

Productsup Platform Solutions Description

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

A. Productsup Solutions: Platform Licenses, Products, Features, and Functions.

Any one of the following line items in this Description, or multiple items together, are referred to as a Productsup Solution(s).

I. Licenses and Software Subscriptions

1.1.1	Productsup Platform License Subscription
1.1.1.1	Standard 1.0 Productsup Platform License
1.1.1.2	<p>General Functionalities</p> <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 List available under https://www.productsup.com/legal/, in the 'Data Exports / Imports' section. <ul style="list-style-type: none"> ○ The Channels mean all sites described in the then-current, applicable Export Channel Template List available under https://www.productsup.com/legal/.

	<ul style="list-style-type: none"> ○ Every Country/Language Per Channel (listed in the applicable Export Channel Template List) is considered to be an Export In case multiple exports are required for a single channel in a single country due to category specific attributes, the channel only counts once. ● Creation of FTP accounts depends on chosen Edition <p>Data Import Functionalities</p> <ul style="list-style-type: none"> ● 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/legal/, in the 'Data Exports / Imports' section. ● 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 <p>Data Management and Data Processing Functionalities</p> <ul style="list-style-type: none"> ● 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 <p>Data Export</p> <ul style="list-style-type: none"> ● 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 <p>All Customers must purchase a License, or have an existing valid License, to be able to purchase any Product or any Add-on.</p>
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1.3 II. Product subscriptions.

1.4.1	Advertising PX
1.4.2	<ul style="list-style-type: none"> ● Included marketing exports ● Search Engines, Comparison Shopping, Affiliate & Retargeting, Social Media, Marketing Tech ● Google Keyword Planner (only with Grow, Scale and Enterprise editions) ● 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)

Add-on Subscriptions for Advertising PX only	
1.4.3	Local Module (LIA)
1.4.4	<ul style="list-style-type: none"> • Available for Advertising PX only, and for Professional, Grow, Scale and Enterprise Editions only. • Products feeds and location specific inventory feeds for local inventory ads (LIAs) on Google, Bing and Facebook..
1.4.5	Social Commerce
1.4.6	<ul style="list-style-type: none"> • This Add-on allows Customer to send product catalogues to Meta and/or Tik Tok and enable native check out. • This integration also syncs order information from the Social Commerce site back to the Productsup Platform for the Customer to manage. • The following Add-ons are rendered available: <ul style="list-style-type: none"> ○ TikTok Shops Add-On ○ Meta ShopAds Add-On, which allows Customer to <ul style="list-style-type: none"> ■ create and manage their products ■ import their orders onto the Productsup Platform ■ export shipment notifications <p>By purchasing and/or using the ○ Meta ShopAds Add-On, Customer explicitly agrees, acknowledges to have read and undertakes the Meta Platform Terms (currently available at https://developers.facebook.com/terms).</p> <p>For clarity, Customer’s use of any Facebook Products (including use of any Facebook Products, APIs or other tools made available by Meta in connection with Company’s activities hereunder) is governed by Meta’s Terms of Service (currently available at https://www.facebook.com/terms), Instagram Terms of Service (currently available at https://help.instagram.com/581066165581870?ref=dp), Platform Terms (currently available at https://developers.facebook.com/terms/), and all of Meta’s other applicable online supplemental terms and any other applicable terms agreed to by the Customer on the Social Commerce site.</p>

1.4.7	Travel Module
1.4.8	<ul style="list-style-type: none"> • Available for Advertising PX only, and for Grow, Scale and Enterprise Editions only. • 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
1.4.9	Marketplaces PX
1.4.10	<ul style="list-style-type: none"> • Full Content Syndication Platform License to access Solution for Consumer Goods. • All major functionalities of the solution including but not limited to: A+ Content without support, Data management, Syndication. • Usage for one (1) Language (Data) and ten (10) Retail Export Channels. • Included Marketplace Exports (Amazon, Ebay, etc.) • Order Dashboard • Order Reporting • Number of order syncs (supported marketplaces can be seen in our software specifications) depends on chosen Edition • PII Security
Add-on Subscriptions for Marketplaces PX only	
1.4.11	Additional Data Language
1.4.12	<ul style="list-style-type: none"> • Product Content Syndication extended by an additional Language (Data). • Inc. Volume: one (1) Language (Data)

