ORACLE

Oracle Marketing Cloud Professional Services Implementation Services Descriptions

Effective Date: November 7, 2024

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PROFESSIONAL SERVICES DELIVERY POLICIES

The Oracle Professional Services Delivery Policies ("Policies") available at http://www.oracle.com/contracts apply to all professional services in your order.

Oracle's Professional Services Delivery Policies are subject to change, but such changes will not materially reduce the level of performance, functionality, security, or availability for the Services for the duration of Your order.

ORACLE MARKETING CLOUD PROFESSIONAL SERVICES

Oracle BlueKai Strategic Premium Services – Remote (EMEA Only)

Part #B87147

1. Description of Services. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of Strategic Premium resource hours identified in Your order to assist you with your Oracle BlueKai platform ("BlueKai"). Such assistance may include any of the following activities ("In-Scope Tasks"):
    A. Strategic Tasks.
        1. Create and prioritize strategic use-cases;
        2. Create and maintain a document that contains a plan of your marketing activities ("Strategic Use Case Roadmap");
        3. Create audience testing plan(s);
        4. Perform BlueKai data analysis, insights and provide recommendations regarding the delivery of strategic campaigns and audience recommendations;
        5. Provide guidance related to vertical use cases and audience targeting;
        6. Conduct advanced modeling and analysis including longitudinal behavioral analysis; and/or
        7. Attend scheduled meetings related to the In-Scope Tasks remotely.
    B. Project Administration Tasks.
        1. Assist in coordinating the scoping of new projects, if applicable;
        2. Plan and budget Oracle resources for Your project(s), as approved by You;
        3. Provide project status reports; and/or
        4. Coordinate status meetings with key stakeholders (both yours and Oracle).

2. Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
    A. Your Cooperation.
        1. Provide any required guidelines for the use of Your brand(s).
        2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
        3. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
        4. Ensure Your necessary stakeholders are available as requested by Oracle.
        5. Provide campaign performance data as requested by Oracle.
        6. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
        7. Provide Oracle with access to all of Your BlueKai instances and BlueKai log files for advanced modeling.

B. Project Assumptions.
1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
2. All Services will be performed by Oracle remotely.
3. Any documents provided by Oracle will be in Microsoft Office format.
4. Any document or output provided by Oracle will be based on Oracle templates (content and format).
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
6. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
7. Out of Scope. The following activities are not within the scope of Services of this order:
   a. Any technical or operational work in the BlueKai platform (ex: implementation services, data ingestion, tagging, data classification, API set up, audience creation, sending audiences to partners, white labeling of data, account set up / maintenance);
   b. Performance testing and tuning;
   c. Creative services;
   d. My Oracle Support ticket submission or ticket monitoring;
   e. BlueKai tool training; and/or
   f. Guidance on specific data partners to use.

4. Project Management. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

EXPERT SERVICES

Oracle Marketing Expert Services (EMEA/JPAC/LAD)

Part #B91010

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You up to the number of hours equal to twelve (12) times the number in the Quantity field in Your order for this part number of assistance with the following activities ("Services") related to the one (1) type of Oracle Marketing Cloud ("OMC") BlueKai, Eloqua, Infinity, Maxymiser, Responsys, Social, or Unity Cloud Services indicated by You:

   A. Configuration of the standard functionality of the OMC Cloud Services;
   B. Advice and guidance on use of the standard functionality of the OMC Cloud Services; and
   C. Advice and guidance to facilitate adoption of the OMC Cloud Services by Your Users.

2. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. Your Cooperation.

1. Prior to commencement of the Services, indicate to Oracle the one (1) type of OMC BlueKai, Eloqua, Infinity, Maxymiser, Responsys, Social, or Unity Cloud Services these Services will apply to. Oracle will only provide these Services related to the one (1) type of OMC Cloud Services You indicate.
2. Provide a "roadmap" that describes Your planned use of the OMC Cloud Services prior to commencement of the Services, and review and update Your roadmap during provision of the Services.
3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

B. <u>Project Assumptions</u>.
1. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than three (3) hours of Services in any single week during the Professional Services Period.
2. All Services will be performed by Oracle remotely.
3. Oracle will use commercially reasonable efforts to staff recurring requests with the same resource, but You acknowledge that some requests will be staffed by a pool of Oracle resources with no guarantee that a specific requested resource will be assigned to perform the Services.
4. After commencement of the Services, Oracle will provide the Services on a month-to-month consecutive basis only during the Professional Services Period.
5. Only the standard functionality of the current OMC Cloud Services version, as defined in the then-current product documentation, will be utilized during the Services.
6. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
7. Any document or output provided by Oracle will be based on Oracle templates.
8. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
9. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

3. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of the number of months equal to the number in the Quantity field in Your order for this part number, or b) the expiration of the OMC Cloud Services related to these Services. Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Expert Concierge Services (EMEA/JPAC/LAD)

Part #B91011

1. <u>Description of Services</u>.   During the Professional Services Period (defined below), Oracle will provide You up to the number of hours equal to sixty (60) times the number in the Quantity field in Your order for this part number of assistance with the following activities ("Services") related to the one (1) type of Oracle Marketing Cloud ("OMC") BlueKai, Eloqua, Infinity, Maxymiser, Responsys, Social, or Unity Cloud Services indicated by You:

    A.   Configuration of the standard functionality of the OMC Cloud Services;
    B.   Advice and guidance on use of the standard functionality of the OMC Cloud Services; and
    C.   Advice and guidance to facilitate adoption of the OMC Cloud Services by Your Users.

    D.   <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies: <u>Your Cooperation</u>.
        1.   Prior to commencement of the Services, indicate to Oracle the one (1) type of OMC BlueKai, Eloqua, Infinity, Maxymiser, Responsys, Social, or Unity Cloud Services these Services will apply to. Oracle will only provide these Services related to the one (1) type of OMC Cloud Services You indicate.
        2.   Provide a "roadmap" that describes Your planned use of the OMC Cloud Services prior to commencement of the Services, and review and update Your roadmap during provision of the Services.
        3.   Ensure Your tasks are completed in the timeframe as mutually agreed upon.
    E.   <u>Project Assumptions</u>.
        1.   Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than three (3) hours of Services in any single day during the Professional Services Period.
        2.   All Services will be performed by Oracle remotely.
        3.   Oracle will use commercially reasonable efforts to staff recurring requests with the same resource, but You acknowledge that some requests will be staffed by a pool of Oracle resources with no guarantee that a specific requested resource will be assigned to perform the Services.
        4.   After commencement of the Services, Oracle will provide the Services on a month-to-month consecutive basis only during the Professional Services Period.
        5.   Only the standard functionality of the current OMC Cloud Services version, as defined in the then-current product documentation, will be utilized during the Services.
        6.   Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
        7.   Any document or output provided by Oracle will be based on Oracle templates.
        8.   Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
        9.   Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of the number of months equal to the number in the Quantity field in Your order for this part number, or b) the expiration of the OMC Cloud Services related to these Services. Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward

additional or other Services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

3. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

ORACLE MANAGEMENT PLATFORM (DMP) SERVICES (EMEA/JPAC/LAD)

Oracle Data Management Platform CRM Onboarding Smart Start Implementation Service (EMEA/JPAC/LAD)

Part #B91016
1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle CRM (Customer Relationship Management) Onboarding program ("Program") in Your Oracle Cloud Services environment:
    A. <u>Introductory Services</u>. Oracle will assist You remotely with the following activity:
        1. Host an introductory web conference call with You for up to three (3) hours and attended by up to ten (10) of Your participants to assist You with the following:
            a. Review Your request for Services,
            b. Discuss the User Match Key (as defined below),
            c. Discuss the CRM Data File (as defined below), and
            d. Review Your obligations as set forth below.
    B. <u>Program Services</u>. The following remote Services related to Your implementation of the Program, for up to one (1) User Match Key:
        1. Assist You with determining Your User Match Key;
        2. For the Site Match feature, create up to one (1) Oracle tag ("Site ID") designed to transfer Your User Match Key to Your Oracle services environment and provide that Site ID to You via email;
        3. Create a single taxonomy consisting of up to one hundred (100) taxonomy nodes in aggregate for Your CRM Data File, and up to four hundred (400) classification rules in aggregate for Your CRM Data File to classify the data You are transferring to Your Oracle services environment via the Program;
        4. Assist You to identify and transfer up to twenty-five (25) single data elements (each a "Key") to Your Oracle services environment via the CRM Data File; and
        5. For the Site Match feature, assist You testing whether the Site ID is (i) generating a GET request to Your Oracle services environment, (ii) transferring the pre-determined User Match Key via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Your Oracle services environment.

2. <u>Unused Services</u>.   The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be

entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. Your Cooperation.
      1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
      2. Ensure tasks assigned to You during the Program Services period are completed by the agreed schedule.
      3. Introductory Services.
         a. Ensure Your primary contact attends the introductory web conference call.
      4. Program Services.
         a. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
         b. Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.
         c. Provide an anonymous, non-Personally Identifiable Information ("non-PII") unique user identifier as a User Match Key.
         d. Provide a developer or similarly qualified resource to implement the Site ID on Your Domain(s).
         e. Deliver the CRM Data File and associated Trigger File (as defined below), both files conforming to the Program's current standard file format requirements, via Secure File Transfer Protocol ("SFTP") to Your Oracle services environment.
         f. Ensure that each row of the CRM Data File represents the CRM record for a single unique user while the first column of the CRM Data File represents the User Match Key and each subsequent column represents a Key.
         g. Ensure that duplicate User Match Keys are not present in the CRM Data File.
   B. Project Assumptions.
      1. Program Services shall not be available until after the introductory web conference call.
      2. A "User Match Key" is defined as a single, non-Personally Identifiable Information ("non-PII") unique user identifier that is present in both Your CRM Data File and on Your Domain(s).
      3. A "CRM Data File" is defined as an offline file containing Your user data.
      4. A "Trigger File" is a text file that is uploaded simultaneously with the CRM Data File, and each subsequent refresh of the CRM Data File, in order to make Oracle aware that a new CRM Data File has been uploaded.
      5. All Services will be performed in English.
      6. All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
      7. Taxonomies will be created as part of the Program Services using English characters and numbers only.

8. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
9. All services will be performed by Oracle remotely.
10. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
11. Services are assumed to be provided during normal business hours and days.
12. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Platform Elementary Smart Start Implementation Service (EMEA/JPAC/LAD)

Part #B91012

1. Description of Services. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle Data Management Platform ("DMP") in Your Oracle services environment:
   A. Introductory Services. Oracle will assist You remotely with the following activity:
      1. Provide You a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with You for up to three (3) hours for up to ten (10) of Your participants to discuss the following:
         a. Review Your request for Services,
         b. Discuss the Domains (as defined below),
         c. Answer Your questions related to the Domains Form, and
         d. Review Your obligations as set forth below; and
      3. Provide You with two (2) web conference calls for up two (2) hours for up to ten (10) participants to:
         a. Define Your use case for implementation, and
         b. Determine key success indicators.
   B. Program Services. The following remote Services related to Your implementation of the Program, for up to one (1) Domain which You have selected in Your Domains Form:
      1. Create a single taxonomy consisting of up to five hundred (500) taxonomy nodes in aggregate for Your Domain and up to two thousand (2,000) classification rules in aggregate for Your Domain(s);
      2. Create up to three (3) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to You via email;
      3. Assist You to identify and transfer up to ten (10) single data elements (each a "Key") to Your Oracle services environment via the Site IDs;
      4. Assist You with testing whether the Site IDs are (i) generating a GET request to Your Oracle services environment, (ii) transferring up to ten (10) Keys identified by Oracle in

connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Your Oracle services environment; and

5. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of Your participants, regarding the use of the Program user interface.

2. <u>Unused Services</u>. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
    A. <u>Your Cooperation</u>.
        1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
        2. Ensure tasks assigned to You during the Program Services period are completed by the agreed schedule.
        3. <u>Introductory Services</u>.
            a. Ensure Your primary contact attends the introductory web conference call.
            b. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
            c. Select up to one (1) Domain in Your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
        4. <u>Program Services</u>.
            a. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
            b. Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.
            c. Provide a developer or similarly qualified resource to implement the Site IDs on Your Domain.
    B. <u>Project Assumptions</u>.
        1. Program Services shall not be available until after (a) You have submitted Your Domains Form to Oracle's project manager, and (b) the parties have attended the introductory web conference call.
        2. The one (1) Domain which You select in Your Domains Form shall not change during the Program Services Period.
        3. A "Domain" is defined as a Web Domain (as defined below).
        4. A "Web Domain" is defined as one of the following: a website domain, website subdomain, country-specific website domain.

5. All Services will be performed in English.
6. All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
7. Taxonomies will be created as part of the Program Services using English characters and numbers only.
8. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
9. All services will be performed by Oracle remotely.
10. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
11. Services are assumed to be provided during normal business hours and days.
12. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Platform Enterprise Smart Start Implementation Service (EMEA/JPAC/LAD)

Part #B91013
1. Description of Services. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle Data Management Platform ("DMP") in Your Oracle services environment:
   A. Introductory Services. Oracle will assist You remotely with the following activity:
      1. Provide You a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with You for up to three (3) hours for up to ten (10) of Your participants to discuss the following:
         a. Review Your request for Services,
         b. Discuss the Domains (as defined below),
         c. Answer Your questions related to the Domains Form, and
         d. Review Your obligations as set forth below;
      3. Provide one web conference call for up to two (2) hours for up to ten (10) persons to present strategic suggestions for Your first 6 months of the DMP; and
      4. Provide You with two (2) web conference calls for up two (2) hours to:
         a. Define use case for implementation, and
         b. Determine key success indicators.
   B. Program Services. The following remote Services related to Your implementation of the Program, for up to four (4) of the Domains which You have selected in Your Domains Form:
      1. Create a single taxonomy consisting of up to two thousand and five hundred (2,500) taxonomy nodes in aggregate for Your Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to

ten thousand (10,000) classification rules in aggregate for Your Domain(s) to classify the data You are transferring to Your Oracle services environment via the Program;

2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to You via email;

3. In the event one of the Domains includes a Mobile App (as defined below), provide to You via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for each such Mobile App;

4. Assist You to identify and transfer up to forty (40) single data elements (each a "Key") to Your Oracle services environment via the Site IDs and any applicable Oracle SDKs;

5. Assist You on testing whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to Your Oracle services environment, (ii) transferring up to forty (40) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Your Oracle services environment; and

6. Host up to two (2) web conference training calls, which may be up to two (2) hours in duration each and attended by up to ten (10) of Your participants each, regarding the use of the Program user interface.

2. <u>Unused Services</u>. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperation</u>.

1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.

2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

3. <u>Introductory Services</u>.
   a. Ensure Your primary contact attends the introductory web conference call.
   b. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
   c. Select up to four (4) Domains in Your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.

4. <u>Program Services</u>.
   a. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
   b. Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.

          c.   Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on Your Domain(s).

    B.   Project Assumptions.

        1.   Program Services shall not be available until after (a) You have submitted Your Domains Form to Oracle's project manager, and (b) the parties have attended the introductory web conference call.

        2.   The four (4) Domains which You select in Your Domains Form shall not change during the Program Services Period.

        3.   A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.

        4.   A "Web Domain" is defined as one of the following: a website domain, website subdomain, country-specific website domain.

        5.   A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.

        6.   A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.

        7.   All Services will be performed in English.

        8.   All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

        9.   Taxonomies will be created as part of the Program Services using English characters and numbers only.

      10.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

      11.   All services will be performed by Oracle remotely.

      12.   Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.

      13.   Services are assumed to be provided during normal business hours and days.

      14.   Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4.   Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Platform Server-Side Data Transfer Implementation Service (EMEA/JPAC/LAD)

Part #B91017

1.   Description of Services. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle Server-Side Data Transfer (SDT) program ("Program") in Your Oracle services environment:

    A.   Introductory Services. Oracle will assist You remotely with the following activity:

        1.   Host an introductory web conference call with You for up to three (3) hours to discuss the following:

a. Review Your request for Services,
b. Discuss the ID Swap (as defined below), and
c. Review Your obligations as set forth below.

B. Program Services. The following remote Services related to Your implementation of the Program for up to one (1) Domain:
1. Create up to six (6) Oracle tags ("Site IDs") designed to conduct Your ID Swap with the Oracle services environment from Your Domain and provide such Sites ID to You via email;
2. Assist You with testing whether the Site IDs are:
a. Generating a GET request to Your Oracle services environment,
b. Conducting the ID Swap via that GET request, and
c. Receiving a "200 OK status code" response for each GET request from Your Oracle services environment; and
3. Configure Your Oracle services environment to send data to up to one (1) of Your serverside endpoints via a JavaScript Object Notation ("JSON") POST formatted according to Oracle's standard JSON POST format.

2. Unused Services. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
A. Your Cooperation.
1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
3. Introductory Services.
a. Ensure Your primary contact attends the introductory onsite kickoff meeting.
4. Program Services.
a. Initiate the ID Swap with the Oracle services environment.
b. Provide a developer or similarly qualified resource to implement the Site IDs on Your Domain.
B. Project Assumptions.
1. Program Services shall not be available until after (a) You have submitted Your Domains Form to Oracle's project manager, and (b) the parties have attended the introductory web conference call.
2. The one (1) Domain which You select in Your Domains Form shall not change during the Program Services Period.
3. A "Domain" is defined as a Web Domain (as defined below).

4. A "Web Domain" is defined as one of the following: a website domain, website subdomain, country-specific website domain.
5. An "ID Swap" is defined as the process of transferring Your anonymous, non-Personally Identifiable Information ("non-PII") unique user identifier to the Oracle services environment via a GET request generated via the Oracle Site IDs implemented on Your Domain.
6. All Services will be performed in English.
7. All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
8. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
9. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
10. Services are assumed to be provided during normal business hours and days.
11. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Platform Tag and SDK Implementation Service (EMEA/JPAC/LAD)

Part #B91019

1. Description of Services. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle tag(s) ("Site IDs"), if any, and/or Your Oracle Android Software Development Kit(s) or Oracle iOS Software Development Kit(s) (each, an "Oracle SDK"), if any, for Your Oracle Audience Data Management Platform (DMP) in Your Oracle services environment:
   A. Introductory Services. Oracle will assist You remotely with the following activity:
      1. Provide You a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with You for up to three (3) for up to ten (10) of Your participants to discuss the following:
         a. Review Your request for Services,
         b. Discuss the Domains (as defined below),
         c. Answer Your questions related to the Domains Form, and
         d. Review Your obligations as set forth below.
   B. Program Services. The following remote Services related to Your implementation of the Program, for up to two (2) of the Domains which You have selected in Your Domains Form:
      1. Create up to six (6) Site IDs for each Domain and provide such Site IDs to You via email;
      2. In the event one of the Domains includes a Mobile App (as defined below), provide to You via email the applicable Oracle SDK for each such Mobile App;

3. Assist You to identify and transfer up to forty (40) single data elements (each a "Key") to Your Oracle services environment via the Site IDs and any applicable Oracle SDKs; and

4. Assist You with the testing of whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to Your Oracle services environment, (ii) transferring up to forty (40) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Your Oracle services environment.

2. <u>Unused Services</u>.   The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
    A. <u>Your Cooperation</u>.
        1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
        2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
        3. <u>Introductory Services</u>.
            a. Ensure Your primary contact attends the introductory web conference call.
            b. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
            c. Select up to two (2) Domains in Your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
        4. <u>Program Services</u>.
            a. Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.
            b. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on Your Domain(s).
    B. <u>Project Assumptions</u>.
        1. Program Services shall not be available until after (a) You have submitted Your Domains Form to Oracle's project manager, and (b) the parties have attended the introductory web conference call.
        2. The two (2) Domains which You select in Your Domains Form shall not change during the Program Services Period.
        3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.
        4. A "Web Domain" is defined as one of the following: a website domain, website subdomain, country-specific website domain.

5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.
6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
7. All Services will be performed in English.
8. All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
9. Taxonomies will be created as part of the Program Services using English characters and numbers only.
10. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
11. All services will be performed by Oracle remotely.
12. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
13. Services are assumed to be provided during normal business hours and days.
14. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Platform Taxonomy Implementation Service (EMEA/JPAC/LAD)

Part #B91015

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle taxonomy for Your Oracle Audience Data Management Platform (DMP) in Your Oracle services environment:
    A. <u>Introductory Services</u>. Oracle will assist You remotely with the following activity:
        1. Host an introductory web conference call with You for up to three (3) hours for up to ten (10) of Your participants to discuss the following:
            a. Review Your request for Services,
            b. Review Your obligations as set forth below, and
            c. Review Your Taxonomy requirements.
    B. <u>Program Services</u>. The following remote Services related to Your implementation of the Program:
        1. Create a single taxonomy consisting of up to five hundred (500) taxonomy nodes in aggregate (including any nodes that are created and subsequently deleted or edited during the performance of the Program Services) and up to two thousand (2,000) classification rules in aggregate to classify the data You are transferring to Your Oracle services environment via the Program.

2. <u>Unused Services</u>. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A.   <u>Your Cooperation</u>.
       1.   Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
       2.   Ensure Your tasks are completed in the timeframe as mutually agreed upon.
       3.   <u>Introductory Services</u>.
           a.   Ensure Your primary contact attends the introductory web conference call.
       4.   <u>Program Services</u>.
           a.   Assign a key stakeholder to provide feedback on the taxonomy scope and structure.
           b.   Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.
   B.   <u>Project Assumptions</u>.
       1.   All Services will be performed in English.
       2.   All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
       3.   Taxonomies will be created as part of the Program Services using English characters and numbers only.
       4.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
       5.   All services will be performed by Oracle remotely.
       6.   Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
       7.   Services are assumed to be provided during normal business hours and days.
       8.   Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Data Management Universal Smart Start Implementation Service (EMEA/JPAC/LAD)

Part #B91014

1. <u>Description of Services</u>. During the Professional Services Period (defined below). Oracle will make available to You the following remote services ("Services") related to the implementation of Your Oracle Data Management Platform ("DMP") in Your Oracle services environment:

    A. <u>Introductory Services</u>. Oracle will assist You remotely with the following activity:
       1. Provide You a copy of a Domains selection form ("Domains Form");
       2. Host an introductory web conference call with You for up to three (3) hours for up to ten (10) of Your participants to discuss the following:
          a. Review Your request for Services,
          b. Discuss the Domains (as defined below),
          c. Answer Your questions related to the Domains Form, and
          d. Review Your obligations as set forth below; and
       3. Provide You with two (2) web conference calls for up two (2) hours for up to 10 participants to:
          a. Define use case for immediate implementation, and
          b. Determine key success indicators.

