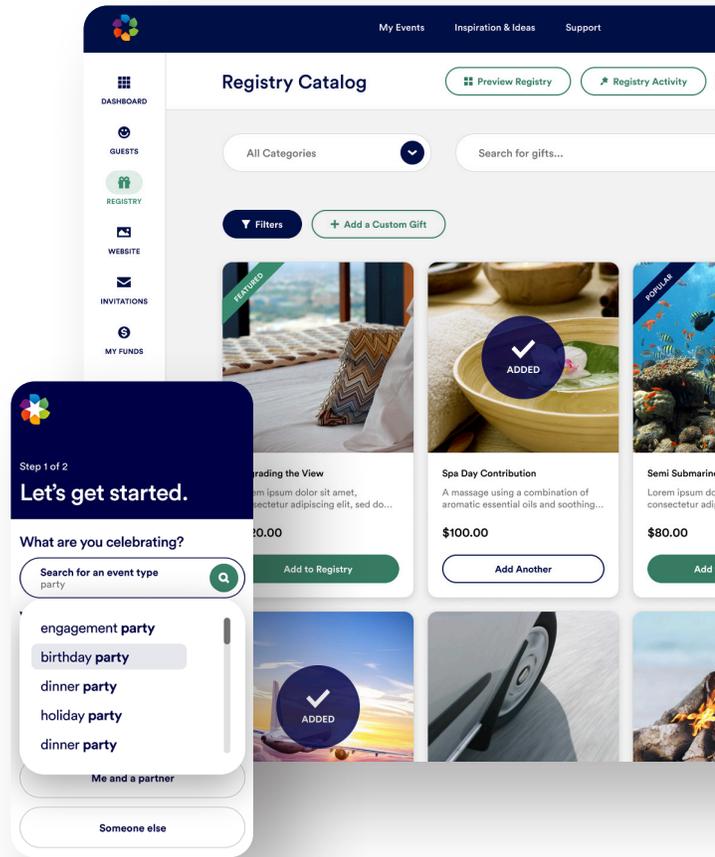


Products & Services

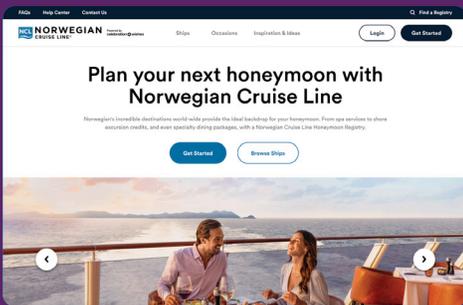
For more than 20 years, we've connected thousands of best-in-class brands like Carnival, Disney Fairytale Weddings & Honeymoons, Sandals, and Secrets with the unique opportunity to capitalize on global travel, leisure, and celebration markets. Below is a review of our products and services. Please note that the details of services may vary between partners.

If you have any questions or would like to learn more, please contact your Celebration Wishes sales representative or reach out to sales@celebrationwishes.com.

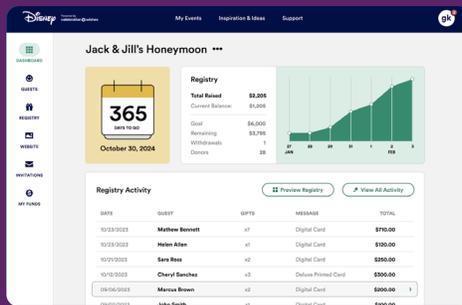


ENTERPRISE REGISTRY & TOOLKIT PLATFORM

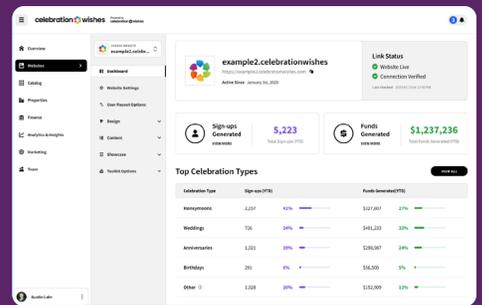
Our Enterprise Registry & Toolkit Platform (think of it as a white label program) provides the unique opportunity to create an additional revenue stream with little-to-no overhead. We help you leverage the power of a crowdfunding registry, tailored to your brand, as an extension of your existing website and customer experience.



