



# Accelerator Terms and Conditions of Participation and Privacy

**Updated on May 04, 2022**

These Terms and Conditions of Participation and Privacy regulate the Participant's (as defined below) participation on the Accelerator ("Accelerator", as defined below), offered by **VTEX Ecommerce Platform Limited**, a company headquartered in WeWork Aviation House, 125 Kingsway, London, England - WC2B 6NH, registered at GB278404189 and its Affiliates (as defined below in Annex A), hereinafter referred to as "**VTEX**". The participation thereof is conditioned to the full acceptance of these Terms and Conditions of Participation and Privacy ("Accelerator Terms and Conditions of Participation and Privacy" or "Terms").

IN ORDER TO PARTICIPATE IN THE ACCELERATOR, THE PARTICIPANT EXPRESSLY DECLARES AND ACKNOWLEDGES THAT, BY ITS FREE AND SPONTANEOUS WILL, IT HAS READ, UNDERSTOOD AND ACCEPTS ALL THE PROVISIONS CONTAINED IN THESE TERMS AND CONDITIONS OF PARTICIPATION AND PRIVACY, AND AGREES TO BE BOUND BY THEM.

## Parties and definitions

The following words and expressions, when used in these Terms, shall have the following meanings:

"Accelerator" shall mean the program, created by VTEX, in order to increase the development and selection of Apps to be displayed on the VTEX App Store.

"Participant" shall mean any legal entity, startup, company, partner or client, regardless of whether there is a previous agreement executed between the Participant and VTEX, that has registered itself in the Accelerator, provided that the Participant has already developed a first

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version of the APP or at least a MVP. For the sake of clarity, only legal entities can participate in the Accelerator.

“VTEX App Store” shall mean an online environment repository of web applications developed by VTEX or third parties, accessed through the link ([apps.vtex.com](https://apps.vtex.com)).

“APP” or “APPS” shall mean an e-commerce related solution presented by the Participant and that will be further developed as an application and made available on VTEX App Store ([apps.vtex.com](https://apps.vtex.com)) to VTEX’s Clients.

“Registration Data” shall mean the data related to the Participant, legal entity, which has registered itself in the Accelerator, such as its country, company name, phone number, email address, description of the company and its proposed APP. The only Personal Data that will be processed by VTEX under the Accelerator is the name, electronic address and telephone number of the company's legal representative.

“Evaluation and Opinion Committee” shall mean the group of judges selected by VTEX, upon its own discretion, to evaluate and select the best APPs in the final stage of the Accelerator. The Evaluation and Opinion Committee will be constituted of professionals who have reached at least a senior management level and whose field of exercise is directly related to business, innovation and technology.

“Selection Process” shall mean the process that will be followed since the moment in which the Participant registers itself in the Accelerator, until the final round in which some APPs will be chosen to integrate the VTEX App Store.

“Personal Data” shall have the meaning ascribed in the General Data Protection Regulation (EU) 2016/679.

“Data Protection Laws” shall mean all laws and regulations, including the binding regulations of Brazil, United States of America, European Union, European Economic Area and its State-members, Switzerland and United Kingdom, applicable to Personal Data Treatment within the scope of these Terms.

“Independent Judge” shall mean the independent third party that will be part of the Registration and Selection process of the APP, in accordance with applicable law.

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VTEX Partner shall refer to a company that has executed the Master Partner Agreement available at <https://vtex.com/us-en/privacy-and-agreements/agreements/>.

## **Purpose**

The purpose of these Terms is to regulate the Participant's participation in the Accelerator.

The purpose of Accelerator is to stimulate the production and innovation in the area of technology, by the development of analytical and communication capacities, as well as cultural and intellectual exchange in favor of a more entrepreneurial, innovative and technological society. In addition, the Accelerator seeks to accelerate the region's e-commerce ecosystems by boosting high-impact projects through different benefits. As a result of Accelerator, VTEX will select some of the APPs presented by the Participants in order to display them in the VTEX App Store.

