



شماره ۰۹۷۲۲۱ سر د

ردیف دفتر ثبت



جمهوری اسلامی ایران

قوه قضائیه - اداره مترجمین رسمی

محمد کریمی

Official English Translator to the Judiciary

License No. 549

Mohammad Karimi



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ANAR STUDIO

www.anarstudio.com

Info@anarstudio.com

Address: No 21, Golfam Alley, Jordan Blv, Tehran

Tel/Fax: +982122054629

Date: 04.02.2021

Article 1) Contract no.: 991115

Article 2) Parties to the Contract:

A) Employer: Mr. Armin Lamie, manager of café lamiz

Address: Tehran, Enghelab Sq., Forsat Shirazi Ave., Farkhondch Fal St., no. 2 Tel: 09122220100 - 54429000

B) Consultant: Mr. Kazem GHARI, Anar Studio manager

Address: Tehran, Jordan, Babak Bahrami, No. 54 Tel: 0912621172 - 886557597 and National ID No 0079362699.

Article 3) Subject of contract: marketing services for café lamiz

1. Consultation on digital marketing during the contract term whenever needed
 - 1.1. Holding of meetings whenever needed
 - 1.2. Offering sales approaches whenever needed
2. Lamiz instagram page support
 - 2.1. Uploading of 5 posts a week on average
 - 2.2. Uploading of 20 stories a week on average
 - 2.3. Reply to comments and direct messages within 24 working hours during the week
 - 2.4. Production of text content
 - 2.5. Analysis of instagram page contents and weekly reporting
3. Production of content for social media
 - 3.1. Professional photography of products once every month
 - 3.1.1. Overhead photography
 - 3.1.2. Using hand-made professional grounds



نام صاحب سند: کاظم قاری - هزینه ترجمه و خدمات دفتری: 1265000 ریال بابت ترجمه قرارداد

آدرس: خ سهروردی شمالی، بالاترازخ مطهری، نبش کوچه خشنودی، مجتمع نیلی، واحد 65
Address: no 65 Nilli Building next to Gas Station up Motahari intersection Sohrevardi Shomali Ave
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3.2. Lifestyle photography from the restaurant, chefs and attractive subjects for 2 hours twice a month

3.2.1. Photography and shooting of different subjects

(taking into account that lifestyle photography is one of the most important works to create identity and supply promotion feeds, we stress that Lamiz management team should make any cooperation and should prepare its personnel in this respect to work with ANAR STUDIO photographers in the best way possible)

3.3. Production of video and promotion teasers under the following conditions:

3.2.1. production of at least 2 promotion teasers to be used to feed social media

3.2.2. production of at least 2 videos to be uploaded in stories

4. Graphic design

5. Production of content, updating and supporting of Ghahveh Rostam instagram

Note 1: Employer shall pay for promotion in pages, promotion channels, influencers, etc. (whenever needed). (influencers who have considerable number of followers in social media)

Note 2: Photos used in social media is not otherwise used and if the photos are needed by Employer, the latter shall pay for the costs separately.

Note 3: Employer shall pay for photography and teaser production

Article 4) Contract Term:

12 months from 04.02.2021 through 04.02.2022

Article 5) Contract Price and Terms of Payment:

A) 2,160,000,000 Rls. that shall be paid by the Employer to the Consultant as follows:

1- 180,000,000 Rls. at the beginning of each month

Article 6) Consultant's Obligations:

1. Consultant shall not disclose the information provided by the Employer to any person or company.
2. Consultant shall give consultation and shall respond to the questions and requests of Employer.
3. Consultant shall provide Employer with username and password of instagram page.
4. Consultant shall have the right to provide all his produced instagram contents and designs in his professional resume.





5. Consultant shall report on the works performed every 30 days.

Article 7) Employer's Obligations:

1. Employer shall provide Consultant with a suitable working place and shall do all the required arrangements of all parts in the third section.
2. Employer shall speed up performance of the tasks suggested by Consultant.
3. Employer shall pay the contract price on the agreed dates
4. Employer or his representative shall attend all the meetings held for strategies and exchange of views.

Article 8) Contract Termination:

1. Employer, by a written notice to Consultant, shall terminate the contract and claim resulting damages against Consultant if the latter fails to fulfill the contract and its attachments.
2. Consultant, by a written notice to Employer, shall terminate the contract and claim resulting damages against Employer if the latter makes a delay of more than 15 working days in making the payments to Consultant stipulated in Item 5 above.

Note: the damages agreed on by the parties is 200,000,000 Rls.

Article 9) Settlement of Disputes:

The parties to the contract shall amicably settle any dispute between them resulting from this contract or otherwise, shall hire an arbiter or shall settle through a court in Tehran.

Article 10) Acts of God:

In case of any acts of God such as flood, earthquake, ... which are beyond the parties' control, the contract shall be suspended automatically.

