EXHIBIT A - SERVICES PACKAGE DESCRIPTIONS

(V2. 2025 SAS EN)

This exhibit is attached to and forms an integral part of the Agreement between Customer and Botify and is intended to describe the Services Packages available from Botify. The specific Services subscribed by Customer will be documented in the Order Form signed between the parties. Customer acknowledges that it has read, understood, and retained a copy of this exhibit and agrees to be bound by it.

Features Key:

◉ = available to Botifyers but are **view-only** for customers.

:Botify: = Botifyer access only

🗶 = not included in this package

✅ = included in this package

Botify Analytics	Essential	Accelerate	Growth (Mid-Market Self-Service)	Pro	Growth (Mid-Market 2024)	Enterprise
SiteCrawler	✅	◉	✅	✅	✅	✅
Max recurring crawl	2x/month	2x/month	2x/month	1x/week JS Option	1x/week JS Option	1x/day JS Option
Monthly crawled pages	Up to 10M	Up to 2M	Up to 2M	Up to 20M	Up to 20M	Up to 50M
JavaScript activated	🗶	◉	✅	Option	Option	Option
Crawl with dedicated IP	🗶	🗶	🗶	On-demand	On-demand	On-demand
Max HTML Extracts	5	5	5	10	10	15
Ad-hoc crawler for test project	✅	◉	✅	✅	✅	✅
LogAnalyzer	✅	◉	✅	✅	✅	✅
Number of search engines for log analysis	1	1	1	2	2	3
Number of AI engines	All major AI engines	All major AI engines	All major AI engines	All major AI engines	All major AI engines	All major AI engines

(Botify Analytics – continued)

	Essential	Accelerate	Growth (Mid-Market Self-Service)	Pro	Growth (Mid-Market 2024)	Enterprise
RealKeywords	✓	◉	✓	✓	✓	✓
Max number of GSC properties	1	1	1	Up to 10	Up to 10	Up to 50
SEO Engagement Analytics visits KPI	✓	◉	✓	✓	✓	✓
Organic visit and conversion data	Google Analytics	Google Analytics	Google Analytics	1 from GA 360, GA4, Adobe Analytics, or Piano Analytics	1 from GA 360, GA4, Adobe Analytics, or Piano Analytics	1 from GA 360, GA, 4, Adobe Analytics, or Piano Analytics
Custom file import on revenue	✓	◉	✓	✓	✓	✓
Semrush integration *(requires additional subscription)*	✓	◉	✓	✓	✓	✓
Google Ads Integration (through GA4)	✓	◉	✓	✓	✓	✓
Engagement Analytics	✓	◉	✓	✓	✓	✓
Engagement Analytics Integrations	1 from GA4, Adobe Analytics, or Piano Analytics	1 from GA4, Adobe Analytics, or Piano Analytics	1 from GA4, Adobe Analytics, or Piano Analytics	1 from GA4, Adobe Analytics, or Piano Analytics	1 from GA4, Adobe Analytics, or Piano Analytics	1 from GA,4, Adobe Analytics, or Piano Analytics
Custom file import on revenue	✓	◉	✓	✓	✓	✓

Botify Intelligence	**Essential**	**Accelerate**	**Growth** (Mid-Market Self-Service)	**Pro**	**Growth** (Mid-Market 2024)	**Enterprise**
ActionBoard	✓	◉	✓	✓	✓	✓
SEO Audit & Recommendations	✓	◉	✓	✓	✓	✓
AlertPanel	✗	◉	✓	✓	✓	✓
Daily Alerts	✗	◉	✓	✓	✓	✓

(Botify Intelligence – continued)

	Essential	Accelerate	Growth (Mid-Market Self-Service)	Pro	Growth (Mid-Market 2024)	Enterprise
Custom Alerts	✗	👁	✓	✓	✓	✓
Daily pages monitored (with JS problem detection)	✗	Up to 10K	Up to 10K	Up to 100K	Up to 100K	Up to 250K

