Description of Services

The services that can be provided by Crowdfox are described below. Which of these services are actually provided to the customer depends on the contractually agreed scope of services.

"CoreCFX" (I.) is the core of the Crowdfox solution. This is made available/usable to the customer via the **"ProcureCFX"** and/or **"ConnectCFX"** interfaces (II.). In addition, further **"Add-Ons"** (III.) can supplement the scope of services

I. CoreCFX

1. Hosting

Crowdfox is responsible for hosting the Crowdfox solution in order to make the software available to the customer via the Internet. Crowdfox may use third-party providers for hosting.

2. UTIN-Matching

UTIN-Matching assigns a Unique Trade Item Number, or "UTIN" for short (more information on UTINs can be found here) to a specific product, thereby creating the basis for comparing different offers.

3. Classification-Mapping

Classification-Mapping ensures that the customer always receives the classifications in the formats and versions agreed in advance.

4. Category-Mapping

Category-Mapping comprises the mapping of eclass or UNSPSC to customer-specific product groups based on mapping tables provided by customers.

5. Catalogcontrol/Compliance Control

The feature is activated once for the customer by Crowdfox before it is available to the customer.

a. Black- & White Listing

Blacklisting allows the customer to select certain product categories which are then no longer displayed to users. Whitelisting allows the customer to specify that only certain items from a catalog are displayed at a certain location.

b. View control

View control can be used to restrict authorization to access products for individual users, user groups or locations. This is done using a role model by assigning one or more roles to the users. The respective roles can then be restricted in their authorizations. The restriction can be made with regard to certain product categories or suppliers. The MerchantExclusive setting can also be used to specify a specific supplier exclusively for certain products.

c. Supplier exclusivity at category level

The feature enables the customer to grant exclusivity to a supplier on the basis of product groups that are identified using Crowdfox categories. This means that only offers from this exclusive supplier are displayed when the user searches for and calls up a product that is in the selected category. If supplier exclusivity is set for a category that contains further subcategories, the supplier exclusivity rule is transferred to the categories below it, i.e. all levels of the subcategories. (Example: Exclusivity of supplier X is defined at category A level 3, so the exclusivity of the supplier also applies to category A subcategory level 4-7)

As a result, the offers (merchant_products) of the suppliers that are excluded by the exclusivity of another supplier (merchant_ID) in the category (category_ID) are not indexed for the search.

If the customer wants to mark not just one supplier but several as exclusive suppliers in a category, this is possible in the configuration. In this case, the offers of the suppliers (merchant_products of merchant_ID) that are configured as exclusive in the category (category_ID) are displayed. All offers from other suppliers (merchant_products) are excluded from the configured category.

Changes to the initial setup

A change, extension or deletion of the respective suppliers in their exclusivity per category, which Crowdfox takes over for the customer, is possible up to 4 times a year. The customer undertakes to inform Crowdfox of the change request in good time, as the processing time can be up to 4 weeks from notification.

Obligations of the customer

Crowdfox handles the configuration for the initial setup in consultation with the customer. To do this, the customer names the relevant Crowdfox categories that are selected for controlling supplier exclusivity in the respective product group. The customer sends a list of which supplier (name and ID) receives exclusivity for which product group (Crowdfox category) to Crowdfox for the setup. Information on the Crowdfox categories (ID and name) is sent to the customer by Crowdfox in advance.

6. Customer Success Management

Customer Success Management is used to evaluate the user experience. This involves accompanying the implementation and provision of the software by identifying the customer's power users who take part in user surveys. As a rule, two surveys are

conducted: one survey relates to the user experience before the Crowdfox solution is implemented and the second survey relates to the user experience after the Crowdfox solution has been implemented. This is intended to ensure comparability of the user experience between the time before implementation of the Crowdfox solution and the time after implementation.

II. Interfaces

1. Procurement Interfaces

a. ProcureCFX

ProcureCFX is made available to the customer via a punch-out interface. The user can use this interface to search for products from the ERP or procurement system used, compare products and add them to the shopping cart. ProcureCFX includes the following functions:

i. Supplier Onboarding

Crowdfox supports the customer with supplier onboarding by obtaining the supplier catalogs from the supplier, evaluating them and, if the quality is appropriate, importing them. If it is determined during the evaluation that the data is not of sufficient quality, Crowdfox contacts the supplier and attempts, in cooperation with the supplier, to produce an appropriate quality. Whether the quality of a catalog is sufficient is at the discretion of Crowdfox. Crowdfox accepts the supplier catalogs without supplementing the information within the catalog.

