

Exhibit 1

Scope Document for Accelerated Implementation Service for SAP Customer Data Cloud

This Scope Document is part of the Order Form.

1. DEFINITIONS

1.0. **“Production System”** means a live SAP system used for running Customer’s internal business operations and where Customer’s data is processed.

1.1. **“Starter System”** means an SAP system environment in which initial configuration and build activities are completed. Implementation work undertaken in a Starter System would be moved to a Production System (sometimes called realm, platform, or tenant).

1.2. **“SAP Best Practices”** means SAP’s predefined business processes, configuration content, and documentation for SAP Software. SAP Best Practices may be used as the basis for SAP implementation activities.

2. SCOPE OF SERVICES

2.1. SAP shall provide accelerated implementation service for SAP Customer Data Cloud (“**Service/s**”) to assist Customer with the implementation of the Cloud Service SAP Customer Data Cloud.

2.2. The following scope of Services will be confirmed in a kick-off call, which will last a maximum of 2 hours.

Scope Item	Scope Details	Customer Defined Options
General	<ul style="list-style-type: none">SAP Customer Identity and Access Management (CIAM) B2C or B2B solution setup and realization for 1 digital propertyConfigure solution with pre-defined content to achieve functional readiness for large-scale deployment by Customer in future	
Identity	<ul style="list-style-type: none">Environment & site setup, including site groupsConsole administration & user setupConfigure application and permissionsConfigure site policiesData Schema modeling including set up of up to 5 custom master data fieldsUX User Journey screen flow setupSetup/ adapt standard screensSetup e-mail templates – up to 5 standard English templatesConfigure risk-based authentication – 2 global rules, 2 account level rules	<ul style="list-style-type: none">Customer to provide site details of digital property (up to 1)Customer to provide list of user profile data (up to 10 fields) to be captured in UX flows
Data Privacy	<ul style="list-style-type: none">Configure and capture up to 4 consents dataModel and capture up to 5 subscriptions data	<ul style="list-style-type: none">Customer to share up to 4 consent statements and 5 subscriptions details to be captured
Use cases	<ul style="list-style-type: none">Registration and login flowsProfile update flowUp to 2 lite registration flow Ex. Newsletter subscriptionForget/ Reset password flowsEmail/ account verification flow	<ul style="list-style-type: none">Customer to select UX user journey flow from the pre-defined list

2.3. Scope Conditions and Boundaries

The following conditions and boundaries apply to the scope of Services.

- a) Number of Customer legal entities: 1
- b) Number of Customer digital properties (website): 1
- c) Number of data centers: 1
- d) System language: English only
- e) All business data in the system: English only
- f) No more than 8 Customer project team members attend workshops in scope.
- g) No more than 1 business day of workshops will be undertaken during the Explore phase during the delivery of the Services.
- h) SAP will provide up to 4 hours of final presentation, including system demo to project team members.

2.4. Prerequisites

Customer shall fulfill the following prerequisites before the start of the Services:

2.4.1. Customer has a valid cloud subscription for SAP Customer Data Cloud:

SAP Cloud Service	Release Version	Module/Component
SAP Customer Data Cloud	Latest available	SAP Customer Identity and Access Management (CIAM) B2C (8014762) SAP Customer Identity and Access Management (CIAM) B2B (8014791) SAP Customer Identity (8008884) SAP Customer Consent (8008885)

2.4.2. Cloud Service is provisioned.

2.4.3. The Services are based on a 2-tier system landscape: Starter and Production System/ Site. The system landscape needs to be available before the start of the Services. Authorized access is granted to the SAP Team.

2.5. Out of Scope

The following is out of scope, including without limitation:

- a) Ancillary or other services not expressly listed in this Scope Document
- b) Subscription to any Cloud Services or purchase of SAP Software
- c) Any development of custom code, updates, or upgrades to SAP products
- d) Any modifications on systems other than SAP Customer Data Cloud
- e) Any JavaScript coding/validations on screens
- f) Integration with client-side, server-side, and downstream applications
- g) Migration/ data load
- h) Translations

3. RACI

SAP and Customer agree on the following responsibility matrix of activities.

