

## About Opal

The Opal Marketing Collaboration Platform<sup>®</sup> is a cloud-hosted Software-as-a-Service (SaaS) solution trusted by some of the world's most exceptional brands. Opal tears down silos and empowers teams with one powerful, shared environment to strategically plan, create, and visualize calendar content across all marketing and communications channels. By reducing complexity and enhancing team connectivity, Opal drives better marketing outcomes.

## Access to the Opal Platform

Access to the Opal Platform is provided through a combination of a Platform Subscription, Workspace Subscriptions, and User Subscriptions. The Platform Subscription includes access to the Opal Platform, a cloud-hosted Software-as-a-Service (SaaS) platform, along with its related mobile device applications. It also includes access to one (1) Opal Workspace, Opal's Help Center for on-demand training webinars, quick answers to functionality questions, as well as generally released enhancements and ongoing customer support.

The Opal Workspace is a segregated collaboration space within the Opal Platform that is configurable to fit your organizational structure, and allows different regions, departments, teams, and other organizational groups to collaborate in dedicated spaces with shared taxonomies and workflows.

Opal Platform Subscriptions are available as either a Business Subscription for smaller teams, or as an Enterprise Subscription for the larger marketing and communications teams. Each Platform Subscription comes with one (1) Opal Workspace, and its own set of User Subscriptions, and may be purchased with other Opal subscription offerings as described below:

## Business Options and Packages:

### Opal Business Platform Subscription

The Opal Business Platform Subscription includes your organization's basic access to the Opal Platform, the standard calendar view configuration, one (1) Opal Workspace, up to twenty (20) Opal Boards, and unlimited Business Viewer Users. It also includes basic set-up, access to self-paced implementation guides, unlimited access to Opal's Help Center for on-demand training webinars, quick answers to functionality questions, as well as generally released enhancements, and ongoing customer support. Each Business Platform Subscription requires a minimum of ten (10) Business Full Users (sold separately).

### Opal Business User Subscriptions

- **Business Full User:** Enables users to create, edit, and delete content, moments or stories. Users can also review, chat, provide feedback, and approve content in Opal, with full visibility into boards, calendars, timelines, and created work.
- **Business Limited User:** Provides users the ability to review, chat, provide feedback, and approve content in Opal, with visibility to calendars, timelines, and created work. Limited Users cannot create, edit, or delete content, moments, or stories.
- **Business Viewer User:** Allows a User to view shared public Workspaces, shared approved Content, and all shared Presentations. It includes the ability to perform a keyword search, apply filters, and play a Presentation. Viewer Users cannot chat, provide feedback, approve Content, or create, edit, or delete Content.

## Enterprise Options and Packages:

### Opal Enterprise Platform Subscriptions

The Opal Enterprise Platform Subscription includes your organization's enhanced access to the Opal Platform, including one (1) Opal Workspace, unlimited Opal Boards, and requires a minimum of ten (10) Full Users (sold separately). Each Enterprise Platform Subscription, also includes the following:

- A tailored configuration experience, with customized views;
- A dedicated Customer Success Manager, who performs general account management, optimization recommendations, and executive business reviews including product utilization data and insights;
- Unlimited access to Opal's Help Center for on-demand training webinars, quick answers to functionality questions, as well as generally released enhancements, and ongoing customer support;
- Access to Opal's API;

- An enhanced support experience with SLA's, product roadmap updates from the R&D team, and access to Opal's Beta Programs.
- Unlimited Viewer Users
- The Platinum, Gold, and Silver Enterprise Platform Subscriptions are stepped, depending on the number of Full User Subscriptions and Workspaces needed.

## Opal Enterprise User Subscriptions

- **Enterprise Full User:** The Full User Subscription includes the ability to create, edit, and delete content, moments or stories. Full Users can also review, chat, provide feedback, and approve content in Opal, with full visibility to boards, calendars, timelines, and all created work.
- **Enterprise Limited User:** The Limited User Subscription provides designated users the ability to review, chat, provide feedback, and approve content in Opal, with visibility to calendars, timelines, and created work. Limited Users cannot create, edit, or delete content, moments, or stories.
- **Enterprise Viewer User:** The Opal Viewer User Subscription allows a User to view shared public Workspaces, shared approved Content, and all shared Presentations. It includes the ability to perform a keyword search, apply filters, and play a Presentation. Viewer Users cannot chat, provide feedback, approve Content, or create, edit, or delete Content.

