

## Productsup Platform Description

This Productsup Platform Description specifies the Services ordered by Client under an applicable Order Form.

### A. License Features and Functions

#### Productsup Platform Solutions

#### I. Subscriptions

1.1	Software Subscriptions License
1.1.1	Productsup Platform License
	Standard 1.0 Productsup Platform License

	<p><b>General Functionalities</b></p> <ul style="list-style-type: none"> <li>• Number of products manageable depends on chosen Edition</li> <li>• Exports/uploads per day depends on chosen Edition</li> <li>• Number of user accounts with user right management depends on chosen Edition</li> <li>• Standard export channels subject to the specifications and limitations in the then-current, applicable Export Channel Template List available under <a href="https://www.productsup.com/services-documentation/">https://www.productsup.com/services-documentation/</a></li> <li>• Creation of FTP accounts depends on chosen Edition</li> </ul> <p><b>Data Import Functionalities</b></p> <ul style="list-style-type: none"> <li>• 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 <a href="https://www.productsup.com/services-documentation/">https://www.productsup.com/services-documentation/</a></li> <li>• Support of multiple data source formats (e.g. XML, CSV, TXT)</li> <li>• Import services to enrich data sources (e.g. ID generation, data transformation)</li> <li>• Connection of multiple standard data sources to one feed</li> <li>• Import of third-party tracking information</li> <li>• Product data API with delta updates possibility</li> <li>• Import data from another site</li> </ul> <p><b>Data Management and Data Processing Functionalities</b></p> <ul style="list-style-type: none"> <li>• Detailed feed scheduling</li> <li>• Dataflow to map data from import to export</li> <li>• Data-View to preview and analyze the product catalog</li> <li>• Access to rule boxes for optimization and manipulation</li> <li>• Shared processing capabilities</li> <li>• List feature (e.g. category mapping, blacklist, whitelist, normalization lists)</li> <li>• Image manipulation (e.g. dataflow manipulation with rule boxes)</li> </ul>
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	<ul style="list-style-type: none"> <li>• KPI based ROI strategy feature</li> </ul> <p>Data Export</p> <ul style="list-style-type: none"> <li>• Support of multiple feed output formats (e.g. XML, CSV, TXT, etc.)</li> <li>• Various data export capabilities (e.g. HTTP, FTP, SFTP, APIs, etc.)</li> <li>• Access to various pre-configured standard export templates ) subject to the specifications and limitations in the then-current, applicable Data Services List available under <a href="https://www.productsup.com/services-documentation/">https://www.productsup.com/services-documentation/</a></li> <li>• Up to five custom export templates (including delta functionality and XML manipulation) can be enabled in the Productsup Platform</li> <li>• Analyze option with best practice recommendations for export templates</li> <li>• A/B testing of marketing channels</li> </ul> <p>Administration</p> <ul style="list-style-type: none"> <li>• Project- and Site breakdown on account level</li> <li>• Error monitoring feature based on feed quality KPIs: <ul style="list-style-type: none"> <li>○ Email notifications</li> <li>○ Automated export interruption</li> <li>○ Dashboard feature with import and export activity, products count and site status</li> <li>○ Error log with details about last runs</li> </ul> </li> </ul>
1.2	<b>Add-On-Software Subscriptions</b>
1.2.1	Feed Management & Marketing Module
	<ul style="list-style-type: none"> <li>• Included marketing exports</li> <li>• Search Engines, Comparison Shopping, Affiliate &amp; Retargeting, Social Media, Marketing Tech</li> <li>• Google Keyword Planner (not with Starter edition)</li> </ul>