Botify Activation

Botify Activation	Essential	Accelerate	Growth (Mid-Market Self-Service)	Pro	Growth (Mid-Market 2024)	Enterprise
SpeedWorkers	✗	✗	✗	OPTION	OPTION	OPTION
Search engines	✗	✗	✗	Google, Bing, Naver, Yandex	Google, Bing, Naver, Yandex	Google, Bing, Naver, Yandex
AI engines	✗	✗	✗	All supported *(Bing required)*	All supported *(Bing required)*	All supported *(Bing required)*
PageWorkers	OPTION	👁	✓	OPTION	OPTION	OPTION
SmartLink	OPTION	👁	OPTION	OPTION	OPTION	OPTION
SmartContent	✓	👁	✓	✓	✓	✓
Generate meta content (titles & descriptions)	Up to 250K URLs/year	Up to 250K URLs/year	Up to 250K URLs/year	Up to 450K URLs/year	Up to 250K URLs/year	Up to 1M URLs/year
SmartIndex	✗	👁	✓	✓	✓	✓
Sitemaps	✗	Self-hosted or Botify hosting	Self-hosted or Botify hosting	Self-hosted or Botify hosting	Self-hosted or Botify hosting	Self-hosted or Botify hosting
IndexNow	✗	Up to daily crawl volumes	Up to daily crawl volumes	Up to daily crawl volumes	Up to daily crawl volumes	Up to daily crawl volumes
Push to Bing	✗	Up to 10,000 pages / day	Up to 10,000 pages / day	Up to 10,000 pages / day	Up to 10,000 pages / day	Up to daily crawl volumes
Assist	✓	✗	✓	✓	✓	✓
GenAI-Powered Chat Bot	✓ *with fair-use threshold TBD*	✗ :Botify:	✓ *with fair-use threshold TBD*	✓ *with fair-use threshold TBD*	✓	✓ *with fair-use threshold TBD*
CustomReports	✓	👁	✓	✓	✓	✓

Export types	Download via interface	Download via interface	Download via interface	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage or databases (Big Query, SnowFlake)
Cross-domain dashboard (Looker Studio)	OPTION	◉	✅	✅	✅	✅ (customization possible)

Organic Visit and Conversion Data

Attribute	Essential	Accelerate	Growth (Mid-Market Self-Serve)	Pro	Growth (Mid-Market 2024)	Enterprise
Analytics provider	Google Analytics	Google Analytics	Google Analytics	GA, GA 360, or Adobe Analytics	GA, GA 360, or Adobe Analytics	GA, GA 360, or Adobe Analytics

Account Level

SSO/SAML	✖	✖	✖	✖	✖	ON DEMAND
Enterprise cross-domain dashboards	OPTION	◉	✅	✅	✅	✅
Service Level Agreement	✅	✅	✅	✅	✅	CUSTOM

Enterprise Dashboards are custom-made in Looker or Google Sheets.

Exports and APIs

Feature	Essential	Accelerate	Growth (Mid-Market Self-Serve)	Pro	Growth (Mid-Market 2024)	Enterprise
Manual Exports	✅	✅	✅	✅	✅	✅
Automated Export	✖	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports to cloud storage or databases (BigQuery, Snowflake)
API	✅	✅	✅	✅	✅	✅
Exports & API Credits (based on crawl fair-use)	Up to 60M	Up to 60M	Up to 60M	Up to 120M	Up to 120M	Up to 300M
Export types	Download via interface	Download via interface	Download via interface	Automated exports on storage	Automated exports to cloud storage (S3, Google Cloud Storage)	Automated exports direct to database

Any data export in the platform or through the API is counted towards the credits. In most use cases*, 1 credit = 1 row exported (as many columns as needed with dimensions and metrics).