1.4.13	Retail PX
1.4.14	<ul style="list-style-type: none"> • Available with only with Grow, Scale and Enterprise editions • Syndication to retailers via Item Setup Sheets or direct API • Amazon Vendor and other marketplace/retail hybrids (1P model) • General Access to the Content Syndication Platform License Solution for Consumer Goods. • All major functionalities of the solution including but not limited to: Data management, Syndication. • Usage for one (1) Language (Data) and ten (10) Retail Export Channels.
Add-on Subscriptions for Retail PX only	
1.4.15	GDSN data-pool connection & support
1.4.16	<ul style="list-style-type: none"> • Available with only with Grow, Scale and Enterprise editions • Provides to Product Content Syndication the access and support towards GDSN data pools on a per datapool & per country basis. • Inc. Volume: one (1) Data-pool for one (1) country
1.4.17	Automated Import Connection - API
1.4.18	<ul style="list-style-type: none"> • Available with only with Grow, Scale and Enterprise editions • Provides to Product Content Syndication) an automated import connection on a per datasource basis, to avoid manual importing of data via Excel uploads or manual data entry (typing). This is includes the setup and maintenance of the automated import connection over time. • Example of Data Sources could be: PIM, MDM, ERP, etc. • Incl. Volume: 1 Data source

1.4.19	Certifai
1.4.20	<ul style="list-style-type: none"> The Certifai service is a combination of OCR and AI models that can automatically capture product data from a digital artwork or any other document. This data can be mapped to any attribute of any standard. The most common standard we use is the GS1 standard.
1.4.21	Additional Data Language
1.4.22	<ul style="list-style-type: none"> Product Content Syndication extended by an additional Language (Data). Incl. Volume: one (1) Language (Data)
1.4.23	Distribution PX
	<ul style="list-style-type: none"> Available with only with Grow, Scale and Enterprise editions Syndication to Industrial B2B focused wholesalers, via Item Setup Sheets, Prebuilt Data Pool connections or direct API Classification standards (ETIM, UNSPSC, ECLASS) Special formats (BMEcat, FAB-DIS...) Industrial data pools (2ba, ARGE...)
Add-on Subscriptions for Distribution PX only	
1.4.24	Content Portal Add-on

	<ul style="list-style-type: none"> • Available with only with Grow, Scale and Enterprise editions • Self-service portal for internal and external stakeholders to view & download products and assets • 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 • Possibility to purchase additional Volume Packages of User (Tier I to IV) and Content Portal Accounts (custom footer, logo and default language)
1.4.26	Onboarding PX
	<ul style="list-style-type: none"> • Available with only with Grow, Scale and Enterprise editions • Cloud Services Connectors (e.g. Amazon S3, ...) • Custom API Enabled • Number of catalogs (1st party, 3rd party Seller/Vendors) - depends on chosen Edition • Possibility to purchase Additional Onboarding Catalogs (Tier I to IV)
1.4.28	Performance Insights PX
1.4.29	<ul style="list-style-type: none"> • Offered with a third-party Solution: Clarisights (Granular Insights Inc.) • By purchasing this Product, Customer acknowledges and accepts the Granular Insights Inc. Subscription Services Agreement that is incorporated into the Order Form with which Customer undersigns to purchase this Product. • performance marketing reporting platform • data extraction, storage & transformation • advanced dashboarding for high-level and granular reports • out-of-the-box integration with all major advertising channels