- a) **Responsible (R):** Charged with performing the activities. A mutually agreed project plan may define further details at the work unit level.
- b) **Accountable (A):** The Customer has overall accountability for its project and all the activities identified below. Hence, Accountable (A) does not appear for the activities below.
- c) **Consulted (C):** Provides input on how to perform the activity and supports the execution of the activity.
- d) **Informed (I):** Provided with information.

Activity	SAP	Customer
Prepare Phase		
Project Initiation		
Carry out preparatory steps as needed to perform the Service	C	R
Prepare SAP's schedule	R	I
Prepare Customer's overall project schedule	I	R
Prepare a recommended project structure, including key roles and templates	R	C
Confirm project structure	I	R
Project Support Tools and System Setup		
Provide system access to SAP project team members	C	R
Confirm, in writing, completion of scope prerequisites	C	R
Perform a detailed check to confirm the prerequisites for the start of the Service are met	R	C
Customer Team Self-Enablement		
Review the applicable SAP Cloud Service learning materials	I	R
Kick-off Workshop		
Prepare the kick-off workshop, including presentation, schedule, and list of participants	R	C
Communicate the delivery approach: project objectives, structure, roles and responsibilities, schedule, communication standards, and decision-making process	C	R
Provide overview of the business processes included in the Service scope	R	I
Sign-off of phase completion and Deliverables in accordance with this document 5 (if any)	I	R
Explore Phase		
Scoping workshop on pre-defined use cases		
Provide digital property information, consent statements, subscription details, etc.	C	R
Demonstrate the pre-defined Service scope use cases and results	R	C
Sign-off of phase completion and Deliverables in accordance with this document 5 (if any)	I	R
Realize Phase		
Configuration		
Implement Foundation Scope Configuration	R	C
Provide Documentation	R	I
Demonstration of final solution, including configurations	R	C
Execute test, document, and prioritize all testing issues/defects encountered	C	R
Resolve material defects within SAP's scope of Service found during the testing	R	C
Resolve defects which are related to Customer responsibilities	I	R
Validate functional readiness	C	R

Activity	SAP	Customer
Sign-off of phase completion and Deliverables in accordance with this document (if any)	I	R

4. SCHEDULE

- 4.1. The start date of the Services will be mutually agreed between parties within a reasonable time frame after the Order Confirmation.
- 4.2. SAP may require a lead time of up to 2 weeks to assemble a team. SAP reserves the right not to start the Services until SAP has assembled a team.
- 4.3. The estimated duration for the Services is 6 weeks.

5. ORGANIZATION

- 5.1. SAP Team
 - 5.2.1. The SAP team includes the following key roles:
 - a) Technology Architect
 - b) Project Manager
 - c) Technology Consultant
 - 5.2.2. SAP may elect to staff a single resource to serve multiple roles or multiple resources to serve a single role.
 - 5.2.3. SAP team roles are, in general, staffed on a part-time basis.
 - 5.2.4. Services are delivered remotely.
- 5.3. Customer Team
 - 5.3.1. The Customer team includes the following roles:
 - a) Project Manager: Single point of contact for SAP. Manages Customer project, including Customer team, project plan, project status, and decision-making process
 - b) Business Lead: Decision maker. Owns business processes, approves the solution, and is the key liaison between the project and the business.
 - c) Business Subject Matter Experts: Support the project with input around business objectives, models, and processes. Owner of the product backlog
 - d) Technical/Integration Consultant: Support the project with input around architecture, business processes, UI integration, etc.
 - e) Data Privacy & Security Experts (IT Experts): Support the project with input around data privacy and information security requirements.
 - 5.3.2. In cases where it is necessary to assign multiple resources to a single role, Customer shall clearly identify the responsibilities of each resource.
 - 5.3.3. Customer is expected to staff the roles per the time allocations recommended by SAP.
- 5.4. Governance
 - 5.4.1. The Services will have sponsorship from Customer's senior management, who will be available on a timely and regular basis to monitor the progress and to act as a decision maker for policy decisions.
 - 5.4.2. To facilitate effective communication between SAP and Customer, an SAP and Customer status meeting to clarify open issues and questions will occur weekly unless a different periodic interval is mutually agreed to.
 - 5.4.3. If and to the extent required to perform the Services, Customer and SAP will work cooperatively at the start of the Services to establish the governance model, including a documented issues management process to address any and all issues which arise on the project. It will address the prioritization of these issues as well as an effective means for issue escalation and resolution.

