

Productsup Services Documentation

This Services Documentation specifies the Services ordered by Client under the applicable Master Services Agreement and Order Form. The definitions of the applicable Productsup Master Services Agreement apply.

Services

1. Subscriptions

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| 1.1 | Software Subscriptions License |
| 1.1.1 | Productsup Platform License |
| | Standard 1.0 Productsup Platform License |
| | General Functionalities <ul style="list-style-type: none"> • Number of products manageable depends on chosen Edition • Exports/uploads per day depends on chosen Edition • Number of user accounts with user right management depends on chosen Edition |

- Standard export channels subject to the specifications and limitations in the then-current, applicable Export Channel Template List available under <https://www.productsup.com/services-documentation/>
- Creation of FTP accounts depends on chosen Edition

Data Import Functionalities

- Access to various standard data import capabilities (e.g. Productsup API, Feed URL, Google Sheets) subject to the specifications and limitations in the then-current, applicable Import Channel List available under <https://www.productsup.com/services-documentation/>
- Support of multiple data source formats (e.g. XML, CSV, TXT)
- Import services to enrich data sources (e.g. ID generation, data transformation)
- Connection of multiple standard data sources to one feed
- Import of third-party tracking information
- Product data API with delta updates possibility
- Import data from another site

Data Management and Data Processing Functionalities

- Detailed feed scheduling
- Dataflow to map data from import to export
- Data-View to preview and analyze the product catalog
- Access to rule boxes for optimization and manipulation
- Shared processing capabilities
- List feature (e.g. category mapping, blacklist, whitelist, normalization lists)
- Image manipulation (e.g. dataflow manipulation with rule boxes)
- KPI based ROI strategy feature

Data Export

- Support of multiple feed output formats (e.g. XML, CSV, TXT, etc.)
- Various data export capabilities (e.g. HTTP, FTP, SFTP, APIs, etc.)
- Access to various pre-configured standard export templates) subject to the specifications and limitations in the then-current, applicable Data Services List available under <https://www.productsup.com/services-documentation/>
- Up to five custom export templates (including delta functionality and XML manipulation) can be enabled in the Productsup Platform
- Analyze option with best practice recommendations for export templates

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| | <ul style="list-style-type: none"> • A/B testing of marketing channels <p>Administration</p> <ul style="list-style-type: none"> • Project- and Site breakdown on account level • Error monitoring feature based on feed quality KPIs: <ul style="list-style-type: none"> ○ Email notifications ○ Automated export interruption ○ Dashboard feature with import and export activity, products count and site status ○ Error log with details about last runs |
| 1.2 | Add-On-Software Subscriptions |
| 1.2.1 | Feed Management & Marketing Module |
| | <ul style="list-style-type: none"> • Included marketing exports • Search Engines, Comparison Shopping, Affiliate & Retargeting, Social Media, Marketing Tech • Google Keyword Planner (not with Starter edition) • Facebook Ad-Insights (only with Grow, Scale and Enterprise editions) • Analytics Connectors (DoubleClick, Webtrekk...) (only with Grow, Scale and Enterprise editions) • Google Ad-Previews (only with Grow, Scale and Enterprise editions) • Tracking • Content Experiments (Content A/B Testing) |
| 1.2.2 | Marketplace Module (BETA) |
| | <ul style="list-style-type: none"> • Included Marketplace Exports (Amazon, Ebay, etc.) • Order Dashboard • Order Reporting |

