

Content Quality Policy

Real Corporation Limited, (**hereinafter** referred to as “REAL”, “REAL App”, “we”, “us” “our app” or “our”) operate(s) an online platform and community marketplace with related technology for estate agents and Members to meet online and have a conversation directly with each other. REAL is not an owner or operator of properties, including, but not limited to, residential spaces, commercial spaces, or lands, nor is it a provider of properties, including, but not limited to residential spaces, commercial spaces, or lands. Real does not own, sell, resell, furnish, provide, rent, manage, and/or control properties, including, but not limited to, residential spaces, commercial spaces, or lands.

This Content Quality Policy (the “Policy”) is intended to ensure users that all listings that you will see in your REAL App have been filtered and do not violate any of the following policies. By using our services, users acknowledge and agree to comply with the Policy. We reserve the right to remove any Content (**hereinafter** referred to as “listings”, “photo”, “video posts”, “RealMoment”, or “posts”) that violates the Policy or any of our terms of use, or other policies, or that we, in our sole discretion, consider being inappropriate. In the event that we discover any violation, we may remove all or certain portions of your content from our app, terminate your account(s), and/or restrict your access to our app. The word Imagery includes both visual and auditory.

1. Advertising and Claiming Listings

listing Agent’s broker-owner or team lead. A broker-owner or team lead that advertises a listing on behalf of the listing Agent must update their profile on our app so it represents the team or company instead of an individual Agent. This can be done by changing the screen name and profile picture.

b. Claiming Listings. Any listing inaccurately claimed by another Listing Agent can be reported with evidence (MLS id, License Number) to team@real.co. Listing Agents must only claim listings that belong to them. We reserve the right to remove posts and or the accounts if we have reason to believe that the listing posted was inaccurately claimed and or erroneous.

(i) **From Market** - Other Agents can repost the Listings through the Market Post however, cannot make the claim to be its Listing Agent or close the deal without the involvement of the actual Listing Agent.

(ii) **From Me**, are listings that are posted by the actual Listing Agent or the owner of such listing.

c. Non-Exclusive Listings. Permitted, however, listings that are reposted and not owned by the reposting agent, must be declared. We reserve the right to remove posts and or the accounts if we have reason to believe that the listings posted were inaccurately claimed and or erroneous.

d. Exclusive Listings. You may advertise exclusive listings that are not on MLS on REAL. In case of dispute, we may require that you provide the listing contract(s) that verify you have an exclusive right to advertise the listing. If we are unable to verify that you are the contracted,

exclusive listing Agent, we may remove the listing(s) and/or your claim on the listing(s).

e. New construction and Move-In-ready Home. You may advertise new construction listings on our app as long as the builder has granted you the exclusive right to advertise such listings. In case of dispute, we may require that you provide the listing contract(s) that verify you have an exclusive right to advertise the new construction listing. If we are unable to verify that you are the contracted, exclusive listing Agent, we may remove the new construction listing(s) and/or your claim on the new construction listing(s).

f. Addresses. A complete address is NOT a must as long as we can authenticate listings and maintain content quality. Each listing posted must include at least a street-level address. If we cannot verify a listing with an incomplete address, we may remove the listing at any time, without warning.

g. Hypertext Links. If the listing includes a hypertext link, the hypertext link may only link to your website and may not link to the Broker Portal Project website, any successor site(s), or any site that is not 100% owned and controlled by you, your Agent, your MLS, or your broker.

2. Restrictions on Contents and features.

Real is committed to delivering a safe and trustworthy experience for all users. We reserve the right to remove any content including but not limited to; listings' photos, RealMoment, videos, or branding materials that violate the Policy or any of our terms of use, or other policies, or that we, in our sole discretion, consider being inappropriate. In the event that we discover any violation, we may remove all or certain portions of your listings from our app, terminate your account(s), and/or restrict your access to our app. Users must ensure that any Posts do not include infringements of the intellectual property rights of third parties. If you believe another User's Post is infringing your intellectual property rights, please inform us of any violations of this Policy and or the Terms and conditions of Use, and any violation of the Company's rights.

a. RealMoment. A feature that allows Agents to share 15-second long videos and or photos on their profile. Agents can upload up to 100 RealMoment within 30 days. Old RealMoment can be deleted during the period to make way for new ones.

