Agreement

Investor Acquisition Infrastructure

This Agreement ("Agreement") is entered into as of 19/03/2026 by and between:

Client: Mon Investissement Immobilier ("Client")

Agency: Leadfins, represented by Ziyad Ahmed ("Agency")

Goal: Deliver qualified Swiss investor calls for Mon Investissement Immobilier's ongoing real estate development financing raises through a full Meta-based acquisition infrastructure.

1. Scope of Work

Agency agrees to deliver the following services to support the Client's capital-raising efforts for Swiss real estate development financing opportunities (CHF 500K-1.5M raises, CHF 25K-100K+ tickets per investor) during the term of this Agreement:

Ads & Traffic

- End-to-end Meta ad strategy, campaign setup, and ongoing optimization
- Ad script production (20-60 total ad scripts per campaign cycle)
- Premium ad creative production including static posts, carousels, and video ads
- Creative rotation of 20-60+ ads per ad set, aligned with Meta's Andromeda algorithm requirements
- Targeting setup
- Weekly reporting on cost per qualified call and strategic budget scaling recommendations

Funnel Infrastructure

- High-converting VSL (Video Sales Letter) landing page
- Investor qualification form with accreditation confirmation and CHF 25K minimum filters
- Call booking and calendar flow integration
- FAQ and objection-handling sections
- Call confirmation pages with trust-building video assets
- Opt-in pages and post-opt-in strategy
- Page and form A/B testing

Backend Systems

- CRM setup and lead tagging within the GoHighLevel
- Lead routing to the appropriate follow-up path (David Croisier)
- 10-20 post-opt-in email sequences

- 10-20 pre-call email sequences
- 10-20 reactivation email sequences
- SMS automation and reminder system
- End-to-end tracking from ad click to funded investor (cost per funded investor)

All components are delivered as a fully done-for-you service with minimal involvement required from the Client's team. The Agency will build and operate within the Client's existing CRM, Meta ad account, and any other relevant tools.

2. Engagement Objectives

The Agency will use best efforts to build and optimize the full investor acquisition infrastructure with a target of delivering 10-25 Qualified Calls (as defined in Section 8.1) per month. Performance depends on the following conditions being met:

1. The first 14-20 days of the engagement constitute a data-gathering and optimization phase. Meaningful call volume is expected starting from the second month of the engagement onward.
2. The Client strictly adheres to the Eligibility Requirements outlined in Section 3.
3. The Agency will continuously optimize campaigns to reduce cost per Qualified Call over time. Both parties will review performance data weekly to align on budget allocation and campaign adjustments.
4. Monthly call volume may fluctuate (e.g., 15 calls in one month, 25 in the next) so long as the average across the engagement period meets or exceeds 10-25 calls per month.

3. Eligibility Requirements

For the engagement to operate effectively, the Client must:

1. Maintain a minimum ad spend of CHF 80 per day per active campaign, paid directly to Meta (~CHF 2,400/month for one campaign). The Agency and Client may jointly agree to adjust this amount based on performance.
2. The Client agrees to grant the Agency all access reasonably required to perform the services, including build and edit access to GoHighLevel (CRM workflows, automations, tagging, lead routing, email/SMS sequences).
3. Maintain an active Meta ad account in good standing throughout the Agreement.
4. Provide all requested assets (brand scripts, video recordings for VSL and ad creatives, pitch deck materials) and account access (GoHighLevel, Meta Business Manager) within 4 days of each request. Any delay beyond 4 days will extend the 14-day infrastructure build timeline by the equivalent number of delayed days.
5. Maintain sufficient sales team availability to handle 10-25 investor calls per month.

Failure to meet any of these requirements may impact campaign performance and the Agency's ability to deliver results within the expected timeline.

4. Pause and Cyclical Flexibility

Given the cyclical nature of Mon Investissement Immobilier's real estate financing raises, the following flexibility applies after the initial 90-day engagement:

1. The Client may pause all campaigns and Agency services for up to 60 days between raises, with 7 days' written notice. No fees are owed during a pause period.
2. Upon reactivation, the Agency will resume campaign management within 5 business days. A reactivation fee of CHF 500 applies if the pause exceeds 30 days, to cover re-optimization of campaigns and audiences.
3. Ad spend obligations are suspended during any pause period. The Client remains responsible for maintaining the Meta ad account in good standing.
4. If the Client wishes to pause for longer than 60 days, both parties will negotiate revised terms before reactivation.

The pause and reactivation terms are designed to accommodate Mon Investissement Immobilier's deal-by-deal raise cycle, allowing the infrastructure to remain available without ongoing cost during periods between raises.

