

# SCHEDULE B — PROJECT PLAN

TERMS, CONDITIONS & POLICIES

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This Schedule forms part of the InnerMedia Master Terms & Conditions and Schedule A (Website Project Terms). In the event of any inconsistency between this Schedule and the Master Terms or Schedule A, this Schedule shall prevail in relation to project timings and milestones.

## 1. PROJECT DETAILS

| DETAIL            | VALUE  |
|-------------------|--|
| Commencement Date | The date of contract signature by both parties, or as otherwise specified in the Quotation. All milestone timings in this Schedule are expressed relative to this date.    |
| Estimated Go Live | Approximately 9–10 weeks from Design Sign-Off (10 weeks where Website Build runs to the upper bound), subject to all client dependencies being met on time (see clause 3). |

All timings in this Schedule are expressed in weeks or Business Days relative to the Commencement Date. No date calculations or formula updates are required when this Schedule is issued — timings are fixed relative references that apply to every project.

## 2. HOW TO READ THIS PLAN

| COLUMN / COLOUR | MEANING   |
|-----------------|---|
| WHO — IM        | InnerMedia is responsible for completing this item.   |
| WHO — CL        | The Client is responsible. These are Client Dependencies (highlighted). If missed, the Project Hold provisions in Schedule A clause 7 may be invoked. |
| WHO — IM / CL   | Joint responsibility. Both parties must act.  |
| CLIENT ✓        | Client to confirm completion of their action in writing.  |

| COLUMN / COLOUR          | MEANING   |
|--------------------------|---|
| ▶ CLIENT DEPENDENCY rows | The client must act by the stated timing. Failure to respond within 30 Business Days of the due date, following a written reminder, may trigger a Project Hold. |
| NOTES column             | Requirements, conditions and important context for each milestone.  |

### 3. CLIENT DEPENDENCIES AND PROJECT HOLD

Time is of the essence for all Client Dependencies marked ▶ in this Schedule. If the Client fails to meet a dependency within 30 Business Days of the stated due date, and fails to remedy this within a further 5 Business Days of a written reminder from InnerMedia, InnerMedia may invoke a Project Hold. Full terms in Schedule A, clause 7.

### 4. PROJECT MILESTONES

| PHASE ONE — VISUAL BRAND & DISCOVERY |        |     |        |       |
|--------------------------------------|--------|-----|--------|-------|
| MILESTONE / DELIVERABLE              | TIMING | WHO | CLIENT | NOTES |
|                                      |        |     | ✓      |       |

| PHASE ONE — VISUAL BRAND & DISCOVERY               |                            |         |        |  |
|--|----------------------------|---------|--------|--|
| Kick-Off Meeting / Project Tour / Meet The Team    | Commencement Date (Week 1) | IM / CL | Attend | Client to prepare key contacts, existing brand assets and any access credentials needed. The Design Kick-Off is normally combined with this meeting (or held within the following week) — IM will discuss overall feel, a rough wireframe, and request all assets needed for the home page (branding, images, etc.). A brief sheet is circulated to the project team; no separate design questionnaire is required. IM will issue the first milestone date within 3 Business Days of the Kick-Off. |
| Visual Brand Workshop (if in scope)                | 1–2 weeks after Kick-Off   | IM / CL | Attend | Required only where a visual brand refresh or new identity is included in the agreed scope. Where Visual Brand Assets (VBAs) are in scope, the Visual Brand Workshop is the starting point for VBA design — see Phase Two.   |
| Page Navigation Review (12-month analytics review) | Week 2                     | IM      |        | IM reviews existing site analytics to inform new site architecture.  |

| PHASE ONE — VISUAL BRAND & DISCOVERY                     |  |           |               |   |
|--|--|-----------|---------------|---|
| <p>▀ CLIENT DEPENDENCY: Visual Brand Assets Supplied</p> | <p>Within 5 Business Days of Visual Brand Workshop</p> | <p>CL</p> | <p>SUPPLY</p> | <p>No written sign-off is required at this stage; instead, all visual brand assets needed for Phase Two must be received before VBA / home page design can advance. Failure to supply within 30 Business Days of due date may trigger Project Hold.</p> |