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| | <ul style="list-style-type: none"> • Number of order syncs (supported marketplaces can be seen in our software specifications) depends on chosen Edition • PII Security |
| 1.2.3 | Product Content Syndication Module |
| | <ul style="list-style-type: none"> • Syndication to retailers via Item Setup Sheets, Prebuilt Data Pool connections or direct API (only with Grow, Scale and Enterprise editions) • Amazon Vendor and other marketplace/retail hybrids (1P model) (only with Grow, Scale and Enterprise editions) |
| 1.2.4 | Industrial Syndication Add-on |
| | <ul style="list-style-type: none"> • Classification standards (ETIM, UNSPSC, ECLASS) • Special formats (BMEcat, FAB-DIS...) • Industrial data pools (2ba, ARGE...) |
| 1.2.5 | Seller/Vendor Onboarding Module |
| | <ul style="list-style-type: none"> • Cloud Services Connectors (e.g. Amazon S3, ...) (only with Grow, Scale and Enterprise editions) • Custom API Enabled (only with Grow, Scale and Enterprise editions) • Number of catalogs (1st party, 3rd party Seller/Vendors) (only with Scale and Enterprise editions) depends on chosen Edition |
| 1.2.6 | Content Portal Add-on |
| | <ul style="list-style-type: none"> • Self-service portal for internal and external stakeholders to view & download products and assets |

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| | <ul style="list-style-type: none"> • Content Portal Add-on comes by default with one Account included, where Account is defined as the Client’s dedicated virtual space in the Productsup Content Portal to manage its use of the Productsup Software through its Authorized Users; • Additional Content Portal accounts can be purchased by a Client • Number of user accounts with user right management depends on chosen Edition • Only with Grow, Scale and Enterprise editions |
| 1.2.7 | Travel Add-on |
| | <ul style="list-style-type: none"> • Included marketing Travel exports (only with Grow, Scale and Enterprise editions) • Travel Channels (Google Hotel Ads, Facebook Hotel Ads, Facebook Flight Ads...) (only with Grow, Scale and Enterprise editions) • Geodata APIs (e.g. Address to Latitude / Longitude) (only with Grow, Scale and Enterprise editions) • Travelportal Ratings Integration (only with Grow, Scale and Enterprise editions) • Weather API (only with Scale and Enterprise editions) |
| 1.2.8 | Image Designer Module |
| | <ul style="list-style-type: none"> • Shareable templates (not with Starter Edition) • Clipart Library (not with Starter Edition) • Number of layers depends on Edition (not with Starter Edition) |
| 1.2.9 | Dynamic Videos Module |
| | <ul style="list-style-type: none"> • Standard Pre-build templates (not with Starter Edition) • Custom Templates (not with Starter Edition) |

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| 1.2.10 | Crawler Module |
| | <ul style="list-style-type: none"> • Data Crawler • Image Properties Crawler |
| 1.3 | Support Services Subscriptions |
| 1.3.1 | Product and Account Support¹ |
| | <p>Product and Account Support is provided by Productsup subject to the specifications in the applicable MSA and relevant Annex.</p> <p>Productsup Product and Account Support experts reactively answer Client submitted tickets about either a malfunction of the Productsup Software or questions on functionality, scope or configurations of the Productsup Software or Productsup Platform. In both cases, the Client is requested to give as many details as possible, such as links, concrete examples, or screenshots.</p> <p>When communicating malfunctions of the Productsup Software to Productsup, the Client shall reasonably self-diagnose the impact and recommend, in good faith, to Productsup an appropriate Severity Level designation. Productsup shall validate given Severity Level designation or notify Client of a change in the Severity Level designation to a higher or lower level, giving a reason for such change.</p> <p>When communicating non-system issues to Productsup, these can be questions about the functionality of the Productsup Platform, scope or best practices in regard to specific setups. The Client will be provided with help articles, step by step explanations or roadmap outlooks in case certain functionalities are planned, but not available yet. If a desired functionality is not available or in the pipeline, the Client can issue a feature request.</p> |

¹ Subject to the specifications in the applicable Master Services Agreement and the annexed Product and Account Support Service Level Agreement (Support SLA).