5. Payment Terms

Option	Investment
90-Day Engagement	$6,000 (one-time)

- Service fee of $6,000 for the 90-day engagement. 30% ($1,800) paid upfront at signing. Remaining 70% ($4,200) is due within 5 business days of the Agency confirming in writing that the following milestones are complete: (a) funnel/landing page published, (b) tracking and pixel installed, (c) ad creatives uploaded to Meta, (d) email/SMS automations active in GoHighLevel, and (e) campaign submitted to Meta for review. If launch is delayed solely due to Client delay in providing assets or approvals, the 70% becomes due 14 days after the initial 30% payment regardless of launch status.
- Ad spend is a separate expense paid directly by the Client to Meta. Minimum ad spend: CHF 80/day per active campaign (~CHF 2,400/month), paid directly to Meta (not paid to the Agency).
- After the initial 90-day term, continuation of services requires a new agreement to be negotiated between both parties. There is no automatic renewal.

Failure to pay the service fee within:

- 7 days of due date: Agency reserves the right to pause all advertising activity.
- 14 days of due date: Agency reserves the right to suspend all services and funnel infrastructure. Overdue invoices accrue interest at 5% per annum from the due date until paid in full. The Client shall reimburse the Agency for reasonable collection costs incurred in recovering overdue amounts.

6. Timeline and Implementation

The Agency will deliver the full infrastructure according to the following timeline:

Phase	Description
Day 1-3	Ad account audit, tracking setup, and conversion event configuration
Day 4-8	Ad creative and script production (diverse angles: tax write-offs, growth-oriented, etc.)
Day 9-13	Funnel infrastructure build: VSL landing page, qualification form, call booking, FAQ sections
Day 14-15	Email follow-ups, retargeting audiences, CRM tagging, and SMS automation
Day 16-60	Campaign launch, data gathering, and continuous optimization phase

First investor calls are expected to be booked within 7-25 days of campaign launch.

7. Client Responsibilities

The Client agrees to:

1. Provide all requested assets including brand scripts, avatar documents, pitch deck materials, deal information, and video recordings for VSL and ad content within 3 business days of request.
2. Grant the Agency all access reasonably required to perform the services, including full build access to GoHighLevel and partner access to Meta Business Manager.
3. Maintain sufficient sales team bandwidth to handle 10-25 Qualified Calls per month.
4. Own and manage the sales process from the point a Qualified Call is scheduled. The Agency is not responsible for call outcomes, close rates, or capital commitments.
5. Maintain open lines of communication and provide feedback as needed for optimization.
6. Report investor conversion outcomes to the Agency to enable ongoing optimization of campaign targeting and messaging.

- Warrant that all investment offerings, claims, returns, and disclosures promoted through the Agency’s infrastructure are accurate, lawful, and comply with all applicable Swiss financial promotion, securities, consumer protection, and privacy laws. The Client is solely responsible for the legality of the offer and all regulatory approvals, licensing, and investor qualification requirements.
- Warrant that all materials provided to the Agency (videos, logos, decks, testimonials, ad claims, data, mailing lists) are owned by or properly licensed to the Client, and that the Client has obtained all necessary consents for their use in advertising and lead generation

8. Definitions

8.1 Qualified Call

For the purposes of this Agreement, a “Qualified Call” is defined as an investor call that was both scheduled and attended by the prospect. Specifically, the prospect must meet all of the following criteria:

1. The prospect scheduled a call through the Agency’s funnel infrastructure. Calls sourced from the Client’s own channels are excluded from the Agency’s count.
2. The prospect attended the scheduled call.
3. The prospect confirmed qualified investor status (Swiss residency and investment capacity), either verbally or through the lead qualification form.
4. The prospect meets or exceeds the CHF 25,000 minimum investment threshold for the applicable deal.
5. The prospect completed the qualification form on the Agency’s funnel infrastructure.

If a prospect initially no-shows but is subsequently rescheduled through the Agency’s follow-up sequences or the Client’s no-show recovery process and ultimately attends the rescheduled call, that call shall be counted as a Qualified Call, provided all other criteria above are met. The call is counted once regardless of how many times it was rescheduled.

8.2 Start Date

This Agreement commences on Wednesday, Thursday 19, 2026. The 90-day engagement term begins on this date.

9. Intellectual Property and Ownership

- All deliverables produced under this Agreement - including funnels, landing pages, email sequences, CRM workflows, ad creatives, scripts, campaign structures, and lead data - remain the property of the Agency until full payment of all outstanding fees.
- Upon full payment of all outstanding fees, ownership of the entire end-to-end infrastructure and all data transfers permanently to the Client.
- The Agency retains the right to showcase anonymized results as portfolio or marketing material unless otherwise agreed in writing.

