

# XMA Limited - Salesforce Success Plan

## Detailed Pricing

### VAR to End Customer - Pricing

| Premier Success         |                                                               |
|-------------------------|---------------------------------------------------------------|
| Description             | 0.00                                                          |
| Premier Success Pricing | Premier Success is calculated at 18% Net. of the licence cost |

| Signature <sup>1</sup> Success <sup>2</sup> annual pricing - Salesforce Platform (inc. Data360 <sup>3</sup> ), Marketing Cloud Engagement, Marketing |                             |             |                            |                                 |                              |             |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------|----------------------------|---------------------------------|------------------------------|-------------|
| Org Size <sup>4</sup>                                                                                                                                | Org. <sup>5</sup> AOV (GBP) | SFDC Core   | Marketing Cloud Engagement | Marketing Cloud Personalization | Marketing Cloud Intelligence | Mulesoft    |
| XS <sup>6</sup>                                                                                                                                      | 0 - 575K                    | £146,813.80 | £138,025.65                | £138,025.65                     | £138,025.65                  | £138,025.65 |
| S                                                                                                                                                    | 575k - 1.2M                 | £213,711.27 | £191,271.50                | £191,271.50                     | £191,271.50                  | £191,271.50 |
| M                                                                                                                                                    | 1.2M - 2.3M                 | £292,076.75 | £286,907.25                | £286,907.25                     | £286,907.25                  | £286,907.25 |
| L                                                                                                                                                    | 2.3M - 3.85M                | £469,154.87 | £385,644.70                | £385,644.70                     | £385,644.70                  | £385,644.70 |
| XL                                                                                                                                                   | 3.85M - 7.7M                | £619,829.25 | £539,695.80                | £539,695.80                     | £539,695.80                  | £539,695.80 |
| XXL                                                                                                                                                  | 7.7M+                       | £763,210.51 | £680,306.20                | £680,306.20                     | £680,306.20                  | £680,306.20 |

| Tableau Success Plans <sup>7</sup> |                                                                                            |
|------------------------------------|--------------------------------------------------------------------------------------------|
| Description                        | 0.00                                                                                       |
| Premier Success Pricing            | Premier Success is calculated at 18% of the net licence cost                               |
| Signature Success Pricing          | Signature Success is calculated at 40% of the net licence cost, or a minimum price of £75k |

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| Description                                 | Term                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <sup>1</sup> - <b>Signature</b>             | <ul style="list-style-type: none"> <li>- Premier Success is a pre-requisite service (with the exception of Tableau Signature) and cost to which Signature Success can be added at the rates detailed</li> <li>- Signature resource staffing is world-wide, including CSM. Resources are not UKI only</li> <li>- Signature Success co-terms to the licence agreement, with a minimum commitment of 12 months</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <sup>2</sup> - <b>Pricing</b>               | <ul style="list-style-type: none"> <li>- Pricing for Signature is sized per Org.</li> <li>- Pricing is subject to a fee equal to 10% of the total net applicable subscription fees for any new or additional subscriptions provisioned to the Org</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <sup>3</sup> - <b>Data360</b>               | Signature Success for Data360 is covered within Signature Success for Core.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <sup>4</sup> - <b>Org Size</b>              | Pricing for Signature is sized per Org.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <sup>5</sup> - <b>Org</b>                   | <ul style="list-style-type: none"> <li>- "Org" is defined as a unique instance of the applicable Services, i.e., a separate set of Customer Data and Customer-specific Service customizations held by SFDC in a logically separated database (i.e., a database segregated through password-controlled access). "Org" may also refer to "Tenant" or "Realm".</li> <li>- Signature Success is a support offering that is priced per Org.</li> <li>- The Signature Success subscription(s) ordered hereunder may not be transferred or provisioned to another Org.</li> <li>- Signature Success fees will not be reduced or refunded for any reason, including a reduction in total net applicable subscriptions during the Order Term.</li> <li>- Customer agrees to pay an incremental Signature Success fee equal to 10% of the total net applicable subscription fees for any new or additional subscriptions provisioned to the Org</li> </ul> |
| <sup>6</sup> - <b>XS</b>                    | "XS" Org. size pricing indicates the minimum pricing for Signature services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <sup>7</sup> - <b>Tableau Success Plans</b> | Tableau Signature Success includes Premier Success                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |