

APPROVAL FOR MARKETING ACTIVITIES AND PUBLIC RELATIONS
for WalkMe Products and/ or Services
of rocon Rohrbach EDV-Consulting GmbH ("rocon")
Status: August 5, 2025

rocon would like to publicly describe your use of WalkMe and the related services. This Approval for Marketing Activities and Public Relations describes the marketing-related activities in which you (hereinafter referred to as "Participant") agree to participate, as well as the rights of the parties with respect to any documentation or materials resulting from these activities (hereinafter referred to as "Materials").

1. Participant agrees to participate in the following activities:
 - ✓ Logo presence on the website: Publication of your logo on the rocon website (www.rocon.info).
 - ✗ Logo presence including quote on the website: The publication of your logo and a quote on the rocon website (www.rocon.info).
 - ✗ Written Case Study: A written case study describing your experience working with rocon on the implementation of a WalkMe project.
 - ✗ Video Case Study: A video case study describing your experience with rocon regarding the implementation of a WalkMe project.
 - ✗ Reference customer: Appearance as a speaker at an event and presentation of your experience with rocon regarding a WalkMe project. Rocon can be the organizer or Participant of this event.
 - ✗ Reference for other customers: Conversations with other WalkMe customers or potential customers about your experiences in working with rocon within a WalkMe project.

Please note that rocon is not obligated to provide Participant with all of the opportunities listed above.
2. Participant agrees to use the materials in the following ways, whether internally or externally, in whole or in part, independently or in combination with other materials:
 - ✓ on the rocon website
 - ✗ via rocon's social media channels
 - ✗ by direct distribution to customers or potential customers in print or electronic format
 - ✗ through general distribution at events in which rocon also participates and which are related to SAP products
3. Participant grants rocon the non-exclusive, irrevocable, perpetual, worldwide, royalty-free and unrestricted right to use, modify, reproduce, distribute, transmit, display, create derivative works from and otherwise exploit Participant's name, physical appearance, voice and words as well as any materials that Participant provides to rocon, including trademarks, service marks, logos and other identifying information (collectively referred to as "Content") for the purpose of advertising and promoting rocon products and services related to WalkMe.
4. Participant will be given the opportunity to review and approve rocon's use of the content; Participant will provide feedback within an individually agreed-upon period (max. 4 weeks) of the request.
5. Except for trademarks, service marks, logos, and other identifying information, all right, title, and interest in and to the work product or works of authorship incorporated

into the Materials or otherwise in the Content, including any copyrights therein, are the sole property of rocon and are free from any claims by the Participant. (For clarity, trademarks, service marks, logos, and other identifying information are licensed to rocon pursuant to Section 3 above.)

6. Participant represents and warrants that (i) either individually or on behalf of his or her employer, he or she is authorized to sign this release and to grant the rights stated herein (including, but not limited to, the use of the Materials), (ii) that the execution of this release does not conflict with any existing contract or obligation of Participant, and (iii) that any statements made by Participant that are included in the Content are true and not misleading.
7. Nothing in this Agreement shall create any obligation on the part of rocon to exercise any rights granted or otherwise set forth herein.
8. This approval contains all agreements between rocon and the participant with respect to the subject matter of the agreement and supersedes all prior written or oral agreements, negotiations, statements, and proposals related to the subject matter of the agreement. Waivers, modifications, or additions to this release must be in writing and signed by rocon.