    B. <u>Program Services</u>. The following remote Services related to Your implementation of the Program, for up to two (2) of the Domains which You have selected in Your Domains Form):
       1. Create a single taxonomy consisting of up to one thousand two hundred and fifty (1,250) taxonomy nodes in aggregate for Your Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to five thousand (5,000) classification rules in aggregate for Your Domain(s) to classify the data You are transferring to Your Oracle services environment via the Program;
       2. Create up to four (4) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to You via email;
       3. In the event one of the Domains includes a Mobile App (as defined below), provide to You via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for each such Mobile App;
       4. Assist You to identify and transfer up to twenty (20) single data elements (each a "Key") to Your Oracle services environment via the Site IDs and any applicable Oracle SDKs;
       5. Assist You with testing whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to Your Oracle services environment, (ii) transferring up to twenty (20) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Your Oracle services environment; and
       6. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of Your participants, regarding the use of the Program user interface.

2. <u>Unused Services</u>. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to

provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. Your Cooperation.
      1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      3. Introductory Services.
         a. Ensure Your primary contact attends the introductory web conference call.
         b. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
         c. Select up to two (2) Domains in Your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
      4. Program Services.
         a. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
         b. Provide a data map for all Key-value pair data to be transferred to Your Oracle services environment via Your Program. Such data map shall consist of a comprehensive list of Your Key names, the range of possible values for each Key, and a description of each Key-value pair.
         c. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on Your Domain(s).
   B. Project Assumptions.
      1. Program Services shall not be available until after (a) You have submitted Your Domains Form to Oracle's project manager, and (b) the parties have attended the introductory web conference call.
      2. The two (2) Domains which You select in Your Domains Form shall not change during the Program Services Period.
      3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.
      4. A "Web Domain" is defined as one of the following: a website domain, website subdomain, country-specific website domain.
      5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.
      6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
      7. All Services will be performed in English.
      8. All data transferred to Your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
      9. Taxonomies will be created as part of the Program Services using English characters and numbers only.
      10. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such

timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

11. All services will be performed by Oracle remotely.
12. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
13. Services are assumed to be provided during normal business hours and days
14. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

PILLAR SERVICES (NA ONLY)

Oracle Marketing Technical Services Hours Package (NA Only)

Part #B110588 (NA)

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You assistance with the following activities related to Your Oracle Digital Agency ('ODX') Cloud platform(s) for up to the number of hours equal to fifteen (15) times the number in the Quantity field specified in Your order ("Services"). Such assistance may include any of the following tasks related to any of the ODX Cloud platforms ("Platform(s)") listed below:

   - Oracle Responsys CloudPlatform ("Responsys")
   - Oracle Eloqua Cloud Platform ("Eloqua")
   - Oracle Unity Business Intelligence Platform ("UBI")

   A. Technical Services Activities
      1. Scope technical activities related to Your Platform(s);
      2. Assist You with the implementation of Your new accounts or configuration of Your existing account(s) for Your Platform(s);
      3. Configure the standard functionality for Your Platform(s);
      4. Provide recommendations on the use of the standard functionality for Your Platform(s);
      5. Provide recommendations and troubleshooting assistance of Platform(s) issues identified by You; and
      6. Perform Platform specific user interface ("UI") end user training as requested by You.

   B. Project Management Tasks
      1. Review the Services with You;
      2. Discuss Your roles and responsibilities;
      3. Discuss Your pre-requisites, if necessary for the performance of Services;
      4. Plan and schedule Oracle resources;
      5. Work with You to create a project checklist document ("Project Checklist"), if necessary for the performance of Services; and
      6. Provide a point of contact for Your project(s).

2. <u>Unused Services</u>.

   The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of the ODX Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. <u>Your Cooperation.</u>
   A. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.
   B. Ensure Your tasks are completed in the timeframe as mutually agreed upon and as requested by Oracle.
   C. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

4. <u>Project Assumptions.</u>
   A. All Services will be delivered in English unless otherwise requested by You and agreed to by Oracle.
   B. All Services will be performed by Oracle remotely.
   C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed to by You and Oracle.
   D. The Services will use Standard functionality ("Standard" is defined as that functionality contained within the product documentation).
   E. Any documents provided by Oracle will be in Microsoft Office format or Portable Document Format ("PDF").
   F. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
   G. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
   H. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any month during the Professional Services Period.
   I. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

5. <u>Project Management</u>.
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

PILLAR SERVICES (EMEA/JPAC/LAD ONLY)

Oracle Marketing Campaign Services (EMEA/JPAC/LAD)

Part #B91173 (EMEA/JPAC/LAD)

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You up to fifty (50) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of the following Oracle Marketing Cloud ("OMC") Services:

   - Bluekai
   - CrowdTwist
   - Eloqua
   - Infinity
   - Maxymiser
   - Responsys
   - Social
   - Unity

   A. Provide assistance with the following activities related to Your OMC campaigns ("Campaigns"):
       1. Create a document that describes Your requirements for Campaigns as determined by You ("Campaign specification document"),
       2. Create Campaigns,
       3. Test Campaigns to assess whether they are pursuant to Your requirements in the Campaign specification document,
       4. Modify Campaigns as requested by You,
       5. Launch Campaigns,
       6. Schedule Campaigns, and
       7. Review Campaign results with You;
   B. Attend meetings that You schedule related to the Services;
   C. Provide Campaign status reports;
   D. Provide recommendations on the use of Your OMC Cloud Services;
   E. Provide up to two point five (2.5) of the Total Hours to perform the following project management tasks:
       1. Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle, and document and track the progress of such tasks, and
       2. Plan and schedule Oracle resources.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
   1. Provide any required guidelines for the use of Your brand(s).
   2. Make Your key stakeholders available as needed.
   3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
   4. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
   5. Provide Oracle with any Campaign information needed to perform the Services.
   6. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
   7. You are responsible for all travel expenses related to any onsite Services You may request.
   B. <u>Project Assumptions</u>.
   1. All Services will be delivered in English unless You and Oracle mutually agree in writing to perform Services in another language.
   2. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
   3. Any document or output provided by Oracle will be based on Oracle templates.
   4. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
   5. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any single month during the Professional Services Period.
   6. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
   7. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
   8. The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
   9. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Business Adoption Services (EMEA/JPAC/LAD)

Part #B91007 (EMEA/JPAC/LAD Only)
1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You up to thirty (30) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of the following Oracle Marketing Cloud ("OMC") Cloud Services:

   - Bluekai

- CrowdTwist
- Eloqua
- Infinity
- Maxymiser
- Responsys
- Social
- Unity

A. Communication.
    1. Work with You to plan and facilitate requirements workshops related to Your initiatives with the OMC Cloud Services, including Your priorities, timelines, and business and marketing requirements;
    2. Work with You to discuss, define, and mutually agree upon a set of deliverables and timelines;
    3. Work with You to facilitate change management with your team;
    4. Conduct workshops related to Your OMC Cloud Services, including, providing You with update information and planning for future activities; and
    5. Work with You to create and maintain a document that describes Your strategic marketing and transformation initiatives related to the OMC Cloud Services, including Your priorities, timelines, and business and marketing requirements related to such initiatives ("Roadmap").

B. Customer Experience.
    1. Work with You to understand and define your OMC strategy to optimize the experience for every internal and external participant in every interaction with Your brand;
    2. Work with You to define, create, update, and/or implement Your governance and operating model alignment relating to Your OMC Cloud Services;
    3. Work with You to define requirements and scope and facilitate change management of Your stakeholder engagement and communication;
    4. Work with You towards achieving your business goals with a defined OMC strategy;
    5. Work with You to analyze Your goals against mutually agreed key performance indicators ("KPIs");
    6. Work with You to define and execute a measurement strategy for Your customer experience;
    7. Work with You to define and execute optimized internal processes in the delivery of Your customer experience;
    8. Work with You to benchmark your platform maturity in order to create a plan for maturity advancement;
    9. Work with You to define and report against Your return on investment ("ROI") criteria for your investment in Oracle Consulting;
    10. Deliver training and support for the improved adoption of Oracle technology by Your teams;
    11. Analyze the gaps between Your current customer experience operations and Your objectives as described in Your Roadmap; and

12. Create and maintain a document that describes Oracle's recommendations for the transformation of your customer experience operations to implement Your objectives.

C. Campaign Planning.
   1. Work with You to create a campaign plan to perform campaigns related to Your use of the OMC Cloud Services;
   2. Analyze results of campaigns pursuant to the Roadmap performed by You or by Oracle under a separate order;
   3. Work with You to create a document that describes contact strategy recommendations for Your OMC campaigns;
   4. Review Your OMC campaign results and provide strategic campaign recommendations;
   5. Conduct workshops or provide analysis related to Your business adoption initiatives described in Your Roadmap; and
   6. Conduct training workshops related to Your use of the OMC Cloud Services pursuant to Your Roadmap.

D. Skills Review.
   1. Review Your marketing resources' current skills and roles;
   2. Analyze the gaps between Your marketing resources' current skills and roles and those required to implement Your marketing objectives described in Your Roadmap ; and
   3. Create and maintain a document that describes Oracle's recommendations for changes to Your marketing resources' current skills and roles to implement Your marketing objectives described in Your Roadmap.

E. Technology Review.
   1. Review Your data model and data architecture related to Your current marketing operations;
   2. Conduct an audit to compare Your technologies used in Your current marketing operations to Your marketing objectives described in Your Roadmap;
   3. Conduct an application programming interface (API) discovery session to identify APIs related to Your OMC Cloud Services and Your other marketing technologies related to Your marketing objectives described in Your Roadmap;
   4. Review and mutually agree upon how to use the OMC application development framework to use the APIs to create interfaces between Your OMC Cloud Services and Your other marketing technologies related to Your marketing objectives described in Your Roadmap; and
   5. Create and maintain a document that describes Oracle's recommendations for changes to Your data model, data architecture, marketing technologies, and APIs related to the OMC Cloud Services to implement Your marketing objectives described in Your Roadmap.

F. Provide up to four (4) of the Total Hours to perform the following project management tasks:
   1. Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle, and document and track the progress of such tasks; and
   2. Plan and schedule Oracle resources.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Make Your key stakeholders available as needed.
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      3. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
      4. Provide Oracle any data, analysis, or information needed to perform the Services.
      5. You are responsible for all travel expenses related to any onsite Services You may request.
   B. <u>Project Assumptions</u>.
      1. All Services will be delivered in English unless You and Oracle mutually agree in writing to perform Services in another language.
      2. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
      3. The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
      4. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
      5. Any document or output provided by Oracle will be based on Oracle templates.
      6. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
      7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
      8. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Creative Services (EMEA/JPAC/LAD)

Part #B91005 (EMEA/JPAC/LAD)

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You up to thirty (30) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of the following Oracle Marketing Cloud ("OMC") Cloud Services:

   - BlueKai
   - CrowdTwist
   - Eloqua
   - Infinity
   - Maxymiser
   - Responsys
   - Social
   - Unity

   A. Provide creative concepts and non-image design content for Your OMC marketing materials;
   B. Create email and landing page templates for Your OMC marketing materials;
   C. Assist You with kinetic design and HTML coding requirements for Your OMC marketing materials;
   D. Assist You with mobile display optimization of Your OMC marketing materials;
   E. Review the creative design, copy, and code of Your OMC marketing materials;
   F. Provide recommendations regarding Your OMC marketing material creative production process;
   G. Assist You to plan Your OMC marketing program content;
   H. Conduct workshops related to Your OMC marketing material creatives; and
   I. Provide up to six (6) of the Total Hours to perform the following project management tasks:
      1. Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle, and document and track the progress of such tasks, and
      2. Plan and schedule Oracle resources.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Provide any required guidelines for the use of Your brand(s).
      2. Make Your key stakeholders available as needed.
      3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

4. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
5. Provide Oracle Your OMC marketing material creative requirements, images, and assets, and any data, analysis, or information needed to perform the Services.
6. You are responsible for all travel expenses related to any onsite Services You may request.

B. Project Assumptions.
1. All Services will be delivered in English unless You and Oracle mutually agree in writing to perform Services in another language.
2. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
3. The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
4. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
5. Any document or output provided by Oracle will be based on Oracle templates.
6. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
8. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Technical Services (EMEA/JPAC/LAD)
Part #B91401 (EMEA/JPAC/LAD)
1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to thirty (30) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of the following Oracle Marketing Cloud ("OMC") Cloud Services:

- BlueKai
- CrowdTwist
- Eloqua
- Infinity
- Maxymiser
- Responsys
- Social
- Unity

A. Configure the standard functionality of the OMC Cloud Services;
B. Provide advice and guidance on use of the standard functionality of the OMC Cloud Services;
C. Schedule and attend workshops related to the OMC Cloud Services;
D. Provide up to six (6) of the Total Hours to perform the following project management tasks:
 1. Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle, and document and track the progress of such tasks, and
 2. Plan and schedule Oracle resources.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
 A. <u>Your Cooperation</u>.
  1. Provide any required guidelines for the use of Your brand(s).
  2. Make Your key stakeholders available as needed.
  3. Ensure any tasks assigned to You that are necessary for Oracle to perform the Services are completed in the timeframe as mutually agreed upon.
  4. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
  5. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
  6. You are responsible for all travel expenses related to any onsite Services You may request.
 B. <u>Project Assumptions</u>.
  1. All Services will be delivered in English unless You and Oracle mutually agree in writing to perform Services in another language.
  2. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
  3. The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
  4. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
  5. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
  6. Any document or output provided by Oracle will be based on Oracle templates.
  7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such

timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

8. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Cloud Project Management Services (EMEA/JPAC/LAD)

Part # B92592 (EMEA/JPAC/LAD)

1. <u>Description of Services</u>. During the Professional Services Period (define below), Oracle will provide You with up to ten (10) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of the following Oracle Marketing Cloud ("OMC") Cloud Services:

- BlueKai
- CrowdTwist
- Eloqua
- Infinity
- Maxymiser
- Responsys
- Social
- Unity

A. Provide a point of contact for Your project.
B. Provide coordination of the project progress, including change requests.
C. Create a document that includes the progress of Your OMC engagements ("OMC Project Roadmap").
D. Coordinate status meetings with key stakeholders (both Yours and Oracle).
E. Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle.
F. Document and track project issues and requests for change.
G. Assist in coordinating the scoping of new projects, if applicable.
H. Plan and schedule Oracle resources, and
I. Assist in coordinating for integration of CX Marketing products.

2. <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

    A.   <u>Your Cooperation</u>
        1.   Make Your key stakeholders available as needed.
        2.   Ensure any tasks assigned to You that are necessary for Oracle to perform the Services are completed in the timeframe as mutually agreed upon.
        3.   Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
        4.   Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
        5.   You are responsible for all travel expenses related to any onsite Services You may request.

    B.   <u>Project Assumptions</u>.
        1.   The Services will be performed by Oracle remotely or onsite at a mutually agreed upon location.
        2.   The Services will be performed in English, unless another language is mutually agreed to.
        3.   Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
        4.   The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
        5.   Any documents provided by Oracle will be in Microsoft Office or Portable Document Format ("PDF") format.
        6.   Any document or output provided by Oracle will be based on Oracle templates.
        7.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
        8.   Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Marketing Hourly Technical Services (EMEA/JPAC/LAD)

Part #B91176 (EMEA/JPAC/LAD)

6. <u>Description of Services</u>. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of technical hours identified in Your order to assist You with Your Oracle Marketing Cloud platform. Such assistance may include any of the following tasks ("In Scope Tasks"):
    A.   <u>Technical Services Activities</u>.
        1.   Perform data scoping activities;

2. Assist You with the configuration and/or building of Your:
    a. Client relationship management ("CRM") data transfer,
    b. Campaigns, audience filters, segments and/or programs,
    c. Custom Data Objects,
    d. Closed Loop Reporting,
    e. Lead Scoring Model, and/or
    f. Lead Nurturing Campaign;
3. Assist with Your Oracle database maintenance;
4. Conduct a webinar meeting that may be attended by up to twenty (20) of Your participants to:
    a. Perform platform specific user interface ("UI") end user training,
    b. Review with You the In Scope Tasks; and/or
    c. Discuss Your campaign strategy, design and maintenance, audience selection and analysis and programmatic operational execution; and/or
5. Provide assistance to address any platform specific issues identified by You;

B. <u>Project Management Tasks</u>.
1. Provide point of contact for Your project(s).
2. Provide coordination of the project progress including change requests.
3. Assist in coordinating the scoping of new projects, if applicable.
4. Plan and budget Oracle resources for Your project(s), as approved by You.
5. Provide project status reports.
6. Create and manage project schedules, including dependencies and key milestones.
7. Coordinate status meetings with key stakeholders (both Yours and Oracle).
8. Provide recommendations on how to use Your OMC applications and the features licensed for Your projects(s).

7. <u>Unused Services</u>. The Services must be used within twelve (12) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

8. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
A. <u>Your Cooperation</u>.
1. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
2. Contact Oracle's project manager to request and schedule the performance of Services within the Services Period, which Services will be scheduled at a mutually agreed upon date and time.
3. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
B. <u>Project Assumptions</u>.
1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
2. All Services will be performed by Oracle remotely.

3. The Services will be performed from Monday to Friday during business hours mutually agreed to by You and Oracle.
4. The Services will use Standard* functionality (*"Standard" is defined as that functionality contained within the product documentation).
5. Any documents provided by Oracle will be in Microsoft Office format.
6. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
8. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any month during the Professional Services Period.
9. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
10. You understand and acknowledge that Oracle shall only assist You for up to the quantity of hours identified in Your order and that Oracle is not obligated to continue assisting You beyond that quantity of hours.
11. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

9. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

ORACLE UNITY SERVICES

CX Unity Universal Smart Start Implementation Service
Part # B93691 (EMEA/JPAC/LAD)

Part # B93693 (NA Only)

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available the following Services related to Your Oracle Customer Experience Unity Cloud Service ("Unity") Universal Smart Start implementation:

Project Kickoff and Account Provisioning Activities

A. Conduct one (1) kickoff session ("Kickoff") of up to four (4) hours in duration that may be attended by up to twelve (12) of Your participants to assist You to:
1. Discuss the Services that will be performed.
2. Discuss Your roles, pre-requisites, and responsibilities.

3. Work with You to mutually create one (1) document that specifies the project tasks and due dates ("Project Plan").

B. Conduct one (1) account setup session of up to three (3) hours in duration that may be attended by up to twelve (12) of Your participants to:
1. Provide Your users with access to Unity.
2. Discuss the enterprise data model.
3. Outline proposed data sources.
4. Provision a selected data schema.
5. Provide access to an Oracle project collaboration portal.
6. Introduce Unity and the Unity data objects.

Design and Use Case Build Activities

C. Conduct up to three (3) strategic workshops ("Strategic Workshop") of up to fifteen (15) hours total in duration that may be attended by up to twelve (12) of Your participants to assist You to:
1. Confirm Your strategic objectives.
2. Identify up to three (3) use cases.
3. Discuss Your targeting and personalization requirements.

D. Conduct up to two (2) data workshops ("Data Workshop") of up to five (5) hours each in duration that may be attended by up to twelve (12) of Your participants to assist You to:
1. Confirm available data sources and destinations.
2. Determine data relationships.
3. Validate segmentation strategy.
4. Confirm primary keys.
5. Confirm system architectural design.
6. Align available data to the one (1) selected data schema.
7. Confirm data de-duplication and promotion rules.

E. Provide You with up to two hundred twenty-seven (227) hours of assistance with the following activities and to create one (1) functional design document ("Functional Design Document") pursuant to such activities:
1. Provide descriptions of each identified use case as referenced in Section 1.C.2 above.
2. Specify the following use case functional requirements:
   a. Specific technical and functional instructions.
   b. Relevant data objects and attributes.
   c. Additional tracking and/or tagging needs for data points comprised of:
      i. Up to five (5) use case audiences.
      ii. Up to two (2) outbound integrations.
3. Confirm system requirements.
4. Validate data sources and destination fields.
5. Confirm integration dependencies.
6. Describe system architecture.
7. Describe the Unity data overview, including Oracle Infinity ("Infinity") data related to Unity, comprised of:
   a. One (1) relationship modelling diagram.
   b. One (1) Unity data object definition to include up to an additional eight (8) data objects.

       c.   One (1) attribute mapping definition to include up to eighty (80) custom data attributes.
       d.   One (1) data de-duplication and promotion definition.
       e.   One (1) job details overview.
  8.   Identify up to five (5) Unity campaigns.
  9.   Review Your Oracle Customer Experience "CX" tag deployment for up to two (2) domains (website and/or web-based application).
  10. Review Your Infinity reporting business requirements as determined by You.
  11. Create a Unity test plan to test the use cases described in Section 1.C.2 above.

F.   Conduct one (1) session of up to two (2) hours in duration that may be attended by up to twelve (12) of Your participants to:
  1.   Review Your Functional Design Document.
  2.   Agree upon any changes required to Your Functional Design Document.
  3.   Complete up to three (3) revisions of Your Functional Design Document.

G. Conduct one (1) session of up to 2 hours in duration that may be attended by up to twelve (12) of Your participants to review the Unity test plan.

Configuration Activities

H. Conduct one (1) session of up to two (2) hours in duration that may be attended by up to twelve (12) of Your participants to review Your final Functional Design Document and configuration requirements and mutually agree upon how to proceed with the configuration activities described in this section pursuant to the Functional Design Document.

I.   Provide up to seven hundred seventy one (771) hours to configure Unity pursuant to the Functional Design Document as follows:
  1.   Create Your data objects based on the provisioned data schema comprised of:
       a.   Up to eight (8) custom data objects.
       b.   Up to eighty (80) custom data attributes.
       c.   Up to twenty (20) custom data relationships.
  2.   Configure up to twenty (20) flat file ingest feeds from up to three (3) data sources.
  3.   Determine the frequency of data ingestion from Your data sources via Secure File Transfer Protocol (SFTP).
  4.   Create one (1) flat file via SFTP to support implicit data integration feed with a campaign orchestration platform.
  5.   Create up to two (2) de-duplication and promotion rules based on known and/or pseudonymous users.
  6.   Provide up to sixty (60) hours of services to support identified use case builds as referenced in Section 1.C.2 above.
  7.   Create up to three (3) Profile Explorer extensions for identified data source views.
  8.   Configure Infinity Streams for up to four (4) event streams into Unity.
  9.   Create up to two (2) standard Infinity collections.
  10. Configure up to six (6) analytical reports in Infinity Analytics.
  11. Provide up to twenty four (24) hours of services to assist You with Your performance of user acceptance testing ("UAT").

12. Conduct up to one (1) session of up to two (2) hours in duration that may be attended by up to twelve (12) of Your participants to provide an overview of the Infinity reporting interface and functionality.
13. Provide up to fifteen (15) hours to analyze Infinity data and provide recommendations on Your use of Unity related to such data.

J. Provide You with standard Unity documentation on how to perform Your use cases, create segments, and perform campaign setup.

K. Provide the following platform readiness sessions that may be attended by up to twelve (12) of Your participants:
    1. Up to two (2) hours for a walk-through of Unity and elements that interface with Unity.
    2. Up to two (2) hours for a training session on Your use of Unity.
    3. Up to two (2) hours for an Infinity Stream and Analytics training session.