All RealMoment should respect user preferences and comply with legal regulations, so we do not allow certain kinds of offensive, sexual, or violent content anywhere in the app. Users must **NOT** (i) promote products, services, schemes, or offers using deceptive or misleading business practices, including those intended to scam people out of money or personal information, (ii) promote drug and alcohol and other addicting substances and or addiction treatment centers that are misleading, (iii) impersonate or falsely represent a brand, entity, or public figure. (iv) incentivize people to misuse REAL features or functionality.

b. Profile Photos. The size and resolution requirements for the profile photos are; a minimum

of 800 X 800 pixels & the file size is no more than 10MB. All profile photos should respect user preferences and comply with legal regulations, so we do not allow certain kinds of offensive, sexual, and violent content anywhere in the app.

c. Photos on Listings. A minimum of 6 and a maximum of 60 photos and videos can be added to every listing. All photos should respect user preferences and comply with legal regulations, so we don't allow certain kinds of offensive, sexual, or violent content anywhere in the app. In addition, photos must NOT be occupied by more than 20% of the text. Users who wish to upload photos from their devices must allow REAL to access their Photo Albums.

Examples of offensive content: bullying or intimidation of an individual or group, racial discrimination, hate group paraphernalia, graphic crime scene or accident images, cruelty to animals, murder, self-harm, extortion or blackmail, sale or trade of endangered species, photos using profane language.

Examples of restricted sexual content are, but are not limited to; Visible genitalia and female breasts, hook-up dating, sex toys, strip clubs, sexually suggestive live chat, and models in sexualized poses.

Examples of restricted violent contents are, but are not limited to; Imagery that shows the violent death of a person or people or animals by accident or murder, Imagery that shows capital punishment of a person, Imagery that shows dangerous weapons like guns, knives, Imagery that shows acts of torture committed against a person or people or animals, Imagery of non-medical foreign objects (such as metal objects, knives, nails) involuntarily inserted or stuck into people or animal causing grievous injury.

Examples of restricted deceptive or misleading content are, but are not limited to; Imagery that contains the promotion of products, services, schemes, or offers using deceptive or misleading business practices, including those intended to scam people out of money or personal information.

Examples of restricted content that promotes substance abuse or treatment centers that are misleading are but are not limited to; Imagery of alcohol being poured, served, drank, and or promoted, Imagery of illegal drugs in any form being shown, served, consumed, and or promoted, Imagery of treatment centers that are misleading, engaging in practices that are harmful to patients, or otherwise violating applicable laws.

Examples of content with false impersonation or representation are but are not limited to; Imagery of users or any individual that impersonate or falsely represent a brand, entity, or public figure. Where a Page, Group, or Event is being used to express support for or interest in a brand, entity, or public figure, it must make clear in the name or description that it is not an official representation.

Examples of content that promotes misuse of REAL may include but are not limited to; Imagery

that discredits, and degrades the features and functionality of REAL as an app. Imagery that incentivizes people to use the REAL app in any manner other than what it truly is.

d. Listing Descriptions. We want users to be able to trust all the listings and information available on our app, so we strive to ensure listings are clear and honest and provide the information that users need to make informed decisions. We don't allow listings or posts that deceive users by excluding relevant information or providing misleading information about products, services, or businesses. We reserve the right to remove any content that violates the Policy or any of our terms of use, or other policies, or that we, in our sole discretion, consider to be inappropriate. In the event that we discover any violation, we may remove all or certain portions of your listings from our app, terminate your account(s), and/or restrict your access to our app

Examples of misrepresentation: omitting or obscuring billing details such as how, what, and when users will be charged; omitting or obscuring charges associated with financial services such as interest rates, fees, and penalties; failing to display tax or license numbers, contact information, or physical address where relevant; making offers that aren't available; making misleading or unrealistic claims regarding financial gain; collecting donation; "phishing" or falsely claiming to be a reputable company in order to get users to part with valuable personal or financial information

3. Claiming SoldFor Sales

(i) Only the buyer's Agent and the seller's Agent identified in an MLS listing report are permitted to claim such listing as a past sale in their profile on our app.

(ii) Only one Agent can claim a particular side of a transaction. If a listing was co-listed, only one Agent would be eligible to claim the past sale in their profile on our app.

(iii) If the Agent is part of a team at the time of a transaction, the individual Agent is permitted to claim the corresponding listing as a past sale in their profile on our app, unless an agreement between the Agent and their team and/or brokerage indicates otherwise.

4. Listing Feeds.

a. Complete Data Set. Listing feeds that do not include a complete set of data that includes, without limitation, photos, listing descriptions, and home facts, will not be accepted. You may not intentionally degrade the data you send to us in the listing feed in any manner.

5. Code of Conduct

REAL is built to accomplish an important mission; to revolutionize the ecosystem of Real Estate and to connect home seekers and sellers with agents to help them find their dream homes. The code of conduct is our foundation. We strongly believe in equality and respect for others, regardless of race, ethnicity, nationality, class, religion, belief, sex, language, sexual orientation, gender identity, age, health, or other status. And we choose to work with professionals who both share these values and embody them in their interactions with consumers, REAL employees, and other professionals.