| PHASE TWO — DESIGN (UX / UI)                             |   |           |          |   |
|--|---|-----------|----------|---|
| MILESTONE / DELIVERABLE                                  | TIMING  | WHO       | CLIENT ✓ | NOTES   |
| <p>Visual Brand Assets (VBAs) — Design (if in scope)</p> | <p>1–2 weeks after Visual Brand Workshop</p>                        | <p>IM</p> |          | <p>Where VBAs are in scope, the Visual Brand Workshop is the starting point. VBA design must be complete and signed off before commencing home page design.</p> |
| <p>Home Page Design (Desktop) — UX / UI</p>              | <p>1–2 weeks after Kick-Off (or after VBA sign-off if in scope)</p> | <p>IM</p> |          | <p>Desktop visual design of the home page. All client brand assets must be supplied before this starts (collected at Design Kick-Off).</p>                      |
| <p>Home Page Design (Mobile) — UX / UI</p>               | <p>1–2 weeks after Home Page (Desktop) sign-off</p>                 | <p>IM</p> |          | <p>Responsive mobile layout of the home page.</p>   |
| <p>Inner Page Designs — UX / UI</p>                      | <p>1–2 weeks after Home Page (Mobile) sign-off</p>                  | <p>IM</p> |          | <p>Design of key inner page templates.</p>  |

| PHASE TWO — DESIGN (UX / UI)                 |   |    |          |   |
|--|---|----|----------|---|
| Menus & Alert Designs                        | 1–2 weeks after Inner Page sign-off   | IM |          | Navigation elements, menus and alert templates.   |
| Additional Templates — UX / UI (if in scope) | Runs alongside Menus & Alerts   | IM |          | Any additional page templates included in the agreed scope (e.g. landing pages, news/ article templates).   |
| <p>► CLIENT DEPENDENCY: Design Sign-Off</p>  | Full and concise feedback on each iteration of each design milestone within 1 week of receipt | CL | SIGN OFF | Triggers Phase 2 invoice (25%). Scope is fixed at sign-off — changes after this are chargeable at £750 + VAT/day. Failure to sign off within 30 Business Days of due date may trigger Project Hold. |

| PHASE THREE — BUILD, CONTENT & SNAGGING      |   |     |          |   |
|--|---|-----|----------|---|
| MILESTONE / DELIVERABLE                      | TIMING  | WHO | CLIENT ✓ | NOTES   |
| Website Build + Internal QA Checks           | 2–3 weeks following Design Sign-Off                     | IM  |          | IM builds and internally QA-tests the site before client review.  |
| <p>► CLIENT DEPENDENCY: Content Deadline</p> | By end of Build (approx. 2 weeks after Design Sign-Off) | CL  | SUPPLY   | All copy, images, documents and media must be supplied in line with IM’s content guidelines. Content will not be added to the CMS until all content has been received and IM has confirmed it is complete and ready to add. Late or non-compliant content delays go live. |

| PHASE THREE — BUILD, CONTENT & SNAGGING                            |  |         |             |  |
|--|--|---------|-------------|--|
| 1st View — Home, Inner Pages, Navigation & Sample Page             | 1 week following build completion  | IM / CL | Review      | Client is given access to review the built site for the first time. Triggers Phase 3 invoice (15%).  |
| <p>► CLIENT DEPENDENCY: Snagging Round 1 — Project Lead Review</p> | 1 week following 1st View  | CL      | SUBMIT LIST | Layout review covering design and structure. The Client's nominated Project Lead, IM Project Manager and build team review the site together. A single consolidated snag list is submitted — piecemeal or sequential feedback will not be actioned. This is Round 1 of 3 included rounds.                                  |
| IM resolves Round 1 Snags  | 1 week following receipt of Round 1 snag list (or snag list meeting if required)               | IM      |             | IM addresses all valid items from the Round 1 consolidated list.   |
| Adding Content to CMS  | 1 week, starting on receipt of Round 1 snag list — runs in parallel with IM Round 1 resolution | IM      |             | IM populates the CMS with all client-supplied content from receipt of the Round 1 snag list. Content addition runs in parallel with IM's Round 1 fixes (Round 1 covers layout and structure only, so content edits will not conflict). At the end of this week, IM presents the site to the Client with content populated. |

