

Service Description

Self-Serve Plans

This document describes the services, features, and terms that apply to organizations and individuals who subscribe to Shiftic through a self-serve agreement on shiftic.com. By accepting the Shiftic Terms of Service, you agree that this Service Description forms part of the agreement between you and Shiftic AB.

1. ABOUT SHIFTIC

Shiftic is an AI-powered workspace for designing learning and change initiatives that drive real behaviour change. Developed by Shiftic AB (Sweden), Shiftic helps HR, L&D, People & Culture, Sustainability, and Transformation professionals move from intent to impact — faster, smarter, and grounded in behavioural science.

It is a workspace that helps you structure, produce, and activate initiatives that fit your people, context, and goals.

2. WHAT IS INCLUDED

All self-serve subscribers have access to the core Shiftic workspace and its AI-assisted features. The scope of access depends on the plan and user role assigned within the organization's workspace.

Core Workspace Features

| Feature | Included |
|---|-----------|
| Project workspace to manage multiple initiatives | All Plans |
| Guided Analysis of root cause, target group, change mapping | All Plans |
| Design informed by Behavior Shift Score [®] giving indicative measure of behavior change | All Plans |
| Intelligent Production of materials for delivery and activation | All Plans |
| Progress Measurement & Analysis | All Plans |
| Collaboration with clients, colleagues, and stakeholders | All Plans |

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|---|-----------------------|
| AI guidance informed by behavioural science | All Plans |
| Customization to context and target groups | All Plans |
| Insights | Team & Business Plans |
| Export to editable formats | Team & Business Plans |

Workspace Plans

Shiftic is available in different Plans. Plans are differentiated by total number of users, the mix of user types, the number of administrators, the number of Custom Profiles available, the type of Onboarding & Implementation consulting required, and other features.

Current subscription Plan can be found in Workspace Settings in the Service.

An updated Plan overview can be found on shiftic.com/pricing

Customization

Customization and workspace memory features are currently available through Custom Profiles. Custom Profiles allow you to configure Shiftic to reflect your organization's strategy, terminology, values, and ways of working. Each plan includes a set number of Custom Profiles that can be created and managed by administrators. Profiles are assigned to projects by the user.

Insights

Insights refers to the ability of the Services to retain, show and apply insights from your projects in your continued use of the Services.

This context is stored within your project and used solely to make the Services more relevant for you over time. It is not shared with other customers or used outside your workspace, except as described in Terms of Service.

Implementation Consulting

Some plans include access to Implementation Consulting; onboarding and advisory support from the Shiftic team. The scope and format of this support scales with the

number of Core users added, and can be further increased through an additional purchase.

Credits

Shiftic has a usage-based credit system, where actions taken by the user deduct credits. The cost of an action depends on its complexity.

Many actions cost less than 1 credit, while more complex ones may cost more. This approach allows for more precise updates and greater efficiency per credit, making Shiftic more flexible and affordable overall.

Here are some example actions and their cost:

| Your action | Work done | Credits used |
|------------------------------------|---|---------------------|
| Change the name | Updates the project name | 0 |
| Ask for a suggestion in chat | Generates a focused recommendation | 0.10 |
| Update the brief | Updates a field based on your request | 1.00 |
| Create supporting material | Generates content such as a full video script | 3.00 |
| Create a plan with 4 interventions | Creates 4 distinct interventions | 8.00 |

Credit Usage limits

- Core users have unlimited credits, within the fair usage policy.
- Lite users have daily credit limits with no credit rollover, and an initial credit allowance which does roll over. Daily credits are used first.
- When users have reached/exceeded their credit allowance, the Services will be available in a view-only mode.
- Daily credits reset at midnight UTC.
- There are no limitations on the number of Projects or Uploads.

Credit top-ups

Credit top-ups are available on the Free plan and let you buy one-time additional credits to your user account without changing your workspace subscription.

You can buy credit top-ups from:

- Account settings → Upgrade
- The low-credits alert in chat when you're running out of credits.

How it works:

- Credits are purchased in 100-credit increments
- Minimum purchase: 100 credits
- Maximum purchase: 1,000 credits
- Multiple purchases are allowed
- Credits are added to your user account instantly
- Top-up credits are valid for 12 months from your most recent purchase

Administrator

Administrator is a role that has access to User and Workspace management, Custom Profile management, and Usage analytics. All user types can be assigned the role of Administrator. The number of users that can be assigned the Administrator role is set in the plan.

Custom Profiles

Custom Profiles are configurable organizational context within the Service that captures audience and design parameters. It can include strategic objectives, values, culture, learning preferences, digital environment, and target personas. Custom Profiles are used by the Service use to tailor outputs. Custom Profiles are created and managed by Administrators, and may be applied across all projects within a Client's Workspace. The number of available Custom Profiles are set in the plan.

Supported file formats:

- Upload: PDF, Word, Excel, PowerPoint, CSV, PNG, JPEG, JPG
- Export: PDF, Word and Excel (As set in the Plan)

Access

<https://access.shiftic.com/> or via shiftic.com

User management

Administrators can manage users (add/remove) and allocate user types (Core/Lite) and user roles (User/Administrator) within the limited defined by the plan.

Usage analytics

Administrators have access in-app to usage dashboard.

Improvements and updates

Subscription to the Service includes

- access to the platform features and functionalities as defined by the Client's subscribed tier.
- Continuous improvements and updates throughout the subscription period, where applicable to the subscribed tier.

3. Service Availability

- Scheduled maintenance is communicated if you have a paid plan at least 48 hours in advance via email to Client lead/designated contact person and status.shiftic.com.
- Unplanned incidents are communicated via status.shiftic.com.
- Support is available via help.shiftic.com and support@shiftic.com during business hours (CET).
- Self-serve subscribers have access to the Shiftic Help Center and in-product guidance at all times.

4. SUPPORT AND SERVICE LEVELS

The following support services are included with all self-serve subscriptions.

| Support Type | Details |
|----------------------------|---|
| Help Center | Full access to guides, tutorials, and FAQs at help.shiftic.com |
| Email support | Responses within 2 business days (CET) |
| In-product guidance | Contextual AI help and onboarding flows throughout the workspace |

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|-------------------|---|
| Change log | All platform updates published at feedback.shiftic.com/changelog |
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5. SELF-SERVE SUBSCRIPTIONS

Self-serve subscriptions are managed directly through your Shiftic account.

- Subscriptions are charged by credit card or invoiced upfront and are non-refundable except as required by applicable law.
- Any increases to user numbers or plan upgrades are charged pro-rata for the remainder of the billing period.
- Subscriptions renew automatically unless cancelled.
- You may cancel your subscription at any time; access continues until the end of the subscription period.

For questions about invoicing or billing, contact support@shiftic.com.

The full Prohibited Use Policy and Terms of Service are available at shiftic.com/legal.

6. CHANGES TO THIS SERVICE DESCRIPTION

Shiftic may update this Service Description from time to time to reflect changes in the platform, pricing, or applicable regulations. Subscribers will be notified of material changes at least 30 days in advance via email and the Shiftic Change Log available feedback.shiftic.com/en/changelog.

Your continued use of Shiftic following the effective date of any update constitutes acceptance of the revised Service Description.

7. CONTACT AND LEGAL INFORMATION

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- Support: support@shiftic.com
- Legal and DPA: legal@shiftic.com
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| Version | Date | Description | Author | Approved by |
|---------|------------|-----------------|-------------------|-----------------|
| 1.0 | Apr 8 2026 | Initial version | Sveinung Skaalnes | Marcus Woxneryd |