



POBS
private online business school

MEMORANDUM OF FUTURE COOPERATION

between

**Global Management and Business School (GMBS), with registered seat in TRIQ L- GHARB, Malta,
represented by Maria Kopacova ("GMBS")**

and

**e-learnmedia, s.r.o., with registered seat in Klosterneuburg, Austria, represented by Dr. Peter
Lukesch ("POBS")**

(each a "Party", together the "Parties")

1. Purpose and context of cooperation

The Parties enter into this Memorandum of Future Cooperation with the intention to establish structured international cooperation that strengthens GMBS's international reach, student support capacity, and delivery of education exclusively in an online learning environment, particularly in the area of professionally oriented programmes designed for working professionals. The cooperation reflects POBS's stated focus on making international, high-quality continuing education programmes accessible to ambitious professionals worldwide through flexible online study formats developed in cooperation with recognised academic partners. The Parties further acknowledge POBS's orientation towards marketing, advisory services, and organisational implementation of online distance learning programmes, including German- and English-language guidance that supports prospective learners in programme selection and application-related processes. The cooperation under this Memorandum is intended to be demonstrable through appropriate documentation and records suitable for GMBS internal quality assurance processes.

2. Scope and forms of cooperation

Within the framework of this Memorandum, the Parties intend to cooperate in a manner that supports internationally oriented recruitment, candidate guidance, and the overall learner experience in online education. In practical terms, the cooperation may include joint planning and implementation of international outreach activities and market-facing communications aligned with the GMBS brand and programme portfolio, drawing on POBS's experience in marketing online study programmes and digital communication. The Parties may also cooperate on structured pre-admissions and admissions support processes, including candidate counselling and guidance models, taking into account that POBS provides German- and English-language advisory and organisational support to prospective learners, including document review and clarification of admission requirements. In addition, the Parties may organise joint information sessions, webinars, and consultation activities that enhance candidate preparedness, transparency of admission steps, and readiness for online study, provided that all representations of GMBS programmes remain accurate and consistent with GMBS academic governance and regulatory obligations. Where appropriate and mutually agreed, the cooperation may also include the exchange of good practice related to student



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support models, communication workflows, and learner-facing service processes in professionally oriented online cohorts.

3. Implementation, annual planning, and evidence for quality assurance

To ensure that the cooperation is meaningful, traceable, and sustainable, the Parties shall prepare an Annual Cooperation Plan for each academic year describing the planned activities, indicating their expected timing and delivery format, and specifying the intended outputs. For internal quality assurance purposes, the Parties shall maintain appropriate evidence of cooperation implementation, which may include approved annual plans, agendas and programmes of joint events, outlines of approved communication messages, records of outreach activities, anonymised summaries of advisory workflows and candidate journey documentation where relevant, confirmations of delivered sessions, and brief summaries of coordination meetings. The Parties acknowledge that any processing of personal data in connection with candidate support shall be conducted in full compliance with applicable data protection requirements and shall be appropriately documented.

4. Coordination and governance arrangements

Each Party shall appoint a Cooperation Coordinator within thirty (30) days of signature to serve as the primary contact point and to facilitate operational planning and implementation. The Coordinators shall meet at least quarterly, typically online, in order to review progress against the Annual Cooperation Plan, confirm documentation and evidence records, address operational matters, and agree on adjustments or next steps. GMBS retains final decision-making authority with respect to academic standards, admission decisions, programme requirements, assessment rules, and intended learning outcomes applicable to GMBS programmes. Any cooperation activity that may influence academic decision-making or academic communication shall be subject to prior review and approval by GMBS.

5. Use of names, logos, and public communication

The Parties may refer to the cooperation in public communications in a manner consistent with professional integrity and accurate representation. Any use of the other Party's name, logo, or branding elements in external communications, promotional materials, or public announcements shall require prior written approval by an authorised representative of the other Party, with email approval being sufficient. Public statements shall not misrepresent the nature of the cooperation, the legal responsibilities of the Parties, or the regulatory status of either Party.

6. Confidentiality, data protection, and intellectual property

Where the Parties exchange non-public information in connection with the cooperation, such information shall be treated as confidential and used solely for the purposes of implementing this Memorandum, unless disclosure is required by applicable law or expressly authorised in writing by the disclosing Party. If POBS processes personal data on behalf of GMBS in the course of cooperation, the Parties shall conclude a separate data processing agreement defining roles, responsibilities, and appropriate safeguards in accordance with applicable data protection rules. Each Party retains ownership of its pre-existing intellectual property and proprietary materials. **Any jointly developed**



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outputs or materials shall have their ownership and permitted use defined in writing on a case-by-case basis in an annex or activity sheet, ensuring that GMBS holds the rights necessary to document and quality-assure the cooperation while protecting POBS proprietary know-how and legitimate business interests.

7. Effective date, duration, renewal, and termination

This Memorandum shall take effect on the date on which GMBS obtains all required permissions and regulatory measures necessary to deliver the relevant online education and to implement the cooperation under this Memorandum (“Effective Date”). This Memorandum shall remain in force for a period of five (5) years from the Effective Date and may be renewed for successive five-year periods upon mutual written agreement of the Parties. Either Party may terminate this Memorandum by providing thirty (30) days’ prior written notice to the other Party. Termination or expiry shall not affect provisions which by their nature are intended to survive, including confidentiality, data protection obligations, intellectual property, and rules governing the use of names and logos.

8. Signatures

This Memorandum of Understanding is executed by the duly authorised representatives of the Parties.

Maria Kopacova

GMBS Board of Directors

Dr. Peter Lukesch

Owner and CEO POBS