

Startup Focus Program

Terms of Participation in SFP Outreach Activities

SAP SE (“**SAP**”) operates the SAP Startup Focus Program (“**SFP**”) to help startups develop new applications on SAP HANA and other SAP technologies. As part of the SFP, SAP operates in-person and online forums, conferences and training events, as well as outreach via online websites and social media (collectively, “**SFP Outreach Activities**”).

These Terms of Participation (this “**Agreement**”) govern your participation in SFP Outreach Activities. Specific SFP Outreach Activities may contain additional terms and conditions as may be posted or published as part of such activities. SFP activities that fall outside of SFP Outreach Activities, such as development accelerator activities, technical validation, sales enablement and go-to-market programs may have separate terms and conditions and may require you to enter into program-specific agreements.

By participating in any SFP Outreach Activities you acknowledge and agree to the terms set forth below. You also represent and warrant that you have the authority to act on behalf of and bind the startup company that you represent (the “**Company**”) to the terms of this Agreement. By your acceptance of this Agreement, the Company also agrees to abide by this Agreement.

- Any communications, comments and statements that you make to SAP as part of SFP Outreach Activities (collectively, “**Communications**”) are made on a non-confidential basis. SAP shall not be obligated to maintain the confidentiality of such Communications or be restricted in the use of any such Communications. Do not share any information with SAP that you consider to be sensitive or confidential during SFP Outreach Activities.
- To the extent that you attend SFP Outreach Activities, SAP may capture video, audio, still photography, or other recordings of you, which contain your name, nickname, likeness, image, voice or other rendering (your “**Likeness**”). By attending SFP Outreach Activities, you grant SAP SE, SAP America, Inc., and their affiliates, subsidiaries, successors, agents, licensees, and assignees the perpetual, unrestricted, and royalty-free right to use, reproduce, broadcast, and exhibit your Likeness throughout the world, in any media, including in connection with SAP marketing and promotional materials. The Company also grants SAP a nonexclusive, nontransferable, royalty-free, worldwide, limited license to use the name, trademarks, service marks, logos and trade names that relate to Company in connection with Company’s participation in the SFP.