## Other Opal Subscription Offerings:

- **Opal Workspace Subscription:** The Opal Workspace subscription adds an additional segregated collaboration space within the Opal Platform that is configurable to fit your organizational structure, and allows different regions, departments, teams, and other organizational groups to collaborate in dedicated spaces with shared taxonomies and workflows. A minimum of one (1) Opal Workspace is required to enable your access to the Opal Platform and additional workspace subscriptions may be purchased for an additional fee.
- **Opal Dedicated Cloud Hosting Subscription:** This Subscription is available to those organizations that require significantly higher industry levels of security and privacy. This Subscription provides your organization's access to the Opal Platform on a private, dedicated cloud hosted environment located in either the US or the European Union. This custom environment will be designed specifically for you, and because of its remote nature, will be managed by our team of experienced industry professionals who will monitor performance and deploy regularly scheduled system updates and security patches. We leverage advanced technologies and design methodologies to ensure your organizations unique security, privacy and performance needs are met, and that you maintain compliance with your corporate policies and industry-specific standards. The Dedicated Cloud Hosting Subscription also requires an active Enterprise Platform Subscription and applicable User Subscriptions, sold separately.
- **Opal Adapter Subscriptions:** Opal Adapters facilitate connectivity via data transfer between one (1) Opal Workspace in the Opal Platform and one (1) supported third-party application. Opal Adapters support a variety of work, including tasks, requests/issues, assets, content (copy, assets, and associated metadata), and other Opal objects to third-party applications for creative and production, publishing, management, reporting/analytics, storage, or execution purposes. The customer is responsible for all third-party costs and acknowledges that third-party data limitations may apply.

License and Support: Subject to the terms and conditions of the Opal Platform licensing agreement and any applicable Order, Opal shall grant the customer a non-transferable, non-exclusive license to use Opal Adapters during the relevant subscription term, and shall maintain the availability and functionality of Opal Adapters during the relevant subscription term, subject to the Service Level Agreement associated with the agreement. Opal shall not be responsible for the availability or performance of third-party application providers or their respective adapters or applications; the payment of any fees associated with those adaptors or applications; or any impairment in use or functionality resulting from changes or errors caused by or introduced by third-party providers.

- **Premium Training and Support Subscriptions:** Opal's premium training and support subscription offering provides subscribers access to our white glove service and support offering. With this subscription you will receive access to unlimited training, expert advice and access to consultation services for new product features, process flows and systems optimizations. You will also have access to advanced configuration options such as nested labels, workflows, taxonomy ordering, groups, custom fields, API support, and more.

## Services

### Opal Service Offerings

Opal provides multiple service offerings to enhance your experience and meet your specific organizational needs. They range from tailored Platform configuration to onboarding assistance to third-party integrations. The menu of common service offerings are included below, but if you require something special, talk to your Account Executive to ensure you receive the services you need to realize the benefits of your Opal Subscriptions.

All Service offerings will be specifically agreed to ahead of time and will be included on an Order Form that you and we will sign before work begins. The Services are non-refundable, and unless otherwise agreed or described below, must be consumed within 12-months of the Subscription Term Start Date, or will be considered forfeit and shall have no value thereafter.