III. Add-On-Software Subscriptions available for all Products

1.4.30	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)
1.4.32	Dynamic Videos Module
	<ul style="list-style-type: none"> ● Standard Pre-build templates (not with Starter Edition) ● Custom Templates (not with Starter Edition) ● Setup fee per After Effects template (one off) ● Possibility to purchase additional Dynamic Videos (Tier I to IV)
1.4.34	Crawler Module
	<ul style="list-style-type: none"> ● Data Crawler ● Image Properties Crawler ● Website Crawler

1.4.36	24/7 Additional Account Support											
<p>This 24/7 Additional Account Support refers to the 24/7 Additional Product and Account Support Service Level Agreement Processing times of Client Incidents that is available for Scale and Enterprise Edition.</p> <p>Clients that have purchased a Scale or Enterprise Edition of the Productsup Platform (as described in the Productsup Platform Description, Section 3 - Overview of Scope of Productsup Platform Editions and Modules) will have the option to purchase this 24/7 Additional Account Support Add-on. This consists in support as described in this Section, that is offered in addition to the Support described in the Product and Account Support Service Level Agreement Processing times for Client Incidents, that is incorporated in the applicable Agreement to the Order Form and offered to all License levels.</p> <p>The 24/7 Additional Account Support may be purchased for a minimum duration of one year.</p> <p>The "24/7 Additional Account Support" governs the provision of Product and Account Support through Productsup in case of malfunctions of the Productsup Software outside of Local Business Hours as defined in Product and Account Support Service Level Agreement Processing times for Client Incidents.</p> <p>Sections one and two of the Product and Account Support Service Level Agreement Processing times for Client Incidents Schedule are applicable to the provision of this 24/7 Additional Account Support. With this additional package, Productsup commits to respond to Severity Level Support Incidents (with the Service Level as defined below) outside of Local Office Hours.</p> <p>The 24/7 Additional Account Support is available on the following products: Scale and Enterprise Platform Editions.</p>												
<table border="1"> <thead> <tr> <th data-bbox="369 1042 627 1197"> Severity Level of Client Incident </th> <th data-bbox="627 1042 1668 1197"> Description </th> <th data-bbox="1668 1042 1825 1197"> Initial Response Time </th> <th data-bbox="1825 1042 2038 1197"> Corrective Action </th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Severity Level of Client Incident	Description	Initial Response Time	Corrective Action				
Severity Level of Client Incident	Description	Initial Response Time	Corrective Action									

	<p>Severity Level 1</p>	<p>An Incident is properly ascribed “Severity Level 1” if the Incident has very serious consequences for normal business transactions and urgent, business critical work cannot be performed. The Incident requires immediate processing because the malfunction can cause serious losses.</p> <p>This is generally caused by a Complete System Outage.</p>	<p>2 hours</p>	<p>24 hours</p>
	<p>Severity Level 2</p>	<p>An Incident is properly ascribed “Severity Level 2” if normal business transactions are seriously affected and essential tasks cannot be performed. This is caused by malfunctions of central functions of the Productsup Software or other incorrect or inoperable functions in the Productsup Software that are required to perform essential transactions and/or tasks. The Incident requires immediate processing because the malfunction can seriously disrupt the entire productive business flow.</p>	<p>2 hours</p>	<p>36 hours</p>
	<p>For the avoidance of doubt, this 24/7 Additional Account Support refers to the purchase of support outside of local business hours. This is not to be confused with the Superior and Premium Account Support SLA that refers to the Add-on purchase of faster Initial Response Times however within the Local Business Hours.</p>			
<p>1.4.38</p>	<p>Superior Account Support SLA</p>			
	<p>Clients that have purchased a Grow, Scale and Enterprise Edition of the Productsup Platform (as described in the Productsup Platform Description, Section 3 - Overview of Scope of Productsup Platform Editions and Modules) will have the option to purchase this Superior Account Support SLA Add-on. This consists of a faster SLA for Initial Response Time (IRT), SLA for Corrective Action, SLA for Ongoing Response Time (ORT).</p> <p>This Add-on is offered in addition to the Support Times described in the Product and Account Support Service Level Agreement Processing times for Client Incidents, that is incorporated in the applicable Agreement to the Order Form and offered to all License levels.</p>			