This contract is signed by parties in duplicate bearing 10 Articles on 06.11.2020 which are equally binding.

Employer

Consultant

signed and sealed

Signed

True Translation from Persian Certified.

Tehran

May 8, 2023

mk-37383





Attachment No. 1 to Contract dated 01.11.2021

Description of Services

1- Production of instagram content and support

Visual content:

- Professional photography including equipment, up to 4 times per month
- Monthly content calendar

Written content:

- Writing of pleasant and reaction-arousing captions for the published posts
- Production of 26 contents as described hereunder every month to be used as post
- 22 photo posts and/or graphic design per month
 - 26 posts of photo and/or graphic design per month
 - 2 short video clips (less than 20 seconds) to develop the instagram page
 - One 20 to 50 second real video clip and/or graphic motion
- Note: the number of posts may increase to 28 and videos to 6 if needed
- Production of 200 contents to be used as stories as described below
 - 30 lifestyle stories from the crowded times, recipients, delivery
 - 150 stories from the products (photos taken and/or films shot by camera or high quality mobile phone)
 - 20 occasional and graphic stories

Note 1: 4 times of photography per month only for production of social media contents. It should be mentioned that the number of days of photography varies with consideration of content production completion of the current month and planning of the executive.

Note 2: calculation of the number of content production is seasonal.

The number of content with regard to the type of content is changeable depending on the needs of every month as follows:

- One 120 to 150 second video equals two 45 to 60 second video.
- One 45 to 60 second video equals two 15 to 30 second video.
- One 45 to 60 second video equals 4 cinematographs.
- One cinematographs equals two photos.
- One photo content equals 2 stories.





- One photo content equals 2 photo posts.
- One story motion equals 2 stories.

2- Public Relations

Response to comments

- Consultant shall check comments of the last 3 posts and shall reply to them twice a working day
- Consultant shall check comments of the last 10 posts and shall reply to them twice a week

Response to Direct messages:

- Consultant shall check page direct messages and shall reply to them

Note 1: Consultant shall solely reply to public comments and direct messages. The comments and direct messages to which replying needs skills or are complicated shall be sent to Employer who shall be responsible to reply to clients.

Note 2: for businesses with more than 50 products and/or when prices of products change frequently, Employer shall be responsible to reply to respective comments and direct messages.

Note 3: the number of replies to comments and direct messages shall be 50 times a day

3- Page development and attraction of followers

Consultant shall always analyze instagram algorithms and shall use suitable hashtag and posts, etc. to attract more followers.

Campaigns for marketing influencers

Consultant shall provide Employer with influencers to attract more followers.

Services in this regard:

- Analysis of influencer's page and hiring a good influencer
- Strategy setting and appropriate cooperation with the hired influencer
- Necessary arrangement with influencer for content production

Note 1: Employer shall pay influencer, in whole, for his/her services and shall pay him/her in advance by crediting the account of influencer or Consultant.





4- Infrastructure

Consultant shall hold a meeting with Employer once a month to examine instagram contents (should Employer fail to attend, the meeting shall be cancelled and Employer shall be responsible in this regard).

Employer shall pay for the costs of model, accessory, photography location, clothes, etc.

Note 1: Graphic support such as design of catalog, billboard, brochure, sticker, menu, etc. is not included in this contract and in case of Employer's request, the related costs shall be collected separately.

Note 2: Consultant may provide Employer with all the contents published in social media with the same form and specifications. In this case, the name of Consultant shall be mentioned below the captions of the post.

Note 3: Employer shall send any request for coverage of event, festival and/or for Consultant's production of content in a specific time, a week earlier.

5- Graphic design

- Occasional posts design:

Consultant shall design graphic posts to be uploaded in instagram page for particular occasions.

- Billboard and banner design

Upon request of Employer, Consultant shall design up to maximum one billboard and/or banner every month.

Note 1: design of visual identity, branding, brochure, etc. is not included in this contract, and upon request of Employer, the related costs shall be collected separately.

Employer

Consultant

signed and sealed

Signed

True Translation from Persian Certified.

