

# Basic Onboarding Services Statement of Work ("SOW")

This Basic Onboarding Services Statement of Work ("SOW") describes Basic Onboarding Services to be performed by Branch for Customer (each a "party", collectively the "Parties") to the extent Customer has purchased Basic 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 or the PS Terms the following order of precedence shall apply: (i) the SOW; (ii) the Order; and (iii) the PS Terms. **I. SCOPE OF SERVICES** Branch will provide Customer with resources to assist Customer's staff as set forth below (the "Project"), and 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 Tasks	Customer Owner	Description
Mobile SDK Integration	Mobile Developers	Technical consultation for the implementation of Branch's mobile SDK within customer apps

Web SDK Integration	Web Developers	Technical consultation for the implementation of Branch's web SDK with customer's site
Deep Linking Setup	Mobile Developers	Guidance in best practices for establishing a deep link routing architecture in customer's mobile app code
Event Tracking	Mobile Developers	Guidance on tracking standard events with 2-3 custom events through the Branch SDK
Journey Setup	Marketers	Guidance on Branch Journeys banner creation on the dashboard
Ad Partner Integration	Marketers/ Media Team	Assistance with connecting one major Ad Network/ Partner and configuring postbacks for real time conversion data sharing
Testing & Validation	All	Technical support to verify that all implemented use cases, attribution, and deeplinks are functioning correctly
Feature enablement	All	High-level training sessions for stakeholders to ensure full adoption of the Branch platform within the Basic Onboarding scope.

## II. BASIC ONBOARDING SERVICES ASSUMPTIONS 1. Out of scope – The following items are

outside of the scope of Basic Onboarding

- Advanced Use Cases
  - Journeys configuration
  - Email integration
  - Ads Implementation
  - Server-to-server implementations
  - Data Feeds
  - SEOAA
- MMP Migrations (including link or data migration)
- Custom Implementation Work
- Real-time communication channels (Slack, Team, WhatsApp)
- Code deliveries
- Legal Q&A
- Contract Discussions

**2. Branch Responsibilities** Branch will assign an onboarding specialist to provide technical consultation, integration testing and validation support for the scope of the engagement. In addition to specialist support, Customer will also have access to Branch University and the Branch Help Center for independent enablement and troubleshooting. **3. Customer Obligations** The Customer shall: (i) designate a single Project Owner prior to kickoff; (ii) allocate the necessary personnel and time to ensure successful integration and product enablement; (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 onboarding team members to enable them to assist with integration testing. **III. GENERAL TERMS**

- **Professional Services Assumptions** – The Professional Services will be rendered only for the Branch App ID(s) specified in the applicable Order Form.
- **Term Length** – The term of Branch’s obligation to provide Basic Onboarding Services is 3 months, commencing from the SOW Effective Date (“Term”) mentioned in the Order Form. Any extension beyond this term requires mutual agreement via a Change Order.
- **Delay** – In the event the Customer defers any phase of the deployment, any subsequent onboarding or integration services will require a new SOW or Change Order, subject to additional fees.
- **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 updated quote with explicit authorization to proceed with the Change Order at the price quoted by Branch.
- **Overages** – Customer will be responsible for overages that exceed initial staffing commitments or for additional services necessitated by delays attributable to Customer actions.
- **Cancellation / Postponement** – Both parties commit to reasonable efforts to adhere to Branch Professional Services, and Customer will use reasonable efforts to attend any scheduled project meetings. Branch reserves the right to charge customers for repeated cancellation of project meetings.
- **Fees** – Customer will pay Branch any applicable fees for Basic Onboarding Services in accordance with the applicable Order Form.