- **Platform Configuration:** Platform configuration services are utilized to deploy a secure, private space within the Opal Platform (your Opal “Instance”), tailored to your Company’s specific needs and use case with access to all the products and relevant features outlined on your Order Form. This initial configuration process helps to ensure successful implementation, adoption, and time to value, customer onboarding, one live training workshop (conducted remotely), and access to Opal’s Help Center for on-demand training webinars, quick answers to functionality questions, as well as generally released enhancements and ongoing customer support.
- **Workspace Configurations:** Opal’s Workspace Configuration Services provide tailored workspace configuration services for each additional workspace added to your subscription package. This configuration process helps to support the successful implementation, adoption, and time to value for an additional Opal Workspace, and includes user onboarding, one training workshop, and access to Opal’s Help Center for on-demand training webinars, quick answers to functionality questions, as well as generally released enhancements and ongoing customer support.
- **Professional Adapter Configuration:** Sold in combination with Opal Adapter Subscriptions, with this service Opal’s Customer Success and Engineering Teams will configure an Opal Professional Adapter to enable data transfers with a supported third-party application. We will work with you to obtain the correct credentials and API keys required to configure a single workspace connection to the selected third-party application. We then perform quality assurance testing and execute an agreed upon training plan to ensure proper functionality.
- **Enterprise & Custom Adapter Configurations:** This enhanced configuration service is sold in combination with our Enterprise and Custom Adapter Subscriptions and includes additional scoping and consultation services to identify your organization’s specific objectives and needs. With this service, Opal will provide a tailored configuration experience to enable data transfers with a third-party application to align with your objectives. We will work with you to obtain the correct credentials and API keys required to configure a single workspace connection and perform enhanced quality assurance testing, troubleshooting, and execute an agreed upon training plan to ensure proper functionality. Some select adapters may be custom built or custom configured to meet your Company’s specifications and needs for an additional cost, which will be further described in a Statement of Work (“SoW”) attached to your Order Form if applicable.
- **Implementation, Training, and Onboarding Services:** Opal will conduct remote discovery and consultation services focused on the configuration and delivery of the Opal platform package purchased. These services shall encompass both online and offline activities. Implementation success is dependent upon Customer’s participation and ongoing engagement. All project-related communications and documentation will be in English.
  - Implementation of the Opal platform will begin with a project kickoff call and follow a 4 to 12 week implementation plan as determined by the Opal Implementations Manager. The timeline for implementation is based upon a variety of factors including number of users, products and complexity of customer business processes.
  - Project kickoff must commence within 14 days of purchase date and implementation services must be utilized within ninety (90) days from the commencement of your Subscription Term (or Start Date, as designated on your Order Form) unless otherwise agreed upon by Opal. Any implementation services not consumed within said 90-day period will expire with no further credit or refund and shall have no value thereafter.
  - Customer acknowledges that Opal’s ability to execute this fixed cost, scope, and duration project is highly dependent on timely completion of tasks and decisions assigned to Customer. Customer’s failure to complete tasks and make

decisions in a timely manner may result in project delays and additional fees. Customer is responsible for managing its resources and any third-parties it utilizes and assumes responsibility for any delays caused by such resources or third-parties' inability to meet project timelines outlined in these terms.

- **Premium Implementation, Training, and Onboarding Services:** Opal's Premium service offerings include an enhanced, white-glove onboarding experience which will include a comprehensive scoping and discovery phase where Opal's Implementations Manager will work with Customer's project owners and stakeholders to develop a customized implementation plan with in-depth trainings and custom developed training materials designed to support successful implementation, adoption, and time to value. Premium onboarding plans may extend beyond our standard 12-week implementation timeline and are to be further outlined and described in a Statement of Work ("SoW") document that will be attached to your Order Form.
- **Standard Single Sign-On (SSO) Configuration:** Opal provides standard, native Single Sign-On ("SSO"), a property of identity and access management that enables users to securely authenticate with multiple applications. Opal supports SSO by allowing users to authenticate during their login to the Opal Platform using their credentials (username and password). Opal will work with Customer's technical contact to configure an Opal standard SSO connection, performing quality assurance testing, and any required troubleshooting to ensure proper functionality.
- **Custom SSO Configuration:** This enhanced SSO configuration service provides for the custom tailoring of either supported, native, or an agreed upon new or non-standard solution for SSO. Opal will work with Customer's technical contact to conduct initial scoping and discovery, then will custom tailor and configure an SSO connection, performing enhanced quality assurance testing, and any required troubleshooting to ensure proper functionality, as will be further described in a Statement of Work ("SoW") document that will be attached to your Order Form.
- **Opal Dedicated Cloud Hosting Set-up and Configuration:** Opal will provide configuration and deployment of a dedicated, single-tenant cloud hosted environment. We will work with the Customer's technical team to conduct an initial discovery phase to discuss requirements and goals, obtain system specifications, and determine the hosting region. Then Opal will design and deploy an environment customized to meet your organization's unique security, privacy performance, and scalability needs, including quality assurance testing, and any required troubleshooting to ensure optimal performance.
- **Data Migration Services:** Opal will conduct a single data import from the agreed upon third-party platform described on Customer's Order Form for Customer. Opal will provide resources to work with Customer to ensure the data import is successful. Data import success is dependent on: (1) Customer's right to export data from third-party data source, (2) Customer's explicit authorization granted to Opal to export its data from the third-party, and (3) Customer's active subscription, participation and ongoing engagement. Other types of data migration services such as data exports, hosting conversions, instance relocations, and certain custom configurations may be available for purchase at an additional cost and will be further described in a Statement of Work ("SoW") document attached to your Order Form.