	<ul style="list-style-type: none"> <li>• Facebook Ad-Insights (only with Grow, Scale and Enterprise editions)</li> <li>• Analytics Connectors (DoubleClick, Webtrekk...) (only with Grow, Scale and Enterprise editions)</li> <li>• Google Ad-Previews (only with Grow, Scale and Enterprise editions)</li> <li>• Tracking</li> <li>• Content Experiments (Content A/B Testing)</li> </ul>
1.2.2	Marketplace Module (BETA)
	<ul style="list-style-type: none"> <li>• Included Marketplace Exports (Amazon, Ebay, etc.)</li> <li>• Order Dashboard</li> <li>• Order Reporting</li> <li>• Number of order syncs (supported marketplaces can be seen in our software specifications) depends on chosen Edition</li> <li>• PII Security</li> </ul>
1.2.3	Product Content Syndication Module
	<ul style="list-style-type: none"> <li>• Syndication to retailers via Item Setup Sheets, Prebuilt Data Pool connections or direct API (only with Grow, Scale and Enterprise editions)</li> <li>• Amazon Vendor and other marketplace/retail hybrids (IP model) (only with Grow, Scale and Enterprise editions)</li> </ul>
1.2.4	Industrial Syndication Add-on
	<ul style="list-style-type: none"> <li>• Classification standards (ETIM, UNSPSC, ECLASS)</li> <li>• Special formats (BMEcat, FAB-DIS...)</li> <li>• Industrial data pools (2ba, ARGE...)</li> </ul>

1.2.5	Seller/Vendor Onboarding Module
	<ul style="list-style-type: none"> <li>• Cloud Services Connectors (e.g. Amazon S3, ...) (only with Grow, Scale and Enterprise editions)</li> <li>• Custom API Enabled (only with Grow, Scale and Enterprise editions)</li> <li>• Number of catalogs (1st party, 3rd party Seller/Vendors) (only with Scale and Enterprise editions) depends on chosen Edition</li> </ul>
1.2.6	Content Portal Add-on
	<ul style="list-style-type: none"> <li>• Self-service portal for internal and external stakeholders to view &amp; download products and assets</li> <li>• 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;</li> <li>• Additional Content Portal accounts can be purchased by a Client</li> <li>• Number of user accounts with user right management depends on chosen Edition</li> <li>• Only with Grow, Scale and Enterprise editions</li> </ul>
1.2.7	Travel Add-on
	<ul style="list-style-type: none"> <li>• Included marketing Travel exports (only with Grow, Scale and Enterprise editions)</li> <li>• Travel Channels (Google Hotel Ads, Facebook Hotel Ads, Facebook Flight Ads...) (only with Grow, Scale and Enterprise editions)</li> <li>• Geodata APIs (e.g. Address to Latitude / Longitude) (only with Grow, Scale and Enterprise editions)</li> <li>• Travelportal Ratings Integration (only with Grow, Scale and Enterprise editions)</li> <li>• Weather API (only with Scale and Enterprise editions)</li> </ul>

1.2.8	Image Designer Module
	<ul style="list-style-type: none"> <li>• Shareable templates (not with Starter Edition)</li> <li>• Clipart Library (not with Starter Edition)</li> <li>• Number of layers depends on Edition (not with Starter Edition)</li> </ul>
1.2.9	Dynamic Videos Module
	<ul style="list-style-type: none"> <li>• Standard Pre-build templates (not with Starter Edition)</li> <li>• Custom Templates (not with Starter Edition)</li> </ul>
1.2.10	Crawler Module
	<ul style="list-style-type: none"> <li>• Data Crawler</li> <li>• Image Properties Crawler</li> </ul>
1.3	<b>Support Services Subscriptions</b>
1.3.1	Product and Account Support <sup>1</sup>

<sup>1</sup> Subject to the specifications in the applicable Master Services Agreement and the Product and Account Support Service Level Agreement Schedule (Support SLA).

	<p>Product and Account Support is provided by Productsup subject to the specifications in the applicable MSA and relevant Schedule.</p> <p>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> <p>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 Schedule to the Master Services Agreement.</p>
<p><b>1.3.2</b></p>	<p>Access to Help Center and Academy</p>
	<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 online, where self-paced e-learning courses 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	Add-On Purchases
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1.5	Add-On Software Products
1.1.1	Video Rendering Template
	<ul style="list-style-type: none"> <li>• Creating and uploading a custom video design template</li> </ul>
1.1.2	On Premise Import Extension
	<ul style="list-style-type: none"> <li>• SAP Hybris - Productsup Data Export</li> </ul>



## B. Data Backup's provided by the Productsup Platform

The Productsup Platform performs the following backup actions for Client Data:

- Hourly incremental backups;
- Daily full backups;
- Backups are stored off-site (AWS S3);
- Daily automatic backup-restore tests to assess the reliability of the backup actions.