Section one and two of the Product and Account Support Service Level Agreement Processing times for Client Incidents apply to the provision of this Add-On. Any capitalized term shall have the meaning provided for in the applicable Agreement or Product and Account Support Service Level Agreement Processing times for Client Incidents, thereby incorporated and available at <https://www.productsup.com/legal/>.

The following Processing times for Client Incidents are offered with this Superior Account Support SLA add-on.

Severity Level of Client Incident	Description	SLA for Initial Response Time (IRT)	SLA for Corrective Action	SLA for Ongoing Response Time (ORT)
1	An Incident is properly ascribed “Severity Level 1” if the Incident has very serious consequences for normal business transactions and urgent, business critical work cannot be performed. The Incident requires immediate processing because the malfunction can cause serious losses. This is generally caused by a Complete System Outage.	4 hours (Local Office Hours)	1 Business Day	Once every 3 hours (Local Office Hours)
2	An Incident is properly ascribed “Severity Level 2” if normal business transactions are seriously affected and essential tasks cannot be performed. This is caused by malfunctions of central functions of the Productsup Software or other incorrect or inoperable functions in the Productsup Software that are required to perform essential transactions and/or tasks. The Incident requires immediate processing because the malfunction can seriously disrupt the entire productive business flow.	4 hours (Local Office Hours)	2 Business Day	Once every 6 hours (Local Office Hours)
3	An Incident is properly ascribed “Severity Level 3” if the Incident has few or no effects on normal business transactions. The problem is caused by incorrect or inoperable functions in the Productsup Platform that are not required daily or are rarely used.	6 hours (Local Office Hours)	5 Business Day	Once every 3 Business Days

	<p>4</p>	<p>An Issue is properly ascribed “Severity Level 4” if it is not affecting the functionality of the system. These can be product functionality questions, account configuration questions, or other account requests.</p>	<p>6 hours (Local Office Hours)</p>	<p>-</p>	<p>-</p>
<p>For the avoidance of doubt, this Superior Account Support SLA refers to the purchase of faster Response Times within the Local Business Hours. This is not to be confused with the 24/7 Additional Account Support that refers to the purchase of support outside of Local Business Hours with the same Response Times.</p>					
<p>1.4.40 Premium Account Support SLA</p>					
<p>Clients that have purchased an Enterprise Edition of the Productsup Platform (as described in the Productsup Platform Description, Section 3 - Overview of Scope of Productsup Platform Editions and Modules) will have the option to purchase this Superior Account Support SLA Add-on. This consists of a faster SLA for Initial Response Time (IRT), SLA for Corrective Action, SLA for Ongoing Response Time (ORT).</p> <p>This Add-on is offered in addition to the Support Times described in the Product and Account Support Service Level Agreement Processing times for Client Incidents, that is incorporated in the applicable Agreement to the Order Form and offered to all License levels.</p> <p>Section one and two of the Product and Account Support Service Level Agreement Processing times for Client Incidents apply to the provision of this Add-On. Any capitalized term shall have the meaning provided for in the applicable Agreement or Product and Account Support Service Level Agreement Processing times for Client Incidents, thereby incorporated and available at https://www.productsup.com/legal/.</p> <p>The following Processing times for Client Incidents are offered with this Premium Account Support SLA add-on.</p>					
	<p>Severity Level of Client</p>	<p>Description</p>	<p>SLA for Initial Response Time</p>	<p>SLA for Corrective</p>	<p>SLA for Ongoing Response Time</p>

