



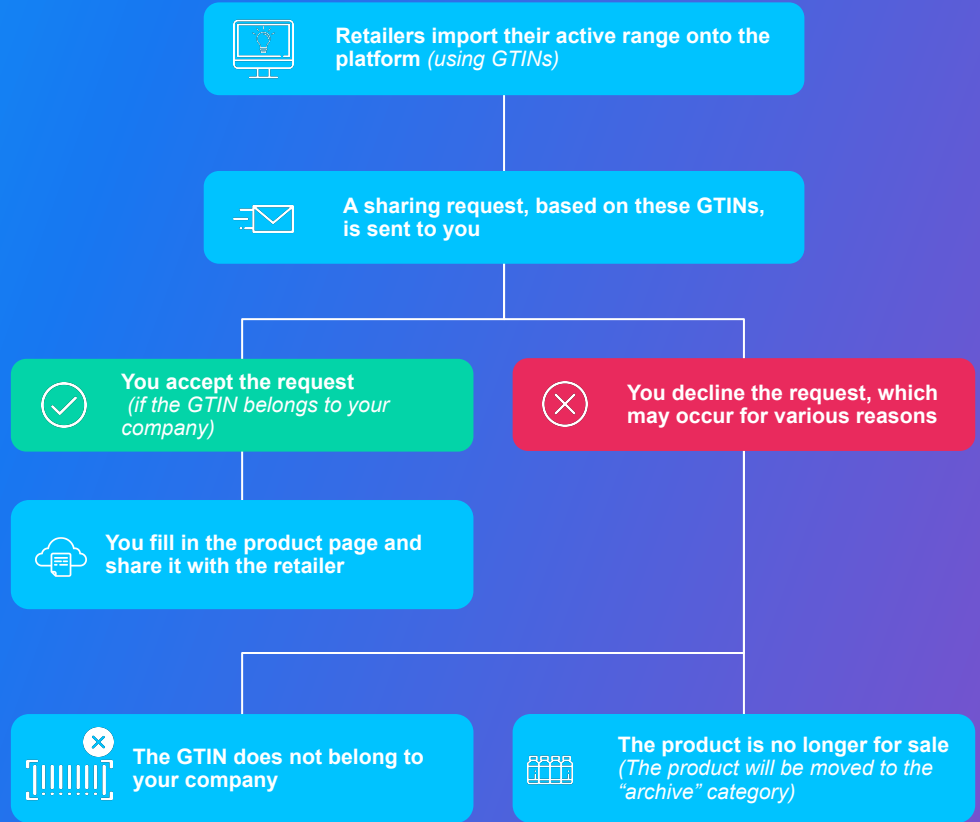
1. How the SupplierXM platform works

Overview of the data sharing process

The request-based approach

In order for you to be able to fill in and share your product pages, retailers using this approach will assign a product that they are listing to your brand and ask you to provide information for that product.

This means you can only share product pages with a retailer if they have requested them.



Overview of the data sharing process

The free sharing approach

Instead of the request-based approach, your retailer might choose to use the free sharing approach. This simply means that you can share any of your products with the retailer, even if they have not been requested.