## **Program**

The participation in the Accelerator is voluntary and totally free of charge, not being necessary to purchase any product, good, right or service.

Participation in the Accelerator implies acceptance and submission of the Participant to these Terms.

The Accelerator will be carried out 100% online.

In order to participate in the Accelerator, the Participant must present an APP related to the digital commerce industry. VTEX shall decide in its sole discretion whether the APP is indeed related to the digital commerce industry.

The Participant will register itself on the Accelerator and present different ideas of APPs to be integrated on the VTEX App Store. After the respective Apps have been chosen, VTEX will help selected participants to create, develop and integrate the apps on VTEX App Store.

In addition to having the APPs implemented, the Participants will be entitled to the revenue generated from the use of the APPs, if any, following the rates mentioned in the applicable

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contractual documents to be signed by the Participant in order for its APP to be uploaded to the VTEX App Store.

## Registration and Selection Process

The Registration and Selection Process will be divided into four main stages.

The criterias to be evaluated in order for the Participant to advance to the next stage, will follow as described in Annex B below.

The Independent Judge will be part of the Registration and Selection Process, as applicable.

**First stage:** the Participants shall register themselves and fill in the form available at <https://vtex.com/us-en/accelerator/> ("Registration Form").

Participant hereby acknowledges that if it has applied for the Accelerator after the application deadline for the 4th edition, it will automatically be subscribed for the 5th edition of Accelerator.

Program Enrollment Deadlines are as stipulated in the Timetable Section indicated below.

There is no general limit of spots available for registration.

Only 1 (one) registration will be accepted by identification number of Participant.

In the act of registration, Participants must necessarily provide valid Registration Data.

All official communication of the Accelerator will be made by the email included in the Registration Data ("Registered Email") and VTEX will not be responsible for any losses that the Participant may suffer due to his lack of attention to the emails sent.

The Participant must be aware of the possibility that the aforementioned emails be stored in the spam folder of their Registered Email inbox.

The Parties hereby understand and agree that VTEX will use its Registration Data in accordance with applicable law.

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In case the Participant has wrongly fulfilled any of the information required in the Registration Form or has fulfilled it in a language other than English, it shall contact VTEX through the following email [accelerator-program@vtex.com.br](mailto:accelerator-program@vtex.com.br), under penalty of being disqualified from Accelerator.

The Participant hereby consents that all Registration Data provided in the application may be shared with VTEX's sponsors, venture capitals or other companies interested in innovation and technology ("Sponsors") for the purposes of the Sponsors getting in contact with the Participants to offer them products, services or business opportunities.

**Second stage:** Selected Participants shall attend a virtual meeting scheduled via Registered Email, in which VTEX will present and explain the Accelerator. During this meeting, questions about your solution might be asked to guarantee if the creation of an App is possible according to the VTEX Platform features. If it's not, they will be disqualified and the next one in line will be called to participate.

During this second stage, the Participant must carry a personal identification valid in their country for recognition.

Participation in the virtual meeting is mandatory and the non attendance can lead to disqualification from the Accelerator, upon VTEX's discretion. For the sake of clarity, the only aspect that can curb the Participant from advancing from the second to the third stage is not participating in the virtual meeting.

**Third stage:** the third stage is focused on the development of the APPs. The Participant that has advanced to this stage will be granted with VTEX's technical support to develop its own third-party APP, as VTEX deems appropriate. Through this process, support will be given through a specific email or ticket system and, with sporadic virtual tech support meetings in order to help develop the Participant's APP. These resources will all be covered by VTEX at its own expense. The time limit for this stage and consequently for the development of the APP is of one (1) year.

As a result of this support, the Participant hereby understands and agrees that it is obligated to upload its APP to the VTEX App Store in the period of one year, starting as of the first day of the Development Process provided under the 4th Edition Timetable, under penalty of having to refund VTEX for all the amount it has disbursed in order to develop the APP as well as any prizes granted.