6. SAP DELIVERABLES AND PROCEDURE

Deliverable	Deliverable Description	Completion Criteria	Deliverable Procedure
Implement service scope	Service scope implementation based on pre-defined use cases	Use cases demo are provided	Approval upon completion when completion criteria are met
Documentation	Documentation of Use Case setup, configuration, and instructions for client-side and server-side integrations	Documentation provided	Approval upon completion when completion criteria are met

7. CUSTOMER RESPONSIBILITIES

- 7.1. Customer shall cooperate with SAP in good faith so that SAP can deliver the Services. Customer's failure to meet or fulfill any of the specified responsibilities or requirements in this Agreement can result in a delay of the provision of the Services or an increase of fees due.
- 7.2. In addition to the Customer responsibilities in the GTC, Customer shall fulfill, in particular, the following responsibilities:
 - 7.2.1. Services-specific Customer Responsibilities
 - a) Define business objectives and required scope options for use case
 - b) Preparation of Customer schedule
 - c) Track and manage Customer deliverables
 - d) Ensure system access for SAP project resources
 - e) Provide the required stakeholders for workshops and throughout delivery as required
 - f) Provide Technology support as needed
 - g) Validate functional readiness and sign-off
 - 7.2.2. General Customer Responsibilities
 - a) Customer is responsible for the overall management of Customer's project and controls the project realization, process, scope, costs, Customer resources, and targeted solutions
 - b) Customer shall staff the listed Customer team roles with the requisite skills and knowledge to complete Customer activities
 - c) Customer shall use reasonable efforts to minimize the change in personnel throughout the duration of the Services
 - d) If Customer involves third parties, Customer shall manage any third-party resources and be responsible for their acts and omissions
 - e) Customer shall supply SAP with the names and contact information of key Customer and third-party resources
 - f) Customer shall be fully responsible for organizational change management of all affected departments
 - g) Customer shall fulfill and provide listed prerequisites required to perform the Services
 - h) Customer shall be fully responsible for technology infrastructure that is on premise or hosted by a third party. This includes but is not limited to SAP infrastructure, network and system administration, security, periodic backup and restore activities as required, and server and storage hardware. Required systems shall be available throughout the Services
 - i) If required to perform the Services, Customer shall enable the use of SAP laptops and mobile devices on Customer's network to SAP's network via SAP's Virtual Private Network (VPN) protocols
 - j) Customer shall provide technical advice regarding any third-party systems accessible to the SAP team
 - k) If required to perform the Services, Customer shall review applicable SAP Cloud Service learning materials
 - l) Customer shall comply with any relevant governmental and regulatory requirements

8. ASSUMPTIONS

- 8.1. The Services are provided based on the current release version of the Cloud Service that is generally available at the start of the Services delivery. Unless SAP's release notes state otherwise, SAP provides at least 1 quarterly update for general availability. If an update is made generally available during the performance of the Services, any additional planning or configuration required to support the updated release is not included in the Services.
- 8.2. If not otherwise agreed, the project language and corresponding documentation is English. SAP documentation will be delivered in English only.
- 8.3. If not otherwise agreed, Services are provided from Monday through Friday on normal business hours (between 8:00 a.m. – 6:00 p.m.) in accordance with SAP-recognized holidays, observed by SAP's registered office.
- 8.4. Services are based on a predefined scope and delivery model. In performing the Services, SAP
 - a) May utilize accelerators
 - b) Will follow applicable parts of the SAP Activate standard implementation methodology
 - c) May use software and tools ("Tools") for which all rights of authorship remain with SAP or SAP SE. In case Tools are copied to Customer's system, Tools and all permitted copies thereof must be deleted at the end of the Services. If, at SAP's sole discretion, Tools are left on the system for documentation purposes, Customer is not permitted to use such Tools for any other remaining purpose. Tools are provided on an as-is basis with no warranty. SAP will not support or enhance the Tools beyond what is provided during the term of the Services.
- 8.5. Any changes to the scope of Services, whether requested during or after the Services term, shall be subject to a separate Services agreement in consideration of additional fees.