Incident		(IRT)	Action	(ORT)
1	An Incident is properly ascribed “Severity Level 1” if the Incident has very serious consequences for normal business transactions and urgent, business critical work cannot be performed. The Incident requires immediate processing because the malfunction can cause serious losses. This is generally caused by a Complete System Outage.	2 hours (Local Office Hours)	6 Business Hours	Once every 2 hours (Local Office Hours)
2	An Incident is properly ascribed “Severity Level 2” if normal business transactions are seriously affected and essential tasks cannot be performed. This is caused by malfunctions of central functions of the Productsup Software or other incorrect or inoperable functions in the Productsup Software that are required to perform essential transactions and/or tasks. The Incident requires immediate processing because the malfunction can seriously disrupt the entire productive business flow.	2 hours (Local Office Hours)	1 Business Day	Once every 4 hours (Local Office Hours)
3	An Incident is properly ascribed “Severity Level 3” if the Incident has few or no effects on normal business transactions. The problem is caused by incorrect or inoperable functions in the Productsup Platform or that are not required daily or are rarely used.	4 hours (Local Office Hours)	2 Business Day	Once every 2 Business Days
4	An Issue is properly ascribed “Severity Level 4” if it is not affecting the functionality of the system. These can be product functionality questions, account configuration questions, or other account requests.	4 hours (Local Office Hours)	5 Business Day	-

For the avoidance of doubt, this Premium Account Support SLA refers to the purchase of faster Response Times within the Local Business Hours. This is not to be confused with the 24/7 Additional Account Support that refers to the purchase of support outside of Local Business Hours with the same Response Times.

1.4.43 IV. Additional Volume Packages Subscriptions	
1.4.44	Additional SKUs (Tier I to IV)
	<ul style="list-style-type: none"> ● Depending on the Edition of the License purchased, there is a maximum SKU/Offer (that is the maximum lines/SKU per import or export included in the License) as provided for in the Productsup Platform License Edition. ● Customer has the option to purchase additional SKUs to expand this limit.
	Additional Exports (Tier I to IV)
	<ul style="list-style-type: none"> ● Depending on the Edition of the License purchased, there is a maximum number of Export Channels (that is the maximum channels per import or export included in the License) as provided for in the Productsup Platform License Edition. ● Customer has the option to purchase additional Export Channels to expand this limit. ● Standard export channels subject to the specifications and limitations in the then-current, applicable Export List available under https://www.productsup.com/legal/, in the ‘Data Exports / Imports’ section. <ul style="list-style-type: none"> ○ The Channels mean all sites described in the then-current, applicable Export Channel Template List available under https://www.productsup.com/legal/. ○ Every Country/Language Per Channel (listed in the applicable Export Channel Template List) is an Export In case multiple exports are required for a single channel in a single country due to category specific attributes, the channel only counts once.
	Additional Edition Users (Tier I to IV)

	<ul style="list-style-type: none"> Depending on the Edition of the License purchased, there is a maximum number of Users (that is the maximum Users that the Client has to access the Platforms included in the License) as provided for in the Productsup Platform License Edition. Number of user accounts with user right management depends on the chosen Edition. Customer has the option to purchase additional Users to expand this limit.
	Additional Locations (Tier I to V)
	<ul style="list-style-type: none"> Available only for Clients who already purchased the Advertising PX Product, together with the Local Module LIA/POS Add-on. Upon request and necessity, Customer may increase the volume of locations included in the Product they have purchased by including Additional Locations, available in five Tiers offering different volumes.
1.4.52	Additional Marketplace Revenue (Tier I to IV)
1.4.53	<ul style="list-style-type: none"> Available only for Clients who already purchased the Marketplaces PX Product. Upon request and necessity, Customer may increase the volume of revenue included in the Product they have purchased by including Additional Revenue, available in four Tiers offering different volumes.