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For the purposes of the upload to the VTEX APP Store, Participant hereby understand and agree that it shall follow VTEX's established procedure and any contractual documents required by VTEX for the publishing of the APP in VTEX APP Store. The APP shall be duly functioning and performing for at least 3 (three) years, under penalty of having to refund VTEX for all the amount it has disbursed in order to develop the APP as well as any prizes granted.

**Fourth stage:** After the APP has been duly published in the VTEX App Store, the respective Participants will have the possibility to take part in the Live Event in which each Participant will present its APP to be evaluated by the Evaluation and Opinion Committee ("Live Event"). The Live Event is not mandatory and only Participants whose Apps have been uploaded to the VTEX App Store at least sixty (60) days before the Live Event will be able to participate in it. In the Live Event, the best scored App from each category will receive prizes in accordance with the Prizes Table below.

### Timetable | 4th Edition

Date	Activity
May 1st, 2022 (1)	Opening of the Application Process (will be ongoing through the year)
16th until 21st of each month	Analysis of the subscribed APPs
23rd of each month	Announcement of the selected Apps (at least 5 per month)
27th of each month	Meeting with selected Participants
1st of the next month	Development Process
15th of October	Deadline to submit the APP to be able to take part in the Live Event
26th of January 2023	Live Event

**The aforementioned timetable is an estimate and may be changed if needed due to circumstances beyond VTEX's control. Any subsequent changes will be published on**

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Accelerator official website, available at <https://vtex.com/us-en/accelerator/> and informed via Registered Email.

## Prizes

All Participants that reach the third stage shall win prizes in accordance to the terms herein disposed.

**For the purposes of this provision, VTEX does not grant prizes in cash.**

The final prizes are granted according to the Prizes Table below.

**Parties agree that prizes will not be granted in case the Participant does not comply with the deadlines provided by VTEX.**

In case the VTEX Day is canceled or adjourned, the prize will remain valid for the following edition or the participation in another event, at VTEX's discretion, will be given as an option.

The prizes shall be granted in accordance with the table below.

The granting of prizes is subject to the Participant signing the Additional Term in order to formalize the prizes. The Additional Term shall be sent by Registered Email.

### "Prizes Table":

Program Classification	Prize	Prize Description
<b>Apps approved for the 3rd stage of the Accelerator</b>	Partnership Agreement	Waiver of payment for the first year of duration of the agreement to be executed by VTEX and Participant for the upload of the App in the VTEX App Store. If the Participant already is a VTEX Partner it shall be entitled to participate in one (1) event hosted by VTEX and selected by the Global Authority Unit

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		team at its discretion with a ticket in the maximum amount of USD 3.000, after publishing the app in the App Store.
	Technical Support	Technical support during the 1-month duration of the Third Stage
<b>After publishing the APP in the VTEX App Store</b>	Accelerator badge	Badge to be added on participants' websites after the App publication
<b>First Place in the Live Event (2)</b>	Mentorship	Mentorship as VTEX deems appropriate for up to 6 meetings with one of the VTEX Experts
	VTEX Accelerator Ebook	Publication of 1 article written by Participants in 1 VTEX Accelerator ebook
	Travel to VTEX Day	Includes one round trip ticket and accommodation for the VTEX Day
	VTEX Day Ticket	Access to the event
	VTEX Day Pitch	1 talk given by the Participant on the VTEX Accelerator Stage at VTEX Day
	VTEX Day Booth	One booth for the Participant to present its company and App

The Parties hereby recognize that any prizes that require any in person type of contact will be granted when the safety and healthy measures considering the COVID Pandemic allow.

