SERVICE DESCRIPTIONS

<u>Platform</u>

Audience Builder:
Bluecore Audience Builder provides Customer the ability to create audience segments using combinations of user attributes and behaviors including email engagement and customer behaviors, as well as the product catalog.

Campaign Builder:
Bluecore Campaign Builder provides Customer the ability to send personalized campaigns to targeted audience segments based on selection criteria provided by Customer, as well as triggered campaigns that react to user behaviors and catalog changes.

Visual Template Editor:
Bluecore Visual Template Editor ("**<u>VTE</u>**") provides Customer the ability to build responsive email templates using a drag-and-drop editor.

Campaign Analytics:
Bluecore Campaign Analytics provides Customer an analytics dashboard that details aggregated analytics for email campaigns through the Bluecore Platform.

Customer Analytics:
Bluecore Customer Analytics provides Customer an analytics dashboard that shows aggregated analytics for new and returning customers based on lifecycle stage, revenue, average order values, and conversion rates.

A/B Testing:
Bluecore A/B Testing provides Customer the ability to test email and site campaigns for up to five (5) variants. A/B tests may be begun and concluded in real-time.

Product Recommendations:
Bluecore Product Recommendations provide Customer collaborative-based and attribute-based product recommendation algorithms, making product recommendations unique for each of Customer's customers.

Customer 360:
Bluecore Customer 360 provides Customer a timeline of all actions that a customer has taken on the Customer Site, including without limitation product views and purchases.

Audience Insights:
Bluecore Audience Insights provides Customer a predictive analytics dashboard that surfaces retail-focused insights about any defined groups of customers.

Predictive Models:

Bluecore Predictive Models provide Customer the ability to leverage the customer and product catalog data that Bluecore captures to analyze, cluster, and predict how Customer can more effectively engage its audiences. Out-of-the-box predictive algorithms include without limitation:

- Audience
    - Affinity: Discount, Category, Channel
    - Predicted Lifetime Value
    - Likelihood to take action: Open, Click, Unsubscribe
    - Churn Risk
- Recommendations, Content, Offers
    - Best Category/Products/Content
    - Dynamic Coupon
    - Co-View/Cart/Purchase
    - Similar Products
    - Next Best Purchase
    - Margin Optimization
- Priority & Timing
    - Automatic Prioritization
    - Send-Time Optimization
    - Predicted Replenishment

Offline Purchase Data Ingestion:

Customer may set up a recurring data import into the Bluecore Platform containing transactions made offline (e.g. in a brick-and-mortar store location) that are tied to a specific customer email address. To facilitate this ingestion, Customer must use the file formats specified by Bluecore.

Communicate Batch Audience Exports (for Customers implemented with Triggers & Batch)

Bluecore Batch Audience Exports provide Customer the ability to sync all Bluecore audiences as one-time sends to one (1) channel (e.g. platforms including business intelligence, CRM, CDP, or marketing execution) via secure file transfer protocol ("**SFTP")** using email addresses.

Bluecore Communicate

Minimum Commitment

As part of Bluecore Communicate, Customer will purchase a minimum commitment for all or part of the duration of the subscription term of the SOW. This minimum commitment is Customer's guaranteed minimum amount of spend with Bluecore for Customer's email and/or mobile campaigns. The minimum commitment is achieved through per-unit fees for each of the following (depending on the Bluecore Services purchased, and as further described in the applicable SOW): (i) electronic message that is sent by Customer to an individual's email address, which may be associated with a purchase or other transaction/account-related communication between the consumer and Customer ("**Transactional Email Sends**"), those that are in reaction to consumer behaviors and catalog changes ("**Triggered Email Sends**"), and/or batch or personalized email campaigns to targeted audience segments ("**Batch Email Sends**")

(Transactional Email Sends, Triggered Email Sends, and Batch Email Sends, collectively, "**Email Sends")**, or (ii) each instance where any link in an Email Send is clicked ("**Clicks**"), and/or (iii) SMS and/or MMS sent.

- **Email Campaign:**
  - Bluecore Campaign Builder provides Customer the ability to send Batch Email Sends, as well as Triggered Email Sends. Depending on the Bluecore Services purchased in the applicable SOW, Email Sends and/or Clicks consumed are counted towards the minimum commitment purchased in the applicable SOW.

