MOBUPPS WEBSITE TERMS AND CONDITIONS

Effective Date: 23 august 2026

1. Terms and Acceptance

These terms and conditions (the “Terms”) govern your access to and use of the Mobupps website, including www.mobupps.com and any related pages, content, features and materials made available through the website (collectively, the “Website”) operated by Mobupps International Ltd or, where applicable, other companies within the Mobupps group (“Mobupps”, “Company”, “we”, “us” or “our”).

By accessing or using the Website, you (“User”, “you” or “your”) agree to be bound by these Terms. If you do not agree to these Terms, you must not use the Website.

The Website is primarily intended to provide information about Mobupps and its advertising, marketing, technology and related business activities. Unless expressly stated otherwise, use of the Website does not create a customer, advertiser, publisher, supplier, agency or other commercial relationship with Mobupps.

2. General

The Website is made available for lawful business and informational purposes. You are responsible for ensuring that your use of the Website complies with all laws, regulations and applicable third-party rights.

Mobupps may modify, suspend or discontinue any part of the Website, and may update these Terms from time to time. Updated Terms will be posted on the Website and will become effective on the date stated in the updated Terms, subject to any notice or consent requirements imposed by applicable law.

If you use the Website on behalf of a company or other organization, you represent that you have authority to bind that organization to these Terms.

3. Mobupps Privacy Policy and Other Policies

The Mobupps Privacy Policy forms part of the framework governing your use of the Website and explains how Mobupps collects, uses, discloses and otherwise processes personal information in connection with the Website.

Where applicable, the Website may also contain a Cookie Policy, cookie preference mechanism, advertising disclosures or other notices. Those documents should be read together with these Terms.

The Privacy Policy and other privacy notices govern the processing of personal information. These Terms govern your use of the Website.

4. Website Content and Advertising Information

The Website may contain information concerning Mobupps, its products and services, advertising technology, marketing activities, industry developments, case studies, publications and other business-related content.

Information on the Website is provided for general informational purposes only and is not intended to constitute legal, financial, investment, accounting, tax, regulatory, medical or other professional advice.

Any performance figures, examples, statistics, forecasts, case studies or other commercial information appearing on the Website are provided for illustrative or informational purposes unless expressly stated otherwise. Past performance or results do not guarantee future results.

Mobupps may receive compensation or other commercial consideration in connection with advertising, marketing or promotional activities described on the Website. Where disclosure is required, the relevant page or advertisement may contain an appropriate disclosure.

5. Business Services and Commercial Agreements

Descriptions of Mobupps' advertising, marketing, technology, traffic acquisition, campaign management, RTB, analytics, measurement or other business services on the Website do not constitute an offer to provide those services on the terms described on the Website.

Any actual services provided by Mobupps to an advertiser, publisher, agency, supplier or other business partner are subject to a separate written agreement, insertion order, order form, service agreement, data processing addendum or other commercial documentation applicable to the relevant relationship.

If a separate written agreement applies to your relationship with Mobupps, that agreement will govern the relevant commercial services and will prevail over these Terms to the extent of any conflict.

6. User Conduct and Unauthorized Use

You must not use the Website for any unlawful, fraudulent or unauthorized purpose. Without limiting the foregoing, you must not:

- introduce or transmit viruses, malware, malicious code or other harmful material;
- attempt to gain unauthorized access to the Website, its servers, systems, databases or networks;
- interfere with or disrupt the operation, security or availability of the Website;
- use automated means, bots, crawlers, scrapers or similar technologies to access or extract Website content, except where expressly authorized by Mobupps or permitted by applicable law;
- impersonate Mobupps or another person or entity or misrepresent your affiliation with any person or entity;
- use the Website to harass, threaten, defame, abuse or violate the privacy or other rights of another person;
- upload or transmit material that infringes intellectual property, privacy, confidentiality or other rights of third parties; or
- attempt to circumvent, disable or interfere with security features or access restrictions.

You are responsible for any damage or loss caused by your breach of these Terms, to the extent permitted by applicable law.

7. Intellectual Property

Unless otherwise indicated, the Website and all content made available through it, including text, graphics, designs, logos, trademarks, service marks, photographs, videos, software, interfaces, compilations and other materials, are owned by Mobupps or its licensors.

Mobupps grants you a limited, non-exclusive, non-transferable, revocable right to access and use the Website for legitimate informational and business purposes. You may not reproduce, modify, distribute, publish, sell, license, create derivative works from, frame, mirror, scrape, deep-link to or otherwise exploit Website content without Mobupps' prior written consent, except to the extent expressly permitted by applicable law.

All trademarks, trade names, logos and service marks appearing on the Website belong to Mobupps or their respective owners. No right or license to use them is granted by these Terms.

8. User Submissions and Communications

If you submit information, comments, inquiries, ideas, feedback or other material to Mobupps through the Website, you represent that you have the right to provide that material and that its submission does not violate applicable law or third-party rights.

Mobupps may use information you submit to respond to your inquiry, provide requested information or otherwise handle the communication in accordance with the Privacy Policy and applicable law.

Unless separately agreed in writing, Mobupps does not undertake to keep unsolicited ideas or feedback confidential.

9. Advertisements and External Links

The Website may contain advertisements, promotional materials or links to third-party websites, platforms or services. Mobupps does not control and is not responsible for third-party content, products, services, availability, privacy practices or business practices.