Obligations of the customer

The procurement of the corresponding supplier, catalog or marketplace data is necessary for the connection of supplier or catalog data and any marketplaces requested by the customer. This is the responsibility of the customer. The customer must provide this data in good time, taking into account the agreed connection times. The data is required in BMEcat or CSV format with the following details:

- Article (title)
- Article (long text)
- Item categories
- Classification (eCl@ss, UNSPSC or similar; specify corresponding version)
- Attributes
- Key words
- Packaging units
- Manufacturer Product Number (MPN)
- Manufacturer Name
- Price

- Price quantity
- Supplier article number -> Stock Keeping Unit (SKU)
- Supplier name
- EAN or GTIN

The customer sends Crowdfox a complete contact list of the suppliers to be imported in order to ensure fast and smooth onboarding. In addition, the customer fills out and signs the legitimation letter available here and sends it to the relevant suppliers and/or marketplaces to enable the catalog data and marketplace data to be provided to Crowdfox. At the same time, the customer informs Crowdfox of any communication with the suppliers and/or marketplaces and sends the signed legitimation letter to Crowdfox for simplified communication with the suppliers and/or marketplaces.

ii. Content Management

Content management is used to check the completeness and quality of the supplier catalog data. Crowdfox sets the standard for completeness and quality. This is based on what information must be available in what quality in order to be able to import the catalogs. If the minimum requirements are met, Crowdfox reads in the supplier data. Crowdfox only uses the data received from the supplier catalogs and does not adapt them.

Obligations of the customer

The customer is also responsible for ensuring that the supplier catalogs are of sufficient quality. The quality is sufficient if the supplier SKU, a short description/name of the product (must consist of at least 5 characters), the manufacturer, the manufacturer number, the price, the EAN/GTIN, delivery times and the units of measure are specified in accordance with the Crowdfox guidelines and are machine-readable. Depending on the product group and manufacturer, ASIN, color, shape, length, weight and similar attributes, CAS or comparable product group-specific identifiers may be required.

iii. Search-Function and Search-Results

The Search-Function allows the user to search for products in ProcureCFX using a Word-Search (full text search) or Product-Identifier-Search. With the Word-Search, all products that match the Word-Search are listed in the results. The Product-Identifier-Search also enables an explicit product search in which the user enters a specific identification number in the search and the corresponding product is displayed. Such an identification number can be a manufacturer part number (MPN), supplier part number (SKU) or a chemical abstract service number (CAS number). The Search-Results include the product name, the number of offers and the price. Users can filter and sort the search results.

iv. Category-Function

The Category-Function allows users to search for and display products within specific product categories. They are then only shown products that fall into the product category selected by the user.

v. Sort-Function

Users can sort the list of products found according to ascending or descending prices, as well as according to the relevance of the products found.

vi. Product Detail Page

Product information and descriptions, a buy box and an offer comparison are displayed on the Product Detail Page. The product information includes the UTIN, if provided by the supplier or marketplace; the product images, the product name, the MPN, the manufacturer and the packaging unit. Additional product descriptions and product data provided by the supplier are also displayed.

vii. Buy-Box

The Buy-Box contains all the information about the price, shipping and the provider. The user can specify the number of products and add them to the shopping cart.
In the offer comparison, the offer selected by the user is displayed with other offers for this product, thus creating comparability for the user.

viii. Shopping Cart

The user collects the products to be purchased in the Shopping Cart. From there, the offers are transferred to the ERP or procurement system used by the customer for ordering.

ix. Corporate Design

The customer can be provided with an agreed corporate design. This includes a corresponding subdomain, the company logo and the company colors.

x. Article High-Lighting

The function is activated once by Crowdfox before it is available to the customer. The request for activation can be sent by email to the responsible Crowdfox account manager.