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| | Productsup responds to Support Incidents based on Severity Levels (as defined below) during Local Office Hours as specified in the Product and Account Support Service Level Agreement annexed to the Master Services Agreement. |
| 1.4 | Professional Services Subscriptions² |
| 1.4.1 | Access to Help Center and Academy |
| | <p>Access to the Productsup Help Center with detailed explanations on all available features, as well as examples and use cases. Help articles are constantly updated and kept up-to-date in accordance with new releases of the Productsup Platform.</p> <p>Access to the Productsup Academy, where self-learning courses and training videos can be retrieved. The offer will continuously be extended and updated. Costs apply according to prices on the Productsup Academy website. The use of the Productsup Academy is subject to separate terms of service.</p> |
| 1.4.2 | Managed Services Productsup Platform Package (20 hours/month) |
| | <p>Managed Services Productsup Platform Package covers initial setup of the Client's user account according to best practices, creation of sites, setup of data sources, and mapping of export channels according to the Client's wishes through a dedicated Productsup solutions expert. Data will be cleansed, optimized and structured according to Client's wishes. Requests may either be sent by email or communicated in bi-weekly calls, as preferred by the Client. Upon request, Productsup will provide documentation for the Client's user account setup and/or insights into it in scheduled calls, as part of the Professional Services hours included in the Managed Services Productsup Platform Package.</p> |

² Client to notice: Overage Fees for Professional Services delivered in excess of the ordered Services may occur subject to the relevant provisions in the applicable Master Services Agreement and Order Form.

The Managed Services Productsup Platform Package exclusively covers Services within the Productsup Platform and does not involve Productsup to access or operate any third-party tools or systems. The Managed Services Productsup Platform Package includes the migration of data sources/imports and/or exports.

The Managed Services Productsup Platform Package does not include Productsup being in direct contact with any third-party providers. Such communication needs to be handled exclusively via the Client. The Managed Services Productsup Platform Package does not cover the proactive consulting on best practices outside of the Productsup Platform.

Productsup conducts the Managed Services Productsup Platform Package under the assumption that the Client will provide key personnel for the period of its duration. This includes at least one person, but ideally a team, who has knowledge about the injected data and its structure, access to an updating data source and its update schedule, access to export channel specifications and (optionally) upload credentials, and who oversees the completion of the Managed Services Productsup Platform Package as well as the need for and usage of Professional Services hours included in the package. Invalidation of this assumption may alter the scope of services required and may result in additional cost.

If the submitted Scoping Document cannot be feasibly achieved with the included Professional Services hours, Productsup will provide an estimate on the total amount of Professional Services hours required per month. All overage hours above the Professional Services hours included in the Managed Services Productsup Platform Package are charged at the overage hourly rates specified in the applicable Master Services Agreement and Order Form.

The Managed Services Productsup Platform Package needs to be ordered at least four weeks before the desired start date.

Managed Services Clients submitting a request to Productsup will be provided with an estimate on delivery time within one Business Day.

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| 2. | Add-On Purchases |
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| 2.1 | Add-On Software Products |
| 2.1.1 | Video Rendering Template |
| | <ul style="list-style-type: none"> • Creating and uploading a custom video design template |
| 2.1.2 | On Premise Import Extension |
| | <ul style="list-style-type: none"> • SAP Hybris - Productsup Data Export |
| 2.2 | Add-On Professional Services³ |
| 2.2.1 | Guided Platform Onboarding Package (10 Hours) |
| | <p>The Guided Platform Onboarding Package is conducted via remote video calls by a Productsup solutions expert dedicated to the Client's account. The schedule starts with the planning element. In a discovery call both parties will decide about the participants, call schedule and learning milestones for the Guided Platform Onboarding Package. Once the planning is complete, Productsup will continue with the actual training. Productsup's solutions expert will provide two standard group training sessions aimed at providing the foundational knowledge needed to utilize the Productsup Platform. Two further calls are tailored to the Client's individual needs, as well as best practice setup guidance for the Productsup Platform and deep dives into features especially important to Client's use case.</p> <p>Recommended standard training call schedule:</p> |

³ Client to notice: Overage Fees for Add-On Professional Services delivered in excess of the ordered Services may occur subject to the relevant provisions in the applicable Master Services Agreement and Order Form.