2. <u>Unused Services.</u> The Services must be used within twelve (12) months of the customer signature date of Your order ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions.</u> Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   <u>Your Cooperation</u>.

    1. Provide Your project goals and objectives.
    2. Provide Your targeting and email personalization requirements.
    3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
    4. Ensure Your key stakeholders are available as requested by Oracle.
    5. Assign a key stakeholder to participate in the session described in Section 1.H to review Your Functional Design Document and configuration requirements and agree upon how to proceed with the configuration activities described in this order.
    6. Run standard reports to validate the data in the production environment.
    7. Provide Your test scenarios and test data related to the Unity test plan, and review such scenarios and data with Oracle.
    8. Be responsible for data extraction from source systems.
    9. Deploy Your Infinity JavaScript tag / software development kit ("SDK") to Your website or web-based application as outlined in the Project Plan.
    10. Provide Oracle with any required Infinity login credentials.
    11. Ensure that You have a tag management system that will be used for implementation of Infinity Streams tags.

A. <u>Project Assumptions</u>.
    1. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
    2. All Services will be performed in English, except as otherwise mutually agreed upon.

3. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format ("PDF") format.
4. Any document or output provided by Oracle will be based on Oracle templates.
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
6. Payment of fees for the Services is not conditioned upon completion and/or delivery of any outputs.
7. Only the standard functionality of the current Unity version, as defined in the then-current product documentation, will be utilized during the Services.
8. Anything not expressly identified in the Description of Services section above is not included in the scope of, or fees for, Services under this order.
9. Taxonomies will be created as part of the services using English characters and numbers only.
10. Any Unity interface to Your data sources will use standard build interfacing methods using SFTP or application programming interface ("API").
11. Your initial use cases will only use Unity standard functionality.
12. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon.

CX Unity Enterprise Smart Start Implementation Service
Part # B93692 (EMEA/JPAC/LAD)

Part # B93694 (NA Only)

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available the following Services related to Your Oracle Customer Experience Unity Cloud Service ("Unity") Enterprise Smart Start implementation:

   <u>Project Kickoff and Account Provisioning Activities</u>

   A. Conduct one (1) kickoff session ("Kickoff") of up to four (4) hours in duration that may be attended by up to twelve (12) of Your participants to assist You to:
      1. Discuss the Services that will be performed.
      2. Discuss Your roles, pre-requisites, and responsibilities.
      3. Work with You to mutually create one (1) document that specifies the project tasks and due dates ("Project Plan").

   B. Conduct one (1) account setup session of up to three (3) hours in duration that may be attended by up to twelve (12) of Your participants to:
      1. Provide Your users with access to Unity.
      2. Discuss the enterprise data model.
      3. Outline proposed data sources.
      4. Provision a selected data schema.
      5. Provide access to an Oracle project collaboration portal.

6. Introduce Unity and the Unity data objects.

Design and Use Case Build Activities

C. Conduct up to three (3) strategic workshops ("Strategic Workshop") of up to fifteen (15) hours total in duration that may be attended by up to twelve (12) of Your participants to assist You to:
1. Confirm Your strategic objectives.
2. Identify up to five (5) use cases.
3. Discuss Your targeting and personalization requirements.

D. Conduct up to two (2) data workshops ("Data Workshop") of up to five (5) hours in duration that may be attended by up to twelve (12) of Your participants to assist You to:
1. Confirm available data sources and destinations.
2. Determine data relationships.
3. Validate segmentation strategy.
4. Confirm primary keys.
5. Confirm system architectural design.
6. Align available data to the one (1) selected data schema.
7. Confirm data de-duplication and promotion rules.

E. Provide You with up to two hundred thirty-nine (239) hours of assistance with the following activities and to create one (1) functional design document ("Functional Design Document") pursuant to such activities:
1. Provide descriptions of each identified use case as referenced in Section 1.C.2 above.
2. Specify the following uses case functional requirements:
    a. Specific technical and functional instructions.
    b. Relevant data objects and attributes.
    c. Additional tracking and/or tagging needs for data points comprised of:
        i.   Up to fifteen (15) use case audiences.
        ii. Up to three (3) outbound integrations.
3. Confirm system requirements.
4. Validate data sources and destination fields.
5. Confirm integration dependencies.
6. Describe system architecture.
7. Describe the Unity data overview, including Oracle Infinity ("Infinity") data related to Unity, comprised of:
    a. One (1) relationship modelling diagram.
    b. One (1) Unity data object definition to include up to an additional twelve (12) data objects.
    c. One (1) attribute mapping definition to include up to one hundred-twenty (120) custom data attributes.
    d. One (1) data de-duplication and promotion definition.
    e. One (1) job details overview.
8. Identify up to eight (8) Unity campaigns.
9. Review Your Oracle Customer Experience "CX" tag deployment for up to two (2) domains (website and/or web-based application).
10. Review Your Infinity reporting business requirements as determined by You.

11. Describe the configurations related to Unity of Your Oracle Maxymiser ("Maxymiser") and Oracle Marketer Audience Data Management ("Audience Data Management").
12. Create a Unity test plan to test the use cases described in Section 1.C.2 above.

F. Conduct one (1) session of up to three (3) hours in duration that may be attended by up to twelve (12) of Your participants to:
1. Review Your Functional Design Document.
2. Agree upon any changes required to Your Functional Design Document.
3. Complete up to three (3) revisions of Your Functional Design Document.

G. Conduct one (1) session of up to 2 hours in duration that may be attended by up to twelve (12) of Your participants to review the Unity test plan.

Configuration Activities

H. Conduct one (1) session of up to two (2) hours in duration that may be attended by up to twelve (12) of Your participants to review Your final Functional Design Document and configuration requirements and mutually agree upon how to proceed with the configuration activities described in this section pursuant to the Functional Design Document.

I. Provide up to one thousand four hundred and twenty (1,420) hours to configure Unity pursuant to the Functional Design Document as follows:
1. Create Your data objects based on the provisioned data schema comprised of:
   a. Up to twelve (12) custom data objects.
   b. Up to one hundred twenty (120) custom data attributes.
   c. Up to thirty (30) custom data relationships.
2. Configure up to thirty (30) flat file ingest feeds from up to five (5) data sources.
3. Determine the frequency of data ingestion from your data sources via Secure File Transfer Protocol (SFTP).
4. Create one (1) flat file via SFTP to support implicit data integration feed with a campaign orchestration platform.
5. Create up to four (4) de-duplication and promotion rules based on known and/or pseudonymous users.
6. Provide up to one hundred (100) hours of services to support identified use case builds as referenced in Section 1.C.2 above.
7. Create up to five (5) Profile Explorer extensions for identified data source views.
8. Configure Infinity Streams for up to four (4) event streams into Unity.
9. Create up to two (2) standard Infinity collections.
10. Configure up to six (6) analytical reports in Infinity Analytics.
11. Provide up to thirty-two (32) hours of services to assist You with Your performance of user acceptance testing ("UAT").
12. Provide up to fifteen (15) hours of assistance to analyze Infinity data and provide recommendations related to such data.
13. Create one (1) Maxymiser web or mobile user interface ("UI") site and configure the Maxymiser JavaScript tag (the "tag").
14. Assist You with the following Maxymiser Actions setup tasks:
   a. Agree upon the requirements for the following Maxymiser Actions:

i. Two (2) shared pageview actions.
   ii. Two (2) shared custom coded Maxymiser conversion actions.
   iii. One (1) shared revenue tracking Maxymiser action.
15. Assist You with the following Maxymiser Attributes setup tasks:
   a. Configure one (1) free-text custom attribute using the Campaign Designer's built-in functionality via cookies, data layer, web page elements, and uniform resource locator ("URL").
   b. Configure one (1) pre-set custom attribute with up to five (5) values using the Campaign Designer's built-in functionality via cookies, data layer, web page elements, and URLs.
   c. Configure two (2) custom attributes using custom code.
16. Provide You with up to fifteen (15) hours of assistance with setting up Your Maxymiser campaign.
17. Assist You with the following Maxymiser Integration setup tasks:
   a. Configure one (1) built-in integration and one (1) existing coded integration to one (1) campaign to send the campaign information to up to one (1) of the following third-party applications:
      i. Google Analytics 360.
      ii. Adobe Analytics.
      iii. ClickTale.
      iv. Decibel Insights.
18. Configure Audience Data Management for up to two (2) Audience Data Management Domains as follows:
   a. Create a single taxonomy consisting of up to one thousand two hundred and fifty (1,250) taxonomy nodes in aggregate for Your Audience Data Management Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Services) and up to five thousand (5,000) classification rules in aggregate for Your Audience Data Management Domain(s) to classify the data You are transferring via Audience Data Management.
   b. Create up to four (4) Oracle tags ("Site IDs") for each Audience Data Management Domain and provide such Site IDs to You via email.
   c. In the event one of the Audience Data Management Domains includes a mobile application, provide to You via email the applicable Oracle Android software development kit or Oracle iOS software development kit (each, an "Oracle SDK") for each such mobile application.
   d. Assist You to identify and transfer up to twenty (20) single data elements (each a "Key") to Audience Data Management via the Site IDs and any applicable Oracle SDKs.
   e. Assist You with testing whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to Audience Data Management, (ii) transferring up to twenty (20) Keys identified by Oracle in connection with the Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from Audience Data Management.

J. Provide You with standard Unity documentation on how to perform Your use cases, create segments, and perform campaign setup.

K. Provide the following platform readiness sessions that may be attended by up to twelve (12) of Your participants:

1. Up to two (2) hours for a walk-through of Unity and the elements that interface with Unity.
2. Up to two (2) hours for a Unity training session on Your use of Unity.
3. Up to two (2) hours for an Infinity Stream and Analytics training session.
4. Up to two (2) hours for an Audience Data Management training session.
5. Up to four (4) hours for a Maxymiser training session.

2. <u>Unused Services.</u> The Services must be used within twelve (12) months of the customer signature date of Your order ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions.</u> Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

   A. <u>Your Cooperation</u>.
      1. Provide Your project goals and objectives.
      2. Provide Your targeting and email personalization requirements,
      3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      4. Ensure Your key stakeholders are available as requested by Oracle.
      5. Assign a key stakeholder to participate in the session described in Section 1.H to review Your Functional Design Document and configuration requirements and agree upon how to proceed with the configuration activities described in this order.
      6. Run standard reports to validate the data in the production environment.
      7. Provide Your test scenarios and test data related to the Unity test plan, and review such scenarios and data with Oracle.
      8. Be responsible for data extraction from source systems.
      9. Deploy Your Oracle Infinity JavaScript tag / software development kit ("SDK") to Your website or web-based application as outlined in the Project Plan.
      10. Provide Oracle with any required Infinity login credentials.
      11. Ensure that You have a tag management system that will be used for implementation of Infinity Streams tags.
      12. Assign a key stakeholder to review the Audience Data Management taxonomy scope and structure and identify Audience Data Management Keys.
      13. Provide a data map for all Key-value pair data to be transferred to Audience Data Management.
      14. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on Your Audience Data Management Domain(s).
      15. Implement the JavaScript tag according to the Functional Design Document prior to the Maxymiser training session.

   B. <u>Project Assumptions</u>
      1. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.

2. All Services will be performed in English, except as otherwise mutually agreed upon.
3. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format ("PDF") format.
4. Any document or output provided by Oracle will be based on Oracle templates.
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
6. Payment of fees for the Services is not conditioned upon completion and/or delivery of any outputs.
7. Only the standard functionality of the current Unity version, as defined in the then-current product documentation, will be utilized during the Services.
8. Anything not expressly identified in the Description of Services section above is not included in the scope of, or fees for, services under this order.
9. Taxonomies will be created as part of the Services using English characters and numbers only.
10. Any Unity interface to Your data sources will use standard build interfacing methods using SFTP or application programming interface ("API").
11. Your initial use cases will only use Unity standard functionality.
12. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon.

Oracle Unity Advanced Strategic Services, Hourly

Part # Oracle Unity Advanced Startegic Services, Hourly (LAD Only) - B95655

1. <u>Description of Services.</u> During the Professional Services Period (defined below),

Oracle will make available to You the quantity of hours identified in Your order to assist You with any of the following activities related to Your Oracle Unity Customer Experience Cloud Service ("Unity"):

A. <u>Strategic and/or Analytics Tasks.</u>

1. Conduct strategic workshops with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You) to outline business goals and key performance indicators ("KPIs") and a corresponding roadmap of recommendations and/or strategies;
2. Outline use cases for Unity and/or other Oracle products being considered and/or in place;
3. Identify and outline segments and/or intelligent attributes that may be considered for use in Unity and/or Your segmentation strategy and that align to Your business strategy outlined by You;
4. Create recommendations for cross-channel (email, short message service ("SMS"), push, direct mail, web, etc.) customer experiences that align to Your business strategy;
5. Conduct competitive research to understand the marketing trends seen by competitors versus your business;
6. Assist You with campaign strategies to address Your business goals;

7. Review campaign results and provide recommendations;
8. Create a document containing a testing plan(s), including A/B test plans, and provide statistical results of the outcome of implemented tests ("Test Plan") based on agreed upon KPIs and data to be used;
9. Conduct data analyses to determine Your audience and program performance trends, compared to benchmarks;
10. Attend scheduled meetings related to the services; and
11. Conduct strategic module workshop(s), and assist You with phased expansion of Your Unity marketing program after Your initial Unity launch.

B. Project Administration Tasks
1. Assist in coordinating the scoping of new projects, if applicable;
2. Plan and budget Oracle resources for Your project(s), as approved by You;
3. Provide project status reports; and
4. Coordinate status meetings with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You).

2. Unused Services. The Services must be used within twelve (12) months from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions.

A. Your Cooperation. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

1. Provide any supplemental data required by Oracle to perform the agreed upon projects in a format and location defined by Oracle.
2. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.
3. Provide any background information and/or guidelines for the use of Your brand(s), if applicable, for the performance of Services.
4. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
5. Provide Oracle with Your business strategy and goals necessary for the performance of Services.
6. Ensure Your necessary stakeholders are available as requested by Oracle.
7. Provide campaign performance data as requested by Oracle.
8. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

B. Project Assumptions

A. The services will be performed remotely by an Oracle strategy resource.
B. The Services will be performed in English.
C. Any documents provided by Oracle will be in Microsoft Office format.
D. Any document or output provided by Oracle will be based on Oracle templates (content and format).
E. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
F. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. Project Management. You and Oracle each agree to designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of Services.

Oracle Unity Standard Strategic Services, Hourly

Part # B95656 - Oracle Unity Standard Strategic Services, Hourly (LAD Only)

1. Description of Services. During the Professional Services Period (defined below),

Oracle will make available to You the quantity of hours identified in Your order to assist You with any of the following activities related to Your Oracle Unity Customer Experience Cloud Service ("Unity"):

A. Strategic and/or Analytics Tasks.

1. Conduct strategic workshops with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You) to outline business goals and key performance indicators ("KPIs") and a corresponding roadmap of recommendations and/or strategies;
2. Outline use cases for Unity and/or other Oracle products being considered and/or in place;
3. Identify and outline segments and/or intelligent attributes that may be considered for use in Unity and/or Your segmentation strategy and that align to Your business strategy outlined by You;
4. Create recommendations for cross-channel (email, short message service ("SMS"), push, direct mail, web, etc.) customer experiences that align to Your business strategy;
5. Conduct competitive research to understand the marketing trends seen by competitors versus your business;
6. Assist You with campaign strategies to address Your business goals;
7. Review campaign results and provide recommendations;
8. Create a document containing a testing plan(s), including A/B test plans, and provide statistical results of the outcome of implemented tests ("Test Plan") based on agreed upon KPIs and data to be used;

9. Conduct data analyses to determine Your audience and program performance trends, compared to benchmarks;

10. Attend scheduled meetings related to the services; and

11. Conduct strategic module workshop(s), and assist You with phased expansion of Your Unity marketing program after Your initial Unity launch.

B. Project Administration Tasks
1. Assist in coordinating the scoping of new projects, if applicable;
2. Plan and budget Oracle resources for Your project(s), as approved by You;
3. Provide project status reports; and
4. Coordinate status meetings with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You).

2. Unused Services. The Services must be used within twelve (12) months from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions.

A. Your Cooperation. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
1. Provide any supplemental data required by Oracle to perform the agreed upon projects in a format and location defined by Oracle.
2. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.
3. Provide any background information and/or guidelines for the use of Your brand(s), if applicable, for the performance of Services.
4. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
5. Provide Oracle with Your business strategy and goals necessary for the performance of Services.
6. Ensure Your necessary stakeholders are available as requested by Oracle.
7. Provide campaign performance data as requested by Oracle.
8. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

B. Project Assumptions

1. The services will be performed remotely by an Oracle strategy resource.
2. The Services will be performed in English.
3. Any documents provided by Oracle will be in Microsoft Office format.

4. Any document or output provided by Oracle will be based on Oracle templates (content and format).
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
6. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You and Oracle each agree to designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of Services.

Unity Behavioral Intelligence (UBI) Implementation and Unity Integration (NA Only)

Part # B110589

1. <u>Description of Services</u>. During the Professional Service Period (defined below), Oracle will assist You with up to one hundred fifty (150) hours of technical services related to the implementation of Your Oracle Unity Behavioral Intelligence platform ("UBI") and the integration with Your Oracle Unity platform ("Unity"), (the "Project"). Such services ("Services") may include:

A. <u>Project Management Tasks</u>:
 1. Review with You the Services;
 2. Plan and schedule Oracle resources;
 3. Provide coordination of the Project progress including change requests; and
 4. Provide a point of contact for Your Project.
B. <u>Kick Off and Account Provisioning Activities</u>:
 1. Conduct one (1) remote kickoff meeting ("Kickoff"), up to two (2) hours in duration, that may be attended by up to twelve (12) of Your participants to assist You to:
  a. Discuss the Services that will be performed;
  b. Discuss Your roles and responsibilities;
  c. Discuss Your pre-requisites; and
  d. Work with You to create a project checklist document ("Project Checklist").
 2. Conduct one (1) remote account setup meeting, up to two (2) hours in duration, that may be attended by up to twelve (12) of Your participants to:
  a. Provide Your users with access to UBI;
  b. Discuss Your existing website and tag setup process;
  c. Provide guidance on data schema for UBI; and
  d. Provide access to an Oracle project collaboration portal, if required.
C. <u>Project Design and Documentation</u>:
 1. Conduct up to three (3) strategic workshops ("Strategic Workshop"), up to six (6) hours total in duration, that may be attended by up to twelve (12) of Your participants to assist You to:
  a. Confirm Your strategic objectives;
  b. Discuss Your existing website data and data requirements for the Project; and
  c. Discuss Your targeting and personalization requirements.
 2. Provide assistance with any of the following activities, if needed:
  a. Business requirements documentation;

b. Data collection activities documentation; and
c. Integration design documentation.
D. Data Collection Activities:
   1. Provide assistance with any of the following activities:
      a. Assist with UBI JavaScript tag creation;
      b. Assist with UBI JavaScript tag implementation on Your existing website; and
      c. Assist with configuring UBI tags for Your Project.
E. UBI Configuration/Integration Activities:
   1. Provide assistance with any of the following integration activities:
      a. Configuration/integration of up to four (4) UBI Actions functionality;
      b. Configuration/integration of up to four (4) UBI Destinations functionality;
      c. Configuration/integration of up to two (2) UBI Connections functionality; and
      d. Configuration/integration of related settings in UBI as necessary for the performance of the Services and as agreed to by Oracle.
F. Analytics Activities:
   1. Assist with the configuration of Your UBI Website Collection functionality and related settings.
G. Testing Activities:
   1. Provide up to twenty-eight (28) hours of assistance with any of the following activities:
      a. Perform up to two (2) rounds of tag testing by the Oracle quality assurance ("QA") team; and
      b. Perform up to two (2) rounds of end-to-end testing.
H. Go Live Activities:
   1. Conduct the following remote UBI readiness meetings that may be attended by up to twelve (12) of Your participants:
      a. Up to one (1) hour of a walk-through of the UBI setup and elements that interface with UBI.
      b. Up to one (1) hour of a training meeting on Your use of UBI.
      c. Up to one (1) hour of an UBI training meeting.

2. Unused Services.
   The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of the Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document, to the terms and fees for such services.

3. Your Cooperation:
   A. Provide Your Project goals and objectives.
   B. Provide Your targeting and use case requirements.
   C. Provide Oracle with any required UBI login credentials.
   D. Ensure You have a tag management system that will be used for implementation of the UBI tags.

E. Provide a point of contact from Your web development team necessary for the performance of Services.

F. Deploy Your UBI JavaScript tag / software development kit ("SDK") to Your website or web-based application as outlined in the Project Checklist.

G. Run standard reports to validate the integration data in Your production environment.

H. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.

I. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

J. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

4. Project Assumptions.
    A. All Services will be delivered in English unless requested by You and agreed to by Oracle.
    B. All Services will be performed by Oracle remotely.
    C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed to by You and Oracle.
    D. The Services will use Standard functionality ("Standard" is defined as that functionality contained within the product documentation).
    E. Any documents provided by Oracle will be in Microsoft Office and or Portable Document Format ("PDF") format.
    F. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
    G. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
    H. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
    I. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

5. Project Management.
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

Unity Behavioral Intelligence (UBI) Monitoring (NA Only)

Part # B110590

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You up to one hundred and eighty (180) hours of the following technical Services ("Services") related to Your Oracle Unity Behavioral Intelligence platform ("UBI"):

    A. Review and Monitoring.
        1. Tag Review
            a. Provide assistance with the review and monitoring of any of the following activities:

            i.   Data collection on Your existing website;
            ii.   Tag implementation on Your existing website; and/or
           iii.   Tag related settings in UBI.

2. UBI Configuration Review
   a. Provide assistance with the review and monitoring of any of the following of Your configured functionalities:
      i. Actions, Destinations, and Connections;
      ii. Analytics reports;
      iii. Personalization workflows; and/or
      iv. Recommendations modules.
3. Integration Application Program Interface("API") Review
   a. Assist with the review and monitoring of API errors in Your UBI, if any, related to Your previously configured integrations with Oracle Unity, Oracle Responsys, or Oracle Eloqua.

B. Testing.
   1. As a result of the review and monitoring activities above, if necessary, assist You with any of the following activities:
      a. Perform one (1) round of end-to-end testing related to Your configured integrations in UBI; and/or
      b. Perform one (1) round of tag testing.

C. Email Questions.
   1. Provide up to one (1) hour of assistance per month during the Professional Services Period to answer questions via email related to the above Review and Monitoring Services performed on Your UBI and Your website.

D. Monitoring Review Call.
   1. Conduct one (1) remote webinar conference call each month during the Professional Services Period, up to one (1) hour in duration each, that may be attended by up to twelve (12) of Your participants to:
      a. Discuss the results the Review and Monitoring Services performed by Oracle;
      b. Discuss Your strategy for, and any changes to, that could impact UBI;
      c. Discuss any changes in Your website or website data related to UBI; and
      d. Provide guidance on any questions related to Your UBI.