Your dealings, correspondence or participation in promotions with advertisers or other third parties are solely between you and the relevant third party. Any terms, conditions, warranties or representations relating to such dealings are the responsibility of the relevant third party.

The appearance of an advertisement, commercial partner, publisher, advertiser, supplier or external link on the Website does not constitute an endorsement, recommendation or guarantee by Mobupps unless expressly stated.

A link from the Website to an external website does not imply that Mobupps sponsors, controls or accepts responsibility for that website or its content.

10. Availability and Changes to the Website

Mobupps may change, update, suspend or discontinue the Website or any part of it at any time, including for maintenance, security, technical or business reasons.

Mobupps does not guarantee that the Website will always be available, uninterrupted, secure, error-free or compatible with every device or browser.

The Website may occasionally contain typographical errors, technical inaccuracies or outdated information. Mobupps may correct or update such information without prior notice.

11. Disclaimer of Warranties

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE WEBSITE AND ITS CONTENT ARE PROVIDED “AS IS” AND “AS AVAILABLE”. MOBUPPS DISCLAIMS ALL WARRANTIES, REPRESENTATIONS AND CONDITIONS, WHETHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, ACCURACY, AVAILABILITY AND SECURITY.

MOBUPPS DOES NOT WARRANT THAT THE WEBSITE, ITS SERVERS, CONTENT, COMMUNICATIONS OR MATERIALS WILL BE FREE FROM VIRUSES, MALWARE OR OTHER HARMFUL COMPONENTS, OR THAT THE WEBSITE WILL OPERATE WITHOUT INTERRUPTION OR ERROR.

Nothing in these Terms excludes or limits any warranty, right or remedy that cannot lawfully be excluded or limited.

12. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, MOBUPPS AND ITS AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, CONTRACTORS AND SERVICE PROVIDERS WILL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES, OR FOR LOSS OF PROFITS, REVENUE, BUSINESS, DATA, GOODWILL, OPPORTUNITY OR ANTICIPATED SAVINGS, ARISING OUT OF OR RELATING TO YOUR USE OF, OR INABILITY TO USE, THE WEBSITE OR ITS CONTENT.

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, MOBUPPS WILL NOT BE LIABLE FOR LOSS OR DAMAGE RESULTING FROM THIRD-PARTY WEBSITES, SERVICES, ADVERTISEMENTS, CONTENT, NETWORK FAILURES, CYBERATTACKS, INTERNET INTERRUPTIONS OR OTHER EVENTS OUTSIDE MOBUPPS’ REASONABLE CONTROL.

Nothing in these Terms excludes or limits liability that cannot lawfully be excluded or limited, including liability for fraud or other liability that applicable law prohibits the parties from excluding.

13. Indemnification

To the extent permitted by applicable law, you agree to indemnify and hold harmless Mobupps and its affiliates, directors, officers, employees and agents from claims, losses, liabilities, damages and reasonable costs arising out of or relating to your material breach of these Terms, your unlawful use of the Website, or your infringement of third-party rights.

Mobupps may assume the exclusive defense of any matter subject to indemnification, in which case you agree to provide reasonable cooperation.

14. Force Majeure

Mobupps will not be responsible for failure or delay in performing obligations arising from events beyond its reasonable control, including failures of telecommunications or Internet networks, cyber incidents, power failures, natural disasters, epidemics, war, terrorism, civil unrest, governmental action, labor disputes or failures of third-party service providers.

Because the Website and online services depend on networks and third-party infrastructure, portions of the Website may be interrupted or unavailable without prior notice.

15. Third-Party Information

The Website may include information, data, statistics, market information or other materials obtained from third-party sources. Mobupps does not guarantee the completeness, timeliness or accuracy of third-party information and is not responsible for errors or omissions originating from such sources.

Nothing on the Website should be relied upon as a guarantee of advertising performance, traffic volume, conversion rates, revenue or other commercial results.

16. Suspension and Termination

Mobupps may suspend or restrict access to the Website where reasonably necessary to protect the Website, its users, its systems or third-party rights, or where you have materially breached these Terms or applicable law.

Sections that by their nature should survive termination, including intellectual property, disclaimers, limitations of liability, indemnification and governing law, will survive termination or cessation of your use of the Website.

17. Miscellaneous

If any provision of these Terms is held to be illegal, invalid or unenforceable, that provision will be enforced to the maximum extent permitted by law and the remaining provisions will remain in full force and effect.

No waiver of any provision of these Terms will be effective unless made in writing, and a failure to enforce a provision will not constitute a waiver of future enforcement.

Mobupps may communicate with you electronically, including by email, through the Website or by other electronic means.

These Terms, together with the Privacy Policy and any other documents expressly incorporated by reference, constitute the terms governing your use of the Website.

18. Governing Law and Jurisdiction

These Terms shall be governed by and construed in accordance with the laws of Israel, without regard to conflict-of-law principles.

Subject to any mandatory rights or jurisdictional rules that apply to you under applicable law, the courts located in Israel shall have exclusive jurisdiction over disputes arising out of or relating to these Terms or your use of the Website.

19. Contact

Questions, complaints or other communications concerning the Website or these Terms may be sent to:

Mobupps International Ltd
Email: contact@mobupps.com
Telephone: +972 8 622 9900
Address: Tikshoret 7, Ashdod, Israel 77700

20. Effective Date

These Terms are effective as of *23 august 2026* and replace any previous version of the Mobupps Website Terms and Conditions.