ENTERPRISE SITE



REGISTRY & TOOLKIT



DASHBOARD

CELEBRATION TECHNOLOGY

Platform	Dashboard & Basic Analytics	✓
	Roles & Permissions Control	✓
	Single Sign-On Availability	✓
Users <i>More user seats can be included at an additional cost</i>	Global Admin User Master login with all permissions	1
	General Access User Limited permission user (Configure and update the Celebration Wishes platform)	1
	Affiliate User(s) Limited permission user (Access the knowledge base for training only)	15
Enterprise Partner Site	Dashboard & Basic Analytics	✓
	Site Build Wizard Customize and configure your site as needed	✓
	Unlimited Access to Template Library Site Page & Designs	✓
Properties & Destinations <i>More sub pages can be added, contact your sales rep for more details</i>	Dashboard & Basic Analytics	✓
	Custom Partner Properties & Destinations Sub Pages	3
	Design & Configuration Wizard	✓
	Unlimited CW Properties & Destinations Catalog	✓
Registry Items Catalog	Dashboard & Basic Analytics	✓
	Item Catalog & Visibility Control	✓
	Unlimited Custom Partner Items	✓
	Design & Configuration Wizard	✓
	Unlimited Access to CW Items Catalog	✓
	API Item Catalog Integration	COMING SOON



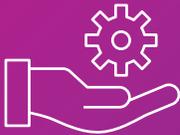
CELEBRATION TECHNOLOGY (CONT.)

End User 'Host' Toolkit	Dashboard & Basic Analytics	✓
	Design & Configuration Wizard	✓
	My Events Dashboard	✓
	Individual Event Dashboard	✓
	Guest List Management	✓
	Registry Management	✓
	Invitations & Announcements	✓
	Affiliate Marketplace Access	COMING SOON
	Personal Website Pages	✓
	Unlimited Access to Template Library & Personal Website Pages	✓
	My Funds – Payout Preferences Control	✓
	My Funds – Currency	USD
Customer Service	End User Support	✓
	Partner In-Platform Ticketing – 24x7x365 <ul style="list-style-type: none"> • Standard Ticket – 24 hours or less response • High Priority Ticket – 12 hour or less response 	✓
	Live Phone & Email Support <small>M-F 12 AM - 5 PM PST</small>	✓
	Knowledge Base Enablement Access	COMING SOON
	Dedicated Customer Success Manager	✓



Setup & Enablement

We make setup easy so that you can hit the ground running.



Guided Setup

Let us do the heavy lifting. We'll get you up and running within 6-8 weeks and deliver a site built to your liking.



Post Go-Live Enablement

Live training and enablement from our best-in-class customer success team.



COMING SOON

Self-Service Setup

Ready to take the reins? Use our detailed modules to walk you through each step. Go from inception to a live-site at your own pace.

Link Placement

Once your partner page is live, no code or site development required to start driving registry contribution! Simply place the Enterprise site link on your website. Link placement is king when it comes to organic traffic and partners typically embed our link in a few key areas:

HEADER NAVIGATION & SUB PAGE

Focusing on supporting celebrations, events, and groups, partners that perform best include our link in global navigation menus and/or 1-click link away to the support content page(s) where the registry link is included. The better the link placement, the better the traffic.

FOOTER NAVIGATION

When people fail, they check the footer. Always a good leading practice!

CELEBRATION CONTENT PAGES

Do you have celebrations or a general celebration page you drive traffic to? Maybe a groups or events page? Embed our link early and often to spread the most celebration attention. Regardless of where your audience comes from, our technology can tailor a smooth registry signup experience.



Don't worry, Celebration Wishes has many clever ways to help you drive traffic but at the end of the day, this is the best way to get organic sign-ups. The better the link placement, the better the traffic resulting in more registry contributions.



Need a boost?

Our customer success team is happy to help advise on Link placement best practices. Reach out at sales@celebrationwishes.com.



COMING SOON

Link Placement Tutorial

An in-depth guide to best practices for better results.