## Participant's Responsibilities

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When participating in the Accelerator, the Participant expressly and unequivocally represents that it is in agreement with this Terms and undertakes:

- a) Not to violate any provision of these Terms:
  - b) To supply Registration Data that is true and in compliance with all applicable legislation;
  - c) Not to provide false information (i.e., purposeful and voluntary disclosure of information that it knows to be false or that is overtly untrue) and/or not to practice misrepresentation;
  - d) Not to practice any act against good faith and the usages and customs of virtual communities that could offend any third parties' right;
  - e) Not to commit any act that could be considered as fraud;
  - f) Not to violate or breach third parties' rights, especially related to intellectual property, terms of contracts, intimacy and privacy rights;
  - g) Not to disseminate, distribute or transmit destructive codes, whether they have caused actual damages or not;
  - h) Not to gather Personal Data or commercial data, including, without limitation, e-mail addresses and/or names of any Internet resource, for commercial, political, charitable or other purposes, without the consent of the owners of such data or another legal fundament or basis authorizing the collection;
  - i) Not to reproduce, replicate, copy, change, monitor, modify, create derivative works based on, sell or resell any product and/or service or a part therefore, which are not under public domain;
  - j) Not to carry out or encourage illegal activities, including, without limitation, promoting or facilitating access, use or sale of hazardous substances or devices;
  - k) Comply with all applicable laws, norms, rules, principles and regulations;
  - l) Be exclusively responsible for the compliance of its APP with applicable law.
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**The Participant acknowledges that these Terms must be observed and faithfully complied with under penalty of cancellation, blocking of the participation on the Accelerator, and other applicable measures, regardless of prior notice. VTEX reserves the right to enforce the measures set forth herein even in cases of suspected or threatened violation of these Terms.**

### **VTEX Limitation of Liability**

VTEX undertakes no responsibility for any direct or indirect damages incurred by the Participant or by third parties which, in any way, have their origin or dependence related to the Accelerator.

VTEX undertakes no responsibility for any claims related to, arising from or connected with the APP.

### **Third Parties' Demands**

Participant is the only party responsible for the APP, as well as for the compliance with all applicable law, such as, without limitation, consumer, personal data and intellectual property protection legislations and acknowledges that under no circumstances shall VTEX be responsible for any indemnifications or claims presented by third parties related to the APPs, undertaking to take any and all measures required to exclude VTEX from the position of the defendant of any lawsuits that may be filed, being responsible for any and all costs and expenses, as may be required in connection with such defense, including lawyers' fees, and the payment of any loss-of-suit judicial costs.

### **Privacy & Personal Data**

Participant represents that it shall keep the secrecy of all Personal Data to which it may eventually have access by virtue of the Accelerator, and shall make use and eventually process such Personal Data strictly for the compliance of its obligations, abiding to the Data Protection Laws.

Participant declares that it has read, understood and accepts the provisions of the VTEX Privacy Policy, which is an integral part of these Terms, as set forth in the full document available at: <https://compliance.vtex.com/gdpr/policies/vtex-privacy-policy>.

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To carry out its registration, the Participant must inform its Registration Data, which represents solely and exclusively all data to be shared with VTEX. VTEX shall process Personal Data in accordance with Data Protection Laws. The Participant declares, under the penalties of the law, that all the information in the Registration Data is true, being fully and exclusively responsible for any and all data provided.

## **Confidentiality**

Upon the acceptance of these Terms, Participant may have access to VTEX's Confidential Information, in their functional, operational, strategic, conceptual, visual and innovating aspects, as well as to personal data ("Confidential Information").

By means of the Accelerator, and by virtue of the Confidential Information that will be treated, Participant declares that it shall comply with the following conditions in order to avoid the disclosure, publication, reproduction or sharing of data, screens, codes, logic and confidential resources of the program:

All Confidential Information disclosed to Participant and its respective employees or collaborators in writing (including electronic means) or verbally shall be treated under the strictest confidentiality.

Participant undertakes to keep the secrecy of the Confidential Information, employing the same level of care and discretion applied to its own Confidential Information in order to avoid the disclosure, publication or dissemination of such Confidential Information to any third party and in any even less than reasonable degree of care.

The Confidential Information shall not be copied, reproduced or stored under any form by the Participant.