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| | <ul style="list-style-type: none"> • Discovery Call/Kick-off (30-60 mins); • First Core Training Session (90 mins); • Second Core Training Session (60 mins). <p>After completing the training calls, the Client can use the remaining package hours for educational purposes in the form of calls. Recordings of all calls are available upon request.</p> <p>Productsup’s objective is to make the Client’s team independent and confident users of the Productsup Platform, who are capable of its setup, rollout, and ongoing administration. Productsup conducts the Guided Platform Onboarding Package under the assumption that the Client will provide key personnel throughout its duration. This includes at least one person, but ideally a team, who will be trained as an administrator of the platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, access to export channel specifications and (optionally) upload credentials, and oversees the completion of the Guided Platform Onboarding Package as well as the need for and usage of Professional Services hours included in this package. Invalidation of this assumption may alter the scope of Services required and may result in additional cost.</p> <p>The Guided Platform Onboarding Package is provided to Client free of charge within 90 days upon execution of the relevant initial Order Form, or, if agreed by the Parties, within 90 days at a later point during the runtime of the applicable Order Form. Upon expiry of this period or the included Professional Services hours, the Services provided as part of the Guided Platform Onboarding Package are provided to Client exclusively at the hourly rates for the provision of Professional Services specified in the applicable Master Services Agreement and Order Form.</p> |
| 2.2.2 | <p>Guided Platform Onboarding (Existing Client Accounts)</p> |
| | <p>The Guided Platform Onboarding for existing Client accounts is conducted via remote video calls by a Productsup solutions expert dedicated to the Client’s account. Productsup’s solutions expert will provide group training sessions tailored to the Client’s individual needs, as well as best practice Productsup Platform setup guidance and deep dives into features that are especially important to the Client’s use case.</p> <p>Productsup’s objective is to make the Client’s team independent and confident users of the Productsup Platform capable of setup, rollout, and ongoing administration of the Productsup Platform. Productsup conducts the Guided Platform Onboarding under the assumption that the Client will provide key personnel for the duration of the Guided Platform Onboarding period. This includes at least</p> |

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| | <p>one person, but ideally a team, who will be trained as an administrator of the Productsup Platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, and oversees the completion of the Guided Platform Onboarding as well as the amount of Professional Service hours required. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>Recommended length: three hours are recommended for five participants.</p> <p>The Guided Platform Onboarding for existing Client accounts is provided at the hourly rates for the provision of Professional Services specified in the applicable Master Services Agreement and Order Form.</p> |
| 2.2.3 | <p>Guided Implementation Package (minimum 5 hours)</p> |
| | <p>The Guided Implementation Package is conducted via remote video/phone calls and/or email by a Productsup solutions expert. The Productsup solutions expert will own the project management of the Client’s technical implementation internally. Interactions can be for a range of tasks including (but not limited to):</p> <ul style="list-style-type: none"> • Project planning and tracking; • Status updates in form or regular meetings and proactive updates; • Technical integration and setup of imports and/or export configurations; • Guidance on API connections; • Proactive best practices/consultation regarding account setup and functionality; • Internal channel coordination and centralized point of contact for channel creation. <p>Productsup conducts this service under the assumption that the Client will provide key personnel for the period of the Guided Implementation Package. This includes at least one person, but ideally a team, who participated in the guided platform onboarding and/or has foundational knowledge about the Productsup Platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, access to export channel specifications and (optionally) upload credentials, and oversees the completion of the Guided Implementation Package as well as the need for and usage of Professional Services hours included in the package. Invalidation of this assumption may alter the scope of Services required and may result in additional costs. The period of the Guided Implementation Package will not be extended free of charge to account for delays caused by the Client.</p> |