  - Triggers for Triggered Email Sends include without limitation:
    - Cart Abandonment
    - Product Abandonment
    - Search Abandonment (category abandonment)
    - Price Decrease
    - Back In Stock (including 'Notify Me' Back In Stock)
    - New Arrivals
    - Post Purchase
    - Best Sellers
    - New Arrivals
    - Low Inventory
    - Wishlist

  - Additional campaign types include without limitation:
    - Predictive Audience campaigns, including Affinity-driven campaigns (e.g. Product/Category Affinity, Discount Affinity) and Lifecycle Campaigns (e.g. At-Risk, Lapsed, Win-Back)
    - Replenishment Campaigns
    - Smart Campaign™
    - Audience-driven Transactional Email Sends

- **Mobile Messaging (SMS and MMS) Campaign Sends:**
  - Bluecore Campaign Builder provides Customer with the ability to send batched, personalized Mobile Messaging campaigns to targeted audience segments based on selection criteria provided by Customer, as well as triggered mobile sends that react to user behaviors and catalog changes ("**Triggered Mobile Sends**"). Mobile sends are consumed against a spending commitment, as further described in the applicable SOW.

  - Triggers for Mobile Messages include:
    - Cart Abandonment
    - Product Abandonment
    - Search Abandonment (category abandonment)
    - Price Decrease
    - Back In Stock

- New Arrivals
- Post Purchase

- Additional campaign types, without limitation include:
  - Predictive Audience campaigns, including Affinity-driven campaigns (e.g. Product/Category Affinity, Discount Affinity) and Lifecycle Campaigns (e.g. At-Risk, Lapsed, Win-Back)
  - Bluecore Transactional Sends (through Bluecore's Transactional API) enable Customer to facilitate a message to an existing shopper regarding an ongoing transaction or user-requested account change. Customer remains responsible for ensuring only Transactional Mobile messages are sent through the Bluecore Transactional API within the Bluecore Platform.

Bluecore Transactional Sends (Email):
Bluecore Transactional Sends (through Bluecore's Transactional API) enable Customer to facilitate a message to an existing shopper regarding an ongoing transaction or user-requested account change. Bluecore Transactional Email Sends may not contain opt-out mechanisms or other user-based filters. Customer remains responsible for ensuring only Transactional Emails messages are sent through the Bluecore Transactional API within the Bluecore Platform.

Mobile Sending Codes
Customer has the option of using two different types of Mobile Messaging sending codes:
- **Toll-free code:** This is a free-to-use phone number beginning with an 800 prefix that is used to send and receive Mobile Messaging. Customer may 1) generate a random number, 2) request a specific number (pending availability), or 3) request a vanity number (pending availability) made of numbers and up to seven (7) letters (ex: 1-800-123-SHOP).
- **Short code:** A five or six digit phone number used to send and receive Mobile Messaging (for example, 12345). Each brand has a dedicated short code. Customers may: 1) migrate an existing short code to Bluecore, or 2) apply for a new short code. Migrating or acquiring a new short code can take up to 14-18 weeks, pending compliance and carrier reviews. Customer may choose between the following types of short codes:
  - Random Number Short Code: A randomly selected short code number to send SMS and/or MMS messages
  - Vanity Short Code: A custom number to send SMS and/or MMS messages

<u>Bluecore Site</u>

Bluecore Site™ leverages Bluecore's native onsite capabilities to provide Customer with the ability to create campaigns to grow its lists and increase Customer Site conversions, while leveraging Bluecore Audiences and Product Recommendations to better target and personalize the experience of a shopper on the Customer Site.

Campaign types include:

- Lead Capture
  - Email Capture
  - SMS Capture
  - Re-Subscribe
  - Sweepstakes
- Notify Me
  - Out-of-Stock Sign Up
  - Coming Soon Sign Up
  - While You Wait Modals (with Recommendations)
- Abandonment Triggers
  - Cart Abandonment
  - Browse Abandonment
  - Welcome Back (Carted Products)
- Social Proof & Badging
  - Recently Purchased
  - Recently Viewed
  - Selling Fast / Likely to Sell Out Soon
  - Low Stock
  - New Arrivals
  - Best Sellers
  - Out Of Stock
  - Back in Stock
  - On Sale / % On Sale
- General & Affinity Messaging
  - Targeted Affinity modals
  - PDP Messaging
  - Sale Announcements (with / without recommendations)
  - New Arrival Announcements (with / without recommendations)
  - Shipping Notification & Cut-Offs

Bluecore Site (Legacy Products) [Customers with SOWs dated on or before February 1, 2025]:

Bluecore Site™ Capture - Basic:
Bluecore Site™ Capture leverages Bluecore's native onsite capabilities to provide Customer with the ability to create campaigns to grow its email lists through email capture campaigns on entry pages, exit pages and product, checkout pages, and cart pages.