| PHASE THREE — BUILD, CONTENT & SNAGGING                                    |   |           |                    |   |
|--|---|-----------|--------------------|---|
| <p>▶ CLIENT DEPENDENCY:<br/>Snagging Round 2 — Content Review</p>          | <p>Round 2 snag list to be received within 1 week of content addition completing</p>    | <p>CL</p> | <p>SUBMIT LIST</p> | <p>Content review with all content populated in the CMS. Client circulates to wider stakeholders (leadership, SLT, board, marketing) for sign-off. A single consolidated snag list is required. This is Round 2 of 3 included rounds.</p>               |
| <p>IM resolves Round 2 Snags</p>   | <p>1 week following receipt of Round 2 snag list (or snag list meeting if required)</p> | <p>IM</p> |                    | <p>IM addresses all valid items from the Round 2 consolidated list.</p>   |
| <p>▶ CLIENT DEPENDENCY:<br/>Snagging Round 3 — Final Pre-Launch Review</p> | <p>1 week following Round 2 resolution, in the run-up to go live</p>                    | <p>CL</p> | <p>SUBMIT LIST</p> | <p>Final pre-launch review to capture last-minute tweaks before go live. A single consolidated snag list is submitted. This is Round 3 of 3 included rounds. Additional rounds beyond this are chargeable at £750 + VAT/day.</p>                        |
| <p>IM resolves Round 3 Snags</p>   | <p>1 week following receipt of Round 3 snag list (or snag list meeting if required)</p> | <p>IM</p> |                    | <p>IM addresses all valid items from the Round 3 consolidated list. Where Client content is still missing at this point, the relevant pages will be hidden at launch (or temporarily populated by IM’s AI agents) until Client content is supplied.</p> |
| <p>Extra Content &amp; Meta Data</p>                                       | <p>Concurrent — before go live</p>  | <p>IM</p> |                    | <p>SEO meta data and any additional content populated.</p>  |

| PHASE THREE — BUILD, CONTENT & SNAGGING        |  |    |                |  |
|--|--|----|----------------|--|
| CMS Training                                   | Scheduled after Round 3 snags are resolved   | IM | Attend         | IM delivers CMS training session(s) to nominated client staff.   |
| <p>▶ CLIENT DEPENDENCY: Acceptance Testing</p> | Runs in parallel with IM Round 3 resolution — full AT (including functional, CMS and integration items) completes alongside R3 fixes | CL | TEST & APPROVE | Client completes final acceptance testing in parallel with IM's Round 3 fix work. Both AT and Round 3 resolution complete in the same week. Deemed accepted if client delays by more than 7 Business Days or if 14 days elapse after go-live request (Schedule A, clause 5). |

| PHASE FOUR — GO LIVE & POST-LAUNCH REVIEW |  |         |          |  |
|---|--|---------|----------|--|
| MILESTONE / DELIVERABLE                   | TIMING   | WHO     | CLIENT   | NOTES  |
|   |  |         | ✓        |  |
| Go Live Process                           | Within 5 Business Days of Acceptance Testing sign-off and Round 3 resolution (both complete in parallel) | IM / CL | Approve  | DNS transfer, final checks and site launch. Client must confirm DNS access is available.                                       |
| ▶ ESTIMATED GO LIVE                       | Approx. 9–10 weeks after Design Sign-Off (subject to all milestones being met on time)                   | IM / CL | SIGN OFF | Go live is contingent on all client dependencies being met. Client delays will push this date. Triggers Phase 4 invoice (10%). |

| PHASE FOUR — GO LIVE & POST-LAUNCH REVIEW |                           |         |        |   |
|---|---------------------------|---------|--------|---|
| 1 Month Post-Launch Review                | 4 weeks following Go Live | IM / CL | Attend | IM reviews site performance, analytics and addresses any post-launch queries. |

## 5. SNAGGING — INCLUDED ROUNDS AND CHARGEABLE EXTRAS

Three Snagging Rounds are included within the project fee. Round 1 is the layout review (held immediately after the 1st View). Round 2 is the content review (with wider stakeholders, including SLT, once content has been populated). Round 3 is the final pre-launch review (held in the run-up to go live to capture last-minute tweaks). These are the only included correction cycles. All additional snagging reviews, post-sign-off design changes, or scope changes are chargeable at £750 + VAT per day. Snag lists must be submitted as a single consolidated document per round — piecemeal or sequential lists will not be actioned between submission dates. Where Client content is still missing at the end of Round 3, the affected pages will be hidden at launch (or temporarily populated by IM's AI agents) until the Client supplies the content.