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| | <p>If the submitted Scoping Document cannot be feasibly achieved with the ordered Professional Services hours, Productsup will provide an estimate on the total amount of Professional Services hours required. All overage hours required to achieve the agreed Scope in excess of the Professional Services hours included in the Guided Implementation Package are charged at the overage hourly rates specified in the applicable Master Services Agreement and Order Form.</p> |
| <p>2.2.4</p> | <p>Managed Migration Package (minimum 5 hours)</p> |
| | <p>Managed import and/or export migration will be conducted by a Productsup solutions expert.</p> <p>Managed import migration includes the migration to a new data source, including adjustment of configuration to data source setup, and remapping of attributes in the Productsup Platform, as well as a test run before the launch day of the provided new data source. Within this test run the Productsup solutions expert will point out what exactly changed from the former data source to the new one and create an overview on which attributes need to be remapped/adjusted. According to the time schedule provided by the Client, Productsup will ensure deactivation of export updates during data source switch and activate exports after successful migration.</p> <p>Managed export migration includes the migration to a new export channel destination, such as switching from a feed delivery to an API delivery or vice versa. The Productsup solutions expert conducting the migration will ensure that all attributes are mapped to the channel's requirements, that the provided credentials are leading to a successful upload of data, and the export is completed without errors on Productsup's side.</p> <p>Productsup conducts the Managed Migration Package under the assumption that the Client will provide key personnel for the duration of the period of the Managed Migration Package. This includes at least one person, but ideally a team, who has knowledge about the injected data and its structure, access to credentials for import/export, and oversees the need for and usage of the provided Professional Service hours. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>If the submitted Scoping Document cannot be feasibly achieved with the Professional Service hours included in the Managed Migration Package, Productsup will provide an estimate of Professional Service hours. All overage hours required to achieve the agreed Scope in excess of the Professional Services hours included in the Managed Migration Package are charged at the overage rates specified in the applicable Master Services Agreement and Order Form.</p> |

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| | The Managed Migration Package needs to be ordered at least two weeks before desired migration date. |
| 2.2.5 | Guided Release Training Package |
| | <p>Within the Guided Release Training session, the Client will get an overview on features introduced in the last three major Productsup Platform releases. According to Client's preferences and use cases, the Productsup solutions expert conducting the Guided Release Training will focus on certain features. Within the call Productsup's solutions expert will give recommendations on use cases for the new features, ideal setups and be available for Q&A. The Guided Release Training session will take place in a remote video call of 90 minutes.</p> <p>Productsup conducts this Service under the assumption that the Client will provide key personnel for the training. This includes at least one person, but ideally a team, who has foundational knowledge of the Productsup Platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, and who oversees the Guided Release Training Package completion. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>The Guided Release Training Package needs to be ordered at least four weeks in advance of the call. Client's preferences and use cases need to be provided by the Client at least two weeks in advance of the call to allow for adequate preparation. The Guided Release Training Package needs to be completed within 90 days after Order Date.</p> |
| 2.2.6 | Guided Account Health Check Package |
| | <p>The Productsup Guided Account Health Check is delivered through a Productsup solutions expert. It includes a written analysis of the account structure, setup and performance, as well as a detailed analysis of up to two specific sites, which are selected by the Client. An in-depth explanation of findings, best practice recommendations, and Q&A will take place in a remote video call of 90 minutes.</p> <p>Productsup conducts this service under the assumption that the Client will provide key personnel for the Guided Account Health Check call. This includes at least one person, but ideally a team, who has foundational knowledge of the Productsup Platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, and who oversees the Guided</p> |