10. Confidentiality

Both parties agree to maintain strict confidentiality of all proprietary and sensitive information shared during this engagement, including but not limited to investor data, campaign performance metrics, deal terms, and business strategies. This obligation survives termination of the Agreement.

Each party shall comply with applicable data protection laws, including Swiss federal and cantonal data protection legislation. The Client is responsible for ensuring a lawful basis for the collection and processing of lead and investor data. The Agency processes personal data on the Client's behalf and in accordance with the Client's instructions. Both parties shall implement reasonable technical and organizational security measures to protect personal data

11. Out-of-Scope Services

The following items are not included in this Agreement and require separate investment if requested:

- Sales call handling, investor call closing, or any post-call sales activities (handled exclusively by the Client)
- Full website redesign or pages not directly tied to the investor acquisition funnel
- Long-form content production such as podcasts, documentary-style videos, or case study films
- TikTok, LinkedIn, or other non-Meta advertising platforms
- Cold email campaign management
- AI voice calling system setup

The Agency may provide guidance and best-practice recommendations for the above items as a courtesy.

12. Change Orders

The scope of this Agreement covers the infrastructure and campaigns for the Client's current and upcoming Swiss real estate financing raises. If the Client requires material changes to scope during the engagement - including but not limited to building new funnels for additional properties, producing entirely new creative sets for different deals, or restructuring CRM workflows beyond routine optimization - such changes require a written change order agreed upon by both parties and may incur additional fees.

Routine optimization of existing campaigns, creative refreshes within the original scope, and minor CRM adjustments are included in the base service fee and do not require a change order. The Client shall review and approve all deliverables (ads, funnels, VSL scripts, email sequences, landing pages) within 3 business days of submission. If no response is received within 3 business days, the deliverable is deemed approved and the Agency may proceed.

13. Limitation of Liability

The Agency's liability under this Agreement shall not exceed the total service fees paid by the Client in the last 30 days. The Agency is not liable for indirect, incidental, or consequential damages, including but not limited to lost capital commitments, investor losses, or opportunity costs. The Agency is not liable for delays or losses caused by third-party platforms (Meta, GoHighLevel, email/SMS providers, calendar tools, hosting), account suspensions, platform policy changes, outages, or force majeure events beyond the Agency's reasonable control.

Nothing in this Agreement limits liability for wilful misconduct or gross negligence to the extent such limitation is not permitted by applicable law. The Agency does not guarantee any specific amount of capital raised, number of investors closed, or investment commitments. The Agency's obligation is limited to building and optimizing the infrastructure and delivering Qualified Calls as defined in Section 8.1.

14. Term and Termination

- The initial term is 90 days, commencing on March 19, 2026. The initial term is non-cancellable except in the case of material breach by either party that remains uncured for 14 days after written notice.
- After the initial term, continuation of services requires a new agreement to be negotiated between both parties.
- After the initial 90-day term, either party may terminate with 14 days' written notice.
- If the Client terminates for material breach by the Agency during the initial term, the Agency refunds any prepaid fees for services not yet delivered. If the Agency terminates for material breach by the Client (including non-payment or failure to provide required assets), all fees for the full 90-day term become immediately due.
- Upon termination, the Client retains full ownership of all infrastructure, data, and assets built during the engagement, subject to full payment of all outstanding fees as outlined in Section 9.

15. Notices

All notices under this Agreement shall be sent by email to the addresses below and are deemed received on the date of transmission. Client: [Client email to be inserted at signing]. Agency: ziyad@leadfins.com. Either party may update its notice address by written notice to the other party.

16. Governing Law and Jurisdiction

This Agreement shall be governed by and construed in accordance with the laws of Switzerland. Any dispute arising out of or in connection with this Agreement shall be submitted to the exclusive jurisdiction of the courts of the Canton of Vaud, Switzerland.

17. Entire Agreement

This document represents the full agreement between the Client and the Agency and supersedes all prior discussions, agreements, or understandings, whether written or verbal. Any modifications to this Agreement must be made in writing and signed by both parties. This Agreement may be executed in counterparts, each of which shall be deemed an original. Execution by PDF or electronic signature shall have the same force and effect as an original handwritten signature.

Signatures

CLIENT – Mon Investissement Immobilier	AGENCY - Leadfins
Signature Signé par : David Croisier 653F9AAB8F6848A...	*Signature* Signé par : Ziyad Ahmed DAE90AF3DBE74F5...
Printed Name David Croisier	*Printed Name: Ziyad Ahmed*
Title Director	*Title* CEO
Date 4/22/2026	*Date* 16/03/2026