V. Support Services Subscriptions

1.5.1	Product and Account Support¹
	<p>Product and Account Support is provided by Productsup subject to the specifications in the applicable MSA and relevant Schedule and it is included in all licenses.</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>
1.5.2	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>

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

	<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>
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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
Push Platform API (import)	-	-	✓	✓	✓
Pull Platform API (export)	-	-	-	-	✓
PIM Connectors	✓	✓	✓	✓	✓
Onlineshop Connectors (e.g Magento, Shopify)	✓	✓	✓	✓	✓
OAuth	✓	✓	✓	✓	✓
Apps (Data Services)	-	-	✓	✓	✓
Users	3	5	10	25	50
Max SKU/Offer (Max Imported or Exported Lines) (Max lines/sku per import or export)	1.000	5.000	50.000	250.000	500.000

Included Exports Channels per account	3	5	15	50	100
Syndication Frequency (per Channel)	Once a day	Twice a day	Four times a day	Once an hour *)	> Once an hour *)
Possibility to Purchase Add-On 24/7 Additional Account Support**	-	-	-	✓	✓
Possibility to Purchase Add-On Superior Account Support SLA**	-	-	✓	✓	✓
Possibility to Purchase Add-On Premium Account Support SLA**	-	-	-	-	✓

*) Client to deliver deltas. Syndication frequencies cannot exceed processing time per 'run'

***) Add-On defined in the License Features and Functions descriptions of the then applicable Productsup Platform Description

Setup Fee per Edition & Account	-	Specified in Order Form	Specified in Order Form	Specified in Order Form	Specified in Order Form
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Products					
Features per Product and Edition	Starter	Professional	Grow	Scale	Enterprise
Advertising PX					
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)(for Feed Advertising PX)					
Locations	-	10	25	50	100
Travel Add-on (for Advertising PX)					
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	-	-	-	✓	✓
Social Commerce Add-On					
TikTok Shops Add-on	-	-	✓	✓	✓
Meta ShopAds Add-On	-	-	✓	✓	✓

Marketplaces PX					
Included Marketplace Exports	✓	✓	✓	✓	✓
Amazon, Ebay, etc.	✓	✓	✓	✓	✓
Order Dashboard	✓	✓	✓	✓	✓
Order Reporting	✓	✓	✓	✓	✓
Order sync (supported marketplaces can be seen in our software specifications)	3	5	✓	✓	✓
PII Security	✓	✓	✓	✓	✓
Included revenue per month (excl . vat)	50.000,-	150.000,-	450.000,-	1.500.000,-	3.000.000,-
Distribution PX					
Syndication to Industrial B2B focused wholesalers, via Item Setup Sheets, Prebuilt Data Pool connections or direct API	-	-	✓	✓	✓

Classification standards (ETIM, UNSPSC...)	-	-	✓	✓	✓
Special formats (BMEcat, FAB-DIS...)	-	-	✓	✓	✓
Industrial data pools (2ba, ARGE...)	-	-	-	✓	✓
Content Portal Add-on					
Content Portal (1 account included)	-	-	✓	✓	✓
Users	-	-	10	50	100
Retail PX					
General access to the Content Syndication Platform Solution for Consumer Goods. Includes all major functionalities (Data management, Syndication, etc.).	-	-	✓	✓	✓

Data Language	-	-	1	1	1
Retail Export Channels - Consumer Goods & Electronics	-	-	10	10	10
GDSN datapool connection & support Add-on (1) (per datapool & country)					
Provides to Product Content Syndication, access & support towards GDSN datapools on a per datapool & per country basis.	-	-	✓	✓	✓
Data Pool	-	-	1	1	1
Automated Import Connection - API					
Provides to Product Content Syndication, an automated import connection on a per datasource basis	-	-	✓	✓	✓
Data Source	-	-	1	1	1
Onboarding PX					
Cloud Services Connectors (e.g. Amazon S3, ...)	-	-	✓	✓	✓

