

For CURRENT suppliers/brand owners — Migration to a membership model that scales, marginal cost decreases while support and strategic value increase



Manual

For smaller brands that want to get started with basic messaging

- + Unlimited relations
- + Limited message types
- X Integration
- + Std. User Support bookable
- + Digital Product Passport
- + Product Store

+ 0.45% of order/invoiced value

Max CHF 0.5M in order/invoice value



Starter

For emerging brands wanting full messaging with simple setup

- ✓ Unlimited relations
- + Unlimited message types
- + Integration
- ✓ Std. User Support bookable
- + All Btwentyfour products incl.
- ✓ Digital Product Passport
- ✓ Product Store

+ 0.36% of order/invoiced value

Max CHF 1M in order/invoice value



Growth

For growing brands scaling with support and advanced features

- ✓ Unlimited relations
- ✓ Unlimited message types
- ✓ Integration
- + Standard User support
- ✓ All Btwentyfour products incl.
- + Value-added service
- ✓ Digital Product Passport
- ✓ Product Store

+ 0.24% of order/invoiced value

Max CHF 11M in order/invoice value



Premium

For strategic brands valuing premium support and SPOC

- ✓ Unlimited relations
- ✓ Unlimited message types
- ✓ Integration
- + Plus User support
- + SPOC M
- ✓ All Btwentyfour products incl.
- ✓ Value-added services
- ✓ Digital Product Passport
- ✓ Product Store

+ 0.21% of order/invoiced value

Max CHF 50M in order/invoice value



Enterprise

For global brands with complex operations and high ambitions

- ✓ Unlimited relations
- ✓ Unlimited message types
- ✓ Integration
- + Premium User support
- + SPOC L
- ✓ All Btwentyfour products incl.
- ✓ Value added services
- + Member advisory network
- + Joint roadmap activities
- ✓ Digital Product Passport
- ✓ Product Store

+ 0.15% of order/invoiced value

Max CHF 1 B in order/invoice value

Two new products — available exclusively to membership customers

Not available on the legacy price list, at any price.



Digital Product Passport module

Compiles and shares the structured product data required under the EU's Digital Product Passport rules (Ecodesign for Sustainable Products Regulation) — composition, durability, repairability, recyclability and traceability — delivered through your existing PRICAT / master-data channels.

18 Feb 2027

First binding deadline — EV, LMT & industrial batteries

~2027

Textiles, tyres & aluminium (indicative)

2028–2029

Further categories, as the EC adopts each act

Included in every membership tier, including Manual



Product Store — cross-department visibility

A CMS/DAM-style hub giving non-technical stakeholders — C-level executives and department heads — a visual, self-service view of results across Product, Market/Media, Logistics, Finance and Compliance, with no EDI or IT expertise required.

Included in every membership tier, including Manual

Prefer to stay on today's pricing? You can.

No customer is forced onto the membership packages — the legacy price list remains available.

Legacy price list (Appendix B)

- Per relation, per message type, per product — same structure as today
- Prices increase 10% at the next scheduled list revision (previous revision 2024)
- Product Store: not available
- Digital Product Passport module: not available
- You pay for each and all products individually
- You pay for all added value services individually
- You pay for all external partner products or services individually

10% Routine list-price adjustment, all customers

Membership packages

- One flat fee plus a single success fee — unlimited relations & message types
- No price increase at migration — the glide path guarantees your current spend
- Digital Product Passport module: included in every tier (value 10' CHF/year)
- Product Store: included from Manual tier and up (value 5' CHF/year)
- All Btwentyfour Products included (value 15' CHF/year)
- All Added value services included (value 5' CHF/year)
- Growth membership package includes Std. User support (value 24' CHF/year)
- Premium membership package includes Plus User support (value 48' CHF/year)
- Enterprise membership package includes Premium User support (value 60' CHF/year)
- All external Partner products or services (meaning non Btwentyfour products or services) are not included in any Membership package

0% Price change in year 1 of the Glide path model

The choice is real. But between a routine legacy list-price increase and two new products available only to members, membership is increasingly the better deal — on its own merits, not by mandate.

How your glide path works for Growth to Enterprise membership packages

The three-year mechanism behind the 0% price change at migration.

Year 1

0%

of the way to standard pricing

Your invoice equals what you pay today — no increase at migration, provided that you do not exceed your previous year order/invoice volume. In other words, you'll have a "trade value grace interval" meaning that you pay a variable success fee related to the tier, only on the part of the order/invoice value larger than the previous year.

- ✓ Locked the moment you sign
- ✓ Applies whatever tier you join
- ✓ Variable fee applies after grace interval

Year 2

Glide path fixed fee

Growth membership package:
10' CHF/year fixed fee
Premium membership package:
17,5' CHF/year fixed fee
Enterprise membership package:
25' CHF/year fixed fee
You will from this year (two) and forward pay the full stipulated variable Success fee in your membership package tier for full yearly order/invoice volume.

- ✓ Fully automatic — nothing to renegotiate
- ✓ Based on your real order value

Year 3

100%

full standard membership pricing

You're on the same published rates as every other member in your tier. You will from this year (three) and forward pay the full stipulated variable Success fee in your membership package tier, for full yearly order/invoice volume.

- ✓ Same fixed fee and success fee as any member
- ✓ No further steps — you're fully migrated

Every member follows the same three-year path. Year 1 never costs more than today — and year 3 is always the standard, published tier price.