The items displayed in ProcureCFX are high-lighted on the Search-Results and Product Detail Page. On the Search Results Page, the user also has a filter option for Article-High-Lighting. The following labels can be displayed and then filtered:
- Standard range
- Green
- On-desk delivery

On the Product Detail Page, the information "Green Label" and "On-Desk Delivery" is displayed in the offer comparison and the Buybox. In addition, offers can be filtered by "OnDesk delivery" in the offer comparison.

The prerequisite for the Item High-Lighting function is that the offered items are contained in the supplier's catalog data in BMEcat or CSV format with the following information:

Catalog format	Standard	Green	On-Desk Delivery
BMEcat	`<BUYER_AID type="STANDARD">1</BUYER_AID>`	`<BUYER_AID type="GREEN">1</BUYER_AID>`	`<BUYER_AID type="ONDESK">1</BUYER_AID>`
CSV column buyer_aid	standard	green	ondesk

In both catalog formats, the buyer_aid field is used to display the Item High-Lighting.

b. ChatCFX

ChatCFX is an AI-based purchasing assistant that supports users throughout the entire procurement process. Through ChatCFX, users can search for products via connected supplier catalogs, import supplier quotes in PDF format, and create free-text items.

In addition, ChatCFX enables checkout for free-text items and uploaded supplier quotes, allowing users to directly transfer them to the connected ERP or procurement system.

Beyond these features, ChatCFX also provides general purchasing advice. The chatbot assists users with product selection, offers guidance on using ProcureCFX, and answers general questions about the procurement process.

c. ConnectCFX

ConnectCFX makes it possible to compare offers by establishing a connection between Crowdfox and the procurement system used, thereby enabling the customer to use UTIN matching in their procurement system. The customer does not receive a store provided by Crowdfox. The customer remains on the user interface of their SRM-Provider throughout the entire ordering process.

ConnectCFX includes the same functions as ProcureCFX (see above) except for the Product-Detail-Page and the Buy-Box, for which Crowdfox provides data so that the SRM provider can use this data to provide the customer with a Product-Detail-Page and a Buy Box. Article High-Lighting is not included in the scope of ConnectCFX.

If the integration is with the SRM-Provider Beneering, Crowdfox's own search function is also excluded from the scope of services.

2. AnalyticsCFX

AnalyticsCFX contains various dashboards that are used to analyze specific data.

a. Competition Dashboard

Based on the Shopping Cart data, the customer receives an overview of their expenditure as well as information on the competitive situation of the items purchased. This overview makes it possible to compare different product categories and manufacturers with each other.

b. Management Dashboard

The Management Dashboard displays spend and the absolute and percentage savings generated by using the Crowdfox solution. These metrics are also displayed for the customer's largest suppliers and key product categories based on basket volume. The benchmarks for the savings are determined by assumptions made by the customer.

c. Supplier Dashboard

The Supplier Dashboard enables targeted benchmarking of a specific supplier. The benchmarking consists of key performance indicators (KPIs) relating to expenditure and KPIs relating to the quality of the catalog content data. The average value of the selected supplier's items in a customer's shopping cart is displayed. It also shows how far the average prices of purchases from the supplier are from the price leader on the platform, how much is spent with this supplier and which product categories make up the spend.

d. Delta Dashboards

The Delta Dashboards visualize the catalog data according to quantitative scope, financial scope and quality, thus supporting the customer's decision as to whether or not to accept a catalog. This decision can then be made in the dashboard.

e. Recommendation Dashboard

The feature is only available for customers who use the Add-On "Recommendation".

The Recommendation Dashboard provides the customer with a Microsoft PowerBI dashboard in which users can analyze spend data relating to purchased suggested products (recommendations). The dashboard contains various diagrams and key figures, as well as the option to display the raw data and export it in XLSX format for customers own analyses. The dashboard can be used to answer the following questions, for example:

- For how many UTINs is there a recommendation?
- For what % of my spend was there a recommendation?
- For what % of my spend with a supplier was there a recommendation?
- For what % of my spend within a product category was there a recommendation?
- For what % of all UTINs purchased was there a recommendation?

- How much money could I have saved if I had bought the cheapest suggested product?

In addition, the dashboards can be filtered according to various criteria (time, supplier, etc.).

f. ESG Score Dashboard

The "ESG Score Dashboard" feature is only available for customers who use the Add-On "Product Data Connection for ESG Management".