2. Unused Services.
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of the Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform Services after the Professional Services Period, Oracle and You shall mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation.
    A. Provide Your project goals and objectives.
    B. Provide Your targeting and use case requirements.
    C. Provide Oracle with any required UBI login credentials.
    D. Provide a point of contact from Your web development team.
    E. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.
    F. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
    G. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

4. Project Assumptions.
    A. All Services will be delivered in English unless otherwise requested by You and agreed to by Oracle.
    B. All Services will be performed by Oracle remotely.
    C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed to by You and Oracle.
    D. The Services will use Standard functionality ("Standard" is defined as that functionality contained within the product documentation).
    E. Any documents provided by Oracle will be in Microsoft Office format and or Portable Document Format ("PDF").
    F. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
    G. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
    H. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than fifteen (15) hours of Services in any month during the Professional Services Period.
    I. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

5. Project Management.
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

Unity Expert Services Post Implementation (NA Only)

Part # B110593

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to one thousand (1,000) hours of assistance related to Your Unity Cloud Service ("Unity") implementation. Such assistance may include the following ("Services"):

    A. Configuration of the standard functionality of Unity;
    B. Provide recommendations on use of the standard functionality of Unity;
    C. Provide recommendations to facilitate adoption of Unity by Your Users; and

D. Schedule and participate in remote workshops related to Unity as requested by You and agreed to by Oracle.

2. Unused Services

The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of the Unity Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Provide a roadmap that describes Your planned use of Unity prior to the commencement of Services, and review and update Your roadmap during the performance of Services.
B. Ensure any tasks assigned to You are completed in the timeframe as mutually agreed upon.
C. Make Your key stakeholders available as needed for the performance of Services.
D. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.

4. Project Assumptions
A. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty (20) hours of Services in any single week during the Professional Services Period.
B. All Services will be performed by Oracle remotely.
C. All Services will be provided in English.
D. Oracle will use commercially reasonable efforts to staff recurring requests with the same resource, but You acknowledge that some requests will be staffed by a pool of Oracle resources with no guarantee that a specific requested resource will be assigned to perform the Services.
E. Only the standard functionality of the current Unity Cloud Services version, as defined in the then-current product documentation, will be utilized during the Services.
F. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
G. Any document or output provided by Oracle will be based on Oracle templates.
H. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.
I. The Services will be performed during normal business hours and days, except as mutually agreed upon by You and Oracle.

5. Project Management
You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

Unity Implementation - Speed to Value (NA Only)

Part # B110594

1. <u>Description of Services.</u> During the Professional Services Period (defined below), Oracle will provide You with up to three thousand four hundred and ten (3,410) hours of assistance with the following activities related to Your Oracle Unity Cloud Service ("Unity") implementation project ("Project"). Such services may include the following ("Services"):

   A. <u>Project Kickoff Activities</u>.
      1. Conduct up to three (3) remote pre-implementation discovery meetings, up to two (2) hours in duration each, for Your Project to assist You with the following:
         a. Identifying Your current state gaps and future state opportunities.
         b. Aligning and/or determining Your Project goals, objectives and Key Performance Indicators ("KPIs").
         c. Defining, selection and creation of Your implementation use cases based on your goals, objectives and KPIs.
         d. Determining a high-level timeline for Your Project.
         e. Determining Your resources needed for Your Project.
         f. Communicating Your Project objectives to Your internal stakeholders.
      2. Conduct one (1) remote kickoff meeting ("Kickoff"), up to two (2) hours in duration, to assist You to:
         a. Discuss the Services that will be performed.
         b. Discuss Your roles, pre-requisites, and responsibilities.
         c. Work with you to create one (1) document that specifies Your Project tasks and due dates ("Project Plan").

   B. <u>Discovery and Use Case Build Activities</u>.
      1. Conduct up to two (2) remote use case workshops ("Use Case Workshop"), up to two (2) hours in duration each, to assist You to:
         a. Confirm Your strategic objectives.
         b. Identify and document up to three (3) use cases.
         c. Discuss and document Your targeting and personalization requirements related to each use case.
      2. Conduct up to two (2) remote data workshops ("Data Workshop"), up to two (2) hours in duration each, to assist You to:
         a. Confirm available data sources and destinations related to identified use cases.
         b. Determine data feeds, layouts, volumes, and relationships.
         c. Validate targeting and personalization requirements against available data sources, feeds, and layouts.
         d. Confirm primary keys for each data feed.
         e. Align available data to the existing Unity data model.
      3. Conduct up to three (3) remote discovery sessions ("Discovery Sessions"), up to two (2) hours in duration each, to review Your functional requirements for a data model (including common data model object and attribute mapping, common data model object extension requirements, and customer object and attribute requirements), architecture, data inputs/outputs, identification resolution, intelligent attributes, and segmentation, to include the following:

a. Create one (1) document that contains Your business requirements ("BRD") as determined by You and as an outcome of the above discovery sessions.
b. Provide descriptions of each identified use case as referenced in Section 1.B.1.b. above.
c. Specify the following use case functional requirements:
   i. Specific technical and functional instructions.
   ii. Relevant data objects and attributes.
d. Confirm Unity requirements needed from Your systems (e.g. platforms, applications).
e. Validate data sources and destination fields.
f. Confirm integration dependencies.
g. Review Your system architecture.
h. Describe the Unity data overview, comprised of:
   i. One (1) relationship modelling diagram.
   ii. One (1) Unity data object definition to include up to an additional five (5) data objects.
   iii. One (1) attribute mapping definition to include up to two hundred (200) custom data attributes.
   iv. Up to twenty (20) custom data relationships.
   v. Up to two (2) data deduplication rules.
   vi. Up to thirty (30) data promotion definitions for each data deduplication rule.
   vii. One (1) job detail overview.
i. Create a Unity test plan for Unity functionality of the use cases described in Section 1.B.1.b. above.

4. Conduct three (3) remote identity resolution workshops ("ID Resolution Workshops"), up to two (2) hours in duration each, to review the following:
   a. Data inputs and strategy for deduplication, merge and promotion.
   b. Tools to capture rules for ID resolution.
5. Conduct two (2) remote Unity output workshops ("Unity Output Workshop"), up to two (2) hours in duration each, to review the following:
   a. Unity secure file transfer protocol ("SFTP") output methodology and best practices.
   b. List of specific Unity file outputs and tools.
   c. How Unity outputs will systemically interact with Your systems.
6. Conduct two (2) remote campaign segmentation workshops ("Campaign Segmentation Workshops"), up to two (2) hours in duration each to review the following:
   a. Unity segmentation documentation and functionality.
   b. Requirements for Unity segmentation output to Your systems.
7. Conduct two (2) remote data enrichment workshops ("Data Enrichment Workshops"), up to two (2) hours in duration each, to review the following:
   a. Review Unity's out of the box ("OOTB") intelligent attributes.
   b. Review Your requirements for custom intelligent attributes.
8. Conduct one (1) remote meeting, up to one (1) hour in duration, to review the technical feasibility of Your BRD.
   a. Review Your BRD and agree upon any necessary changes.
   b. Perform up to three (3) revisions of Your BRD.
9. Conduct one (1) remote meeting, up to two (2) hours in duration, to review the Unity test plan identified in Section 1.B.3.i. above.
10. Provide use case designs via PowerPoint ("PPT") for the implementation of the use cases identified in Section 1.B.1.b. above, outlining the core strategic components for implementation, including the following:
    a. Targeting or segmentation.

b. Messaging and personalization.
c. Your communication or experience sequences for Your end users ("Journey") logic/cadence.
d. Audience suppressions.
e. Strategic use case testing plans, if applicable.

11. Create one (1) Project document based off the defined use cases identified in Section 1.B.1.b. above ("Outcome Measurement Plan") to be presented via PPT or Microsoft Excel ("Excel"), to include the following:
a. Your Project KPIs.
b. Data necessary to measure Your KPIs.
c. Calculations to measure Your KPIs.
d. Data visualization (e.g., pie chart, gantt chart) to represent Your KPIs.

12. Provide You with recommendations on how to execute the Project Outcome Measurement Plan for the implementation of the use cases identified in Section 1.B.1.b. above to include the following:
a. Conduct up to fifteen (15) hours total of remote meetings with an Oracle analyst and Your business reporting analyst ("Project Outcome Measurement Advisory Sessions").
b. Provide recommendations delivered by the Oracle analyst to Your resources on execution of the Project Outcome Measurement Plan to include the areas defined below:
i. Data sourcing.
ii. Data manipulation.
iii. Data visualization.
iv. Project outcome measurement.
v. Insights.

C. Configuration/Implementation Activities (Unity pre-production environment).
1. Configure Your approved Unity data model, including up to five (5) custom data objects with up to two hundred (200) custom data attributes.
2. Create and build up to two (2) deduplication rules and up to thirty (30) promotion rules across Your Account and Contact level data from the data source.
3. Configure the integration inputs for connections, data mapping, and import rules to include:
a. Review and advise on Your enterprise data source integration.
b. Integrate up to five (5) data sources into Unity.
c. Configure up to twenty (20) flat file ingest feeds from the previously configured data sources from Section 1.C.3.b.
d. Determine the frequency of data ingestion from Your data source via SFTP.
e. Configure Your current Oracle product integrations.
4. Configure up to (3) use cases and up to five (5) segments and provide recommendations on multi-stage selection rules/filters across account hierarchies and multiple table joins, including:
a. Creating up to five (5) destinations for segment activation and/or data extraction.
b. Creating up to five (5) campaigns for segment activation.
5. Provide You with one (1) hour of workshops per week for a total of up to sixteen (16) weeks, during the activities in this Section 1.C., for Your Unity end users, as requested by You.
6. Connect up to two (2) instances (up to one (1) instance of preproduction and one (1) instance of production) of the Unity platform, each instance counts as one (1) data integration as stated in Section 1.C.3.b. above.

7. Provide You with up to ten (10) hours of assistance during Your system integration testing ("SIT") to be performed over two (2) consecutive weeks.
8. Provide You with up to ten (10) hours of assistance during Your user acceptance testing ("UAT") to be performed over two (2) consecutive weeks.

D. <u>Go Live Activities</u>.
1. After Your SIT and UAT activities in the pre-production environment, and as mutually agreed to in the Project Plan, assist you with the following:
   a. Assist You in the migration of Your Unity metadata, configuration settings, and customizations currently published in Your pre-production environment ("migrated assets") to the production environment.
   b. Assist You in the reconfiguration of migrated assets to align to the production tenancy (TenantID value).
   c. Provide one (1) remote workshop, up to two (2) hours in duration, to provide You with an overview of the migration process for Your Unity production environment administrators.
   d. Review of Your production environment source and destination setups performed by You, and provide recommendations for any required changes thereto.
   e. Assist You with initial data loads from Your Oracle systems into Your Unity production environment, if applicable.
   f. Provide advice and guidance as You load Your data from Your non-Oracle systems into Your Unity production environment, if applicable.
   g. Provide You with up to sixteen (16) hours of SIT assistance, to be used within five (5) consecutive business days of migration to Your production environment.

E. <u>Post Go Live Activities</u>.
1. Conduct one (1) remote post go live meeting, up to two (2) hours in duration to review Your Project.
2. Provide one (1) remote workshop, up to one (1) hour in duration, for Your Unity production environment end users, to reinforce understanding of the segments and campaigns, and export function, including:
   a. Assist Your Unity end users in creating up to three (3) segment definitions within Your Unity production environment.
   b. Assist Your Unity end users in creating one (1) export of one (1) object or segment from Your Unity production environment.
3. Create one (1) post go live document outlining the current state of Your Unity environment ("Unity Run Book").
4. Provide You with standard Unity documentation that describes how to perform Your use cases, create segments, and perform campaign setup.
5. Conduct one (1) remote strategy roadmap discovery workshop ("Strategy Roadmap Discovery Workshop"), up to eight (8) hours in duration, to determine potential future use cases.
6. Conduct one (1) remote meeting, up to one (1) hour in duration, to present the results of the Strategy Roadmap Discovery Workshop via PPT.
7. Provide a growth opportunity assessment to identify future state applications (i.e., new use cases and requirements) that may include Oracle Software, Platforms and/or Services; to be delivered by PPT to include:

a. Use case identification.
b. Use case requirements (may include some or all of the following: data, tech, features, functionality)
c. Use case estimated level of effort.
d. Use case estimated level of impact.
e. Recommended timeline.
8. Conduct up to twelve (12) meetings post go-live, as needed, up to one (1) hour in duration each, to provide advice and guidance on Unity features and functionality.
9. Assist with the following post go-live activities, as requested by You and agreed to by Oracle:
a. Investigate and address issues as requested by You.
b. Provide recommendations and best practices for Your segment set up.
c. Provide recommendations and best practices for Your data design.
d. Provide recommendations and best practices for Your import/export integration.
e. Update Your Project documentation (e.g. BRD, Run Book, etc.).
f. New integration set ups.
g. Provide new configuration recommendations and best practices.

2. Unused Services.
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of the Unity Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation.
A. Provide Your Project goals, objectives, and existing KPIs (if any).
B. Complete Your tasks, including but not limited to Your tasks as outlined in the Project Plan, in a mutually agreed upon timeframe.
C. Provide Your key stakeholders availability as requested by Oracle.
D. Provide Your current and future state system architecture.
E. Maintain Oracle resource access to Unity using username/password authentication in Oracle Identity Cloud Service ("IDCS") as well as at least one (1) non-expiring username/password service account for Application Programming Interface ("API") access.
F. Provide the custom intelligent attributes and data sources necessary for the performance of Services.
G. Review and provide Your approval of the revised BRD prior to the commencement of the configuration/implementation activities.
H. Run standard reports to validate the data in the production environment.
I. Provide Your test scenarios and test data related to the Unity test plan and review such scenarios and data with Oracle.
J. You are responsible for data extraction from Your source systems.
K. You are responsible for UAT and SIT necessary for the performance of Services.
L. You are responsible for configuring and setting up Your additional sources and destinations except for the ones identified in Sections 1.C.3.b. and 1.C.4.a. within Unity in production.

M. You will be required to provide the agenda for the specific topics in advance of the training sessions referenced in Section 1.C.5. above.
N. You are responsible for any updates to the Unity Run Book as provided in Section 1.E.3.
O. Create and manage any required translation files.
P. Provide Oracle with any required SFTP locations necessary for Oracle to receive large files such as translation files.
Q. Assign a key stakeholder to participate in the workshop described in Section 1.B.3. to review Your BRD and configuration requirements and agree upon how to proceed with the configuration activities described in this order.
R. Assign additional key stakeholders who are knowledgeable and can perform Your tasks described above.
S. You will make available Your resources for all meetings and implementation assistance as necessary for the performance of Services.
T. You are responsible for providing resources for the following Project roles:
    1. Executive/Project Sponsor.
    2. Project Manager.
    3. Customer Data Platform ("CDP") Owner.
    4. Business Stakeholders.
    5. Business Process Operations (Sales, Services, Marketing).
    6. Data Experts.
    7. Information Technology / Network Administrators.
    8. Business Reporting Analyst.

4. Project Assumptions.
    A. All Services will be delivered in English.
    B. All Services will be performed remotely.
    C. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format ("PDF") or Microsoft Excel format.
    D. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
    E. Any recommended changes to the Services provided to You in writing may be subject to the Change Control process.
    F. Any Unity interface to Your data sources will use standard build interfacing methods using SFTP or API.
    G. Your initial use cases will only use Unity standard functionality.
    H. Only the standard functionality of the current Unity version, as defined in the then-current product documentation, will be utilized during the Services.
    I. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.
    J. Anything not published in Unity pre-production environment prior to the commencement of the go-live activities in Section1.D. is out of the scope of Services.
    K. Anything not expressly identified in Section 1 above is not included in the scope, or fees for, Services under this exhibit.
    L. No Services will be performed by Oracle on any non-Oracle, third-party platforms or systems.

5. Project Management.
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

Unity Implementation - Non-Oracle Customer Data Platform (CDP) Replacement (NA Only)

Part # B110595

1. Description of Services.
   During the Professional Services Period (defined below), Oracle will provide You with up to four thousand and seven hundred (4,700) hours of assistance with the following activities related to Your Oracle Unity Cloud Service ("Unity") Customer Data Platform ("CDP") implementation project ("Project"). Such assistance may include the following ("Services"):

   A. Project Kickoff Activities.
      1. Conduct up to three (3) remote pre-implementation discovery meetings, up to two (2) hours in duration each, for Your Project to assist You with the following:
         a. Identifying Your current state gaps and future state opportunities.
         b. Aligning and/or determining Your Project goals and objectives.
         c. Defining Your business customer lifecycle and recommending corresponding segmentation framework.
         d. Determining a high-level timeline for Your Project.
         e. Determining Your resources needed for Your Project.
         f. Communicating Your Project objectives to Your internal stakeholders.
      2. Conduct one (1) remote kickoff meeting ("Kickoff"), up to two (2) hours in duration, to assist You to:
         a. Discuss the Services that will be performed.
         b. Discuss Your roles, pre-requisites, and responsibilities.
         c. Work with you to create one (1) document that specifies Your Project tasks and due dates ("Project Plan").

   B. Discovery Activities.
      1. Conduct up to four (4) remote discovery workshops ("Discovery Workshop"), up to two (2) hours in duration each, to assist You to:
         a. Confirm Your strategic objectives.
         b. Discuss and document Your targeting and personalization requirements.
      2. Conduct up to four (4) remote data workshops ("Data Workshop"), up to two (2) hours in duration each, to assist You to:
         a. Confirm Your available data sources and destinations that will be migrating to Unity.
         b. Determine data feeds, layouts, volumes and relationships.
         c. Validate targeting and personalization requirements against available data sources, feeds, and layouts.
         d. Confirm primary keys for each data feed.
         e. Align available data to the existing Unity data model.
      3. Conduct up to six (6) remote requirement discovery sessions ("Requirement Discovery Sessions"), up to two (2) hours in duration each, to review Your functional requirements for

a data model (including common data model object and attribute mapping, common data model object extension requirements, and customer object and attribute requirements), architecture, data inputs/outputs, identification resolution, intelligent attributes, and segmentation, to include the following:

  a. Create one (1) document that contains Your business requirements ("BRD") as determined by You and as an outcome of the above discovery sessions.
  b. Specify the following functional requirements:
     i. Specific technical and functional instructions.
     ii. Relevant data objects and attributes.
  c. Review Unity requirements needed from Your systems (e.g. platforms, applications).
  d. Validate data sources and destination fields.
  e. Confirm integration dependencies.
  f. Review Your system architecture.
  g. Describe the Unity data overview, comprised of:
     i. One (1) relationship modelling diagram.
     ii. One (1) Unity data object definition to include up to an additional five (5) data objects.
     iii. One (1) attribute mapping definition to include up to two hundred (200) custom data attributes.
     iv. Up to twenty (20) custom data relationships.
     v. Up to two (2) data deduplication rules.
     vi. Up to thirty (30) data promotion definitions for each data deduplication rule.
     vii. One (1) job detail overview.
  h. Create a Unity test plan to test the requirements and synchronization from Your previous CDP to Unity.

4. Conduct up to six (6) remote identity resolution workshops ("ID Resolution Workshops"), up to two (2) hours in duration each, to review the following:
  a. Data inputs and strategy for deduplication, merge and promotion.
  b. Tools to capture rules for ID resolution.

5. Conduct up to four (4) remote Unity output workshops ("Unity Output Workshop"), up to two (2) hours in duration each, to review the following:
  a. Unity secure file transfer protocol ("SFTP") output methodology and best practices.
  b. List of specific Unity file outputs and tools.
  c. How Unity outputs will systemically interact with Your systems.

6. Conduct up to four (4) remote campaign segmentation workshops ("Campaign Segmentation Workshops"), up to two (2) hours in duration each, to review the following:
  a. Unity segmentation documentation and functionality.
  b. Requirements for Unity segmentation output to Your systems.

7. Conduct up to four (4) remote data enrichment workshops ("Data Enrichment Workshops"), up to two (2) hours in duration each, to review the following:
  a. Review Unity's out of the box ("OOTB") intelligent attributes.
  b. Review Your requirements for custom intelligent attributes.

8. Conduct up to two (2) remote meetings, up to one (1) hour in duration, to review the technical feasibility of Your BRD.
  a. Review Your BRD and agree upon any necessary changes.
  b. Perform up to three (3) revisions of Your BRD.

9. Conduct one (1) remote meeting, up to two (2) hours in duration, to review the Unity test plan identified in Section 1.B.3.h. above.

C. Configuration/Implementation Activities (Unity pre-production environment).
1. Configure Your approved Unity data model, including up to five (5) custom data objects with up to two hundred (200) custom data attributes.
2. Create and build up to two (2) deduplication rules and up to thirty (30) promotion rules across Your Account and Contact level data from the data source.
3. Configure the integration inputs for connections, data mapping, and import rules to include:
   a. Review and advise on Your enterprise data source integration.
   b. Integrate up to five (5) data sources into Unity.
   c. Configure up to twenty (20) flat file ingest feeds from the previously configured data sources from Section 1.C.3.b.
   d. Determine the frequency of data ingestion from Your data source via SFTP.
   e. Configure Your current Oracle product integrations.
4. Configure up to three (3) use cases and up to three (3) segments and provide guidance on multi-stage selection rules/filters across account hierarchies and multiple table joins, including:
   a. Creating up to five (5) destinations for segment activation and/or data extraction.
   b. Creating up to five (5) campaigns for segment activation.
5. Provide You with one (1) hour of workshops per week for a total of up to sixteen (16) weeks, during the activities in this Section 1.C., as requested by You.
6. Connect up to two (2) instances (up to one (1) instance of preproduction and one (1) instance of production) of the Unity platform, each instance counts as one (1) data integration as stated in Section 1.C.3.b. above.
7. Provide You with up to ten (10) hours of assistance during Your system integration testing ("SIT") to be performed over two (2) consecutive weeks.
8. Provide You with up to ten (10) hours of assistance during Your user acceptance testing ("UAT") to be performed over two (2) consecutive weeks.

D. Go Live Activities.
1. After Your SIT and UAT activities in the pre-production environment, and as mutually agreed to in the Project Plan assist you with the following:
   a. Assist You in the migration of Your Unity metadata, configuration settings, and customizations currently published in Your pre-production environment ("migrated assets") to the production environment.
   b. Assist You in the reconfiguration of migrated assets to align to the production tenancy (TenantID value).
   c. Provide one (1) remote workshop up to two (2) hours in duration, to provide You with an overview of the migration process for Your Unity production environment administrators.
   d. Review of Your production environment source and destination setups performed by You, and provide recommendations for any required changes thereto.
   e. Assist You with initial data loads from Your Oracle systems into Your Unity production environment, if applicable.
   f. Provide recommendations as You load Your data from Your non-Oracle systems into Your Unity production environment, if applicable.
   g. Provide You with up to sixteen (16) hours of SIT assistance, to be used within five (5) consecutive business days of migration to Your production environment.