Custom API Enabled	-	-	✓	✓	✓
Catalogs (1st party, 3rd party Seller/Vendors)	-	-	15	50	100
Rich Media Modules					
Image Designer Module					
Shareable templates	-	✓	✓	✓	✓
Clipart Library	-	✓	✓	✓	✓
Unlimited layers	-	20	50	✓	✓
Dynamic Videos Module					
Standard Pre-build templates	-	✓	✓	✓	✓
Custom Templates	-	✓	✓	✓	✓

Setup fee per After Effects template (one off)	-	Specified in Order Form	Specified in Order Form	Specified in Order Form	Specified in Order Form
Crawler Module					
Data Crawler	✓	✓	✓	✓	✓
Image Properties Crawler	✓	✓	✓	✓	✓
Website Crawler	✓	✓	✓	✓	✓

4. Applicable Overage Fees

2. Overage Fees for excess use of the Productsup Platform

2.1 Productsup Platform License Edition Overage Fees							
	Overage Variable	Overage Event	Metrics	Overage Fee			
				EUR	GBP	USD	AUD
2.1.1	Syndication Frequency (per Channel)	Client exceeds the agreed Syndication Frequency (per Channel) for the purchased Productsup Platform License Edition in any given channel & day.	Measured per Channel and Day for every Account/Edition where the frequency is exceeded. Overage Fee as indicated in the columns on the right are charged per Day and Channel.	250,-	220,-	300,-	389,-
2.1.2	Max SKU/Offer	Client exceeds the agreed maximum number of SKUs/Offers for the purchased Productsup Platform License Edition in any given month.	Measured per month and single SKU/Offer line for every Account/Edition. Overage Fee as indicated in the columns on the right are charged per Month and SKU/Offer.	0,10,-	0,09,-	0,12,-	0,15,-
2.1.3	Export Channel	Client exceeds the maximum number of Export Channels for the purchased Productsup Platform License Edition, in any given month.	Measured per month and Export Channel for every Account/Edition. Overage Fee as indicated in the columns on the right are charged per Month and Export.	198,-	175,-	240,-	305,-
2.1.4	Edition User	Client exceeds the maximum number of Users for the purchased Productsup Platform License Edition, in any given month.	Measured per month and User for every Account/Edition. Overage Fee as indicated in the columns on the right are charged per Month and User.	198,-	175,-	240,-	305,-

2.2 Module Overage Fees								
	Module	Overage Variable	Overage Event	Frequency	Overage Fee			
					EUR	GBP	USD	AUD
2.2.1								

2.2.2	Content Portal	Content Portal Users	Client exceeds the agreed number of Users for the purchased Content Portal Syndication Module in any given month.	The Overage Fees in the right columns are charged per module & month where the maximum number User is exceeded	49,-	45,-	59,-	75,-
2.2.3	Local Module LIA/POS	Locations	Client exceeds the agreed number of Locations for the purchased Local Module LIA/POS in any given month.	The Overage Fees in the right columns are charged per module & month where the maximum number of Locations is exceeded	99,-	85,-	119,-	155,-
2.2.4	Marketplace PX	Revenue	Client exceeds the agreed Revenue for the purchased Marketplace PX Product in any given month.	The Overage Fees in the right columns are charged per and unit of revenue (depending on currency) & Module & month where Revenue Amount is exceeded.	0,04,-	0,04	0,05,-	0,06
2.2.5	Onboarding PX	Onboarding Catalog	Client exceeds the agreed number of Catalogs for the purchased Seller/Vendor Onboarding Module in any given month.	The Overage Fees in the right columns are charged per module & month where the maximum number of Catalogs is exceeded.	198,-	175,-	240,-	305,-
2.2.6	Dynamic Videos Module	Dynamic Videos	Client exceeds the agreed number of Dynamic Videos for the purchased Dynamic Video Module in any given month.	The Overage Fees in the right columns are charged per module & month where the maximum number of Dynamic Videos is exceeded.	25,-	20,-	30,-	39,-