



CUSTOMER ENGAGEMENT PROGRAMS CHARTER

Gain exclusive opportunities to influence strategic decisions, shape product development, and foster a collaborative environment to address your specific needs and ensure exceptional experiences with OpenText and our offerings.

This document outlines OpenText’s commitment to fostering collaborative partnerships with our customers, in the form of our Customer Engagement Programs. By actively participating in these programs, our customers can help drive innovation, provide feedback, collaborate with peers, and influence the future direction of our solutions. Read more about the principles, objectives, and responsibilities of our various customer engagement programs.

Types of Customer Engagement Programs:

1. **Executive Advisory Boards (EABs)** consist of C-Suite executives who provide high-level guidance, shape the strategic direction of the organization, learn about OpenText, and discuss market trends.
2. **Customer Advisory Boards (CABs):** consist of decision makers from diverse industries who provide feedback, insights and strategic guidance on the organization's overall offerings and customer experience.
3. **Product Advisory Councils (PACs)** are groups of customers who provide feedback, input, and insights on the organization's products, suggest new features, and participate in early product testing.
4. **User Groups** are customers who come together to network, share best practices and discuss their experiences using OpenText’s technology solutions.

To learn more about each engagement program and how to get involved, please refer to the detailed descriptions below.

CUSTOMER ENGAGEMENT PROGRAM MEMBERSHIP:

Each program is comprised of a limited number of appointed industry leaders, ranging from six to twenty seats based on program objectives. Members commit to a term of 12-24 months. At the conclusion of a member’s term, OpenText will appoint a new member from a standing field of nominees.

The programs convene multiple times a year which may include both, in-person or digital meetings. As membership is non-transferrable, only members may attend program meetings. To remain in good standing, a member must attend at least two of the meetings per calendar year.

Meeting discussions and documents related to membership, as well as all other supporting information provided to members are confidential.



Should a member's professional responsibilities or corporate affiliation change, OpenText may ask the member to relinquish their appointment to the engagement program.

MEMBER BENEFITS:

Members of OpenText Customer Engagement Programs receive the following benefits:

- **Strategic influence:** Help shape the strategic direction and decision-making of the organization
- **Early access and development:** Get early access to new features and initiatives prior to public release to influence development
- **Direct access to experts:** Get exposure to customer subject matter experts and executives to build valuable connections
- **Networking opportunities:** Connect with peers to exchange knowledge, ideas, and best practices
- **Knowledge and insights:** Stay abreast of industry trends and insights that can enhance professional expertise and decision-making
- **Recognition and distinction:** Establish credibility within their field as an appointed program member. **Recognition and distinction:** Establish credibility within their field as an appointed program member.

RESPONSIBILITIES OF ENGAGEMENT PROGRAM MEMBERS:

To foster innovation and development, members are expected to contribute in the following ways:

- **Active participation and feedback:** Actively engage in meetings by sharing expertise, experiences and insights related to the organization's offerings, as well as feedback, constructive criticism and innovative ideas for improvement
- **Contribute industry insights:** Shape the organization's understanding of market trends, challenges and opportunities and capture emerging technologies, competitive landscapes, and customer needs
- **Gain knowledge:** Invest time and effort to understand the organization, solutions, support offerings and current business strategies
- **Attend meetings:** Commit to attending each quarterly board meeting per year
- **Provide perspective:** Offer input on upcoming agendas, business or industry trends and issues, and product-related materials prior to each meeting

RESPONSIBILITIES OF OPENTEXT:

OpenText will fulfill the following responsibilities:

- **Briefing:** Prepare members with relevant materials in advance of each meeting, as appropriate
- **Maintain program integrity:** Collaborate with program members to construct meeting agendas that deliver value to both OpenText customers
- **Facilitate open communication:** Ensure that clear lines of regular communication between members of the OpenText executive team and engagement program members



- **Provide status updates:** Share significant events that may impact plans or strategies that were developed with members' input

1. Executive Advisory Boards (EABs):

C-suite executives provide high-level guidance and shape OpenText strategic direction. EABs align OpenText solutions with customer needs, ensuring a tailored approach to innovation.

The core objectives for EABs are to:

- Provide insight into changing industry trends, marketing strategies, distribution or channel issues, corporate image and “branding”, and account management strategies
- Gain insights into the factors critical for delivering an innovative customer experience, including market conditions, challenges and service requirements
- Validate and refine programs and strategies essential to achieving OpenText's business goals
- Participate in formulating “course corrections” that reflect the changing reality of the technology marketplace

2. Customer Advisory Boards (CABs):

Customers from diverse industries provide feedback and insights into industry trends, emerging business needs and market opportunities to inform future product development, strategic planning and partnership initiatives.

CAB members may include, but are not limited to: Vice President, Director or Senior Manager of Sales, Customer Success, Product Management, Marketing, Operations, IT, Customer Experience, Sales Operations or Customer Support.

The core objectives for CABs are to:

- Provide insight and strategic guidance on the organization's overall offerings and business operations
- Provide a platform for discussion surrounding opportunities, challenges and business use cases
- Validate and uphold the effectiveness and relevance of the organization's strategies by ensuring they align with customer expectations and industry trends
- Gain strategic awareness into industry trends, emerging business needs and market opportunities to inform future product development, strategic planning and partnership initiatives
- Advocate for the organization and its offerings within their respective industries to help enhance its reputation and market position

3. Product Advisory Councils (PACs):

Customers from diverse industries provide feedback on existing products, suggest new features and participate in early product testing. While CABs focus on refining the organization's overall offerings and



business operations, PACs also serve as a platform for discussing opportunities, challenges and improvements related to OpenText products.

PAC members may include, but are not limited to: Product Manager, Product Marketing Manager, Solutions Architect, Software Engineer/Developer, User Experience (UX) Designer, Quality Assurance (QA) Engineer, Systems Administrator, IT Manager, Data Analyst, Business Analyst, Technical Support Engineer, Sales Engineer, Customer Success Manager, Industry Expert/Consultant.

The core objectives for PACs are to:

- Collect feedback on OpenText products, services and business operations to drive continuous improvement and enhance customer satisfaction
- Foster collaboration, knowledge sharing and networking among customers to maximize their investment in our solutions and strengthen their business outcomes
- Participate in early product testing or beta programs to help the organization identify bugs, refine features and ensure a high-quality product launch

4. User Groups:

Customers network with peers, connect with industry experts and exchange best practices, as well as discuss how customers use OpenText technology to achieve their operational needs. The session is focused on functionality, capability, future requirements, integrations and technical specifications. While OpenText will orchestrate the session, it is customer led, with the focus of developing a community of users that support each other, with OpenText experts available to provide insight. No membership required.