



Brand Connect Services Description

Last Updated: April 28, 2026

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

The Brand Connect Services (“**Services**”) use Provider’s Advanced Catalog functionality (“**ACS**”) to: (i) receive and/or retrieve Client Data within the Provider Materials, (ii) convert such Client Data to the appropriate format for use by the applicable Channel (“**Converted Data**”), and (iii) deliver or make available the Converted Data to such Channel. An example of a Channel would be the retailer, Next (i.e., “Brand Connect Services for Next ACS”).

Provider shall have no obligation to acquire or transmit any data from or to any party other than Client or the Channel for the Services.

Client’s access to the Provider Materials will be limited to functionality specific to the Services. If Client desires access to other components of Provider’s Materials, such access will be subject to additional Fees and terms and conditions.

2. What’s Required of Client; Limitations

Client must have an active connection to, and be approved by, the Channel prior to using the Services.

Client is responsible for sending all Client Data to Provider using a Provider-approved data feed, Provider’s API, or an API built by Client in accordance with specifications in Provider Materials.

Provider is not responsible for problems, losses or liabilities caused by or arising from: (i) Client Data (or other data, content or information provided by Client) that does not conform to Provider’s required formatting and specifications; or (ii) Client’s failure to maintain an active account with the Channel(s) in good standing. Services may be interrupted if Client Data is non-compliant or Client’s account is suspended or restricted in a manner that impacts Provider’s ability to provide them.

From time-to-time, Provider may, at the Channel’s request, perform manual interventions in its systems or other adjustments to transactions, etc. (“**Channel Initiated Actions**”). Provider disclaims all liability for any losses, claims, demands, damages, costs or expenses arising from or relating to Channel Initiated Actions.

3. Fees; Termination

Unless otherwise provided in the OF, the Services described in the OF will be provided to Client for no additional fees, so long as the applicable Channel pays such fees to Provider on Client’s behalf. If, during the OF Term, the Channel fails to pay such fees for any reason (including if the Channel is no longer obligated to pay such fees on Client’s behalf), Provider will notify Client and Client may: (i) pay the fees directly to Provider to continue the Services, or (ii) as Client’s sole and exclusive remedy, terminate the affected portion of this OF by delivering written notice to Provider within 15 days of Provider notifying Client that the Channel has failed to pay such fees. If Client has purchased and prepaid for Managed Brand Connect Services (as described in Section 4 below), Client will be entitled to a pro-rated refund of any prepaid unused portion of fees applicable to the terminated Managed Brand Connect Services.

Client must have at least one other active Managed Service (i.e., Managed Marketplaces Services) with Provider to receive the Managed Brand Connect Services. If, during the OF Term (a) Provider is no longer providing its ACS

Services to a Channel for any reason, (b) Provider is no longer providing any other Managed Services to Client, or (c) Client fails to pay fees to continue the Services as described in the above paragraph, then Provider may terminate the Brand Connect Services (and/or Managed Brand Connect Services) under this OF upon 15 days written notice to Client and Client will be entitled to a pro-rated refund of any prepaid unused portion of fees applicable to the terminated Services.

In the event of a termination as permitted above, all other Services under the OF shall continue in full force and effect for the remainder of the then-current OF Term.

4. Additional Services for Managed Brand Connect Services Only

Where Managed Brand Connect Services are included in the OF, Provider will provide the following Services to help manage Client's Channel account on Clients' behalf:

4.1 Implementation. For the initial implementation Services, Client will work with Provider to complete an initial questionnaire. Provider will use that information to provide Client with an implementation plan, which will detail implementation milestones and a checklist of tasks for each party.

4.2 Provider will maintain the content associated with Client's Channel ACS account by providing some or all of the following, where applicable:

4.2.1 Maintenance

- a. Content and Template Mapping Updates: Provider will update inventory as needed based on changes required by the Channel or as requested by Client. Client acknowledges that the Channel controls which content is displayed on Client's listings.
- b. Error Resolution: Provider will monitor and address errors that occur based on information provided by Client or Channel.
- c. New Products: Client will provide new product catalogue data to Provider to list items with the Channel.

4.2.2 Content Monitoring

- a. Performance Trends: Provider will monitor and review Client's account based on publication performance.
- b. Live Listing Counts: Provider will monitor consistency of live Channel listing counts and research anomalies. If an issue is detected, Provider will either correct the issue or notify Client to correct the issue.

4.3 What's Required from Client for Managed Services

4.3.1 Provider will work with Client to validate that Channel account configurations are successfully exchanging Client Data with the Services.

4.3.2 Client must have one-to-one SKU-per-item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.

4.3.3 The Client must update each product data feed at least weekly.

4.3.4 If Client would like to utilize Provider's APIs, then Client is responsible for integrating with Provider's API. All API documentation is provided at <https://api.channeladvisor.com/apidocs>.

4.3.5 Client is responsible for handling Channel customer service inquiries. Client will provide Provider a contact email for the escalation of product questions and inquiries requiring further research or information.