Bluecore Site™ Social Proofs
Bluecore Site™ Social Proofs provides Customer the ability to highlight product trends on the Customer Site(s) in order to inform shoppers of the demand for certain products and to enable status badging of certain products. Bluecore Site™ Social Proofs combines the in-session behavior of the shopper with Bluecore's dynamic product catalog, to generate engaging messaging directly on the Customer Site(s) to create a sense of purchasing urgency and to increase onsite conversions.

Social Proof campaign types include:
- Recently Purchased
- Recently Viewed
- Selling Fast / Likely to Sell Out Soon
- Low Stock

Product badge campaign types include :
- New Arrivals
- Best Sellers
- Low Stock
- Stock Out
- Back in Stock
- On Sale / % On Sale

Onsite Product Recommendations:
Bluecore Product Recommendations provides Customer collaborative-based and attribute-based product recommendation algorithms, making onsite product recommendations unique for each shopper. Onsite product recommendations may only be actioned within Bluecore Site modals (e.g. pop ups).

Bluecore Advertise
Media Integrations:
Bluecore Media Integrations enable Customer to sync Bluecore audiences to advertising platforms of Customer's choosing using email addresses identifiers. Customer's purchase of digital media is between Customer and the advertising platform(s) utilized, and is separate and apart from Bluecore. Customer may sync audiences to any of the below supported platforms. Each purchased Media Integration is to a single platform; multiple Media Integrations must be purchased if Customer elects to sync audiences to more than one (1) of the below platforms:

- Facebook + Instagram
- Google Ads
- TikTok
- Criteo
- Pinterest
- Snapchat

Audience Exports:
Bluecore Communicate Audience Exports provides Customer the ability to sync all Bluecore email or, where applicable, mobile phone number, audiences to the number of endpoints purchased (e.g. platforms including business intelligence, CRM, CDP, or marketing execution) via SFTP using email addresses or, where applicable, mobile phone numbers.

Audience Exports with Predictive Scores
Bluecore Audience Exports with Predictive Scores provides Customer the ability to sync all Bluecore audiences to the number of endpoints purchased (e.g. platforms including business intelligence, CRM, CDP, or marketing execution, via SFTP using email addresses. Customer may export Bluecore predictive

raw scores (e.g. predicted shopper lifetime value, category affinity, etc.) associated with each shopper record.

Transparent ID Network

ID Network - LiveIntent
ID Network - LiveIntent leverages LiveIntent's identity framework technology, which utilizes a privacy-compliant, first-party identifier (i.e. hashed email address) to re-identify shoppers whose email addresses are already known to Customer, but who have been disconnected from their distinct online ID (e.g. first-party cookie), such that the shoppers' on-website activity is otherwise not linked to their email address. This network allows Customer to connect on-website activity to a known shopper for more successful targeting through email and other campaigns. ID Network - LiveIntent does not require sharing shopper personal data with Live Intent, nor does it rely on the use of any third-party cookie data.

Alby Shopping Assistant
Alby Shopping Assistant is an interface on the Customer Site(s) that may proactively engage with shoppers, whether answering questions, recommending products, or otherwise, based on certain conditions configured through the Bluecore Platform that are deemed beneficial to increase conversion rates or achieve other Customer-enumerated business goals. Alby Shopping Assistant will identify the most relevant content from the Shopping Information, input such information into the Third Party Solutions, generating personalized and/or relevant output to be provided, made available, or otherwise presented to the applicable shopper through the interface. Bluecore may fine-tune language models for Alby Shopping Assistant by training it on Customer's support or sales conversations provided, or otherwise made available, to Bluecore pursuant to the Bluecore Services in this SOW, for the purposes of improving the output of Alby Shopping Assistant. At Customer's request, Alby Shopping Assistant may be integrated into Customer's internal systems to enable shoppers to look up previous orders, submit orders, or receive offers. When recommending products to shoppers, Alby Shopping Assistant may pose follow-up questions to the applicable shopper to provide improved product recommendations based on the Shopping Information and the information provided by the shopper.

*__**Bluecore, at its discretion, may introduce new features and/or functionality. Where use of such new features and/or functionality will incur separate fees, Customer will have the option to elect to accept and use such features and/or functionality by entering into a SOW or SOW Addendum for the associated fees.**__*