Onboarding Services SOW

This Onboarding Services Statement of Work ("SOW") describes Onboarding Services ("Onboarding Services" or "Professional Services") to be performed by Branch for Customer (each a "party", collectively the "Parties") to the extent Customer has purchased Onboarding Services, as set forth in Customer's Order Form. By executing an Order Form that references this SOW, Customer agrees to the terms of this SOW and the Professional Services Terms & Conditions available at https://legal.branch.io/saas/professional-services-terms-conditions/ (the "PS Terms"). Any capitalized terms not otherwise defined herein shall have the meaning set forth in the PS Terms. In the event of any conflict or inconsistency between this SOW and an Order Form referencing this SOW or this SOW and the PS Terms, the terms of this SOW shall control. **I. SCOPE OF SERVICES**. Branch will provide Customer with resources to assist Customer's staff as set forth below (the "Project"), subject to Customer's payment of all applicable fees as set forth in the applicable Order Form. Branch and Customer (collectively, the "Project Team") agree to collectively commit adequate resources to complete the Project.

Service	Onboarding Service Description
Discovery	1. Conduct remote discovery sessions to assist with identifying integration requirements for key use cases to work within client tech stack 2. Provide assistance with defining Branch integration strategy to leverage deep linking and channel best practices 3. Assist Customer in identifying new opportunities to drive additional value from Branch within existing and new channels 4. Provide guidance with the creation and execution of Customer's business case in implementing Branch's Services
Engagement Management	1. Provide guidance and assistance identifying key integration tasks, owners, and dependencies to support sprint planning 2. Assist Customer in tracking and communicating task completion and next steps with project stakeholders 3. Actively monitor for and escalate integration risks and issues
Engagement Support	1. Assist customer with building links for testing, and social/email/ads/site campaigns 2. Support the creation of Journeys and Deepview templates 3. Provide guidance and support to Customer in creating custom link builders, test pages, webhooks, and API scripts to streamline integration usage 4. Support analytics tagging strategy, retrieval of Branch data, and creation of performance reporting and collateral

Service	Onboarding Service Description
Software Configuration	1. Support configuration of default redirect, social, and domain settings 2. Assign and coordinate user access permissions 3. Support setup of premium feature (Journeys, Email, Ads, Analytics) dashboard configurations
Enablement	1. Conduct training sessions for project stakeholders on content which may include Branch functionality, Premium features, Specific Use Cases, and Dashboard Usage

II. PROJECT ROLES & RESPONSIBILITIES. This is a list of anticipated Project roles. A single individual may take responsibility for any number of roles, or a single role may require more than one individual. Customer acknowledges its participation is required.

1. **Onboarding Service Assumptions.** The assumptions for Branch's required time, level of effort, resource allocation, and fee estimation are derived from information provided by the Customer. Any deviations from these assumptions that affect project scope, timeline, or fees will be addressed through a formal Change Order.

Role	Responsibility	Frequency	Estimated Hours
Sponsor	Responsible for providing Customer resources needed for successful Project Completion, and promote process change where necessary	Monthly	5 Hours per Month
Project Manager	Responsible for the oversight of Customer resources, schedules, and responsibilities including: 1. Attending all key Project meetings 2. Being a point of contact for day-to-day operations 3. Securing participation (as required) of key business process owners 4. Participating in Project meetings	Weekly	10 Hours per Week
Administrator	Responsible for ongoing administration of Branch's Services, once Professional Services are delivered 1. Manages user acceptance tasks, including QA testing, training, and adoption 2. Manages organization's ongoing use of Branch's Services	Weekly	5-8 Hours per Week

Role	Responsibility	Frequency	Estimated Hours
Functional Consultant(s) / Business Process Owner(s)	Responsible for review and acceptance of Branch integration, and identification of exceptions/risks 1. Attends Project meetings related to area of ownership 2. Assists in the definition of unique processes outside of standard Branch practices 3. Participates in user acceptance testing activities	Weekly	5-10 Hours per Week
Extended Team	Additional Customer resources as needed to support the scope of the Project	Weekly	2-5 Hours per Week

III. GENERAL TERMS

1. **Professional Services Assumptions**. The Professional Services will be rendered only for the Branch App ID(s) specified in this SOW. In addition to the PS Terms Customer agrees to: (i) allocate appropriate resources necessary to support the completion of the Project, (ii) delegate a single Project Owner prior to commencement of the Project; (iii) test Branch integration and products for quality assurance purposes to ensure that the Branch integration and products are working as intended; (iv) manage third party vendors or agencies and ensure cooperation with Branch; and (v) grant all necessary access rights and permissions to Branch's Project team members to enable them to perform integration development and testing.

2. **Term Length.** The term of Branch's obligation to provide Onboarding Services is as specified in the Customer's Order Form, commencing from the SOW Effective Date ("Term"). Any extension beyond this term requires mutual agreement via a Change Order, ensuring continuity with the PS Terms regarding term and termination.

3. **Delay**. Should the Customer defer going live with any deployment aspect and later require additional onboarding services, a new SOW or Change Order.

4. **Change Orders Process.** A Customer may request modifications to this SOW by submitting a written request via email to its respective point of contact. Upon receipt, Branch will prepare an updated quote for review which may include modification or clarification on the scope of work requested. Branch reserves the right to extend the Term or offer additional work at a different pricing structure than specified in this SOW or the Order Form. Acceptance of this offer will only occur after Customer affirmatively responds to the update quote with explicit authorization to proceed with the Change Order at the price

quoted by Branch.

5. **Overages**: Customer will be responsible for overages that exceed initial staffing commitments or for additional services necessitated by delays attributable to Customer actions.

6. **Cancellation / Postponement**: Both parties commit to reasonable efforts to adhere to Branch PS, and Customer will use reasonable efforts to attend all scheduled Project meetings. Branch reserves the right to charge customers for repeated cancellation of Project meetings.

7. **Fees.** Customer will pay Branch all fees for Onboarding Services in accordance with this SOW and at the rates specified in the applicable Order Form.