

## Productsup Professional Services Description

This Services Documentation specifies the Professional Services ordered by Client under an applicable Order Form.

### A. Scope of Professional Services Packages

#### Productsup Professional Services

#### I. Subscriptions

I.I	Professional Services Subscriptions <sup>1</sup>
I.I.I	Ongoing Managed Services Productsup Platform Package (5 hours/month)
	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

<sup>1</sup> Customer to notice: Professional Services requested by Customer in excess of the Scope of a relevant Professional Services Package may be billed as Overage Fees on a time and materials basis at the hourly rates specified in section B of this Productsup Professional Services Description.

	<p>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> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>The Managed Services Productsup Platform Package needs to be ordered at least four weeks before the desired start date.</p> <p>Managed Services Clients submitting a request to Productsup will be provided with an estimate on delivery time within one Business Day.</p>
1.1.2	Ongoing Managed Retail Channel Package

The Ongoing Managed Retail Channel Package is a service conducted via email collaboration, and, if needed, remote video calls, by a Productsup solutions expert. The objective of the Ongoing Managed Retail Channel Package is to take over the initial mapping and data preparation of Client's Retail Channels, and refresh data within those channels upon request on a regular basis.

The number of refresh requests per channel within the purchased volume package is not limited. The channels this service can be applied to, have to be communicated in written form upon service start and can be adjusted dynamically, as long as they stay in the entitlement of the purchased volume package. Changes in channel allocation have to be communicated via email with a notice of 10 business days before the first upload.

Interactions can be for a range of tasks connected to the agreed scope and volume package, including:

- Mapping and preparing initial data set for selected Retail Channels;
- Actioning a site processing to refresh the Retail Channel with updates source data;
- Updating channel specific settings according to the Client's wishes;
- QA of requested channel changes in alignment with Client's wishes;
- Upload of an updated file to the Retail Channel's upload interface;
- Proactive status updates.

Prerequisite for the Ongoing Managed Retail Channel Package is, that Client shares documentation on how to upload data to the Retail Channel's upload interface, enabling the Productsup solutions expert to independently perform the upload task. Moreover, Client agrees to share update cycles in advance and inform assigned Productsup solutions expert about required channel updates at least 5 business days in advance. Client will ensure that they provide key personnel to answer Productsup's questions about data structure and content in order to create a complete mapping.

Productsup conducts this service under the assumption that the Client will provide key personnel for the period of the Ongoing Managed Retail Channel Package. This includes at least one person, but ideally a team, who 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 the Retail Channel's upload interface and knowledge about its functionalities. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.

<b>2.</b>	<b>Add-On Purchases</b>
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2.1	Add-On Professional Services <sup>2</sup>
2.1.1	Guided Platform Training Package (10 hours)
	<p>The Guided Platform Training Package is conducted via remote video calls by a Productsup Product Trainer. Each participant will get a total of 10 hours of training, of which 6 hours are dedicated to the foundational knowledge needed to utilize the Productsup platform and 4 hours can be used for advanced training on a list of specific topics, which can be chosen freely by the Client.</p> <p>The 6 hours of foundational knowledge are conducted in 4 webinar-style sessions á 90 minutes with a maximum of 16 participants per call. Participants can sign up to those sessions according to their preference via an online portal. Topics covered in the foundational knowledge sessions can be found at <a href="https://academy.productsup.com/">https://academy.productsup.com/</a>.</p> <p>Once the foundational knowledge training is completed, the 4 remaining hours of the package can be used on our selection of advanced training topics which can be found at <a href="https://academy.productsup.com/">https://academy.productsup.com/</a>. After choosing topics jointly with all training participants in the Client's organization, dedicated timeslots with a Product Trainer can be selected via an online portal.</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 Training 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, and oversees the completion of the</p>

<sup>2</sup> 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.

	<p>Guided Platform Training 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 Training Package is provided to Client 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 Training 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>
2.1.2	Guided Advanced Platform Training Package (4 hours)
	<p>The Guided Advanced Platform Training Package is conducted via remote video calls by a Productsup Product Trainer. Each participant will receive 4 hours of training outside of the foundational training topics. The hours of the package can be used on our selection of advanced training topics which can be found under <a href="https://academy.productsup.com/">https://academy.productsup.com/</a>. After choosing topics jointly with all training participants in the Client's organization, dedicated timeslots with a Product Trainer can be selected via an online portal.</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 Advanced Platform Training 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, and oversees the completion of the Guided Advanced Platform Training 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 Advanced Platform Training Package is provided to Client within 90 days upon training start. The Guided Advanced Platform Training Package needs to be ordered 2 weeks in advance. The selection of training topics need to be provided by the Client upon ordering to allow for adequate preparation</p>
2.1.3	Guided Implementation Consulting (minimum 5 hours)

Guided Implementation Consulting 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 Productsup platform implementation.