E. <u>Post Go Live Activities</u>.
1. Conduct one (1) remote post go live meeting, up to two (2) hours in duration to review Your Project.
2. Provide one (1) remote workshop, up to one (1) hour in duration, for Your Unity production environment end users, to reinforce understanding of the segments and campaigns modules, and export function, including:
   a. Assist Your Unity end users in creating up to three (3) segment definitions within Your Unity production environment.
   b. Assist Your Unity end users in creating one (1) export of one (1) object or segment from Your Unity production environment.
3. Create one (1) post go live document outlining the current state of Your Unity environment ("Unity Run Book").
4. Provide You with standard Unity documentation that describes how to perform Your use cases, create segments, and perform campaign setup.
5. Conduct one (1) remote strategy roadmap discovery workshop ("Strategy Roadmap Discovery Workshop"), up to eight (8) hours in duration, to determine potential future use cases.
6. Conduct one (1) remote meeting up to one (1) hour in duration, to present the results of the Strategy Roadmap Discovery Workshop via PowerPoint ("PPT").
7. Provide a growth opportunity assessment to identify future state applications (i.e., new use cases and requirements) that may include Oracle Software, Platforms and/or Services; to be delivered by PPT to include:
   a. Use case identification.
   b. Use case requirements (may include some or all of the following: data, tech, features, functionality).
   c. Use case estimated level of effort.
   d. Use case estimated level of impact.
   e. Recommended timeline.
8. Conduct up to thirty-two (32) meetings post go-live, as needed, up to one (1) hour each, in duration to provide recommendations on Unity features and functionality.
9. Assist with the following post go-live activities, as requested by You and agreed to by Oracle:
   a. Investigate and address issues as requested by You.
   b. Provide recommendations and best practices for Your segment set up.
   c. Provide recommendations and best practices for Your data design.
   d. Provide recommendations and best practices for Your import/export integration.
   e. Update Your Project documentation (e.g. BRD, Run Book, etc.).
   f. New integration set ups.
   g. Provide new build configuration recommendations and best practices.

2. <u>Unused Services.</u>
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of eighteen (18) consecutive months, or b) the expiration of the Unity Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services or to perform the

Services to You after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation.
   A. Provide Your Project goals and objectives.
   B. Complete Your tasks, including but not limited to Your tasks as outlined in the Project Plan, in a mutually agreed upon timeframe.
   C. Provide Your key stakeholders availability as requested by Oracle.
   D. Maintain Oracle resource access to Unity using username/password authentication in Oracle Identity Cloud Service ("IDCS") as well as at least one (1) non-expiring username/password service account for Application Programming Interface ("API") access.
   E. Provide the custom intelligent attributes and data sources necessary for the performance of Services.
   F. Review and provide Your approval of the revised BRD prior to the commencement of the configuration/implementation activities.
   G. Run standard reports to validate the data in the production environment.
   H. Provide Your test scenarios and test data related to the Unity test plan and review such scenarios and data with Oracle.
   I. You are responsible for data extraction from Your source systems.
   J. You are responsible for UAT and SIT necessary for the performance of Services.
   K. You are responsible for configuring and setting up Your additional sources and destinations except for the ones identified in Sections 1.C.3.b. and 1.C.4.a. within Unity in production.
   L. You will be required to provide the agenda for the specific topics in advance of the training sessions referenced in Section 1.C.5. above.
   M. You are responsible for any updates to the Unity Run Book as provided in Section 1.E.3.
   N. Create and manage any required translation files.
   O. Provide Oracle with any required SFTP locations necessary for Oracle to receive large files such as translation files.
   P. Assign a key stakeholder to participate in the workshop described in Section 1.B.3. to review Your BRD and configuration requirements and agree upon how to proceed with the configuration activities described in this order.
   Q. Assign additional key stakeholders who are knowledgeable and can perform Your tasks described above.
   R. You will make available Your resources for all meetings and implementation assistance as necessary for the performance of Services.
   S. You are responsible for providing resources for the following Project roles:
      1. Executive/Project Sponsor.
      2. Project Manager.
      3. CDP Owner.
      4. Business Stakeholders.
      5. Business Process Operations (Sales, Services, Marketing).
      6. Data Experts.
      7. Information Technology / Network Administrators.
      8. Business Reporting Analyst.

4. Project Assumptions.
   A. All Services will be delivered in English.
   B. All Services will be performed remotely.

C. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format ("PDF") or Microsoft Excel format.

D. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).

E. Any recommended changes to the Services provided to You in writing may be subject to the Change Control process.

F. Any Unity interface to Your data sources will use standard build interfacing methods using SFTP or API.

G. Your initial use cases will only use Unity standard functionality.

H. Only the standard functionality of the current Unity version, as defined in the then-current product documentation, will be utilized during the Services.

I. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

J. Anything not published in Unity pre-production environment prior to the commencement of the go-live activities in Section1.D is out of the scope of Services.

K. Anything not expressly identified in Section 1 above is not included in the scope, or fees for, Services under this exhibit.

L. No Services will be performed on any non-Oracle, third-party platforms, or systems.

5. Project Management.
You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

ODX HCM SERVICES

HCM Career Sites – Elevated (NA Only)

Part # B110577

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to one thousand one hundred and four (1,104) hours of assistance for Your career site within the Oracle Human Capital Management ("HCM") platform project ("Project"). Such assistance may include the following ("Services"):

A. HCM Career Site Activities
   1. Conduct up to two (2) workshops, up to two (2) hours in duration each, with up to ten (10) participants each, inclusive of Your key stakeholders, to outline and review Your existing career site current state, Your goals and branding, and Your key performance indicators ("KPIs") for the future.
   2. Based on the results of the workshop, discuss and document Your existing career site current state and optimization opportunities.
   3. Provide creative recommendations for Your new career site within the HCM platform ("Career Site") and advise on an approach that is consistent with Your brand direction and Your provided style guide.
   4. Create up to three (3) design concept options for Your Career Site, including one (1) example of Your initial landing homepage for each of the three (3) design concepts.

5. Facilitate a meeting, up to two (2) hours in duration, to present the design concept options to You and provide You with the presentation in portable document format ("PDF") format after the meeting.
6. Review and revise Your selected design concept option up to three (3) times in collaboration with You to refine and finalize Your visual direction and messaging.
7. Design a content mapping strategy and, as approved by You, implement the content mapping strategy that will serve as a templated structure throughout Your Career Site.
8. Design and lay out the elements of Your Career Site, that align with Your goals discussed in Section 1.A.1 and the design concept selected in Section 1.A.6.
9. Lay out and design up to fifty (50) total pages for Your Career Site.
10. Recommend content for areas of Your Career Site and, if requested by You and agreed to by Oracle, write such content with Your inputs.
11. Lay out Your provided translations in Your Career Site, for up to three (3) languages.
12. Review, as if Your end user, and provide recommendations, including design recommendations, for Your Career Site end user experience.
13. Build Your Career Site in HCM.
14. Perform one (1) round of testing of Your Career Site build, for up to ten (10) consecutive business days, prior to the launch of Your Career Site.
15. Provide recommendations, by Oracle Strategy resources, for Your ongoing upkeep and engagement of Your Career Site, for Your use post-launch.
16. Recommend a learning agenda for Your use in keeping Your Career Site current.
17. Provide one (1) strategic workshop, up to two (2) hours in duration, for up to ten (10) participants, covering such topics as reporting and analytics, as it pertains to Your use of Your Career Site in HCM.

B. Account and Project Management
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests.
3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
4. Provide monthly budget burn reports.
5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of Your HCM Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.

C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide Your style guide and Your required creative assets (e.g. logos and vital imagery), and content, prior to the performance of Services.
E. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPI's.
F. You are responsible for providing any and all translations.
G. Provide Oracle with Your decision on which one (1) of the design concept options You choose, before You and Oracle proceed with any review and revisions of the same.
H. Provide Your approval for the content mapping strategy design.
I. Provide Oracle with Your approval of the final Career Site design, and the number of pages, prior to the build and implementation Services in HCM.
J. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback, including but not limited to as it pertains to Sections 1.A.4 and 1.A.6.
K. You are responsible for performing user acceptance testing.
L. You are responsible for launching Your Career Site in HCM.
M. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.
   D. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
   E. Career Site language options, other than English, are limited to those available in Your HCM platform.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM Career Sites – Entry (NA Only)

Part # B110578

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to four hundred and seventeen (417) hours of assistance for Your career site within the Oracle Human Capital Management ("HCM") platform project ("Project"). Such assistance may include the following ("Services"):

   A. HCM Career Site Activities
      1. Conduct up to one (1) workshop, up to two (2) hours in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing career

site current state, Your goals and branding, and Your key performance indicators ("KPIs") for the future.

2. Based on the results of the workshop, discuss, and document Your existing career site current state and optimization opportunities.
3. Provide creative recommendations for Your new career site within HCM platform ("Career Site") and advise on an approach that is consistent with Your brand direction and Your provided style guide.
4. Create up to three (3) design concept options for Your Career Site, including one (1) example of Your initial landing homepage for each of the three (3) design concepts.
5. Review and revise Your selected design concept option one (1) time in collaboration with You to refine and finalize Your visual direction and messaging.
6. Design and lay out the elements of Your Career Site, that align with Your goals discussed in Section 1.A.1 and the design concept selected in Section 1.A.5.
7. Lay out and design up to twenty-five (25) total pages for Your Career Site.
8. Build Your Career Site in HCM.
9. Perform one (1) round of testing of Your Career Site build, for up to ten (10) consecutive business days, prior to the launch of Your Career Site.
10. Recommend a learning agenda for Your use in keeping Your Career Site current.

B. Account and Project Management
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests.
3. Provide monthly budget burn reports.
4. Coordinate meetings with key stakeholders (both Yours and Oracle) as needed.

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of twelve (12) consecutive months, or b) the expiration of Your HCM Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide Your style guide and Your required creative assets (e.g. logos and vital imagery), and content prior to the performance of Services.
E. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPI's.

F. Provide Oracle with Your decision on which one (1) of the design concept options You choose, before You and Oracle proceed with any review and revisions of the same.

G. Provide Oracle with Your approval of the final Career Site design, and the number of pages, prior to the build and implementation Services in HCM.

H. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback, including but not limited to as it pertains to Sections 1.A.4 and 1.A.5.

I. You are responsible for performing user acceptance testing.

J. You are responsible for launching Your Career Site in HCM.

K. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

4. <u>Project Assumptions</u>
    A. All Services will be delivered in English.
    B. All Services will be provided remotely.
    C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.
    D. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.

5. <u>Project Management</u>
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM Recruiting Campaigns – Elevated (NA Only)

Part # B110579

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You with up to four hundred and three (403) hours to assist You with Your recruiting communication sequences for Your end users ("Journeys") (the "Project"). Such assistance may include any of the following ("Services"):

    A. <u>Recruitment Communication Activities</u>.
        1. Review and analyze up to twenty-five (25) of Your current state recruiting communications provided by You.
        2. Identify and document gaps in your current state recruiting Journeys, up to two (2) Journeys.
        3. Conduct one (1) discovery workshop, for up two (2) hours, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing recruiting communications in current state, Your goals and branding, Your brand style guide, and Your key performance indicators ("KPIs") for the future.
        4. Based on the results of the workshop, discuss and document opportunities including scoring of Your current state recruiting communications against a standard "best in class" as determined by Oracle.
        5. Provide recommendations on potential improvements for up to twenty-two (22) total elements of Your current state recruiting communication strategies, company branding, or recruiting communications.

6. Identify strategic gaps in Your recruiting strategy and outline opportunities to address improvements.
7. Provide strategic recommendations for up to ten (10) recruiting communication issues, which may include direction around campaign targeting, messaging, cadence and overall design.
8. Build learning agendas and test plans for up to three (3) Journeys (e.g., welcome email, submission email, you got the job email, etc. equals one (1) Journey).
9. Provide testing recommendations for up to three (3) Journeys within Your recruiting communication sequences.
10. Provide recommendations for creative optimization across recruitment communications, which may include content, messaging, personalization, branding, design, coding and copywriting.
11. Build up to thirty (30) responsive design modules.
12. Build up to ten (10) responsive email templates, including providing art direction and copywriting, aligned to Your brand style guide.
13. Design up to (10) campaigns leveraging Your new responsive design modules based on Your targeted audiences.
14. Design and lay out up to five (5) survey types, inclusive of messaging and copywriting, at Your request.

B. Account and Project Administration.
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests.
3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
4. Provide monthly budget burn reports.
5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of twelve (12) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide reporting and performance data as requested by Oracle, as it pertains to your desired Key Performance Indicators ("KPIs").
E. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback.

F. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

G. Provide current state recruiting communication examples.

H. Provide testing feedback in a timely manner.

I. Provide Your brand style guide.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.
   D. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM Recruiting Campaigns - Entry (NA Only)

Part # B110581

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to two hundred and eighty-four (284) hours to assist You with Your recruiting communication sequences for Your end users ("Journeys") (the "Project"). Such assistance may include any of the following ("Services"):

   A. Recruitment Communication Activities.
      1. Review and analyze up to ten (10) communication elements in Your inventory of current state recruiting communications, as provided by You.
      2. Identify and document gaps in Your current state recruiting Journeys, up to two (2) Journeys.
      3. Conduct one (1) discovery workshop, for up two (2) hours, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing communication elements, Your goals and branding, Your brand style guide, and Your key performance indicators ("KPIs") for the future.
      4. Based on the results of the workshop, discuss and document opportunities including scoring of Your current state recruiting communications against a standard "best in class" as determined by Oracle.
      5. Provide recommendations on potential improvements for up to ten (10) total elements of Your current state recruiting communication strategies, company branding, or recruiting communications.
      6. Identify strategic gaps in Your recruiting strategy and outline opportunities to address improvements.
      7. Provide strategic recommendations for one (1) recruiting communication issue, which may include direction around campaign targeting, messaging, cadence and overall design.

8. Build learning agendas and test plans for one (1) Journey (e.g., welcome email, submission email, you got the job email, etc. equals one (1) Journey).
9. Provide testing recommendations for one (1) Journey within Your recruiting communication sequences.
10. Provide recommendations for creative optimization across recruitment communications, which may include content, messaging, personalization, branding, design, coding and copywriting.
11. Build up to fifteen (15) responsive design modules.
12. Build up to five (5) responsive email templates, including providing art direction and copywriting, aligned to Your brand style guide.
13. Design up to five (5) campaigns leveraging Your new responsive design modules based on Your targeted audiences.
14. Design and lay out up to three (3) survey types, inclusive of messaging and copywriting, at Your request.

B. Account and Project Administration.
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests.
3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
4. Provide monthly budget burn reports.
5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of twelve (12) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPIs.
E. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback.
F. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.
G. Provide current state recruiting communication examples.
H. Provide testing feedback in a timely manner.
I. Provide Your brand style guide.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
   D. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM HR Communications - Elevated (NA Only)

Part # B110580

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to two hundred eighty-nine (289) hours to assist You with Your Human Resources ("HR") email communication sequences for Your end users (the "Project"). Such assistance may include any of the following ("Services"):

   A. HR Communication Activities.
      1. Review and analyze up to twenty-five (25) of Your current state HR email communications provided by You.
      2. Conduct one (1) discovery workshop, for up two (2) hours, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing HR email communications in current state, Your goals and branding, Your brand style guide, and Your key performance indicators ("KPIs") for the future.
      3. Identify and document opportunities for creative optimization across messaging, personalization, branding, design, coding and copywriting for Your HR email communications.
      4. Build up to thirty (30) responsive design modules.
      5. Design up to (10) templates leveraging Your new responsive design modules.
      6. Build up to five (5) campaigns leveraging the new modules and templates based on Your targeted audiences, including demonstrating how Your modules and templates work.
      7. Review up to five (5) HR email communications for strategic evaluation and testing against Your business goals. This may include recommendations around such items as campaign targeting, messaging, cadence and overall design.
      8. Create test plans for up to three (3) HR email communications, as directed by You.
      9. When directed by You, build learning agendas for up to three (3) HR email communications for Your future consideration.
      10. Review email campaigns and/or testing results and provide recommendations for the HR email communications selected above in Section 1.A.8.

   B. Account and Project Management Activities.
      1. Provide a point of contact for Your Project.

2. Provide coordination of Your Project progress including change requests.
3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
4. Provide monthly budget burn reports.
5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services

The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of twelve (12) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation

A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPIs.
E. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback.
F. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.
G. Provide current state HR email communication examples.
H. Provide feedback in a timely manner.
I. Provide Your brand style guide.
J. You are responsible for making changes to Your HR email campaigns.
K. You are responsible for the launch of Your HR email campaigns.
L. Provide Your business goals, as requested by Oracle.

4. Project Assumptions

A. All Services will be delivered in English.
B. All Services will be provided remotely.
C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
D. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management

You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM HR Communications - Entry (NA Only) - Each
Part # B110582

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to one hundred and forty-nine (149) hours to assist You with Your Human Resources ("HR") email communication sequences for Your end users (the "Project"). Such assistance may include any of the following ("Services"):

   A. HR Communication Activities.
      1. Review and analyze up to eight (8) of Your current state HR email communications provided by You.
      2. Conduct one (1) discovery workshop, for up two (2) hours, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing HR communications in current state, Your goals and branding, Your brand style guide, and Your key performance indicators ("KPIs") for the future.
      3. Identify and document opportunities for creative optimization across messaging, personalization, branding, design, coding and copywriting for Your HR email communications.
      4. Build up to fifteen (15) responsive design modules.
      5. Design up to five (5) templates leveraging Your new responsive design modules.
      6. Build one (1) campaign leveraging the new modules and templates based on Your targeted audiences, including demonstrating how Your modules and templates work.

   B. Account and Project Management Activities.
      1. Provide a point of contact for Your Project.
      2. Provide coordination of Your Project progress including change requests.
      3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
      4. Provide monthly budget burn reports.
      5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services
   The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of twelve (12) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
   A. Complete Your tasks in a mutually agreed upon timeframe.
   B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
   C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.

D. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPIs.
E. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback.
F. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.
G. Provide current state HR email communication examples.
H. Provide feedback in a timely manner.
I. Provide Your brand style guide.
J. You are responsible for making changes to Your HR email campaign.
K. You are responsible for the launch of Your HR email campaign.
L. Provide Your business goals, as requested by Oracle.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.
   D. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

HCM Ad Hoc Campaign Build (NA Only)

Part # B110583

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to sixty (60) hours of assistance related to the build and deployment of one (1) ad hoc campaign email within Your Oracle Human Capital Management ("HCM") platform (Your "Project"). Such assistance may include the following ("Services"):

   A. Ad Hoc Campaign Build and Deployment.
      1. Perform copywriting (writing the words used on Your emails), and design services based on Your creative brief.
      2. Perform up to two (2) rounds of review of the copywriting and design.
      3. Write Hypertext Markup Language ("HTML") code for Your ad hoc campaign email and perform HTML content review.
      4. Coordinate and validate Your ad hoc campaign email assets (e.g. images, texts, links, etc.) received from You, and including HTML code from Section 1.A.3. above.
      5. Build Your ad hoc campaign email within the HCM platform.
      6. Perform one (1) round of testing and review of the creative aspects, functionality, and logic for Your ad hoc campaign email.
      7. Modify the ad hoc campaign email based on Your testing and feedback.

8. Perform one (1) round of testing and review of Your modified ad hoc campaign email prior to launch.
9. Coordinate with You to obtain Your approvals prior to the launch of Your ad hoc campaign email.
10. Launch Your ad hoc campaign email.
11. Confirm Your ad hoc campaign email launched.

B. Account and Project Management.
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests.
3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
4. Participate in Project status meetings, as requested by You.

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) the expiration of three (3) consecutive months, or b) the expiration of Your HCM Cloud Services related to these Services. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
1. Complete Your tasks in a mutually agreed upon timeframe.
2. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
3. Provide Oracle with no fewer than five (5) business days' notice for any scheduled meetings.
4. You are responsible for providing one Project Manager or coordinator on Your side of the relationship who will coordinate and consolidate all feedback.
5. Provide Your creative brief and/or style guide and Your required assets including logos and vital imagery, prior to the performance of Services.
6. Provide Oracle with up to two (2) consolidated rounds of creative and functional changes resulting from Your review. All changes in each round must be submitted at one time, as one complete round of requested changes.
7. Perform testing and review as required for the performance of Services, including user acceptance testing.
8. Provide the necessary approvals in writing to Oracle prior to the launch of Your ad hoc campaign email.

4. Project Assumptions
A. All Services will be delivered in English.
B. All Services will be provided remotely.
C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
D. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).

E. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

ODX ASSESSMENT SERVICES

ODX Bundled HR Experience Assessments (NA Only)

Part # B110584

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You with up to four hundred and fifteen (415) hours of assistance for the evaluation of Your current state employee and recruitment communications and Your existing career site ("Project"). Such assistance may include the following ("Services"):

   A. <u>Assessment Activities</u>.
      1. Review and analyze Your existing career site and up to one hundred (100) of Your current state employee and recruitment communications ("current state communications").
      2. Document and identify gaps in Your existing career site and Your current state communications.
      3. Conduct up to two (2) workshops, up to one (1) hour in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing career site, Your provided current state employee and recruitment communications examples, (Your "Applications") and Your future-state key performance indicators ("KPIs").
      4. Based on the results of the workshop, discuss and document optimization opportunities for each of Your Applications, including scoring of Your current state of Your Applications against a standard "best in class" as determined by Oracle.
      5. Identify strategic gaps and outline opportunities to address improvements across specific areas of Your Applications identified by You that You want Oracle to focus on.
      6. Provide creative recommendations, where applicable, for Your Applications.
      7. Provide recommendations on what each of Your Applications could look like within the Human Capital Management ("HCM") platform, as applicable.
      8. Provide strategic recommendations for up to three (3) specific use cases of Your Applications provided by You that align to the KPIs reviewed in Section 1. A. 3. Such recommendations may include direction around campaign targeting, messaging, cadence and overall design.
      9. Review Your Application's performance or testing results and provide recommendations.
      10. Provide recommendations for such topics as reporting and analytics, as applicable.
      11. Provide recommendations for Your potential ongoing upkeep and engagement of Your Applications.
      12. Conduct one (1) workshop, up to one (1) hour in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to review and discuss Your feedback, including answering Your questions.

   B. <u>Account and Project Management</u>.
      1. Provide a point of contact for Your Project.
      2. Provide coordination of Your Project progress including change requests, if needed.
      3. Coordinate meetings with key stakeholders (both Yours and Oracle) as needed.

