SAP Engagement Cloud
Supplemental Terms and Conditions

This Supplement is part of an Agreement between SAP and Customer and applies solely to the SAP Engagement Cloud Service.

1. DEFINITIONS

1.1. "**Capacity Services**" means the individual services comprising the Cloud Service identified in Attachment A, as may be updated by SAP from time-to-time with additional Capacity Services.

1.2. "**Capacity Unit**" is a ratio of services consumed via the Cloud Service and is calculated as set forth in this Supplement.

1.3. "**Capacity Units of Measure**" are the types of metrics used to measure use of a particular Capacity Service.

1.4. **"Capacity Unit Value**" is the numerical value assigned to a specific Cloud Service that, when multiplied by the number of used Capacity Units of Measure, results in the consumed Capacity Units.

1.5. "**Contact**" is each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service.

1.6. "**Contract Month**" means, in relation to the Usage Metric, a period starting on the day in a calendar month that is the same numerically corresponding day as the Order Form Effective Date, and ending on the numerically corresponding day in the next calendar month, except that if there is no numerically corresponding day in the calendar month in which that period is to end, that period shall end on the last day in the next calendar month.

1.7. "**Tenant**" is a customer-specific instance of the Cloud Service.

2. USAGE METRIC

2.1. The Usage Metric for the SAP Engagement Cloud, enterprise edition Cloud Service is Contacts, in blocks of 100, 000 per Contract Month. For this Cloud Service, Contact refers to unique IDs in the contact database, i.e. the unique IDs of customers, prospects, employees, business partners and other constituents as entered into the Cloud Service entered by the Customer. Customer is solely responsible for deleting Contacts no longer required by Customer and for ensuring there are no duplicate IDs for the same individual. This Cloud Service includes 100 Capacity Units per block of 100 000 Contacts per contract month.

2.2. The Usage Metric for the SAP Engagement Cloud, additional capacity units Cloud Service is Capacity Units, in blocks of 1000 Capacity Units per Contract Month. Each Capacity Service specified in Attachment A has a corresponding Capacity Unit of Measure and Capacity Unit Value. To calculate the number of Capacity Units consumed through use of each Capacity Service, the total amount of Capacity Units of Measure used during the year is multiplied by the Capacity Unit Value to arrive at the number of Capacity Units consumed by that Capacity Service. Customer may consume Capacity Units up to the total amount stated in the Order Form for each year. Unused Capacity Units may not be carried over into any subsequent year. Overages will be calculated based on the average monthly Capacity Units used by the Customer within each twelve-month period starting from the Order Form Effective Date, such that the average monthly usage will be compared to licensed metrics on a monthly basis to determine overage.

> Calculation example: If there was 2 Terabyte of the Open Data Queries Capacity Service used in one Contract Month, the resulting consumption would be 160 Capacity Units (i.e., 2 Terabyte of Open Data Queries * 80 Capacity Unit Value = 160 Capacity Units).

2.3. The Usage Metric for the SAP Engagement Cloud, test tenant is Tenant. The test tenant is a non-productive tenant and may only be used for non-productive development and testing.

3. ADDITIONAL TERMS

3.1. Data Processing. Customer agrees that SAP may track user interactions with the Cloud Service and page performance-related data on the Cloud Service platform UI. SAP will use this collected data to identify problems in time, improve user experience and facilitate and improve operation of the Cloud Service. Any data collected is only used for these product development purposes. Customer may not use the Cloud Service to process any

special categories of personal data as set out in Article 9 of the GDPR and all other applicable data protection laws. In deviation from the Product Development Schedule, SAP may as the Customer's processor and under the terms of the Personal Data Processing Agreement for SAP Cloud Services and as instructed by Customer hereby anonymize Customer Data in order to use the so-anonymized data for the purposes of (i) developing and improving the Cloud Service and other products and services of SAP, SAP SE and SAP Affiliates and (ii) benchmarking purposes as further described in this paragraph. When using Customer Data for benchmarking purposes, SAP, SAP SE and SAP Affiliates will aggregate the anonymized data with other anonymized data, including the data of other customers so long as such aggregation omits any data that would enable the identification of Customer, Customer's clients, or any individual, company or organization ("Aggregated Data"). SAP, SAP SE and SAP Affiliates may use the Aggregated Data for the purpose of benchmarking industry practices, in particular for (i) creating and making available to Customer and SAP analyses on Customer's usage of the Cloud Service services (which SAP will also use to improve the Cloud Service), and (ii) creating and making publicly available anonymous market, trend and/or usage analysis.