## C. Data Retention

Client Data are removed from the Productsup Platform as set out below

### 1. Removal of Files on Transport

Files on Transport, older than 12 months will be removed. To prolong the lifetime, the user can export the same file again (update) to set the 12 months' Time To Live ("TTL").

### 2. Files with Dynamic Filenames

Files with dynamic filenames using a dynamic template fragment ( {{ ... }} ) have a TTL of 30 days and will be removed if the files have not been updated.

### 3. Overview of Scope of Productsup Platform Editions and Modules

Edition					
Platform Features per Edition	Starter	Professional	Grow	Scale	Enterprise
<b>Push Platform API (import)</b>	-	-	✓	✓	✓
<b>Pull Platform API (export)</b>	-	-	-	-	✓
<b>PIM Connectors</b>	✓	✓	✓	✓	✓
<b>Onlineshop Connectors (e.g Magento, Shopify)</b>	✓	✓	✓	✓	✓
<b>OAuth</b>	✓	✓	✓	✓	✓
<b>Apps (Data Services)</b>	-	-	✓	✓	✓
<b>Users</b>	<b>3</b>	<b>5</b>	<b>10</b>	<b>25</b>	<b>50</b>

<b>Max SKU/Offer (Max Imported or Exported Lines) (Max lines/sku per import or export)</b>	<b>1.000</b>	<b>5.000</b>	<b>50.000</b>	<b>250.000</b>	<b>500.000</b>
<b>Included Exports per account</b>	<b>3</b>	<b>5</b>	<b>15</b>	<b>50</b>	<b>100</b>
<b>Syndication Frequency (per Channel)</b>	<b>Once a day</b>	<b>Twice a day</b>	<b>Four times a day</b>	<b>Once an hour *)</b>	<b>&gt; Once an hour *)</b>
<b>*) Client to deliver deltas. Syndication frequencies cannot exceed processing time per 'run'</b>					
<b>Setup Fee per Edition &amp; Account</b>	<b>-</b>	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>

<b>Modules</b>					
<b>Module Features per Module and Edition</b>	<b>Starter</b>	<b>Professional</b>	<b>Grow</b>	<b>Scale</b>	<b>Enterprise</b>

Channel Modules					
Feed Management & MKT Module					
Included marketing exports	✓	✓	✓	✓	✓
Search Engines, Comparison Shopping, Affiliate & Retargeting, Social Media, Marketing Tech	✓	✓	✓	✓	✓
Google Keyword Planner	-	✓	✓	✓	✓
Facebook Ad-Insights	-	-	✓	✓	✓
Analytics Connectors (DoubleClick, Webtrekk...)	-	-	✓	✓	✓
Google Ad-Previews	-	-	✓	✓	✓
Tracking	✓	✓	✓	✓	✓
Content Experiments (Content A/B Testing)	✓	✓	✓	✓	✓

Local Module (LIA / PoS) Add-on (for Feed Management)					
Locations	-	10	25	50	100
Travel Add-on (for Feed Management)					
Included marketing Travel exports	-	-	✓	✓	✓
Travel Channels (Google Hotel Ads, Facebook Hotel Ads, Facebook Flight Ads...)	-	-	✓	✓	✓
Geodata APIs (e.g. Address to Latitude / Longitude)	-	-	✓	✓	✓
Travelportal Ratings Integration	-	-	✓	✓	✓
Weather API	-	-	-	✓	✓
Marketplace Module					
Included Marketplace Exports	✓	✓	✓	✓	✓

<b>Amazon, Ebay, etc.</b>	✓	✓	✓	✓	✓
<b>Order Dashboard</b>	✓	✓	✓	✓	✓
<b>Order Reporting</b>	✓	✓	✓	✓	✓
<b>Order sync (supported marketplaces can be seen in our software specifications)</b>	3	5	✓	✓	✓
<b>PII Security</b>	✓	✓	✓	✓	✓
<b>Included revenue per month (exkl. vat)</b>	50.000,-	150.000,-	450.000,-	1.500.000,-	3.000.000,-
<b>Product Content Syndication Module</b>					
<b>Included PCS Exports</b>	-	-	✓	✓	✓
<b>Item-Setup Sheets, Pre-Build APIs, Pre-Build Datapools, Retail Channels</b>	-	-	✓	✓	✓
<b>Exports with Classification (e.g. BMECat)</b>	-	-	-	✓	✓