Tehran

May 8, 2023

mk-37383





تاریخ عقد قرارداد: ۱۳۹۹-۱۱-۱۵

ماده ۱) شماره قرارداد: ۹۹۱۱۱۵

ماده ۲) طرفین قرارداد:

الف) کارفرما: جناب آقای آرمین لمیع مدیریت مجموعه کافه لیز

به آدرس: میدان انقلاب، خیابان فرصت شیرازی، کوچه فرخنده فال، پلاک ۲ و شماره تماس: ۰۹۱۲۲۲۲۰۱۰۰ - ۵۴۴۲۹۰۰۰ و کد ملی ۰۰۶۹۰۹۵۰۳۵

ب) مشاور: آقای کاظم قاری مدیریت استودیو انار

به آدرس: جردن، کوچه بابک بهرامی، پلاک ۵۴، طبقه اول و شماره تماس: ۰۹۱۲۶۲۱۱۷۲۰ - ۲۲۰۱۷۹۵۱ و کد ملی ۰۰۷۹۳۶۳۶۹۹

ماده ۳) موضوع قرارداد: پکیج مارکتینگ مجموعه کافه لیز

۱. مشاور دیجیتال مارکتینگ در طول مدت قرارداد و به فراخور نیاز

۱.۱. برگزاری جلسات اتاق فکر به فراخور نیاز

۲.۱. ارائه راهکارهای فروش به فراخور نیاز

۲. پشتیبانی پیج اینستاگرام لیز

۱.۲. بارگزاری متوسط ۵ پست هفتگی

۲.۲. بارگزاری متوسط ۲۰ استوری هفتگی

۳.۲. پاسخگویی به کامنتها و دایرکتهای مخاطبان ظرف حداکثر ۲۴ ساعت کاری در طول هفته

۴.۲. تولید محتوای متنی

۵.۲. آنالیز آمارهای پیج اینستاگرام و ارائه گزارش هفتگی

محل امضای مشاور

محل امضای کارفرما

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ماده ۵) مبلغ قرارداد و نحوه پرداخت :

مبلغ مورد توافق برای انجام قرار داد به صورت زیر تشریح می گردد:

الف) مبلغ مورد توافق برای انجام قرارداد مبلغ ۲,۱۶۰,۰۰۰,۰۰۰ ریال می باشد که در قالب ذیل از جانب کارفرما به مشاور پرداخت میگردد.

۱. پرداخت مبلغ ۱۸۰,۰۰۰,۰۰۰ ریال در ابتدای هر ماه.

ماده ۶) تعهدات مشاور :

۱. مشاور موظف به حفظ و نگهداری اطلاعات فراهم شده توسط کار فرما می باشد.

۲. مشاور موظف به ارایه ی مشاوره و پاسخگویی به سوالات و درخواست های کارفرما می باشد.

۳. مشاور موظف به ارایه ی یوزر و پسورد اینستاگرام تمامی پیج های اینستاگرام به کارفرما می باشد.

۴. تمامی حقوق مادی و معنوی پیج های اینستاگرام مربوط به کارفرما بوده و مشاور هیچ حقی در این زمینه ندارد.

۵. مشاور موظف است هر ۳۰ روز گزارشی از کارهای انجام گرفته ارائه نماید.

ماده ۷) تعهدات کارفرما :

۱. کارفرما موظف به فراهم آوردن شرایط سالم کاری و هماهنگی تمام بخش های سوم با مشاور می باشد.

۲. کارفرما موظف به تسریع در انجام کارهای پیشنهادی مشاور برای موفقیت کار می باشد.

۳. کارفرما موظف به پرداخت مبلغ مورد توافق و در راس تواریخ مورد توافق است.

۴. کارفرما و یا نماینده معرفی شده توسط ایشان موظف به شرکت در جلسات همفکری و راهبردی می باشد.

ماده ۸) شرایط فسخ قرارداد :

۱. در صورت اثبات عدم اجرای موضوع قرارداد از سمت مشاور، کارفرما می تواند با مطلع کردن مشاور اقدام به فسخ قرارداد و طلب خسارت از مشاور نماید.

۲. در صورت تاخیر بیش از ۱۵ روز کاری در اجرای تعهدات کارفرما در پرداخت مبالغ ذکر شده در بند ۵، مشاور می تواند با مطلع کردن کارفرما اقدام به فسخ قرارداد و طلب خسارت از کارفرما نماید.

محل امضای مشاور

محل امضای کارفرما

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۷: مبلغ خسارت مورد توافق طرفین ۲۰۰.۰۰۰.۰۰۰ ریال می باشد.



ماده ۹ حل اختلاف :

طرفین همواره سعی خواهند نمود تا مسائل و مشکلات فی مابین را از طریق حسن تفاهم و اعتماد متقابل حل و فصل نمایند و چنانچه در مورد و یا مواردی، طریق فوق موثر واقع نگردد، دادگاه های تهران صالح به رسیدگی می باشند.

ماده ۱۰ وقایع قهریه :

در صورت بروز وقایع قهریه مانند سیل، زلزله و که از دست طرفین قرارداد خارج است قرارداد خود به خوب به حالت تعلیق در می آید.

این قرارداد در دو نسخه و ۱۰ ماده در تاریخ ۱۵-۰۸-۹۹ امضا و مبادله گردید که هر دو نسخه حکم واحد را دارا می باشند.

محل امضای مشاور

محل امضای کارفرما



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