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| | <p>Account Health Check Package completion. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>The Guided Account Health Check Package needs to be ordered at least four weeks in advance of the call. Sites for in-depth analysis need to be provided by the Client at least two weeks in advance of the call to allow for adequate preparation. The Guided Account Health Check Package needs to be conducted within 90 days after Order Date.</p> |
| 2.2.7 | On-Site Training Day Package |
| | <p>Up to eight hours of training on the use and functions of the Productsup Platform conducted by a Productsup solutions expert. Content of training will be tailored according to Client's needs.</p> <p>Travel and accommodation expenses are excluded in the Fee and will be added separately.</p> <p>Productsup conducts this service under the assumption that the Client will provide key personnel for the On-Site Training Day. This includes at least one person, but ideally a team, who will be trained as an administrator of the Productsup Platform, has knowledge about the injected data and its structure, access to an updating data source and its update schedule, and who oversees the completion of the On-Site Training Day. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>The On-Site Training Day needs to be ordered at least four weeks in advance of the On-Site Training Day. Training topics need to be provided by the Client at least one week in advance to allow for adequate preparation. The On-Site Training Day needs to be conducted within 90 days after Order Date.</p> |
| 2.2.8 | Channel Creation as a Service |
| | <p>Creation of channel templates in standard file formats (e.g. CSV, standard XML/JSON format, item setup sheet) and, if needed, connectors for import or export in/from the Productsup Platform, as well as adjustments to Productsup's standard file formats of channels (e.g. API connections).</p> |

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| | <p>A Channel refers to the company/website that the data will be ultimately received by e.g. Amazon. A Template refers to the specific attributes and format required by such Channel. e.g. Amazon (DE) Watches or Amazon (US) Bags. Each Channel may require different attributes for different categories, regions and/or languages and therefore, depending on the channel, multiple templates may be required.</p> <p>For accurate scoping, Channel specifications and credentials for creation are mandatory to be provided by the Client. If the Client is unable to deliver Channel specifications and credentials, Productsup's solutions experts can be introduced to appropriate contacts on the Channel's side to retrieve the required information from them. The timely effort on this cannot be scoped but will be charged according to the hourly rates specified in the relevant rate card annexed to the applicable Master Services Agreement. A sandbox environment for development is optional. In case sandbox tests are desired, the sandbox access needs to be provided by the Client.</p> <p>An estimate on delivery time and cost effort will be given before the start of the channel creation. Once timeline and cost are accepted by both Parties, an Order Form will be created and signed by both Parties. This includes the full scope of the project. Changes on the scope during creation will result in a change to the Order Form through a Change Order subject to the applicable Master Services Agreement.</p> <p>The agreed Fee will be billed as set out in the applicable Master Services Agreement and Order Form. Productsup provides this Service under the assumption that the Client will provide key personnel for the duration of the creation. This includes at least one person, but ideally a team, who has knowledge about the desired structure and/or delivery of data and can answer Productsup's questions during the creation of the Channel. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> |
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| <p>3.</p> | <p>Proof of Concept</p> |
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| | <p>A Productsup solutions expert will be assigned and made available for the entirety of the booked hours, during Local Office Hours and subject to the specifications in an applicable Proof of Concept Order Form. This expert will be a dedicated, technical, point of contact</p> |
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who owns and executes based on pre-defined success criteria to achieve desired result(s). As a non-binding and non-exhaustive example, activities that may be agreed to be carried out are as follows;

- Setup of the client's platform account;
- Creation of site(s) and project(s);
- Configuration of imports and/or exports (flat files);
- Mapping of export channels, data optimized and structured according to desired outcomes;
- Project planning and tracking;
- Regular meetings and updates.

Productsup conducts this service under the assumption that the client will provide key personnel for the period of the Proof of Concept. This includes at least one person who has knowledge of the injected data and its structure. More specifically, access to an updating data source, its update schedule, access to export channel specifications (if required) and (optionally) upload credentials. This person would be our key technical contact and oversee the Proof of Concept.

Invalidation of this assumption may alter the scope of Services required and may result in additional costs. The period of the Proof of Concept will not be extended free of charge to account for delays caused by the client. If the originally submitted success criteria cannot be feasibly achieved with the ordered POC hours, Productsup will provide an estimate of additional hours required. All overage hours required to achieve the agreed Scope in excess of the Professional Services hours included in the POC hours are charged at the overage hourly rates specified in the applicable Master Services Agreement and Order Form.

Unused booked hours are not reimbursed, but will be credited as 'Guided Implementation' hours for any further Subscription ordered by the Client within the Assessment Phase specified in an applicable Proof of Concept Order Form.