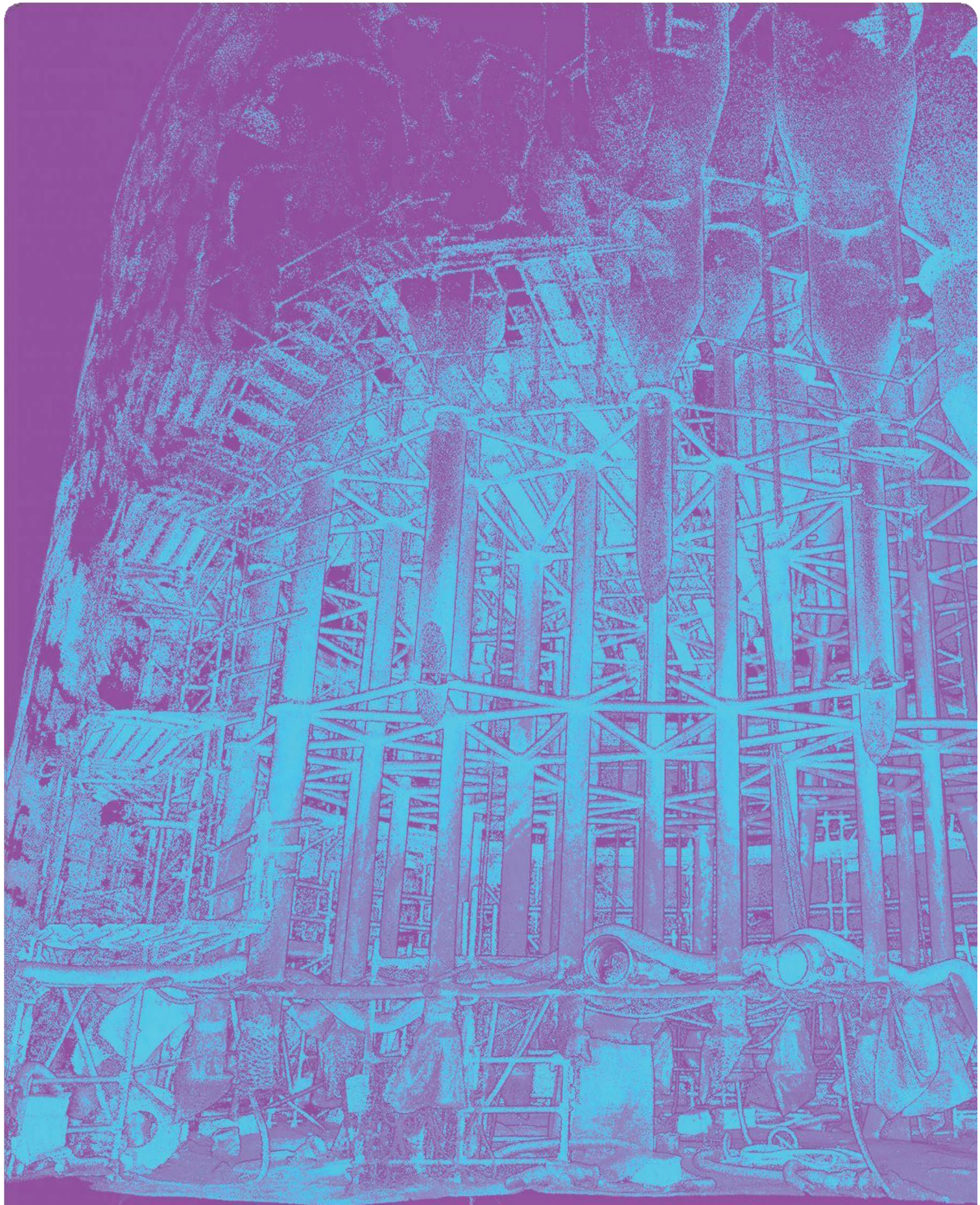




Partner Program Guide CY 2026

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HOW TO USE THIS GUIDE

Welcome to the Emesent Partner Program Guide (Guide). The Guide is designed to help you navigate our partnership framework effectively. It outlines various engagement models, incentives and the essential requirements and obligations of each engagement model. This will help you decide which engagement model to pursue depending on your business needs and goals.

The Emesent Partner Program (Program) has been designed with flexibility at its core. It offers benefits to a range of business models, providing you with the freedom to choose the path that best aligns with your goals. Our program aims to drive new business, influence market trends, and deliver services that achieve high customer satisfaction. For more information, see the Program Benefits section.

The Program is only available if you have signed a Partner Agreement or a Referral Agreement with Emesent and you are in full compliance with your obligations under the Partner Agreement (or Referral Agreement, if applicable) and this Guide. For the avoidance of doubt, this Guide forms part of the Partner Agreement (or Referral Agreement, if applicable). For more information on your obligations as a partner, please see the Program Requirements section.

FIVE PARTNERSHIP PRINCIPLES

At Emesent, we believe in empowering our partners with the tools and resources necessary to uncover new opportunities, boost service revenues, and differentiate offerings. Our five partnership principles are intended to unlock the full potential of our technology through collaboration with partners, ensuring mutual success.