Should the Participant become legally constrained to disclose any of the Confidential Information, it shall promptly notify VTEX of such obligation, to the extent legally allowed. The Participant shall solely disclose the portion of the Confidential Information regarding which it was legally constrained and shall endeavor its best efforts to use all procedures available to ensure that the disclosed Confidential Information remains under secrecy.

The obligations above shall not be applicable to any Confidential Information that (i) prior to its receipt by the Participant, was already in the public domain or was known by the Participant by a source other than VTEX, (2) after the receipt by the Participant, became public by any means

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other than as consequence of a violation of its obligation provided hereunder, (3) has been legally acquired by the Participant without an obligation of secrecy from a third party which was not under an obligation to keep the secrecy of the Confidential Information, or (4) has been independently developed by the Participant.

## **Intellectual Property**

The Participant guarantees, in the act of registration in the Accelerator, its authorship in the APP presented. The Participant represents that it does not infringe any copyright of third parties, under penalty of civil and criminal liability for all losses and damages caused to VTEX and third parties, as well as disqualification from Accelerator.

The Participant hereby represents that it owns all the solutions and ideas presented in the APP are of its ownership. The Participant hereby understands and agrees that It is not allowed to use third-party ideas and external solutions without the owner's permission as well as any idea that is already on the market.

The Participant also represents that it assumes full and exclusive responsibility for all the materials, presentation and documents ("Materials") that will be presented throughout the Accelerator, exempting VTEX from any responsibility related to any third party claim related to such Materials or APP.

VTEX expressly declares that the copyrights of the APPs presented during the Accelerator belong and will remain belonging to its respective owner as well as undertakes to maintain the reserve and confidentiality of the APP, unless expressly authorized by the competitor.

VTEX reserves the right to deny the participation of the Participant who violates intellectual property rights and / or copy content that they do not own.

## **Assignment of Right to Image, Voice and Name:**

The Participant hereby authorizes VTEX to use the name of the company that Participant represents in Accelerator, as well as the Participant's representatives name, image, voice and prize received, in any communication channel chosen by VTEX, such as, without limitation, magazines, comics, newspapers, pamphlets, informative, books, booklets, inserts, direct mail, catalog, social network, youtube presentation folders, internet pages, institutional videos and

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all VTEX's official websites, platforms and social networks, for the purposes of publicity of the Accelerator, in Brazil, London or abroad.

The Participant hereby consents to the aforementioned use and exempts VTEX from the payment of any value as compensation, remuneration, indemnification, royalties, or any other title, being acknowledged by the Participant that the aforementioned does not infringe any of its rights to privacy or cause it any harm.

This authorization is valid for 5 (five) years from the date of enrollment in the Accelerator by the Participant.

## **Cancellation**

VTEX, at its exclusive discretion, may, without prejudice of other measures, at any time, cancel the Participant's participation to the Accelerator and remove any and/or all content created by the Participant in the event of violation of these Terms, without the right to any fine or indemnification.

Without prejudice of the foregoing, for security reasons, VTEX may, at its exclusive discretion, suspend or cancel the registration of the Participant should VTEX suspect any illegitimacy, fraud or any act against this Terms.

The Participant may, at any time, cancel its participation in the Accelerator by means of a request made by e-mail or through an available service channel, no fine and/or indemnification being due therefrom.

VTEX will cancel the Participant's participation in the Accelerator upon its request.

In case of resignation at any time by the Participant, the Participant will be automatically disqualified and will not be entitled to any type of prize. The Participant can, however, participate in future programs offered by VTEX but with a different APP and project as the one presented in the Accelerator.

## **Miscellaneous**

The Parties represent and warrant that they know and understand the applicable anti corruption laws, undertaking (i) not to practice harmful acts before domestic or foreign public administration authorities, as well as refraining to promise, offer or give, either directly or

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indirectly, by itself or through a third party, any improper advantage to a domestic or foreign public officer or to a third party related thereto; (ii) to implement guidelines and appropriate controls destined to prevent and correct failures, in order to comply with and cause its administrators, employees, contractors and other representatives to comply with the provisions of the anti corruption legislation; (iii) evidence, at the request of the other Party, the effectiveness of such guidelines and controls.