The "ESG Score Dashboard" feature provides the customer with a Microsoft PowerBI dashboard in which users can analyze spend data relating to the ESG score. The dashboard contains various diagrams and key figures, as well as the option to display the raw data and export it in XLSX format for your own analyses. The dashboard can be used to answer the following questions, for example:

- How much spend (absolute and percentage) had an ESG Score?
- What is the average ESG score by supplier?
- What is the average ESG score by product category?
- What is the development of the average ESG score over time across all order items?
- What is the distribution of the ESG score according to the number of order items?

In addition, the dashboards can be filtered according to different filter criteria (time, supplier, etc.).

Obligations of the customer

In order to use AnalyticsCFX, the Customer must have the necessary rights to use Microsoft Power BI to the appropriate extent and is responsible for having these rights to a sufficient extent.

III. Add-Ons

1. Product Data Connection for ESG-Management

The Add-On is activated once by Crowdfox before it is available to the customer. It is only available in combination with the ProcureCFX interface.

The UTIN can be enriched with additional information plus supplier catalog data. A UTIN is linked with information from a third-party provider after a successful data import by means of a product data link. This linked information is displayed to the user on the product detail page. Such information can be an ESG score, for example.

a. **ESG-Score of SUSTAYNR GmbH**

The purpose of displaying the ESG-Score for each product is to enable users to evaluate the sustainability of their product choice before making a purchase decision.

When integrating the ESG-Score of SUSTAYNR GmbH, the range of functions and the underlying model behind the evaluation of the ESG-Score can be viewed at ESG-Score.org. Crowdfox does not check the data for accuracy. Responsibility for the accuracy of the data lies solely with the third-party provider. The scope of data provided by the third-party provider determines the scope of product offers that receive an ESG-Score. If the third-party provider does not provide an ESG-Score for a product offer, none will be displayed. The customer must commission the third-party provider separately.

b. **Data import from previously unknown third-party providers**

If the integration of a third-party provider is desired for which no connection to Crowdfox yet exists, this can be requested from Crowdfox and, if necessary, implemented after consultation.

Obliagation of the customer

The customer is responsible for obtaining and providing the data and the necessary rights to it.

The customer is also responsible for the necessary data quality and its transfer to Crowdfox. The following data must be available as a minimum for the necessary data quality:

- Item description
- Categories
- Manufacturer
- Manufacturer Product Number (MPN)
- European Article Number (EAN) (EAN)

2. Recommendation

The add-on is activated once by Crowdfox before it is available to the customer. It is only available in combination with the ProcureCFX interface.

The "Recommendation" Add-On uses a UTIN-to-UTIN combination to show the user a comparable product on the Product-Detail-Page for the product selected by the user. Comparable products are products that have similar or comparable properties (e.g. office folders that have similar product properties such as size, format, color, material, etc.). This gives the user the opportunity to compare the previously selected product with a similar product in terms of the best price, better delivery time and/or other criteria, e.g. with regard to sustainability. The user can switch between the different products by clicking on the recommendation.

The user is free to decide whether to add the originally selected product or the suggested comparable product to the shopping cart. Crowdfox does not point out

possible differences in the characteristics of the products. The display of the comparable product is not a recommendation to buy on the part of Crowdfox. The user is responsible for making their own choice.

The selection of which comparable product is displayed is at the discretion of Crowdfox and cannot be configured at the customer's request. Feedback on the quality of the recommendation feature is welcome and can contribute to the further development of the feature in consultation with the customer.

Extensions and Changes

As long as recommendations are generated manually by Crowdfox via UTIN-to-UTIN combination, a review of further possible recommendations on a UTIN basis can be initiated at the customer's request. Depending on the number of recommendations to be changed or extended and from receipt of the customer's request by Crowdfox via the support channel (see Service Level Agreement), this change and extension can take place within a time frame of at least 6 weeks from notification. Such an extension and change is limited to 4 times per calendar year.

3. Shopping Cart Optimization „light"

The Add-On is activated once by Crowdfox before it is available to the customer. It is only available in combination with the ProcureCFX interface.