3.2. Google Match. If Customer integrates the Cloud Service with Google Customer Match, Customer will comply with the Google Customer Match policies available at https://support.google.com/adspolicy/answer/6299717?hl=en

ATTACHMENT A
to
SAP Engagement Cloud
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1. DEFINITIONS

1.1. "Business Areas" are active logical entities representing organizational units (such as brands or regions) used to control user access and data isolation, calculated based on the maximum number of active Business Areas existing within the Cloud Service on any single day within the Contract Month.

1.2. "Conversational Messages" is the total sum of all messages sent via the Cloud Service across any conversational channel, regardless of content or message type, within a Contract Month

1.3. "Emails" are messages, jobs, or tasks processed by the Cloud Service in a Contract Month.

1.4. "Engagement Accounts" are the total number of unique companies and subsidiaries managed within the Cloud Service in a Contract Month. Each engagement account is counted based on its unique ID entry. This includes all accounts synchronized from external systems (such as SAP Sales Cloud) for marketing engagement.

1.5. "Open Data Queries" are the total number of requests processed by the Cloud Service to scan data and return specific, calculated results in a Contract Month.

1.6. "Open Data Storage" is the total volume of data loaded into or modified within the Open Data environment by the Cloud Service during a Contract Month.

1.7. "Mobile Pass Operations" means each Mobile Wallet Pass that is generated by the Cloud Service as a result of Customer end user action.

1.8. "Monthly Active Users (MAU)" is the total number of unique active users identified in the SAP Cloud Service database or represented by device hardware ID, that have recorded at least one qualifying activity event (login, logout, custom, or internal event) within a calendar month, deduplicated by SAP by user identity and device, and calculated on the 1st of each month for the preceding month.

1.9. "SMS / MMS Messages" are the total monthly aggregated count of SMS and MMS messages through the Cloud Service, regardless of content or campaign, within a Contract Month. Each 160-character segment counts as one SMS message. Each multimedia message counts as one MMS message.

1.10. "Synchronized Digital Advertising Contacts" means each Contact that is synchronized by the Cloud Service with a digital advertising network supported within a Contract Month.

1.11. "Terabyte" means one terabyte or 1000 gigabytes of data usage, and will be calculated on a threshold basis, with any usage exceeding a full terabyte interval being rounded to the next full terabyte (e.g. 1.1TB would be rounded to 2).

1.12. "Web Impressions" is the total count of Web Channel campaigns rendered to a visitor in a Contract Month, such that if one page displays three campaigns, it counts as three Web Channel impressions. User interactions (clicks or conversions) and automated on-site product recommendations are not counted as Web impressions.

NUMBER OF CAPACITY UNITS CONSUMED PER MONTH					
CAPACITY SERVICE	**CAPACITY UNITS OF MEASURE (RANGE)**				
	100,000 - 999,999	1,000,000 - 4,999,999	5,000,000 – 7,999,999	8,000,000- 49,999,999	50,000,000+
	CAPACITY UNIT VALUE				
Emails	0.0004	0.0003	0.0002	0.00015	0.00013
Web Impressions	0.00185	0.00175	0.0016	0.0014	0.00136
Mobile Pass Operations	0.011	0.0098	0.009	0.00885	0.00878
Synchronized Digital Advertising Contacts	0.0075	0.001	0.0003	0.00015	0.00014
Mobile Monthly Active Users	0.0025	0.0017	0.0014	0.00125	0.00120
SMS/MMS Messages	0.00125	0.0002	0.00015	0.0001	0.00008
Conversational Messages	0.006	0.0003	0.00006	0.00003	0.000025
Engagement Accounts	0.007	0.0055	0.0035	0.0015	0.0015

Calculation example: If 500,000 of the ‘Emails’ Capacity Service is used in one Contract Month (i.e. 500 000 emails are sent), 500,000 would be multiplied by the Capacity Unit Value for Emails of 0.0004 to arrive at 200 Capacity Units consumed. Similarly, if 2,000,000 emails are sent in a Contract Month, the calculation is 2,000,000 * 0.0003 = 600 Capacity Units consumed.

NUMBER OF CAPACITY UNITS CONSUMED PER MONTH		
CAPACITY SERVICE	**CAPACITY UNIT OF MEASURE (RANGE)**	**CAPACITY UNIT VALUE**
Business Areas	1-24	100
	24-99	50
	100+	10

Calculation example: If there are 10 Business Areas are active in one Contract Month, 10 would be multiplied by the Capacity Unit Value of 100 to arrive at 1000 Capacity Units consumed.

CAPACITY SERVICE	CAPACITY UNIT OF MEASURE	CAPACITY UNIT VALUE
Open Data Queries	1 Terabyte	80
Open Data Storage	1 Terabyte	20

Calculation example: If 1.5 Terabytes of Open Data Queries are used by Customer, it would be rounded to 2 Terabytes and the resulting calculation would be 2 * 80 = 160 Capacity Units consumed.