2. Unused Services
   The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of three (3) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
   A. Complete Your tasks in a mutually agreed upon timeframe.
   B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
   C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
   D. Provide three (3) specific Application use cases You want Oracle to focus on.
   E. Provide Your applicable Application examples for the workshop in Section 1.A.1 You want to be reviewed and as requested by Oracle, provide Your style guide prior to the commencement of Services.
   F. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPI's.
   G. Provide Oracle with timely feedback in advance of Oracle providing the workshop in Section 1.A.12.
   H. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
   D. No Services will be performed by Oracle on any non-Oracle, third-party platforms or systems.
   E. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

ODX HR Communications Assessments (NA Only)

Part # B110585

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will provide You with up to two hundred and twenty (220) hours of assistance for the evaluation of Your existing Human Resources ("HR") and employee communications. Such assistance may include the following ("Services"):

   A. <u>Assessment Activities</u>.
      1. Review and analyze up to twenty (20) of Your current state HR and employee communications provided by You.
      2. Document and identify gaps in Your current state HR and employee communications.
      3. Conduct one (1) workshop, up to two (2) hours in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing HR and employee communications examples, (Your "Applications") and Your future-state key performance indicators ("KPIs").
      4. Based on the results of the workshop, discuss and document optimization opportunities for each of Your Applications, including scoring of Your current state of Your Applications against a standard "best in class" as determined by Oracle.
      5. Identify strategic gaps and outline opportunities to address improvements across specific areas of Your Applications identified by You that You want Oracle to focus on.
      6. Provide creative recommendations, where applicable, for Your Applications.
      7. Provide recommendations on what each of Your Applications could look like within the Human Capital Management ("HCM") platform, as applicable.
      8. Provide strategic recommendations for one (1) specific use case of Your Applications provided by You that align to the KPIs reviewed in Section 1. A. 3. Such recommendations may include direction around campaign targeting, messaging, cadence and overall design.
      9. Provide recommendations for such topics as reporting and analytics, as applicable.
      10. Provide recommendations for Your potential ongoing upkeep and engagement of Your Applications.
      11. Conduct one (1) workshop, up to one (1) hour in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to review and discuss Your feedback, including answering Your questions.

   B. <u>Account and Project Management</u>.
      1. Provide a point of contact for Your Services.
      2. Provide coordination of Your project progress including change requests, if needed.
      3. Coordinate meetings with key stakeholders (both Yours and Oracle) as needed.

2. <u>Unused Services</u>
   The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of three (3) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit

toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or **different services, or to perform the** Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
    A. Complete Your tasks in a mutually agreed upon timeframe.
    B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
    C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
    D. Provide Your Applications, goals and future-state KPIs as requested by Oracle.
    E. Provide Your style guide prior to the commencement of Services.
    F. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPI's.
    G. Provide Oracle with timely feedback in advance of Oracle providing the workshop in Section 1.A.11.
    H. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

4. Project Assumptions
    A. All Services will be delivered in English.
    B. All Services will be provided remotely.
    C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
    D. No Services will be performed by Oracle on any non-Oracle, third-party platforms or systems.
    E. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

ODX Career Sites Assessment (NA Only)

Part # B110586

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to one hundred and twenty-three (123) hours of assistance for the evaluation of Your existing career site ("Project"). Such assistance may include the following ("Services"):

    A. Career Site Assessment Activities.
        1. Review and analyze Your existing career site.
        2. Identify and document gaps in Your existing career site.
        3. Conduct one (1) workshop, up to one (1) hour in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing career site current state, Your goals and branding, and Your key performance indicators ("KPIs") for the future.

4. Based on the results of the workshop, discuss and document Your existing career site current state and optimization opportunities.
5. Provide creative recommendations for Your existing career site.
6. Provide recommendations on what Your existing career site could look like within Human Capital Management ("HCM").
7. Conduct one (1) workshop, up to one (1) hour in duration, with up to ten (10) participants, inclusive of Your key stakeholders, to review and discuss Your feedback, including answering Your questions.
8. Provide recommendations for Your potential ongoing upkeep and engagement of Your existing career site.
9. Provide recommendations for such topics as reporting and analytics, as it pertains to Your use of HCM for Your career site.

B. Account and Project Management.
1. Provide a point of contact for Your Project.
2. Provide coordination of Your Project progress including change requests, if needed.
3. Coordinate meetings with key stakeholders (both Yours and Oracle) as needed.

2. Unused Services
The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of three (3) consecutive months. Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide additional or different services, or to perform the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
A. Complete Your tasks in a mutually agreed upon timeframe.
B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
D. Provide Your style guide and Your required creative assets, such as logos and vital imagery, as requested by Oracle.
E. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPI's.
F. Provide Oracle with timely feedback in advance of Oracle providing the workshop in Section 1.A.7.
G. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.

4. Project Assumptions
A. All Services will be delivered in English.
B. All Services will be provided remotely.

C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
D. No Services will be performed by Oracle on any non-Oracle, third-party platforms or systems.
E. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
    You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

ODX Recruiting Campaigns Assessment (NA Only)

Part # B110587

1. Description of Services. During the Professional Services Period (defined below), Oracle will provide You with up to one hundred twenty-three (123) hours to assist You with an evaluation of Your current state recruiting communications ("Project"). Such assistance may include any of the following ("Services"):

    A. Recruitment Communication Assessment Activities.
        1. Review and analyze up to ten (10) of Your current state recruiting communications provided by You.
        2. Identify and document gaps in Your current state recruiting communications.
        3. Conduct one (1) discovery workshop, for up two (2) hours, with up to ten (10) participants, inclusive of Your key stakeholders, to outline and review Your existing recruiting communications in current state, Your goals and branding, Your brand style guide, and Your key performance indicators ("KPIs") for the future.
        4. Based on the results of the workshop, discuss and document opportunities including scoring of Your current state recruiting communications against a standard "best in class" as determined by Oracle.
        5. Provide recommendations on potential improvements for up to ten (10) total elements of Your current state recruiting communication strategies, company branding, or recruiting communications, which may include direction around campaign targeting, messaging, cadence and overall design.
        6. Provide recommendations for creative optimization across Your recruitment communications, which may include content, messaging, personalization, branding, design, and copywriting.

    B. Account and Project Administration.
        1. Provide a point of contact for Your Project.
        2. Provide coordination of Your Project progress including change requests.
        3. Plan and coordinate Oracle resources for upcoming tasks under this Project.
        4. Provide monthly budget burn reports.
        5. Coordinate status meetings with key stakeholders (both Yours and Oracle).

2. Unused Services
    The hours must be used within the Professional Services Period, which shall begin on the effective date of the ordering document and terminate on the expiration of three (3) consecutive months.

Any hours not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused hours. In order for Oracle to provide **additional or different services, or to perform** the Services after the Professional Services Period, Oracle and You must mutually agree upon a separate ordering document to the terms and fees for such services.

3. Your Cooperation
   A. Complete Your tasks in a mutually agreed upon timeframe.
   B. Ensure Your key stakeholders are available for the performance of Services or as requested by Oracle.
   C. Provide Oracle with no fewer than five (5) business days' advanced notice for any scheduled meetings.
   D. Provide Oracle with the recruiting communication examples required for the performance of Services.
   E. Provide reporting and performance data as requested by Oracle, as it pertains to your desired KPIs.
   F. Provide one (1) Project Manager or coordinator who will coordinate and consolidate all Your feedback.
   G. Based on Your consumption of the hours for the Services, provide Your approval for upcoming tasks as requested by Oracle.
   H. Provide testing feedback in a timely manner.
   I. Provide Your brand style guide.

4. Project Assumptions
   A. All Services will be delivered in English.
   B. All Services will be provided remotely.
   C. Any documentation provided by Oracle will be in Microsoft Office or Adobe PDF format.
   D. No Services will be performed on any non-Oracle, third-party platforms or systems.
   E. The Services will be performed during normal business hours and days, except as otherwise mutually agreed upon by You and Oracle.

5. Project Management
   You and Oracle each agree to designate a project manager who shall work together to facilitate an efficient delivery of the Services. You and Oracle shall each direct inquiries concerning the Services to the other party's project manager.

Inactive SKUS

Oracle Mobile Audience Data Management Basic SmartStart Implementation Service

Part #: B79218

1. <u>Description of Services</u>. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:

    A. <u>Introductory Services</u>.   The following remote Services will be available to you during the Introductory Period (as defined below):

        1. Provide you a copy of a Domains selection form ("Domains Form");

        2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:

            a. Review your request for Services;

            b. Discuss the Domains (as defined below);

            c. Answer your questions related to the Domains Form; and

            d. Review your obligations as set forth below.

    B. <u>Program Services</u>.   The following remote Services related to your implementation of the Program, for up to one (1) Domain which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):

        1. Create a single taxonomy consisting of up to five hundred (500) taxonomy nodes in aggregate for your Domain (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to two thousand (2,000) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;

        2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;

        3. In the event the Domain you select is a Mobile App (as defined below), provide to you via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for that Mobile App;

        4. Work with you to identify and pass up to twenty (20) single data elements (each a "Key") to your Oracle services environment via the Site IDs and any applicable Oracle SDKs;

        5. Test whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to your Oracle services environment, (ii) passing up to twenty (20) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and

        6. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. Your Cooperation.
1. Introductory Services.
   a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
   b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
   c. Your project manager will attend the introductory web conference call.
   d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
   e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
2. Program Services.
   a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
   b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
   c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
   d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
   e. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on your Domain.
   f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.
B. Project Assumptions.
1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.
2. The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.
3. A "Domain" is defined as a Mobile Domain or Mobile App, as such terms are defined below.
4. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.
5. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
6. All Services will be performed in English.
7. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

8. Taxonomies will be created as part of the Program Services using English characters and numbers only.
9. Anything not expressly specified in the Description of Services is out of scope.
10. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
11. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
12. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Search Audience Data Management Basic SmartStart Implementation Service
Part #: B79219
1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:
    A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):
        1. Provide you a copy of a Domains selection form ("Domains Form");

2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
   a. Review your request for Services;
   b. Discuss the Domains (as defined below);
   c. Answer your questions related to the Domains Form; and
   d. Review your obligations as set forth below.
3. <u>Program Services</u>. The following remote Services related to your implementation of the Program, for up to one (1) Domain which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
   a. Create a single taxonomy consisting of up to one hundred (100) taxonomy nodes in aggregate for your Domain (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to four hundred (400) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;
   b. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;
   c. Work with you to identify and pass up to ten (10) single data elements (each a "Key") to your Oracle services environment via the Site IDs;
   d. Test whether the Site IDs are (i) generating a GET request to your Oracle services environment, (ii) passing up to ten (10) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and
   e. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Introductory Services.
         a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
         b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
         c. Your project manager will attend the introductory web conference call.
         d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
         e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
      2. Program Services.

a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
e. Provide a developer or similarly qualified resource to implement the Site IDs on your Domain.
f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. <u>Project Assumptions</u>.
1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.
2. The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.
3. A "Domain" is defined as a Web Domain and this term is defined below.
4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.
5. All Services will be performed in English.
6. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
7. Taxonomies will be created as part of the Program Services using English characters and numbers only.
8. Anything not expressly specified in the Description of Services is out of scope.
9. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
10. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
11. <u>Out of Scope</u>. The following activities are not within the scope of Services:
a. The collection or classification of special or non-ASCII characters;
b. Key-value pair data that includes special or non-ASCII characters;
c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or

d. Support of non-English language taxonomies.

3. <u>Unused Services</u>. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Social Audience Data Management Basic SmartStart Implementation Service
Part #: B79220
1. <u>Description of Services</u>. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Social Audience Data Management program ("Program") in your Oracle services environment:
   A. <u>Introductory Services</u>. The following remote Services will be available to you during the Introductory Period (as defined below):
      1. Provide you a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
         a. Review your request for Services;
         b. Discuss the Domains (as defined below);
         c. Answer your questions related to the Domains Form; and
         d. Review your obligations as set forth below.
   B. <u>Program Services</u>. The following remote Services related to your implementation of the Program, for up to one (1) Domain which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
      1. Create a single taxonomy consisting of up to one hundred (100) taxonomy nodes in aggregate for your Domain (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to four hundred (400) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;
      2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;

3. Work with you to identify and pass up to ten (10) single data elements (each a "Key") to your Oracle services environment via the Site IDs;
4. Test whether the Site IDs are (i) generating a GET request to your Oracle services environment, (ii) passing up to ten (10) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and
5. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Introductory Services.
         a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
         b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
         c. Your project manager will attend the introductory web conference call.
         d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
         e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
      2. Program Services.
         a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
         b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
         c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
         d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
         e. Provide a developer or similarly qualified resource to implement the Site IDs on your Domain.
         f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.
   B. <u>Project Assumptions</u>.

1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.
2. The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.
3. A "Domain" is defined as a Web Domain and this term is defined below.
4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.
5. All Services will be performed in English.
6. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
7. Taxonomies will be created as part of the Program Services using English characters and numbers only.
8. Anything not expressly specified in the Description of Services is out of scope.
9. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
10. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
11. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary

contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Media Audience Analytics Basic SmartStart Implementation Service
Part #: B79221
1. <u>Description of Services</u>. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Media Audience Analytics program ("Program") in your Oracle services environment:
   A. <u>Introductory Services</u>. The following remote Services will be available to you during the Introductory Period (as defined below):
      1. Provide you a copy of a DoubleClick account selection form ("DoubleClick Account Form");
      2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
         a. Review your request for Services;
         b. Discuss the DoubleClick Account (as defined below);
         c. Answer your questions related to the DoubleClick Account Form; and
         d. Review your obligations as set forth below.
   B. <u>Program Services</u>. The following remote Services related to your implementation of the Program, for up to one (1) DoubleClick Account which you have selected in your DoubleClick Account Form, will be available to you during the Program Services Period (as defined below):
      1. Create up to one (1) Oracle tag ("Site ID") designed to capture media impressions and clicks and provide that Site ID to you via email;
      2. Work with you to identify and pass up to twenty (20) single data elements (each a "Key") to your Oracle services environment via the Site ID;
      3. Test whether the Site ID is (i) generating a GET request to your Oracle services environment, (ii) passing up to twenty (20) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment for up to three (3) ad campaigns run via your DoubleClick Account; and
      4. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Introductory Services.
         a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
         b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.

c. Your project manager will attend the introductory web conference call.

d. Complete and return the DoubleClick Account Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.

e. Select up to one (1) DoubleClick Account in your DoubleClick Account Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.

2. Program Services.

a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.

b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.

c. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

3. Provide a DoubleClick Account operations specialist or similar resource to implement your Site ID within your media creative asset (e.g. HTML file, Flash file, etc.) and configure your DoubleClick Account properly per Oracle's standard requirements.

4. Provide access to the aggregate reporting meta-data for your DoubleClick Account via Application Program Interface ("API") access and/or regularly scheduled reports from your DoubleClick Account delivered to Oracle via email.

5. Provide an excel file containing a full list of the DoubleClick Account advertiser name(s), advertiser ID(s), site ID(s), campaign name(s), and campaign ID(s) to be passed to your Oracle services environment via the Program.

6. Provide via email the expected impression volume, start and end dates, and test URLs for each of the up to three (3) ad campaign(s) for which Oracle will provide Services as set forth above.

7. Perform your own ad campaign testing to ensure the Oracle DoubleClick macros are expanding properly within the GET request generated by the Site ID upon impression and click as per the Program implementation requirements and the project plan timeline.

8. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. Project Assumptions.

1. Program Services shall not be available until after (a) you have submitted your DoubleClick Account Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

2. The one (1) DoubleClick Account which you select in your DoubleClick Account Form shall not change during the Program Services Period.

3. A "DoubleClick Account" is defined as one of the following: DoubleClick for Advertisers ("DFA") ad server account or a DoubleClick for Publishers ("DFP") ad server account.

4. All Services will be performed in English.

5.   All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
6.   Anything not expressly specified in the Description of Services is out of scope.
7.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
8.   Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
9.   Out of Scope. The following activities are not within the scope of Services:
    a.   The collection or classification of special or non-ASCII characters;
    b.   Key-value pair data that includes special or non-ASCII characters;
    c.   Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d.   Support of non-English language taxonomies.

3.   Unused Services.   Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

4.   Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Markeing Cloud Tranformation Services (EMEA/JPAC/LAD)
Part #B91009
1.   Description of Services.   During the Professional Services Period (defined below), Oracle will provide You up to forty-seven (47) hours ("Total Hours") of assistance with any of the following activities ("Services") related to any of Your Oracle Marketing Cloud ("OMC") Responsys, Eloqua, or Infinity Cloud Services:
    A.   Planning.
        1.   Work with You to create and maintain a document that describes Your transformation initiatives related to the OMC Cloud Services to transform Your current marketing operations to implement Your marketing objectives, including Your priorities, timelines,

and business and marketing requirements related to such initiatives ("Transformation Roadmap").

    2.   Conduct workshops or provide analysis related to Your transformation initiatives described in Your Transformation Roadmap.

    3.   Analyze the gaps between Your current marketing operations and Your marketing objectives described in Your Transformation Roadmap.

    4.   Create and maintain a document that describes Oracle's recommendations for transformation of Your marketing operations to implement Your marketing objectives described in Your Transformation Roadmap.

B.   <u>Skills Review</u>.

    1.   Review Your marketing resources' current skills and roles.

    2.   Analyze the gaps between Your marketing resources' current skills and roles and those required to implement Your marketing objectives described in Your Transformation Roadmap.

    3.   Create and maintain a document that describes Oracle's recommendations for changes to Your marketing resources' current skills and roles to implement Your marketing objectives described in Your Transformation Roadmap.

C.   <u>Technology Review</u>.

    1.   Review Your data model and data architecture related to Your current marketing operations.

    2.   Conduct an audit to compare Your technologies used in Your current marketing operations to Your marketing objectives described in Your Transformation Roadmap.

    3.   Conduct an application programming interface (API) discovery session to identify APIs related to Your OMC Cloud Services and Your other marketing technologies related to Your marketing objectives described in Your Transformation Roadmap.

    4.   Review and mutually agree upon how to use the OMC application development framework to use the APIs to create interfaces between Your OMC Cloud Services and Your other marketing technologies related to Your marketing objectives described in Your Transformation Roadmap.

    5.   Create and maintain a document that describes Oracle's recommendations for changes to Your data model, data architecture, marketing technologies, and APIs related to the OMC Cloud Services to implement Your marketing objectives described in Your Transformation Roadmap.

D.   <u>Training</u>. Conduct training workshops related to use of Your OMC Cloud Services pursuant to Your Transformation Roadmap.

E.   Provide up to seven (7) of the Total Hours to perform the following project management tasks:

    1.   Create a list of tasks to perform the Services to be mutually agreed upon by You and Oracle, and document and track the progress of such tasks, and

    2.   Plan and schedule Oracle resources.

2.   <u>Unused Services</u>. The Services must be used within the Professional Services Period, which shall begin on the Consulting/Professional Services Start Date and terminate on the earlier of a) expiration of twelve (12) months, or b) the expiration of the OMC Cloud Services related to these Services. Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to

provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A.   <u>Your</u> Cooperation.
      1. Provide any required guidelines for the use of Your brand(s).
      2. Make Your key stakeholders available as needed.
      3. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      4. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
      5. Provide Oracle any data, analysis, or information needed to perform the Services.
      6. You are responsible for all travel expenses related to any onsite Services You may request.
   B.   <u>Project Assumptions</u>.
      1. All Services will be delivered in English unless You and Oracle mutually agree in writing to perform Services in another language.
      2. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
      3. The Services will be performed during normal business hours (9:00 am to 5:00 pm Monday through Friday, excluding holidays), except as otherwise mutually agreed upon.
      4. Any documents provided by Oracle will be in Microsoft Office or Portable Document Format (PDF) format.
      5. Any document or output provided by Oracle will be based on Oracle templates.
      6. The Services will be performed by Oracle remotely or onsite at Oracle's discretion.
      7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
      8. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Strategic Premium Services – Onsite (EMEA Only)

Part #B87148

1. <u>Description of Services</u>. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of Strategic Premium resource hours identified in Your order to assist you with your Oracle BlueKai platform ("BlueKai"). Such assistance may include any of the following activities ("In-Scope Tasks"):
   A.   <u>Strategic Tasks</u>.
      1. Create and prioritize strategic use-cases;

2. Create and maintain a document that contains a plan of your marketing activities ("Strategic Use Case Roadmap");
3. Create audience testing plan(s);
4. Perform BlueKai data analysis, insights and provide recommendations regarding the delivery of strategic campaigns and audience recommendations;
5. Provide guidance related to vertical use cases and audience targeting;
6. Conduct advanced modeling and analysis including longitudinal behavioral analysis; and/or
7. Attend scheduled meetings related to the In-Scope Tasks remotely and/or onsite.

B. <u>Project Administration Tasks</u>.
1. Assist in coordinating the scoping of new projects, if applicable;
2. Plan and budget Oracle resources for Your project(s), as approved by You;
3. Provide project status reports; and/or
4. Coordinate status meetings with key stakeholders (both yours and Oracle).

2. <u>Unused Services</u>. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
A. <u>Your Cooperation</u>.
1. Provide any required guidelines for the use of Your brand(s).
2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
3. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
4. Ensure Your necessary stakeholders are available as requested by Oracle.
5. Provide campaign performance data as requested by Oracle.
6. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
7. Provide Oracle with access to all of Your BlueKai instances and BlueKai log files for advanced modeling.
B. <u>Project Assumptions</u>.
1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
2. All Services will be performed by Oracle remotely and/or onsite.
3. Any documents provided by Oracle will be in Microsoft Office format.
4. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such

timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

6. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

7. Out of Scope. The following activities are not within the scope of Services of this order:
   a. Any technical or operational work in the BlueKai platform (ex: implementation services, data ingestion, tagging, data classification, API set up, audience creation, sending audiences to partners, white labeling of data, account set up / maintenance);
   b. Performance testing and tuning;
   c. Creative services or strategies;
   d. My Oracle Support ticket submission or ticket monitoring;
   e. BlueKai tool training; and/or
   f. Guidance on specific data partners to use.

4. Project Management. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Strategic Standard Services – Remote (EMEA Only)

Part #B87149

1. Description of Services. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of Strategic Standard resource hours identified in Your order to assist you with your Oracle BlueKai platform ("BlueKai"). Such assistance may include any of the following activities ("In-Scope Tasks"):
   A. Strategic Tasks.
      1. Create and prioritize strategic use-cases;
      2. Create and maintain a document that contains a plan of your marketing activities ("Strategic Use Case Roadmap");
      3. Create audience testing plan(s);
      4. Perform BlueKai data analysis, insights and provide recommendations regarding the delivery of strategic campaigns and audience recommendations;;
      5. Provide guidance related to vertical use cases and audience targeting;
      6. Conduct advanced modeling and analysis including longitudinal behavioral analysis; and/or
      7. Attend scheduled meetings related to the In-Scope Tasks remotely.
   B. Project Administration Tasks.
      1. Assist in coordinating the scoping of new projects, if applicable;
      2. Plan and budget Oracle resources for Your project(s), as approved by You;
      3. Provide project status reports; and/or
      4. Coordinate status meetings with key stakeholders (both yours and Oracle).

2. Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action

required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Provide any required guidelines for the use of Your brand(s).
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      3. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
      4. Ensure Your necessary stakeholders are available as requested by Oracle.
      5. Provide campaign performance data as requested by Oracle.
      6. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
      7. Provide Oracle with access to all of Your BlueKai instances and BlueKai log files for advanced modeling.
   B. <u>Project Assumptions</u>.
      1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
      2. All Services will be performed by Oracle remotely.
      3. Any documents provided by Oracle will be in Microsoft Office format.
      4. Any document or output provided by Oracle will be based on Oracle templates (content and format).
      5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
      6. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
      7. <u>Out of Scope</u>. The following activities are not within the scope of Services of this order:
         a. Any technical or operational work in the BlueKai platform (ex: implementation services, data ingestion, tagging, data classification, API set up, audience creation, sending audiences to partners, white labeling of data, account set up / maintenance);
         b. Performance testing and tuning;
         c. Creative services;
         d. My Oracle Support ticket submission or ticket monitoring;
         e. BlueKai tool training; and/or
         f. Guidance on specific data partners to use.

4. <u>Project Management</u>. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall

have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Strategic Standard Services – Onsite (EMEA Only)

Part #B87150

1. Description of Services. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of Strategic Standard resource hours identified in Your order to assist you with your Oracle BlueKai platform ("BlueKai"). Such assistance may include any of the following activities ("In-Scope Tasks"):
   A. Strategic Tasks.
      1. Create and prioritize strategic use-cases;
      2. Create and maintain a document that contains a plan of your marketing activities ("Strategic Use Case Roadmap");
      3. Create audience testing plan(s);
      4. Perform BlueKai data analysis, insights and provide recommendations regarding the delivery of strategic campaigns and audience recommendations;
      5. Provide guidance related to vertical use cases and audience targeting;
      6. Conduct advanced modeling and analysis including longitudinal behavioral analysis; and/or
      7. Attend scheduled meetings related to the In-Scope Tasks remotely and/or onsite.
   B. Project Administration Tasks.
      1. Assist in coordinating the scoping of new projects, if applicable;
      2. Plan and budget Oracle resources for Your project(s), as approved by You;
      3. Provide project status reports; and/or
      4. Coordinate status meetings with key stakeholders (both yours and Oracle).

2. Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies::
   A. Your Cooperation.
      1. Provide any required guidelines for the use of Your brand(s).
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
      3. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
      4. Ensure Your necessary stakeholders are available as requested by Oracle.
      5. Provide campaign performance data as requested by Oracle.
      6. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

7. Provide Oracle with access to all of Your BlueKai instances and BlueKai log files for advanced modeling.

B. <u>Project Assumptions</u>.
1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
2. All Services will be performed by Oracle remotely and/or onsite.
3. Any documents provided by Oracle will be in Microsoft Office format.
4. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
5. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
6. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
7. <u>Out of Scope</u>. The following activities are not within the scope of Services of this order:
   a. Any technical or operational work in the BlueKai platform (ex: implementation services, data ingestion, tagging, data classification, API set up, audience creation, sending audiences to partners, white labeling of data, account set up / maintenance);
   b. Performance testing and tuning;
   c. Creative services or strategies;
   d. My Oracle Support ticket submission or ticket monitoring;
   e. BlueKai tool training; and/or
   f. Guidance on specific data partners to use.

4. <u>Project Management</u>. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Expert Services (NA Only)

Part #: B87161

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available the following services to You for up to a maximum of twelve point five (12.5) hours per month for up to the quantity of months identified in Your order ("Services") related to Your Oracle BlueKai ("BlueKai") Expert offering to assist You with:
   A. Managing data, tags and taxonomy owned by You ("First Party Data") and your third party vendors (e.g., Google, Trade Desk, etc.)("Third Party Data");
   B. Creating Your audiences and campaigns using BlueKai audience analytics tools;
   C. Providing recommendations regarding Your campaign strategies;
   D. Creating BlueKai audience analytics reports;
   E. Using BlueKai Application Programming Interfaces ("API's") to import and export Your data to and from Your BlueKai platform; and

F. Project management tasks.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Provide use cases prior to commencement of configuration.
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon in the project plan.
   B. <u>Project Assumptions</u>.
      1. No more than three (3) hours of Services per week will be utilized by You.
      2. All Services will be performed by Oracle remotely.
      3. Oracle will use commercially reasonable efforts to staff recurring requests with the same resource, but You acknowledge that some requests will be staffed by a pool of Oracle resources with no guarantee that a specific requested resource will be assigned to perform the services.
      4. The service is non-refundable and any service not used in a given month will be considered delivered.
      5. The subscription must be for a minimum of three (3) months.
      6. The Services will be made available by Oracle to You on a month-to-month consecutive basis only.
      7. The services are limited to the services stated above and You acknowledge that services not stated above are excluded, including but not limited to the following services which are considered out of scope:
         a. Simple Object Access Protocol ("SOAP") services;
         b. Custom (non-BlueKai) report creation;
         c. Customer Relationship Management ("CRM") implementation, development or management;
         d. Creation or editing of any HTML, Javascript Cascading Style Sheets ("CSS") or images; and
         e. Sending email campaigns and/ or activating programs that are designed to send emails without explicit written authorization from You.

3. <u>Unused Services</u>. The Services must be used within the quantity of months identified in Your order from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

4. <u>Project Management</u>. You and Oracle further agree to each designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of the Services.

Oracle BlueKai Expert Concierge Services (NA Only)

Part #: B87162

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available the following services to You for up to a maximum of sixty point five (60.5) hours per month for up to the quantity of months identified in Your order ("Services") related to Your Oracle BlueKai ("BlueKai") Expert offering to assist You with:
   A. Managing data, tags and taxonomy owned by You ("First Party Data") and your third party vendors (e.g., Google, Trade Desk, etc.)("Third Party Data");
   B. Creating Your audiences and campaigns using BlueKai audience analytics tools;
   C. Providing recommendations regarding Your campaign strategies;
   D. Creating BlueKai audience analytics reports;
   E. Using BlueKai Application Programming Interfaces ("API's") to import and export Your data to and from Your BlueKai platform; and
   F. Project management tasks.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Provide use cases prior to the commencement of the configuration.
      2. Ensure Your tasks are completed in the timeframe as mutually agreed upon in the project plan.
   B. <u>Project Assumptions</u>.
      1. No more than three (3) hours of Services will be utilized by You per day.
      2. All Services will be performed by Oracle remotely.
      3. Oracle will use commercially reasonable efforts to staff recurring requests with the same resource, but You acknowledge that some requests will be staffed by a pool of Oracle resources with no guarantee that a specific requested resource will be assigned to perform the services.
      4. The service is non-refundable and any service not used in a given month will be considered delivered.
      5. The subscription must be for a minimum of three (3) months.
      6. The Services will be made available by Oracle to You on a month-to-month consecutive basis only.
      7. The services are limited to the services stated above and You acknowledge that services not stated above are excluded, including but not limited to the following services which are considered out of scope:
         a. Simple Object Access Protocol ("SOAP") services;
         b. Custom (non-BlueKai) report creation;

c. Customer Relationship Management ("CRM") implementation, development or management;

d. Creation or editing of any HTML, Javascript Cascading Style Sheets ("CSS") or images; and

e. Sending email campaigns and/ or activating programs that are designed to send emails without explicit written authorization from You.

3. <u>Unused Services</u>. The Services must be used within the quantity of months identified in Your order from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

4. <u>Project Management</u>. You and Oracle further agree to each designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of the Services.

Oracle Data Management Platform Onsite Kickoff Meeting Implementation Service (EMEA/JPAC/LAD)

Part #B91018

1. <u>Description of Services</u>. During the Professional Services Period (defined below), Oracle will make available to You the following services ("Services") related to the Onsite Kick off Meeting in Your Oracle services environment:

   A. <u>Program Services</u>. The following onsite Services related to Your onsite kickoff meeting will be available to You:

   1. Attend an introductory onsite kickoff meeting with You for up to three (3) hours to discuss the following:

   a. Review Your request for Services,

   b. Discuss the roles and responsibilities of project stakeholders, and

   c. Review Your obligations as set forth below.

2. <u>Unused Services</u>. The Services must be used within twelve (12) months from the Consulting/Professional Services Start Date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in Your order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. Your Cooperation.
1. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by You and Oracle.
2. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
3. Ensure Your primary contact attends the introductory onsite kickoff meeting.
B. Project Assumptions.
1. All Services will be performed in English.
2. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
3. All Services will be performed onsite, subject to the expense language in the "Consulting/Professional Services Payment Frequency" paragraph of Your order.
4. Payment of fees for Services is not conditioned upon completion and/or acceptance of any outputs.
5. Services are assumed to be provided during normal business hours and days.
6. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under Your order.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Audience Data Management Starter SmartStart Implemenation Service (NA/LAD Only)

Part #: B79211

1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:
A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):
1. Provide you a copy of a Domains selection form ("Domains Form");
2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
a. Review your request for Services;
b. Discuss the Domains (as defined below);
c. Answer your questions related to the Domains Form; and
d. Review your obligations as set forth below.
B. Program Services. The following remote Services related to your implementation of the Program, for up to one (1) Domain which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):

1. Create a single taxonomy consisting of up to five hundred (500) taxonomy nodes in aggregate for your Domain (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to two thousand (2,000) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;
2. Create up to three (3) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;
3. Work with you to identify and pass up to ten (10) single data elements (each a "Key") to your Oracle services environment via the Site IDs;
4. Test whether the Site IDs are (i) generating a GET request to your Oracle services environment, (ii) passing up to ten (10) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and
5. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperation</u>.
   1. Introductory Services.
      a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
      b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Your project manager will attend the introductory web conference call.
      d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
      e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
   2. Program Services.
      a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
      b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
      d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list

of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

    e.   Provide a developer or similarly qualified resource to implement the Site IDs on your Domain.

    f.   Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B.   <u>Project Assumptions</u>.

    1.   Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

    2.   The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.

    3.   A "Domain" is defined as a Web Domain and this term is defined below.

    4.   A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.

    5.   All Services will be performed in English.

    6.   All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

    7.   Taxonomies will be created as part of the Program Services using English characters and numbers only.

    8.   Anything not expressly specified in the Description of Services is out of scope.

    9.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

    10.   Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

    11.   <u>Out of Scope</u>. The following activities are not within the scope of Services:

        a.   The collection or classification of special or non-ASCII characters;

        b.   Key-value pair data that includes special or non-ASCII characters;

        c.   Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and

        d.   Support of non-English language taxonomies.

3.   <u>Unused Services</u>. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any

unused portion of the fees paid for any unused Services.   In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4.   Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Audience Data Management Basic SmartStart Implemenation Service (NA/LAD Only)

Part #: B79212

1.   Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:
   A.   Introductory Services.   The following remote Services will be available to you during the Introductory Period (as defined below):
      1.   Provide you a copy of a Domains selection form ("Domains Form");
      2.   Host an introductory web conference call with you for up to three (3) hours to discuss the following:
         a.   Review your request for Services;
         b.   Discuss the Domains (as defined below);
         c.   Answer your questions related to the Domains Form; and
         d.   Review your obligations as set forth below.
   B.   Program Services.   The following remote Services related to your implementation of the Program, for up to two (2) of the Domains which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
      1.   Create a single taxonomy consisting of up to one thousand two hundred and fifty (1,250) taxonomy nodes in aggregate for your Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to five thousand (5,000) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;
      2.   Create up to four (4) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;
      3.   In the event one of the Domains includes a Mobile App (as defined below), provide to you via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for each such Mobile App;
      4.   Work with you to identify and pass up to twenty (20) single data elements (each a "Key") to your Oracle services environment via the Site IDs and any applicable Oracle SDKs;
      5.   Test whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to your Oracle services environment, (ii) passing up to twenty (20) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a

"200 OK status code" response for each GET request from your Oracle services environment; and

6. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation. </u>.
      1. Introductory Services.
         a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
         b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
         c. Your project manager will attend the introductory web conference call.
         d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
         e. Select up to two (2) Domains in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
      2. Program Services.
         a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
         b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
         c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
         d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
         e. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on your Domain(s).
         f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.
   B. <u>Project Assumptions</u>.
      1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.
      2. The two (2) Domains which you select in your Domains Form shall not change during the Program Services Period.

3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.
4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.
5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.
6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
7. All Services will be performed in English.
8. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
9. Taxonomies will be created as part of the Program Services using English characters and numbers only.
10. Anything not expressly specified in the Description of Services is out of scope.
11. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
12. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
13. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies;

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary

contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Audience Data Management Premium SmartStart Implemenation Service (NA/LAD Only)

Part #: B79213

1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:

    A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):

        1. Provide you a copy of a Domains selection form ("Domains Form");

        2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:

            a. Review your request for Services;

            b. Discuss the Domains (as defined below);

            c. Answer your questions related to the Domains Form; and

            d. Review your obligations as set forth below.

    B. Program Services. The following remote Services related to your implementation of the Program, for up to four (4) of the Domains which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):

        1. Create a single taxonomy consisting of up to two thousand and five hundred (2,500) taxonomy nodes in aggregate for your Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to ten thousand (10,000) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;

        2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;

        3. In the event one of the Domains includes a Mobile App (as defined below), provide to you via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for each such Mobile App;

        4. Work with you to identify and pass up to forty (40) single data elements (each a "Key") to your Oracle services environment via the Site IDs and any applicable Oracle SDKs;

        5. Test whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to your Oracle services environment, (ii) passing up to forty (40) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and

        6. Host up to two (2) web conference training calls, which may be up to two (2) hours in duration each and attended by up to ten (10) of your participants each, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperation</u>.

1. Introductory Services.

   a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").

   b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.

   c. Your project manager will attend the introductory web conference call.

   d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.

   e. Select up to four (4) Domains in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.

2. Program Services.

   a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.

   b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.

   c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.

   d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

   e. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on your Domain(s).

   f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. <u>Project Assumptions</u>.

1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

2. The four (4) Domains which you select in your Domains Form shall not change during the Program Services Period.

3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.

4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.

5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.

6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
7. All Services will be performed in English.
8. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
9. Taxonomies will be created as part of the Program Services using English characters and numbers only.
10. Anything not expressly specified in the Description of Services is out of scope.
11. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
12. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
13. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Audience Data Management Global SmartStart Implemenation Service (NA/LAD Only)

Part #: B79214

1. <u>Description of Services</u>. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Audience Data Management program ("Program") in your Oracle services environment:
   A. <u>Introductory Services</u>. The following remote Services will be available to you during the Introductory Period (as defined below):
      1. Provide you a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
         a. Review your request for Services;
         b. Discuss the Domains (as defined below);
         c. Answer your questions related to the Domains Form; and
         d. Review your obligations as set forth below.
   B. <u>Program Services</u>. The following remote Services related to your implementation of the Program, for up to eight (8) of the Domains which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
      1. Create a single taxonomy consisting of up to five thousand (5,000) taxonomy nodes in aggregate for your Domain(s) (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to twenty thousand (20,000) classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;
      2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;
      3. In the event one of the Domains includes a Mobile App (as defined below), provide to you via email the applicable Oracle Android Software Development Kit or Oracle iOS Software Development Kit (each, an "Oracle SDK") for each such Mobile App;
      4. Work with you to identify and pass up to forty (40) single data elements (each a "Key") to your Oracle services environment via the Site IDs and any applicable Oracle SDKs;
      5. Test whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to your Oracle services environment, (ii) passing up to forty (40) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and
      6. Host up to four (4) web conference training calls, which may be up to two (2) hours in duration each and attended by up to ten (10) of your participants each, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
   A. <u>Your Cooperation</u>.
      1. Introductory Services.

a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
c. Your project manager will attend the introductory web conference call.
d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
e. Select up to eight (8) Domains in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
2. Program Services.
a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
e. Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on your Domain(s).
f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.
B. Project Assumptions.
1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.
2. The eight (8) Domains which you select in your Domains Form shall not change during the Program Services Period.
3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.
4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.
5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.
6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.
7. All Services will be performed in English.
8. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

9. Taxonomies will be created as part of the Program Services using English characters and numbers only.
10. Anything not expressly specified in the Description of Services is out of scope.
11. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
12. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
13. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Basic Tag and SDK Implementation Service (NA/LAD Only)
Part #: B79222
1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle tag(s) ("Site IDs"), if any, and/or your Oracle Android Software Development Kit(s) or Oracle iOS Software Development Kit(s) (each, an "Oracle SDK"), if any, for your Oracle Audience Data Management program ("Program") in your Oracle services environment:
   A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):

1. Provide you a copy of a Domains selection form ("Domains Form");
2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
   a. Review your request for Services;
   b. Discuss the Domains (as defined below);
   c. Answer your questions related to the Domains Form; and
   d. Review your obligations as set forth below.
B. <u>Program Services</u>.   The following remote Services related to your implementation of the Program, for up to two (2) of the Domains which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
   1. Create up to six (6) Site IDs for each Domain and provide such Site IDs to you via email;
   2. In the event one of the Domains includes a Mobile App (as defined below), provide to you via email the applicable Oracle SDK for each such Mobile App;
   3. Work with you to identify and pass up to forty (40) single data elements (each a "Key") to your Oracle services environment via the Site IDs and any applicable Oracle SDKs; and
   4. Test whether the Site IDs and any applicable Oracle SDKs are (i) generating a GET request to your Oracle services environment, (ii) passing up to forty (40) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment.

2. <u>Your Cooperation and Project Assumptions</u>.   Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
A. <u>Your Cooperation</u>.
   1. Introductory Services.
      a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
      b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Your project manager will attend the introductory web conference call.
      d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
      e. Select up to two (2) Domains in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
   2. Program Services.
      a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
      b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list

of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

    d.   Provide a developer or similarly qualified resource to implement the Site IDs and any applicable Oracle SDKs on your Domain(s).

    e.   Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B.   <u>Project Assumptions</u>.

1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

2. The two (2) Domains which you select in your Domains Form shall not change during the Program Services Period.

3. A "Domain" is defined as a Web Domain, Mobile Domain or Mobile App, as such terms are defined below.

4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.

5. A "Mobile Domain" is defined as one of the following: a mobile website domain, mobile website sub-domain, country-specific mobile website domain.

6. A "Mobile App" is defined as either a mobile Android application or a mobile iOS application.

7. All Services will be performed in English.

8. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

9. Taxonomies will be created as part of the Program Services using English characters and numbers only.

10. Anything not expressly specified in the Description of Services is out of scope.

11. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

12. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

13. <u>Out of Scope</u>. The following activities are not within the scope of Services:

    a.   The collection or classification of special or non-ASCII characters;

    b.   Key-value pair data that includes special or non-ASCII characters;

    c.   Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or

    d.   Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Basic Taxonomy Implementation Service (NA/LAD Only)

Part #: B79223

1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle taxonomy for your Oracle Audience Data Management program ("Program") in your Oracle services environment:
    A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):
        1. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
            a. Review your request for Services;
            b. Discuss your taxonomy; and
            c. Review your obligations as set forth below.
    B. Program Services. The following remote Services related to your implementation of the Program will be available to you during the Program Services Period (as defined below):
        1. Create a single taxonomy consisting of up to five hundred (500) taxonomy nodes in aggregate (including any nodes that are created and subsequently deleted or edited during the performance of the Program Services) and up to two thousand (2,000) classification rules in aggregate to classify the data you are passing to your Oracle services environment via the Program;

2. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
    A. Your Cooperation.
        1. Introductory Services.
            a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").

      b.   Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.

      c.   Your project manager will attend the introductory web conference call.

  2.   Program Services.

      a.   Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.

      b.   Program Services will be scheduled at a date and time mutually agreed to by the project managers.

      c.   Assign a key stakeholder to provide feedback on the taxonomy scope and structure.

      d.   Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

      e.   Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B.   <u>Project Assumptions</u>.

  1.   Program Services shall not be available until after (a) the parties' have attended the introductory web conference call.

  2.   All Services will be performed in English.

  3.   All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

  4.   Taxonomies will be created as part of the Program Services using English characters and numbers only.

  5.   Anything not expressly specified in the Description of Services is out of scope.

  6.   Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

  7.   Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

  8.   <u>Out of Scope</u>. The following activities are not within the scope of Services:

      a.   The collection or classification of special or non-ASCII characters;

      b.   Key-value pair data that includes special or non-ASCII characters;

      c.   Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or

      d.   Support of non-English language taxonomies.

3.   <u>Unused Services</u>. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program

Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle CRM Onboarding Basic SmartStart Implementation Service (NA/LAD Only)

Part #: B79224

1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle CRM Onboarding program ("Program") in your Oracle services environment:

    A. Introductory Services.   The following remote Services will be available to you during the Introductory Period (as defined below):

        1. Host an introductory web conference call with you for up to three (3) hours to discuss the following:

            a. Review your request for Services;
            b. Discuss the User Match Key (as defined below);
            c. Discuss the CRM Data File (as defined below); and
            d. Review your obligations as set forth below.

    B. Program Services.   The following remote Services related to your implementation of the Program, for up to one (1) User Match Key, will be available to you during the Program Services Period (as defined below):

        1. Determine your User Match Key;
        2. For the Site Match feature, create up to one (1) Oracle tag ("Site ID") designed to pass your User Match Key to your Oracle services environment and provide that Site ID to you via email;
        3. Create a single taxonomy consisting of up to one hundred (100) taxonomy nodes in aggregate for your CRM Data File (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to four hundred (400) classification rules in aggregate for your CRM Data File to classify the data you are passing to your Oracle services environment via the Program;
        4. Work with you to identify and pass up to twenty-five (25) single data elements (each a "Key") to your Oracle services environment via the CRM Data File; and
        5. For the Site Match feature, test whether the Site ID is (i) generating a GET request to your Oracle services environment, (ii) passing the pre-determined User Match Key via that

GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperatoin</u>
   1. Introductory Services.
      a. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
      b. Your project manager will attend the introductory web conference call.
   2. Program Services.
      a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
      b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
      d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.
      e. Provide an anonymous, non-PII unique user identifier as a User Match Key.
      f. Provide a developer or similarly qualified resource to implement the Site ID on your Domain(s).
      g. Deliver the CRM Data File and associated Trigger File (as defined below), both files conforming to the Program's current standard file format requirements, via Secure File Transfer Protocol ("SFTP") to your Oracle services environment.
      h. Ensure that each row of the CRM Data File represents the CRM record for a single unique user while the first column of the CRM Data File represents the User Match Key and each subsequent column represents a Key.
      i. Ensure that duplicate User Match Keys are not present in the CRM Data File.
      j. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. <u>Project Assumptions</u>.
   1. Program Services shall not be available until after the introductory web conference call.
   2. A "User Match Key" is defined as a single, non-Personally Identifiable Information ("non-PII") unique user identifier that is present in both your CRM Data File and on your Domain(s).
   3. A "CRM Data File" is defined as an offline file containing your user data.
   4. A "Trigger File" is a text file that is uploaded simultaneously with the CRM Data File, and each subsequent refresh of the CRM Data File, in order to make Oracle aware that a new CRM Data File has been uploaded.