Shopping Cart Optimization "Light" includes two options that can be used to optimize the composition of the shopping cart. Both options can also be activated independently of each other:

a. Total Shopping Cart Price

By selecting the corresponding button in the Shopping Cart, the user has the option of optimizing the contents of the Shopping Cart with regard to the key parameter Total Shopping Cart Price. The most cost-effective option is automatically identified and displayed for each product in the Shopping Cart. Volume discounts and offers are taken into account to minimize the total cost. The user can click to select the suggested cheaper option. The composition of the shopping basket contents can include different suppliers with regard to optimization at the lowest price.

b. Recommended Supplier

With this option, the shopping cart is compiled in such a way that the number of suppliers is minimized. This is intended to simplify order processing and reduce shipping costs and administrative effort (e.g. by reducing the number of deliveries and therefore less internal processing of parcels). For this purpose, a recommended supplier is suggested to the user on the product detail page if an item from this supplier is already in the user's shopping cart and another item from the same supplier is available on the product detail page.

Depending on the price constellation, the compilation of the shopping cart optimized for the same supplier can be significantly more expensive. To counteract

this, the customer has the option of setting an upper limit for the price deviation in advance via configuration. This is used to determine how much more expensive an item from the same supplier may be at most. If this limit is exceeded, the offer from the same supplier is no longer labeled "recommended supplier" on the product detail page.

Example 50% maximum price variance for more expensive items:
An item Y is already in the shopping cart from supplier B. Article X from supplier A with 1.00 EUR and from supplier B 1.49 EUR are offered on the product detail page. Supplier B is displayed as the recommended supplier. However, if the price of product Y from supplier B is EUR 1.51 and therefore no longer falls below the maximum price deviation of 50%, supplier B is no longer displayed as a recommended supplier.

4. **Marketplace Integration "Competition"**

   The Add-On is activated once by Crowdfox before it is available to the customer. It is available for the ProcureCFX or ConnectCFX interfaces.

   The Marketplace Integration "Competition" enables the customer to generate additional competition on existing supplier assortments by adding offers from one or more marketplaces to the existing supplier assortment and matching them with the corresponding UTINs. This gives the user a direct comparison between the (negotiated) existing supplier range and the offers from the marketplaces.

   The enriched offers of the marketplace can be processed in a single vendor model of the marketplace, if the marketplace provider offers this. The offers contain the respective content (product names, images, description, units of measure, classification, etc.) of the external provider.

   The Marketplace Integration "Competition" is exclusively an extension of the competition to the already available product range. It merely enables additional offers for the existing product range without expanding the product range.

   a. **PSG Marketplace**

      The PSG Marketplace, which is provided by Procurement Services GmbH (PSG), is connected via a catalog file that is exchanged between PSG and Crowdfox via an interface. The content of the provided catalog content can be specified in consultation with PSG for defined product groups and suppliers. Crowdfox automatically updates the PSG marketplace catalog once a day. For this purpose, PSG provides Crowdfox with the updated catalog of the PSG marketplace once a day, which is then downloaded and imported by Crowdfox. Blacklistings and exclusions of product groups defined on Crowdfox remain valid regardless of the settings defined with PSG. Order transmission and credit processing is carried out directly between the customer and PSG.

   b. **Amazon Business**

      Die The Amazon Business marketplace is connected via an interface that is requested in real time based on user actions. The available offers must be defined in the administrative interface of Amazon Business. Blacklistings and exclusions of

product groups set on Amazon Business are taken into account for requests. Blacklistings and exclusions of product groups defined on Crowdfox remain valid regardless of the settings defined on Amazon Business. Order transmission and credit processing takes place directly between the customer and Amazon Business.

Obligation of the customer

The customer is responsible for entering into a corresponding agreement with the marketplace to be integrated so that the services described can be provided by Crowdfox and external services of the marketplace provider, such as order transmission and the one-creditor model, are provided by the marketplace provider.

IV.   Implementation of the Software

By way of implementation, Crowdfox provides the customer with the Crowdfox solution to the agreed extent at the customer's data transfer point. The implementation includes project organization and execution, initial supplier onboarding, importing the catalogs to the agreed extent and initial catalog control, setting up an interface (ProcureCFX or ConnectCFX) and defining the customer-specific product groups and units of measure.

V.   Provision of the software at additional locations

The software can also be made available at other locations after testing by Crowdfox. The time of deployment after commissioning depends on the implementation effort and is therefore individual.