The objective of the implementation is to guide the Client through the setup of their individual Productsup platform instance, with a focus on connecting to either all or a proportion of the inbound and outbound channels listed in the Scoping Document. The scope of the guided implementation is agreed upon in the Scoping Document and may only cover a portion of the full scope. Consulting is limited to features within the Productsup platform and does not include involvement in third-party tools. The assigned Productsup solutions expert will provide guidance in how to reach desired data optimization results, but not proactively provide channel specific input for performance improvement outside the analyzer test results.

After successful completion of the Guided Implementation Consulting, the Client will have expert knowledge about the individual account setup and be able to maintain it independently.

Interactions can be for a range of tasks connected to the agreed scope, including (but not limited to):

- Project planning and tracking;
- Status updates in form or regular meetings and proactive updates;
- Hands-on support in the setup of imports and/or export configurations;
- Guidance on setting up API connections within the Productsup platform;
- Proactive best practices/consultation regarding account setup and functionality to ensure highest possible processing speed and meet user management requirements;
- Internal coordination of 'Channel Creation as a Service' requests.

Productsup conducts this service under the assumption that the Client will provide key personnel for the period of the Guided Implementation Consulting. This includes at least one person, but ideally a team, who participated in Academy platform training 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 Consulting 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 Consulting will not be extended free of charge to account for delays caused by the Client.

	<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 Consulting are charged at the overage hourly rates specified in the applicable Master Services Agreement and Order Form</p>
2.1.4	<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> <p>The Managed Migration Package needs to be ordered at least two weeks before the desired migration date.</p>

2.1.5	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&amp;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 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>
2.1.6	On-Site Guided Platform Training Package (6 hours)
	<p>The On-Site Guided Platform Training Package is conducted at the preferred location of the Client (as agreed with Productsup) by a Productsup Product Trainer. The hours of the package can be used on our selection of training topics which can be found under <a href="https://academy.productsup.com/">https://academy.productsup.com/</a> or for foundational training with the course structure determined by the Academy. After choosing topics jointly with all training participants in the Client's organization ahead of the meeting, the On-Site visit is scheduled with a Productsup Product Trainer. The maximum number of participants within one On-Site Training Day is 12. The package is expected to be delivered in 1 working day. If additional days are needed to provide the 6 hours of training the additional costs apply.</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.</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 training delivery. This includes at least one person, but ideally a team, who will be trained as an administrator of the Productsup Platform. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.</p> <p>The On-Site Platform Training Package needs to be ordered at least four weeks in advance of delivery. Training topics need to be provided by the Client at least two weeks in advance to allow for adequate preparation. The On-Site Platform Training Package needs to be conducted within 90 days after Order Date.</p>
2.1.7	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 (e.g. API connections), as well as individual adjustments to Productsup's standard file formats of existing channels.</p> <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 a 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 alongside a data sample set. 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 contained in the Productsup Professional Services Description Schedule 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>For certain complexity levels, Productsup will host a call with relevant technical stakeholders from all involved parties, ensuring all solutions requirements are covered. Productsup will provide a summary on requirements in a consolidated overview in written form. The requirements as well as delivery time and costs have to be approved by Client within two weeks.</p>

	<p>For all complexity levels, 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 will result in a change to the Order Form through a Change Order subject to the applicable Master Services Agreement.</p> <p>Upon delivery of the Channel, Client has a 2 week time window for User Acceptance Testing/Quality Assurance, in which the solution is verified and tested. Afterwards the project will be closed, and future requirements will be addressed in a new Channel Creation as a Service project.</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><b>3.</b></p>	<p><b>Proof of Concept</b></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 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;</p> <ul style="list-style-type: none"> <li>● Setup of the client's platform account;</li> <li>● Creation of site(s) and project(s);</li> <li>● Configuration of imports and/or exports (flat files);</li> </ul>
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- 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.

B. Rate Card for Professional Services and Channel Creation as a Service

Service	Hourly Rate			
	Productsup Corp. (USD)	Products Up GmbH (EUR)	Products Up GmbH (GBP)	Productsup Pty. Ltd. (AUD)
<b>Professional Services</b>	180,-	150,-	130,-	250,-
<b>Channel Creation as a Service</b>	240,-	200,-	175,-	330,-