Annual Exports & API credits	Essential	Accelerate	Growth (Mid-Market Self-Serve)	Pro	Enterprise
< 1m visits	30m	30m	30m	60m	120m
1m < visits< 5m	45m	45m	45m	90m	180m
5m < visits< 20m	60m	60m	60m	120m	300m
>20m visits	CUSTOM	CUSTOM	CUSTOM	CUSTOM	CUSTOM

There is one exception to this rule, when the customer hits a dimension from the linkgraph: 1 row = 0.1 credits (linkgraph = any metric or dimension whose name starts with linkgraph.*). Example: outlinks_internal.graph.* or outlinks_external.graph.* or inlinks.graph.*

Credits don't carry over from one period to another (if the customer had a 1-year agreement, the credits must be used in that year and won't be carried over)

Customers can only buy packages to add credits to their initial envelope.

API Credit Packages

50 million
100 million
250 million
500 million

Data Retention

Data Retention	Essential	Accelerate	Growth (Mid-Market Self-Serve)	Pro	Enterprise
Crawl/Trended report	24 months - (Last 5 crawls + largest crawl of every month after this)	24 months - (Last 5 crawls + largest crawl of every month after this)	24 months - (Last 5 crawls + largest crawl of every month after this)	24 months - (Last 10 crawls + largest crawl of every month after this)	24 months - (Last 20 crawls + largest crawl of every month after this)
Full RAW HTML	1 month	1 month	1 month	3 months	6 months
Log Data	13 months	13 months	13 months	24 months	36 months
Keyword Data	36 months	36 months	36 months	48 months	72 months
Engagement Analytics	36 months	36 months	36 months	48 months	72 months
Adhoc Crawl Data	3 months Max / Crawl	3 months Max / Crawl	3 months Max / Crawl	3 months Max / Crawl	3 months Max / Crawl

Crawl Fair Use Policy

Our goal is to give SEO teams the most complete picture of their website as possible. These packages should be enough for most websites to be crawled entirely. For most websites, it's more important to have a full crawl than to have smaller crawls more regularly.

SEO Threshold	Essential	Accelerate	Growth (Mid-Market Self-Serve)	Pro	Enterprise
< 1 m visits	Up to 5M	Up to 5M	Up to 5M	Up to 10M	Up to 20M
Between 1m and 5m visits	Up to 7.5M	Up to 7.5M	Up to 7.5M	Up to 15M	Up to 30M
Between 5 and 20m visits	Up to 10M	Up to 10M	Up to 10M	Up to 20M	Up to 50M
> 20m visits	CUSTOM	CUSTOM	CUSTOM	CUSTOM	CUSTOM
SmartContent	Up to 250K pages	Up to 250K pages	Up to 250K pages	Up to 450K pages	Up to 1M pages

Professional Services

These services aim to ensure proper onboarding, training, technical support, and ongoing alignment with your business objectives while using Botify.

1. Onboarding Services

Onboarding is included to facilitate the initial setup and adoption of Botify products. This includes setup, integrations and training:

- **Kick-Off Meeting**: A dedicated session to establish objectives, timelines, and responsibilities.
- **Platform Setup**: Assistance with configuring the platform according to your specific requirements.
- **Data Integrations**: Support for integration of third-party data, Google Analytics, Google Search Console, and bot logs
- **Training sessions**: Six trainings sessions based on information gathered during the kick-off to orient new users in the platform (excluding Accelerate package).

2. Additional or New User Training

Reasonable requests for additional or new user training will be accommodated upon request.
The training requests will be evaluated based on scope. Requests exceeding standard levels of service may incur additional charges, which will be communicated and agreed upon in advance.

3. Strategic Alignment Meetings

Periodic meetings with your account team to align with your evolving business goals, provide guidance and recommendations on leveraging the platform to achieve optimal outcomes, offer insights and best practices for maximizing value from the platform.

4. Botify Academy: Unlimited access to Botify's e-learning platform which provides access to self-paced learning modules and certifications.

5. Technical Support

Technical support is available 24 hours per day on weekdays (excluding public holidays) to address platform-related queries and address any issues users may encounter. Support requests can be submitted via the Botify application or by submitting an email to help@botify.com.

6. Exclusions

The following activities are not included in Professional Services unless explicitly agreed upon and may incur additional charges:

- Development of custom features or modules.
- Integration with non-standard or unsupported systems.
- Definition of an SEO strategy