

# **UiPath Americas Customer Advisory Board Charter**

## Overview and objectives

UiPath is a place where curious minds work together to accelerate human achievement, create the tools that help people see new possibilities, think bigger, and build better workplaces and a better world. AI and automation together promise an unprecedented opportunity to innovate, and the UiPath Business Automation Platform is already hard at work providing limitless possibilities—not just for our customers' futures, but for how they work today.

To realize our vision to empower customers to leverage the combination of AI and automation as the strategic change-enabler, we are re-energizing the Americas Customer Advisory Board (CAB). The AMER CAB is a trusted customer community that engages in a rich, ongoing dialogue to inform the journey of both our customers and UiPath so that together we ignite ideas, transform every facet of work, and unleash workforce potential. CAB insights and conversations provide crucial feedback to UiPath and influence and inform our UiPath product and go-to-market strategies.

## Member benefits

The AMER CAB members discuss the impact of AI and automation in their markets and industries, influence UiPath product and go to market strategies, learn and share knowledge about the latest AI and automation trends and practices, and network with like-minded peers and UiPath leadership to help us collectively expand our success and opportunities.

By participating in the AMER CAB, members will

- **Discover market insights**, automation and AI trends that inform strategic business decisions;
- **Gain competitive advantage** with early access to the UiPath product roadmap and go to market strategy, influencing UiPath direction in the Americas and beyond;
- **Expand connections** through unique networking opportunities with other like-minded customer executives, industry experts, and thought leaders at exclusive events;
- **Access exclusive advocacy opportunities** to promote automation and AI business success with UiPath to the market at large.

## Membership

- Customer Advisory Board membership is invitation only. CAB members include customer executives across industries, with diverse automation and AI maturity.
- There will be one member from each company. Membership is not transferable.
- CAB members are expected to have a genuine interest in advancing AI and automation, a willingness to actively participate, and the ability to represent the broader needs and perspectives of their organizations and industries.

## Member responsibilities

- Membership is an 18-month commitment with the option to renew based on mutual agreement.
- Participation includes two half-day in-person meetings and one half-day virtual meeting.
- Members will provide input on UiPath go to market strategy and product direction, share insights on market trends including the impact of AI and automation, participate in brainstorming sessions, and suggest new ideas based on their functional and industry expertise.
- In addition to the in-person and virtual meetings, members may be asked to provide feedback in a 30-minute phone interview, and/or asked to respond to brief surveys, and provide input to shape the CAB meeting agendas.



## Confidentiality

- Members are required to maintain the confidentiality of information shared during Customer Advisory Board meetings, including discussions, product plans, and future market strategies.
- Members are free to use the information received but cannot reveal the identity nor the company of any other participants.
- By joining AMER CAB, each member agrees that their first and family name, company name, and email address be listed in the CAB member directory and shared among the current members. The name will be removed from the list when the member leaves the CAB.

## Membership estimated costs

- There is no registration fee for the CAB. UiPath will cover the costs for airport transfers, accommodations, and meals during the in-person meetings.

## UiPath responsibilities

- UiPath will organize, host and facilitate the CAB meetings.
- Within 30 days of the meeting, UiPath will provide members with a management report that includes a comprehensive analysis of the insights gathered and key observations with action items for the members and UiPath.
- UiPath may invite members to share their AI and automation journey at events, webinars, and in meetings with other customers, prospects, or industry analysts.

## UiPath program sponsors and organization team

- Global Executive Sponsor: Bobby Patrick, Chief Marketing Officer, UiPath
- Regional Executive Sponsor for the AMER Customer Advisory Board: Lorna Joseph and President of AMER, Ben Fiechtner
- Global Communications Executive Contact for the UiPath Customer Advisory Boards: Janette Hausler, Global VP of Customer and Partner Marketing