The Participant fully condemns any practice involving money laundering or terrorism financing and is in strict and rigorous compliance with all applicable obligations under the current legislation in force. In this regard, the Participant represents and warrants that the funds/assets delivered to VTEX pursuant to this T&C do not represent an illegal activity or an activity that could be deemed illegal. Moreover, the company represents that the assets of the Participant result from legal and regular business activities and do not result, under any circumstances, either directly or indirectly, from illegal activities or activities that could be deemed illegal in the United States, in Brazil or in any other jurisdiction. Considering the foregoing, the Participant exempts VTEX from any and all liabilities that may result from the incorrectness or inaccuracy of such representation.

VTEX is not responsible for any problems, failures or technical malfunctions of any kind, in computer networks, servers or providers, computer equipment, hardware or software, nor for errors, interruptions, defects, delays or failures in operations or transmissions for the correct processing of registrations, or of the online stages of the Accelerator. This includes, but is not limited to, the inaccurate transmission of registrations, solutions, APPs, responses, resources, and / or documents, or of eventual failures to receive them, due to technical problems, congestion of the Internet or the Accelerator's website, viruses , power outage or violation by third parties (hackers).

VTEX is not responsible for acts of force majeure and viral infection that may prevent or hinder participation in the Accelerator.

VTEX reserves the right to discontinue, modify, add resources or change the staff and judges, Independent Judge, Evaluation and Opinion Committee, allocated in the Accelerator in the event of commercial disagreement with partners, low acceptance, performance problems, support problems or strategic reasons.

VTEX reserves the right, at any time, to modify these Terms. Such modifications shall be informed to the Participant and shall be automatically incorporated to these Terms.

VTEX reserves the right to modify any dates as to the Registration and Selection Process, in which cases VTEX will send communications to the emails registered in the Registration Form as well as publish notices in the official website of the Accelerator.

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VTEX reserves the right to reject the participation of any legal entity which does not meet the requirements and / or does not comply with the terms of this Terms

VTEX reserves the right to disqualify a Participant that sends materials that contain foul language or offensive to morals and good manners and which, in the execution of the Accelerator, transfer material of illegal, harmful, malicious, threatening, offensive, slanderous, defamatory, disrespectful, unfounded, discriminatory, criminal content, and / or who stop meet criteria of veracity, which may suggest or promote illegal activity, as well as the disclosure of information that cannot be transmitted for legal or contractual reasons; work that harasses or invades the privacy of others, is vulgar, profane, sexually explicit, obscene, racial or ethnically offensive or, in any other way, unacceptable for causing risks or damage to image, material or morals to VTEX, its employees, any of its collaborators, or third parties.

VTEX reserves the right to disqualify a Participant in case it does not reply to VTEX's emails for more than 30 days.

This Terms shall be governed and interpreted according to the laws of the United Kingdom.

The courts of London, are hereby elected to resolve controversies or doubts resulting from the utilization of our site or in connection with these Terms, with the exclusion of any other, however privileged it may be.

The forbearance in the event of a possible violation or delay in the performance of any obligations set forth in this Termsshall not represent novation or affect such rights, which may be exercised at any time, and nor shall it imply the amendment to the conditions covenanted in this Terms.

### Annex A Affiliates

The following companies constitute all VTEX's Affiliates and are signatory parts of these Terms for all purposes.