Our Partnership, Your Success

1 We are committed to fostering strong, collaborative relationships that promote mutual growth. As an Emesent partner, you will find a supportive environment where your success is our top priority.

Strategic Partnerships, Not Volume

2 We focus on building strategic, high-value relationships. Emesent seeks partners who are aligned with our mission of innovation and customer-centric solutions, ensuring you are positioned to deliver impactful and tailored results. We prioritize long-term success over volume, equipping our partners with the skills and resources needed to consistently outperform the competition.

Predictability and Growth

3 Our program offers a stable, predictable framework, supporting not just immediate growth but long-term strategic development. With clear expectations, targeted training, and co-selling opportunities, you can build a foundation for sustained success.

Profitability and Value Creation

4 Partnering with Emesent opens new revenue streams. By combining our innovative technology with your market expertise, you can offer solutions that solve real-world challenges, enhancing customer satisfaction and driving profitability.

Global Collaboration and Innovation

5 Emesent nurtures a worldwide community of partners committed to innovation and collaboration. Together, we tackle emerging challenges, develop new solutions, expand market reach, and maintain a leading edge in technological advancements.

PROGRAM FRAMEWORK

The Program framework enables partners to choose from four distinct business model opportunities. They are: Resell, Support, Delivery, and Build. Most Emesent partners typically begin their journey with Emesent by either reselling or recommending our products within the Resell model. Each model requires unique certifications to ensure our mutual success.

Resell

1 You establish yourself as a trusted advisor to your customers, integrating our innovative products and services into your solution portfolio. By leveraging your market expertise and strong customer relationships, you can unlock new revenue streams and drive business growth. If you become a referrer, you will use your industry ties and experience to identify potential customers and refer them to Emesent, earning a referral fee for referrals which lead to a sale, in accordance with the Referral Agreement. This model contains 4 tiers, within which partners may move between, fulfilling our promise to embed flexibility in our partnership.

Support

2 Emesent Partner Support Program empowers partners to deliver high quality Level 1 and Level 2 support services for Emesent products. The program is structured across two levels, each with increasing responsibilities and expertise for partners who are familiar with Emesent products and are looking to offer additional services alongside their product sales.

Delivery

3 The Delivery model offers a comprehensive solution for surveyors by combining high-precision scanning equipment, advanced software tools, and cloud processing capabilities to streamline the entire workflow, from scanning to data alignment and processing. This model not only simplifies asset data capture but also enables surveyors to provide ongoing services, creating recurring revenue streams.

Build

4 This model fosters collaborations with OEMs and software vendors to integrate Emesent's autonomous drone and mapping technologies into partner platforms. This allows for seamless delivery of innovative solutions across industries, such as mining and construction. Through this model, partners can leverage Emesent's advanced technologies to provide enhanced asset management and safety solutions, develop new products, and access new revenue streams. You can benefit from flexible commercial models, including revenue sharing, licensing, and per-usage pricing, with additional incentives like volume-based discounts and joint marketing opportunities.

RESELL MODEL OUTLINE

The Resell model is designed for partners who excel at finding opportunities, driving sales, and successfully onboarding new customers to the Emesent ecosystem. These partners show a deep understanding of our technology and possess the necessary resources to deliver exceptional customer experience. To participate in the Resell model, partners must meet specific performance metrics and complete required training and certifications (see Certification Requirements section) and may qualify for discounts and rebates. Partners will progress or be reassigned between tiers based on their performance, with quarterly reviews to ensure continued eligibility. This model consists of four distinct tiers.

Referral Tier

Referral partners can earn referral fees by introducing potential customers to Emesent, with Emesent taking full control of the subsequent sales process. Referral partners play a crucial role in expanding our customer base and generating new business opportunities.

Referral Partners identify businesses or individuals that could leverage Emesent solutions, connect them with our team, and provide relevant information. If you select this tier, you must sign the Referral Agreement, which includes further information about this tier.

Targeted Tier

Targeted resellers are partners who have a niche they are interested in exploring with Emesent and are likely to be in the beginning of their partnership with Emesent.

By completing our Sales Ready Certification, partners in this tier gain access to essential resources and training, enabling them to actively sell Emesent products or services directly to customers. You are not required to purchase a demo unit.

Strategic Tier

Strategic resellers are high-performing partners who have demonstrated exceptional ability to drive sales, generate new business, and influence customer decisions.

These partners receive the highest level of support and incentives from Emesent, including access to exclusive resources and dedicated account management. You are required to complete Sales Ready Certification and purchase a demo unit.

Master Tier *(Invitation Only)*

Master resellers expand Emesent's reach by coordinating with a network of Emesent partners, supported by dedicated tools and resources. As a Master reseller, you'll play a pivotal role in bringing Emesent solutions to market by working with a network of resellers.

Given the specialized nature of this arrangement and the scale needed to support a reseller network, this tier is by invitation only, requires a Master Addendum to the Partner Agreement and must be accompanied with a business plan.