5. All Services will be performed in English.
6. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.
7. Taxonomies will be created as part of the Program Services using English characters and numbers only.
8. Anything not expressly specified in the Description of Services is out of scope.
9. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
10. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
11. Out of Scope. The following activities are not within the scope of Services:
    a. The collection or classification of special or non-ASCII characters;
    b. Key-value pair data that includes special or non-ASCII characters;
    c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or
    d. Support of non-English language taxonomies.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

ORACLE SERVER-SIDE DATA TRANFER INTEGRATION PROFESSIONAL SERVICES

Oracle Server-Side Data Transfer Implementation Service (NA/LAD Only)

Part #: B79226
1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Server-Side Data Transfer program ("Program") in your Oracle services environment:

A. <u>Introductory Services</u>. The following remote Services will be available to you during the Introductory Period (as defined below):

1. Provide you a copy of a Domains selection form ("Domains Form");
2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
   a. Review your request for Services;
   b. Discuss the Domains (as defined below);
   c. Answer your question related to the Domains Form;
   d. Discuss the ID Swap (as defined below); and
   e. Review your obligations as set forth below.

B. <u>Program Services</u>. The following remote Services related to your implementation of the Program for up to one (1) Domain, which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):

1. Create up to six (6) Oracle tags ("Site IDs") designed to conduct your ID Swap with the Oracle services environment from your Domain and provide such Sites ID to you via email;
2. Test whether the Site IDs are (i) generating a GET request to your Oracle services environment, (ii) conducting the ID Swap via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment; and
3. Configure your Oracle services environment to send data to up to one (1) of your server-side endpoints via a JavaScript Object Notation ("JSON") POST formatted according to Oracle's standard JSON POST format.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperation</u>.
   1. Introductory Services.
      a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
      b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Your project manager will attend the introductory web conference call.
      d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
      e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
   2. Program Services.
      a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.

b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.

c. Initiate the ID Swap with the Oracle services environment.

d. Provide a developer or similarly qualified resource to implement the Site IDs on your Domain.

e. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. Project Assumptions.

1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

2. The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.

3. A "Domain" is defined as a Web Domain and this term is defined below.

4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.

5. An "ID Swap" is defined as the process of transferring your anonymous, non-Personally Identifiable Information ("non-PII") unique user identifier to the Oracle services environment via a GET request generated via the Oracle Site IDs implemented on your Domain.

6. All Services will be performed in English.

7. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

8. Anything not expressly specified in the Description of Services is out of scope.

9. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

10. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

11. Out of Scope. The following activities are not within the scope of Services:

a. The collection or classification of special or non-ASCII characters.

3. Unused Services. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services. In order for Oracle to provide Services to

You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. <u>Project Management</u>. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Onsite Kickoff Meeting Implementation Service (NA/LAD Only)
Part #: B79228
1. <u>Description of Services</u>. Oracle will make available to you the following onsite services ("Services") related to the onsite kickoff meeting for an Oracle Cloud Service purchased by you under a separate order ("Program"):
    A. <u>Program Services</u>. The following onsite Services related to your onsite kickoff meeting will be available to you during the Program Services Period (as defined below):
        1. Attend an introductory onsite kickoff meeting with you for up to three (3) hours to discuss the following:
            a. Review your request for Services;
            b. Discuss the project plan related to your Cloud Service; and
            c. Review your obligations as set forth below.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
    A. <u>Your Cooperation</u>.
        1. Program Services.
            a. Contact Oracle's project manager to request and schedule the performance of Program Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Program Services Period").
            b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
            c. Your project manager will attend the introductory onsite kickoff meeting.
            d. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.
    B. <u>Project Assumptions</u>.
        1. All Services will be performed in English.
        2. Anything not expressly specified in the Description of Services is out of scope.
        3. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

4. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

5. The fee for the onsite Services above is not inclusive of travel and out-of-pocket expenses.

3. Unused Services. The Services must be used within twelve (12) months from the signature date of the ordering document. Any portion of the Services not used within the Program Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Program Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Site Optimization Implementation Service (NA/LAD Only)
Part #: B79350
1. Description of Services. Oracle will make available to you the following remote services ("Services") related to the implementation of your Oracle Site Optimization program ("Program") in your Oracle services environment:
   A. Introductory Services. The following remote Services will be available to you during the Introductory Period (as defined below):
      1. Provide you a copy of a Domains selection form ("Domains Form");
      2. Host an introductory web conference call with you for up to three (3) hours to discuss the following:
         a. Review your request for Services;
         b. Discuss the Domains (as defined below);
         c. Answer your questions related to the Domains Form; and
         d. Review your obligations as set forth below.
   B. Program Services. The following remote Services related to your implementation of the Program, for up to one (1) Domain which you have selected in your Domains Form, will be available to you during the Program Services Period (as defined below):
      1. Create a single taxonomy consisting of up to one hundred (100) taxonomy nodes in aggregate for your Domain (including any nodes that are created and subsequently deleted during the performance of the Program Services) and up to four hundred (400)

classification rules in aggregate for your Domain(s) to classify the data you are passing to your Oracle services environment via the Program;

2. Create up to six (6) Oracle tags ("Site IDs") for each Domain and provide such Site IDs to you via email;

3. Work with you to identify and pass up to ten (10) single data elements (each a "Key") to your Oracle services environment via the Site IDs;

4. Test whether the Site IDs are (i) generating a GET request to your Oracle services environment, (ii) passing up to ten (10) Keys identified by Oracle in connection with the Program Services via that GET request, and (iii) receiving a "200 OK status code" response for each GET request from your Oracle services environment, and returning data to your web page in the form of a JavaScript Object Notation object ("JSON object"); and

5. Host a single web conference training call, which may be up to two (2) hours in duration and attended by up to ten (10) of your participants, regarding the use of the Program user interface.

2. <u>Your Cooperation and Project Assumptions</u>. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. <u>Your Cooperation</u>.
   1. Introductory Services.
      a. Contact Oracle's project manager to request and schedule the performance of Introductory Services within one (1) month of Oracle's signature date of your order unless otherwise stated in your order ("Introductory Period").
      b. Introductory Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Your project manager will attend the introductory web conference call.
      d. Complete and return the Domains Form to Oracle's project manager within the Introductory Period and before the commencement of any Program Services.
      e. Select up to one (1) Domain in your Domains Form which shall be the subject of the Program Services and shall not be changed after Program Services commence.
   2. Program Services.
      a. Contact Oracle's project manager to request and schedule the performance of Program Services prior to the expiration of the Introductory Period.
      b. Program Services will be scheduled at a date and time mutually agreed to by the project managers.
      c. Assign a key stakeholder to provide feedback on the taxonomy scope and structure as well as the identification of Keys.
      d. Provide a data map for all Key-value pair data to be passed to your Oracle services environment via your Program. Such data map shall consist of a comprehensive list of your Key names, the range of possible values for each Key, and a description of each Key-value pair.

  e. Provide a developer or similarly qualified resource to implement the Site IDs on your Domain.

  f. Ensure your tasks, including user acceptance testing, are completed in the timeframe identified in the project plan.

B. <u>Project Assumptions</u>.

 1. Program Services shall not be available until after (a) you have submitted your Domains Form to Oracle's project manager, and (b) the parties' have attended the introductory web conference call.

 2. The one (1) Domain which you select in your Domains Form shall not change during the Program Services Period.

 3. A "Domain" is defined as a Web Domain and this term is defined below.

 4. A "Web Domain" is defined as one of the following: a website domain, website sub-domain, country-specific website domain.

 5. Oracle data may not be targetable on the first pageview.

 6. All Services will be performed in English.

 7. All data passed to your Oracle services environment via the Program will be formatted in the English alphabet and/or numerals.

 8. Taxonomies will be created as part of the Program Services using English characters and numbers only.

 9. Anything not expressly specified in the Description of Services is out of scope.

 10. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

 11. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

 12. <u>Out of Scope</u>. The following activities are not within the scope of Services:

  a. The collection or classification of special or non-ASCII characters;

  b. Key-value pair data that includes special or non-ASCII characters;

  c. Support of special, non-Western, or non-ASCII characters within your actual taxonomy node names; and/or

  d. Support of non-English language taxonomies.

3. <u>Unused Services</u>. Notwithstanding anything to the contrary herein, in the event i) you do not provide Oracle with a fully completed Domains Form within the Introductory Period, ii) all of the Introductory Services have not been used within the Introductory Period, or iii) all of the Program Services have not been used within twelve (12) months of the expiration of the Introductory Period, the Services will be automatically forfeited by you, with no further action required of either party, and you will not be entitled to a refund, or any credit toward additional or other services, for any unused portion of the fees paid for any unused Services.   In order for Oracle to provide Services

to You after the Introductory Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and exhibit, to the terms and fees for such Services.

4. Project Management. You agree to designate a primary contact and Oracle agrees to designate a project manager who shall both be responsible for coordinating activities under this document. You and Oracle each shall direct all inquiries concerning the Services to the other party's primary contact or project manager. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Program Management Premium Services (NA/LAD Only)

Part #B86873

1. Description of Services. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of hours identified in your order to assist you with your Oracle Marketing Cloud ("OMC") BlueKai product ("BlueKai"). Such assistance may include any of the following tasks ("In Scope Tasks"):

    A. Program Management Tasks.
        1. Create a document that includes the progress of Your OMC engagements ("OMC Project Roadmap"); and/or
        2. Conduct a webinar meeting that may be attended by up to twenty (20) of Your participants to review Your OMC Project Roadmap.

    B. Project Management Tasks.
        1. Provide point of contact for Your project.
        2. Provide coordination of the project progress including change requests.
        3. Assist in coordinating the scoping of new projects, if applicable.
        4. Plan and budget Oracle resources for Your project, as approved by You.
        5. Provide project status reports.
        6. Create and manage project schedules, including dependencies and key milestones.
        7. Coordinate status meetings with key stakeholders (both yours and Oracle).
        8. Provide recommendations on how to use BlueKai and the features licensed for your project.

2. Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A. Your Cooperation.
   1. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
   2. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
   3. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
   4. Ensure you have at least two (2) OMC engagements for which you require coordination.
B. Project Assumptions.
   1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
   2. All Services will be performed by Oracle remotely.
   3. The Services will be performed from Monday to Friday during business hours mutually agreed to by You and Oracle.
   4. The Services will use Standard* functionality (*"Standard" is defined as that functionality contained within the product documentation).
   5. Any documents provided by Oracle will be in Microsoft Office format.
   6. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
   7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
   8. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any month during the Professional Services Period.
   9. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
   10. You understand and acknowledge that Oracle shall only assist you for up to the quantity of hours identified in Your order and that Oracle is not obligated to continue assisting you beyond that quantity of hours.

4. Project Management. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Program Management Standard Services (NA/LAD Only)
Part #B86876
1. Description of Services. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of hours identified in your order to assist you with your Oracle

Marketing Cloud ("OMC") BlueKai product ("BlueKai"). Such assistance may include any of the following tasks ("In Scope Tasks"):

A.   Program Management Tasks.
    1.   Create a document that includes the progress of Your OMC engagements ("OMC Project Roadmap"); and/or
    2.   Conduct a webinar meeting that may be attended by up to twenty (20) of Your participants to review with You the OMC Project Roadmap.

B.   Project Management Tasks.
    1.   Provide point of contact for Your project.
    2.   Provide coordination of the project progress including change requests.
    3.   Assist in coordinating the scoping of new projects, if applicable.
    4.   Plan and budget Oracle resources for Your project, as approved by You.
    5.   Provide project status reports.
    6.   Create and manage project schedules, including dependencies and key milestones.
    7.   Coordinate status meetings with key stakeholders (both yours and Oracle).
    8.   Provide recommendations on how to use BlueKai and the features licensed for your project.

2.   Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3.   Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

A.   Your Cooperation.
    1.   Ensure Your tasks are completed in the timeframe as mutually agreed upon.
    2.   Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
    3.   Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
    4.   Ensure you have at least two (2) OMC engagements for which you require coordination.

B.   Project Assumptions.
    1.   All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
    2.   All Services will be performed by Oracle remotely.

3. The Services will be performed from Monday to Friday during business hours mutually agreed to by You and Oracle.
4. The Services will use Standard* functionality (*"Standard" is defined as that functionality contained within the product documentation).
5. Any documents provided by Oracle will be in Microsoft Office format.
6. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).
7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.
8. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any month during the Professional Services Period.
9. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.
10. You understand and acknowledge that Oracle shall only assist you for up to the quantity of hours identified in Your order and that Oracle is not obligated to continue assisting you beyond that quantity of hours.

4. <u>Project Management</u>. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle BlueKai Technical Services (NA/LAD Only)
Part #B86879

1. <u>Description of Services</u>. Oracle will make available to You during the Professional Services Period (as defined below), the quantity of hours identified in your order to assist you with your Oracle Marketing Cloud ("OMC") BlueKai product ("BlueKai"). Such assistance may include any of the following tasks ("In Scope Tasks"):
A. <u>Data Management Platform ("DMP") Activities</u>.
   1. Perform data scoping activities;
   2. Assist you to define Your Oracle DMP use cases;
   3. Assist you to create a DMP tag;
   4. Assist you to validate Your DMP tag;
   5. Assist you with designing your data file feed ("Offline Data");
   6. Assist you with importing and maintaining your Offline Data into DMP;
   7. Assistance with importing impression and click data from Your media partners;

8. Assist You to export Your DMP data to Your secure file transfer protocol ("SFTP") server;
9. Conduct a webinar meeting that may be attended by up to twenty (20) of Your participants to:
   a. Review with You the In Scope Tasks; and/or
   b. Discuss DMP implementation strategy, media planning, taxonomy design and maintenance, audience selection and analysis and programmatic operational execution;
10. Provide assistance to address DMP issues identified by You; and/or
11. Assist to design and maintain Your DMP data taxonomy.

B. Project Management Tasks.
1. Provide point of contact for Your project(s).
2. Provide coordination of the project progress including change requests.
3. Assist in coordinating the scoping of new projects, if applicable.
4. Plan and budget Oracle resources for Your project(s), as approved by You.
5. Provide project status reports.
6. Create and manage project schedules, including dependencies and key milestones.
7. Coordinate status meetings with key stakeholders (both yours and Oracle).
8. Provide recommendations on how to use Your OMC applications and the features licensed for your projects(s).

2. Unused Services. The Services must be used within six (6) months from the signature date of the ordering document ("Professional Services Period"). Any portion of the Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused portion of the Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document and order, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:
A. Your Cooperation.
1. Ensure Your tasks are completed in the timeframe as mutually agreed upon.
2. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a date and time mutually agreed to by the project managers.
3. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.
B. Project Assumptions.
1. All Services will be delivered in English unless You and Oracle mutually agree to perform Services in another language.
2. All Services will be performed by Oracle remotely.

3. The Services will be performed from Monday to Friday during business hours mutually agreed to by You and Oracle.

4. The Services will use Standard* functionality (*"Standard" is defined as that functionality contained within the product documentation).

5. Any documents provided by Oracle will be in Microsoft Office format.

6. Any document or output provided by Oracle will be based on Oracle templates (Content and Format).

7. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

8. Unless otherwise expressly agreed to by You and Oracle in writing, Oracle will not perform more than twenty-five (25) hours of Services in any month during the Professional Services Period.

9. Capitalized terms not defined in the agreement or this order shall refer to named functionality and activities within the applicable Cloud Services, as described in more detail within the Oracle Program documentation.

10. You understand and acknowledge that Oracle shall only assist you for up to the quantity of hours identified in Your order and that Oracle is not obligated to continue assisting you beyond that quantity of hours.

4. <u>Project Management</u>. You and Oracle each agree to designate a project manager who shall be responsible for coordinating its activities under this order. You and Oracle each shall direct all inquiries concerning the Services to the other party's project manager. Your project manager shall have the authority to approve Services on Your behalf. Oracle's project manager shall have the sole right to exercise direct control and supervision over the work assignments of Oracle resources.

Oracle Unity Advanced Strategic Services, Hourly

Part # Oracle Unity Advanced Startegic Services, Hourly (NA Only) – B95398

1. <u>Description of Services.</u> During the Professional Services Period (defined below),

Oracle will make available to You the quantity of hours identified in Your order to assist You with any of the following activities related to Your Oracle Unity Customer Experience Cloud Service ("Unity"):

A. <u>Strategic and/or Analytics Tasks.</u>

1. Conduct strategic workshops with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You) to outline business goals and key performance indicators ("KPIs") and a corresponding roadmap of recommendations and/or strategies;

2. Outline use cases for Unity and/or other Oracle products being considered and/or in place;

3.   Identify and outline segments and/or intelligent attributes that may be considered for use in Unity and/or Your segmentation strategy and that align to Your business strategy outlined by You;

4.   Create recommendations for cross-channel (email, short message service ("SMS"), push, direct mail, web, etc.) customer experiences that align to Your business strategy;

5.   Conduct competitive research to understand the marketing trends seen by competitors versus your business;

6.   Assist You with campaign strategies to address Your business goals;

7.   Review campaign results and provide recommendations;

8.   Create a document containing a testing plan(s), including A/B test plans, and provide statistical results of the outcome of implemented tests ("Test Plan") based on agreed upon KPIs and data to be used;

9.   Conduct data analyses to determine Your audience and program performance trends, compared to benchmarks;

10.   Attend scheduled meetings related to the services; and

11.   Conduct strategic module workshop(s), and assist You with phased expansion of Your Unity marketing program after Your initial Unity launch.

B.   Project Administration Tasks

1.   Assist in coordinating the scoping of new projects, if applicable;

2.   2.   Plan and budget Oracle resources for Your project(s), as approved by You;

3.   Provide project status reports; and

4.   Coordinate status meetings with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You).

2.   Unused Services.   The Services must be used within twelve (12) months from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3.   Your Cooperation and Project Assumptions.

A.   Your Cooperation.   Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

1. Provide any supplemental data required by Oracle to perform the agreed upon projects in a format and location defined by Oracle.

2. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.

3. Provide any background information and/or guidelines for the use of Your brand(s), if applicable, for the performance of Services.

4. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

5. Provide Oracle with Your business strategy and goals necessary for the performance of Services.

6. Ensure Your necessary stakeholders are available as requested by Oracle.

7. Provide campaign performance data as requested by Oracle.

8. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

B. Project Assumptions

J. The services will be performed remotely by an Oracle strategy resource.

K. The Services will be performed in English.

L. Any documents provided by Oracle will be in Microsoft Office format.

M. Any document or output provided by Oracle will be based on Oracle templates (content and format).

N. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

O. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4. Project Management. You and Oracle each agree to designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of Services.

Oracle Unity Standard Strategic Services, Hourly

Part # B95399 - Oracle Unity Standard Strategic Services, Hourly (NA Only)

1. Description of Services. During the Professional Services Period (defined below),

Oracle will make available to You the quantity of hours identified in Your order to assist You with any of the following activities related to Your Oracle Unity Customer Experience Cloud Service ("Unity"):

A. Strategic and/or Analytics Tasks.

1. Conduct strategic workshops with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You) to outline business goals and key performance indicators ("KPIs") and a corresponding roadmap of recommendations and/or strategies;

2. Outline use cases for Unity and/or other Oracle products being considered and/or in place;

3. Identify and outline segments and/or intelligent attributes that may be considered for use in Unity and/or Your segmentation strategy and that align to Your business strategy outlined by You;

4. Create recommendations for cross-channel (email, short message service ("SMS"), push, direct mail, web, etc.) customer experiences that align to Your business strategy;

5. Conduct competitive research to understand the marketing trends seen by competitors versus your business;

6. Assist You with campaign strategies to address Your business goals;

7. Review campaign results and provide recommendations;

8. Create a document containing a testing plan(s), including A/B test plans, and provide statistical results of the outcome of implemented tests ("Test Plan") based on agreed upon KPIs and data to be used;

9. Conduct data analyses to determine Your audience and program performance trends, compared to benchmarks;

10. Attend scheduled meetings related to the services; and

11. Conduct strategic module workshop(s), and assist You with phased expansion of Your Unity marketing program after Your initial Unity launch.

B. Project Administration Tasks

1. Assist in coordinating the scoping of new projects, if applicable;

2. Plan and budget Oracle resources for Your project(s), as approved by You;

3. Provide project status reports; and

4. Coordinate status meetings with key stakeholders (Yours, Oracle's, or Your vendor partners' as directed by You).

2. Unused Services. The Services must be used within twelve (12) months from Your order's signature date, unless otherwise stated in Your order ("Professional Services Period"). Any Services not used within the Professional Services Period will be automatically forfeited by You, with no further action required of either party, and You will not be entitled to a refund, or any credit toward additional or other Services, for any unused portion of the fees paid for any unused Services. You may not apply any portion of unused Services or fees paid, for any Services other than the Services stated in this order. In order for Oracle to provide Services to You after the Professional Services Period, Oracle and You shall mutually agree, in writing, under a separate ordering document, to the terms and fees for such Services.

3. Your Cooperation and Project Assumptions.

A. Your Cooperation. Subject to the terms in the Policies, the following obligations apply in addition to those in the Policies:

9. Provide any supplemental data required by Oracle to perform the agreed upon projects in a format and location defined by Oracle.

10. Contact Oracle's project manager to request and schedule the performance of Services within the Professional Services Period, which Services will be scheduled at a mutually agreed upon date and time.

11. Provide any background information and/or guidelines for the use of Your brand(s), if applicable, for the performance of Services.

12. Ensure Your tasks are completed in the timeframe as mutually agreed upon.

13. Provide Oracle with Your business strategy and goals necessary for the performance of Services.

14. Ensure Your necessary stakeholders are available as requested by Oracle.

15. Provide campaign performance data as requested by Oracle.

16. Provide Oracle with no fewer than five (5) days' notice for any scheduled meetings.

B. Project Assumptions

7. The services will be performed remotely by an Oracle strategy resource.

8. The Services will be performed in English.

9. Any documents provided by Oracle will be in Microsoft Office format.

10. Any document or output provided by Oracle will be based on Oracle templates (content and format).

11. Any timelines or expected completion dates discussed with You are estimated dates and are intended for planning purposes only. As such Oracle does not guarantee that any such timelines or expected completion dates will be met and failure to meet such timelines shall not constitute a breach of contract or abrogate Your obligation to pay for Services performed.

12. Anything not expressly identified in Section 1 above is not included in the scope of, or fees for, Services under this order.

4.   Project Management. You and Oracle each agree to designate a project manager who shall work together with the other party's project manager to facilitate an efficient delivery of Services.