VTEX ARG	VTEX Informática S.A.	Argentina
VTEX BRA	VTEX Brasil Tecnologia para E-commerce LTDA	Brasil
VTEX DAY	VTEX Publicidade e Eventos Eireli	Brasil

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CIASHOP	Ciashop Soluções para Comércio Eletrônico S.A	Brasil
VT COMÉRCIO	VT Comércio Digital S.A.	Brasil
DLIEVE	Dlieve Tecnologia S.A.	Brasil
LOJA INTEGRADA	Loja Integrada Tecnologia para Software LTDA	Brasil
VTEX CHI	VTEX SpA	Chile
VTEX COL	VTEX Colombia Tecnologia para Ecommerce S.A.S.	Colômbia
VTEX ESP	VTEX Ecommerce Platform Limited	España
VTEX USA	VTEX Commerce Cloud Solutions LLC	United States
UNITEU	UniteU Technologies, Inc.	United States
WEBLINC	Weblinc Corporation	United States
VTEX CAY	VTEX	Ilhas Caimã
VTEX UK	VTEX Ecommerce Platform Limited	United Kingdom
EICOM	EICOM Limited	United Kingdom
VTEX ITA	VTEX Ecommerce Platform Limited – Sede Secundaria	Italy
VTEX MEX	VTEX Mexico Soluciones en Ecommerce S. de R.L. de C.V.	México

- 1) The Applications will remain open for the entire year. Subscriptions completed until the 15th of each month will be considered as subscriptions for the respective ongoing month. Subscriptions completed on the 16th forward of each month will be considered as subscriptions for the subsequent month.
- 2) The prizes provided herein will provided for the first place of each category of Apps.

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Escuela de Internet	EI Education S.A.P.I de C.V.	México
VTEX POR	VTEX Ecommerce Platform Limited – Sucursal em Portugal	Portugal
VTEX ROM	VTEX Ecommerce Platform Limited London Sucursala Bucuresti	România

## Annex B Evaluation Criterias

The following criterias are evaluated in each of the program selection stages.

**Criterias to proceed to the second stage:** In order to advance to the second stage, VTEX will evaluate and classify the application that is filled through the website form. The evaluation will happen every month, and the 5 best-ranked solutions of each month will move on to the next stage of the program. In case any of the Participants who own selected APPs cancel their participation in the Program, the right next ranked solution will be invited to move on to the next stage.

The evaluation is made through the average of four pillars (solution alignment with VTEX roadmap; strategic outcome by region; maturity of solution; relevance according to ecommerce trends) multiplied by a strategic factor. The calculation of this classification is shown below:

Classification Score: (average of (alignment with vtex roadmap + strategic outcome for region + maturity of solution + relevance according to tendencies))\*strategic factor

Each one of the four pillars have a weight of 25% on the average. The strategic factor ranges from 0.5 to 1.5.

- 1) The Applications will remain open for the entire year. Subscriptions completed until the 15th of each month will be considered as subscriptions for the respective ongoing month. Subscriptions completed on the 16th forward of each month will be considered as subscriptions for the subsequent month.
- 2) The prizes provided herein will provided for the first place of each category of Apps.

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**Criteria to proceed to the third stage:** Participation in the virtual meeting is mandatory and the non attendance can lead to disqualification from the Accelerator, upon VTEX's discretion. For the sake of clarity, the only aspect that can curb the Participant from advancing from the second to the third stage is not participating in the virtual meeting.

**Criteria to proceed to the fourth stage:** To proceed to the fourth stage, companies must have their APP published in the VTEX App Store. They will present their APPs to the Evaluation Committee on a Live Event, who will then choose the best one of each category. The Evaluation and Opinion Committee will be granted a voting file in order to select the best solutions. In this file the jury will evaluate, giving a score from 0 to 5, the following characteristics: Market Opportunities, Performance impact on the VTEX store, Usability of the App and Integration of the App. The average of these 4 points, evaluated by the entire committee, is considered the final result of the evaluation.

The Program shall be considered terminated after the fourth stage.

- 1) The Applications will remain open for the entire year. Subscriptions completed until the 15th of each month will be considered as subscriptions for the respective ongoing month. Subscriptions completed on the 16th forward of each month will be considered as subscriptions for the subsequent month.
- 2) The prizes provided herein will provided for the first place of each category of Apps.

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