cost | Total | Unit Cost | Total | Unit Cost | Total |
| SETUP FEE | | | | | | | | | |
| | One-Time Setup Fee / 1 Implementation | 1 | Setup Cost | \$65,000.00 | \$65,000.00 | \$0.00 | \$0.00 | \$95,000.00 | \$95,000.00 |
| CALL CENTER OPERATION | | | | | | | | | |
| | Center Answering and Informational Service - Dedicated solely to City of | | | | | | | | |
| | 2 Hollywood | 1 | Annual Cost | \$890,880.00 | \$890,880.00 | \$1,327,040.00 | \$1,327,040.00 | \$1,290,000.00 | \$1,290,000.00 |
| | 3 AI Component | 1 | Annual Cost | \$70,000.00 | \$70,000.00 | \$0.00 | \$0.00 | \$149,000.00 | \$149,000.00 |
| | Total | | | | \$1,025,880.00 | | \$1,327,040.00 | | \$1,534,000.00 |

| ALTERNATIVE | | | | 22nd Century Technologies, Inc. | | Datamark | | Daupler | |
|------------------------------|---|----------|-----------------|---------------------------------|---------------------|-----------|---------------|--------------|---------------------|
| Line Item | Description | Quantity | Unit of Measure | Unit Cost | Total | Unit Cost | Total | Unit Cost | Total |
| CALL CENTER OPERATION | | | | | | | | | |
| | Center Answering and Informational Service - Shared | | | | | | | | |
| | 4 Agents | 1 | Annual Cost | \$890,880.00 | \$890,880.00 | \$0.00 | \$0.00 | \$849,000.00 | \$849,000.00 |
| | 5 AI Component | 1 | Annual Cost | \$70,000.00 | \$70,000.00 | \$0.00 | \$0.00 | \$149,000.00 | \$149,000.00 |
| | Total | | | | \$960,880.00 | | \$0.00 | | \$998,000.00 |

| Direct Interactions, Inc | | Tech Mahindra Americas Inc. | |
|--------------------------|-------------|-----------------------------|--------------|
| Unit Cost | Total | Unit Cost | Total |
| | | | |
| \$60,000.00 | \$60,000.00 | \$299,714.00 | \$299,714.00 |
| | | | |

| | | | |
|----------------|-----------------------|----------------|-----------------------|
| \$1,296,000.00 | \$1,296,000.00 | \$2,735,439.00 | \$2,735,439.00 |
| \$21,600.00 | \$21,600.00 | \$88,476.00 | \$88,476.00 |
| | \$1,377,600.00 | | \$3,123,629.00 |

| Direct Interactions, Inc | | Tech Mahindra Americas Inc. | |
|--------------------------|-------|-----------------------------|-------|
| Unit Cost | Total | Unit Cost | Total |
| | | | |

| | | | |
|----------------|-----------------------|----------------|-----------------------|
| \$1,294,800.00 | \$1,294,800.00 | \$1,249,869.00 | \$1,249,869.00 |
| \$21,600.00 | \$21,600.00 | \$88,476.00 | \$88,476.00 |
| | \$1,316,400.00 | | \$1,338,345.00 |