Billing & Subscription

The Celebration Wishes Enterprise Registry & Toolkit platform is a software-as-a-service licensing model with no upfront investment to get started. To maintain our no-cost service annually, partners must achieve the Annual Minimum Platform Contribution per annual licensing cycle. Partners who maintain the Annual Minimum Platform Contribution enjoy no-cost licensing and a commission structure that pays you on top of registry contributions.



What is the Annual Minimum Platform Contribution?

At the end of each year (as defined by your Enterprise site publish date), Celebration Wishes will audit the Contribution Eligible Events against the Annual Minimum Contribution. Contact your Celebration Wishes sales representative for details.

IF THE MINIMUM IS MET

The Celebration Wishes Enterprise Registry and Toolkit platform licensing is free, and provides opportunity for commissions.

IF THE MINIMUM IS NOT MET

Celebration Wishes will invoice for the difference. Credit Card or ACH available.

How we calculate Contribution-Eligible Events

Total Dollars Contributed to the Enterprise Registry

- \$1.00 Contributed to Registry = \$1.00 Against the Minimum

End User 'Host' Toolkit Affiliate Product Bookings

- \$1.00 Purchased = \$1.00 Against the Minimum

COMING SOON



Travel and booking leads will be processed through our Celebration Wishes sister brand.

Commissionable Events

Once a partner achieves the Annual Minimum Platform Contribution threshold, partners become eligible for a 2.5% commission of all Celebration Wishes revenue driven from the Enterprise Registry & Toolkit platform. Eligible partners will be paid quarterly via the Celebration Wishes business services credit or ACH direct transfer.

COMMISSIONABLE REVENUE CHANNELS

- ✓ Registry Contributions Payout Revenue
- ✓ Affiliate Order Revenue
- ✓ Travel & Lead Booking Revenue

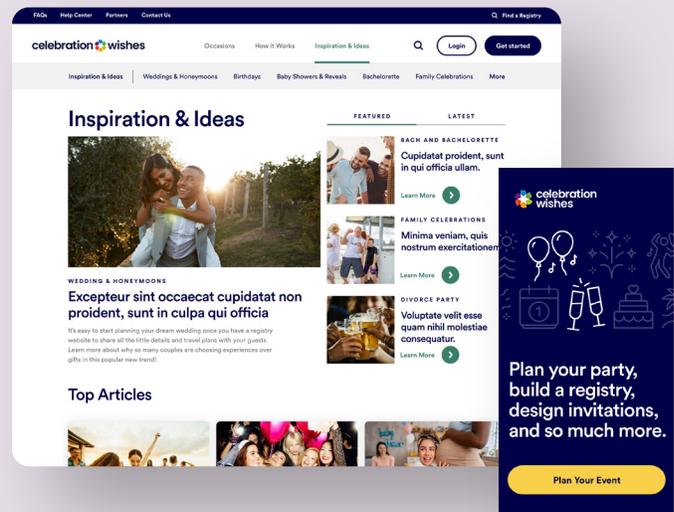


Celebration Business Services

MARKETING & ADVERTISING

Celebration Wishes helps our brand partners give their customers what they want – an easy way to plan, fund, and execute their event. Through custom sites, registry items, organic search on celebrationwishes.com, and strategic link placement, you can tap into a wider, ready-to-convert audience that's searching for your products and services.

All marketing & advertising projects are completed on a per-project basis and deliverables are subject to change per partner engagement. To learn more, refer to our Media Kit or talk with your Celebration Wishes sales representative or account manager.



TRAVEL & LEAD BOOKING AUTOMATION

For partners interested in automating travel and lead booking opportunities for their brands, leverage our world-class sister company, Celebration Wishes Travel. To learn more, talk to your sales representative or account manager.

COMING SOON

ADVANCED DATA & ANALYTICS

Our B2B partners will be able to harness the power of Global Celebration Data. To learn more, talk to your Celebration Wishes sales representative or account manager.

TECHNICAL DOCUMENTATION

Technical documentation is available upon request. Please contact your Celebration Wishes sales representative or account manager.



LET'S CELEBRATE!

Here's to raising the glass and working together.

We'd love to hear from you at sales@celebrationwishes.com.

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