| SNAGGING ROUND          | DESCRIPTION  |
|-------------------------|--|
| Round 1 — Layout Review | Following the 1st View, a layout review is held with the Client's nominated Project Lead, the IM Project Manager and the build team. A single consolidated list of corrections is submitted. IM addresses all valid technical and design issues. |

| SNAGGING ROUND                           | DESCRIPTION   |
|--|---|
| Round 2 — Content Review                 | Once content is populated in the CMS, the Client circulates to wider stakeholders (leadership, SLT, board, marketing) for sign-off. A single consolidated list is submitted. IM addresses all valid issues.   |
| Round 3 — Final Pre-Launch Review        | In the run-up to go live, the Client submits a final consolidated snag list capturing any last-minute tweaks. IM addresses all valid items and prepares the site for launch. Where Client content is still missing at this stage, the affected pages will be hidden at launch (or temporarily populated by IM’s AI agents) until the Client supplies the content. |
| Additional rounds / out-of-scope changes | Chargeable at £750 + VAT per day. A Change Request will be issued and must be signed before work commences.   |

## 6. PAYMENT PLAN — WEBSITE PROJECT

### 6.1 Standard Website Project

| PHASE   | PAYMENT          | AMOUNT | TRIGGER / DUE DATE RULE  |
|---------|------------------|--------|--|
| Phase 1 | Deposit          | 50%    | Due at project commencement (Commencement Date).                                   |
| Phase 2 | Design Sign-Off  | 25%    | Due on Design Sign-Off or 8 weeks from Commencement — whichever is sooner.         |
| Phase 3 | 1st Build View   | 15%    | Due on 1st website build view or 12 weeks from Commencement — whichever is sooner. |
| Phase 4 | Go Live Sign-Off | 10%    | Due on go live.  |

### 6.2 Project Extras

| PHASE   | PAYMENT        | AMOUNT | TRIGGER / DUE DATE RULE  |
|---------|----------------|--------|--|
| Phase 1 | Deposit        | 50%    | Due when the Change Request is signed by both parties.   |
| Phase 2 | 1st Build View | 25%    | Due on design sign-off for the extra item or 8 weeks after the Change Request is signed — whichever is sooner. |
| Phase 3 | Go Live        | 25%    | Due on go live of the extra item or 12 weeks after the Change Request is signed — whichever is sooner.         |

## 7. SCHEDULE NOTES

| NOTE                         | DETAIL   |
|------------------------------|--|
| Commencement Date            | The date of contract signature by both parties, or as otherwise specified in the Quotation. This is the reference point for all timings in this Schedule.  |
| Estimated Go Live            | The estimated go live of 9–10 weeks from Design Sign-Off is conditional on all client dependencies being met on time. Phase One and Phase Two durations vary by scope (Visual Brand Workshop, VBAs and number of design milestones), so the contract anchors go live to Design Sign-Off rather than Commencement. Where Website Build runs to its upper bound (3 weeks), go live shifts to 10 weeks. Client delays after Design Sign-Off will extend this timeline further.  |
| Build slot                   | The build slot is scheduled — not reserved — once Design Sign-Off has been received in writing. Because designs frequently change in the run-up to sign-off, IM does not hold a build slot in advance and cannot guarantee a specific build start date prior to Design Sign-Off. Once a build slot has been scheduled, it is held as long as project milestones are met; if client dependencies are not met, the slot may be released and reallocated, and IM cannot guarantee a specific restart date where the slot has been released. |
| Change Control               | Any item not in the original Site Specification is out of scope. IM will issue a written Change Request with cost and timeline impact. Work does not commence until the Change Request is signed.  |
| Project Hold & Re-initiation | See Schedule A clause 7 for full terms. Key consequences: all remaining project invoices immediately due; monthly hosting charges commence; Re-initiation Fee of £1,250 + VAT payable before restart.  |
| Deemed Acceptance            | Acceptance of the Site is deemed if the Client: uses the site for live purposes; delays Acceptance Tests by more than 7 Business Days; or allows 14 days to elapse after requesting go live (Schedule A, clause 5).  |