Content Portal Add-on					
<b>Content Portal</b>	-	-	-	✓	✓
<b>Users</b>	-	-	-	50	100
Seller/Vendor Onboarding Module					
<b>Cloud Services Connectors (e.g. Amazon S3, ...)</b>			✓	✓	✓
<b>Custom API Enabled</b>			✓	✓	✓
<b>Catalogs (1st party, 3rd party Seller/Vendors)</b>			15	50	100
<b>Rich Media Modules</b>					
<b>Image Designer Module</b>					



<b>Shareable templates</b>	-	✓	✓	✓	✓
<b>Clipart Library</b>	-	✓	✓	✓	✓
<b>Unlimited layers</b>	-	20	50	✓	✓
<b>Dynamic Videos Module</b>					
<b>Standard Pre-build templates</b>	-	✓	✓	✓	✓
<b>Custom Templates</b>	-	✓	✓	✓	✓
<b>Setup fee per After Effects template (one off)</b>	-	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>	<b>Specified in Order Form</b>
<b>Crawler Module</b>					

<b>Data Crawler</b>	✓	✓	✓	✓	✓
<b>Image Properties Crawler</b>	✓	✓	✓	✓	✓
<b>Website Crawler</b>	✓	✓	✓	✓	✓

#### 4. Applicable Overage Fees

### I. Overage Fees for excess use of the Productsup Platform

I.1 Productsup Platform License Edition Overage Fees							
	Overage Variable	Overage Event	Metrics	Overage Fee			
				EUR	GBP	USD	AUD
I.1.1	Syndication Frequency (per Channel)	Client exceeds the agreed Syndication Frequency (per Channel) for the purchased Productsup Platform License Edition	Measured per Channel and Day for every Account/Edition	250,-	220,-	300,-	389,-
I.1.2	Max SKU/Offer	Client exceeds the agreed amount of SKUs/Offer for the purchased Productsup Platform License Edition	Measured per month and single SKU/Offer line for every Account/Edition	0,10,-	0,09,-	0,12,-	0,15,-
I.1.3	Export Channel	Client exceeds the agreed amount of Export Channels for the purchased Productsup Platform License Edition	Measured per month and Export Channel for every Account/Edition	198,-	175,-	240,-	305,-
I.1.4	Edition User	Client exceeds the agreed number of Users for the purchased Productsup Platform License Edition	Measured per month and User for every Account/Edition	198,-	175,-	240,-	305,-

I.2 Module Overage Fees								
	Module	Overage Variable	Overage Event	Frequency	Overage Fee			
					EUR	GBP	USD	AUD
I.2.2	Content Portal Syndication Module	Content Portal Users	Client exceeds the agreed number of Users for the purchased Content Portal Syndication Module	Measured per month and User for every Module	49,-	45,-	59,-	75,-

<b>1.2.3</b>	Local Module LIA/POS	Locations	Client exceeds the agreed number of Locations for the purchased Local Module LIA/POS	Measured per month and Location for every Module	99,-	85,-	119,-	155,-
<b>1.2.4</b>	Marketplace Module (BETA)	Revenue	Client exceeds the agreed Revenue for the purchased Marketplace Module (BETA)	Measured per month and unit of revenue (depending on currency) for every Module	0,04,-	0,04	0,05,-	0,06
<b>1.2.5</b>	Seller/Vendor Onboarding Module	Onboarding Catalog	Client exceeds the agreed number of Catalogs for the purchased Seller/Vendor Onboarding Module	Measured per month and Catalog for every Module	198,-	175,-	240,-	305,-
<b>1.2.6</b>	Dynamic Videos Module	Dynamic Videos	Client exceeds the agreed number of Dynamic Videos for the purchased Dynamic Video Module	Measured per month and Dynamic Video for every Module	25,-	20,-	30,-	39,-