TIER REQUIREMENTS AND INCENTIVES

The tables below provide an overview of the different requirements and incentives that are applicable to each of the four tiers within the Reseller model.

Wholesale Price Calculation: Your Wholesale Price is calculated as the Recommended Retail Price (RRP) less Partner Discount (based on your tier), less Registration Discount (where applicable). These discounts are outlined in the tier requirements tables below. ● Yes ○ No ½ Optional **Apply** Application required

	REFERRAL Tier	TARGETED Tier	STRATEGIC Tier	MASTER Tier
Agreement Type	Referral Partner Agreement	Partner Agreement	Partner Agreement	By Invitation Only
Minimum Spend	\$0	\$0	\$100,000	\$1,500,000
Demo Unit	○	½	1	2
Sales Ready Certification	0	1	2 persons	3 persons
Business & Marketing Plan	○	○	●	●
Sub-Resellers	○	○	○	●
Access to Product Team	○	○	●	●
Channel Sales Manager	○	½	●	●
Sales Dashboard	●	●	●	●
Learning Management System	○	●	●	●
Partner Discount	0%	10%	17%	20%
Registration%	10% (Fee)	10%	10%	10%
Volume Based Rebate	—	See Below	See Below	See Below

VOLUME REBATE BREAKDOWN

First Volume Rebate Gate: 2.5%	—	—	\$500,000	\$800,000
Second Volume Rebate Gate: 5%	—	—	\$1,000,000	\$1,200,000

MARKETING INCENTIVES

Market Development Fund (MDF)	○	○	Apply	Apply
Authorized Hovermap Reseller	○	●	●	●
Partner Portal Access	●	●	●	●
Where to Buy Page	○	●	●	●
Monthly Partner Newsletter	●	●	●	●
Branding Assets	○	●	●	●
Lead Referral	○	○	●	●

NOTES

Access to Product Team: Direct engagement with Emesent's product management team for quarterly training, roadmap insights, and feature feedback.

Registration Discount: Discount applied when deals are properly registered through the Partner Portal before quoting the customer. See

Program Requirements for information about the proper deal registration process.

Minimum Spend: Based on your previous year's revenue with Emesent.

VOLUME REBATE EXAMPLES

Rebates are calculated on a tiered basis. Revenue below the first gate earns no rebate. Revenue between gates earns 2.5%. Revenue above the second gate earns 5%. Rebates are paid quarterly based on wholesale purchases. Referral and Targeted tiers are not eligible for volume rebates.

EXAMPLE 1 Strategic Partner at \$1,200,000 Revenue

GATE	EXPLANATION	CALCULATION
Up to Gate 1	No rebate for first \$500,000	—
Gate 1 → Gate 2	\$500,000 at 2.5% rebate	\$12,500
Above Gate 2	\$200,000 at 5% rebate (\$1.2M - \$1M)	\$10,000
TOTAL REBATE		\$22,500

EXAMPLE 2 Master Partner at \$1,500,000 Revenue

GATE	EXPLANATION	CALCULATION
Up to Gate 1	No rebate for first \$800,000	—
Gate 1 → Gate 2	\$400,000 at 2.5% rebate	\$10,000
Above Gate 2	\$300,000 at 5% rebate (\$1.5M - \$1.2M)	\$15,000
TOTAL REBATE		\$25,000

Rebates are calculated quarterly and paid within 30 days of quarter close. Special discount orders are excluded from rebate calculations but count toward tier qualification.



RESELL MODEL PARTNER JOURNEY

Initial Assessment and Onboarding

- **Evaluation:** Emesent assesses the partner's interest, alignment with Emesent goals, and market fit.
- **Partner Tier Selection:** Partners choose between the "Targeted", or "Referral" tier based on their preferences and capabilities.
- **Market Analysis:** Emesent and the partner collaborate to develop a joint market analysis and business plan for success.
- **Onboarding:** Partners complete online onboarding, gain access to the Partner Portal, and complete Sales Ready Certification (if applicable).

Building Expertise and Capabilities

- **Start Prospecting:** Partners in the Targeted tier start registering Emesent products in the Partner Portal.
- **Demo Readiness:** Partners complete Demo Ready Certification to enhance their ability to effectively demonstrate Emesent solutions.
- **Shadowing and Support:** Emesent provides shadowing and support for partners' first few demos to ensure confidence and best practices.
- **Demo Unit:** Partners can buy a demo unit to have the necessary tools for showcasing Emesent products.
- **Partner Enablement and Marketing Support:** Introduce marketing workshops or collaborative campaigns to help partners position Emesent solutions more effectively in their markets.

Scaling and Growth

- **Strategic Tier Promotion:** High-performing partners may progress to the Strategic tier, gaining access to exclusive benefits and dedicated support.
- **Joint Sales Efforts:** Emesent and the partner collaborate on sales activities, including account mapping and opportunity closure.
- **Product Management Engagement:** Partners have direct access to the Emesent product management team for quarterly training and insights.
- **Quarterly Business Reviews (QBRs):** Regular QBRs with Emesent leadership to ensure ongoing alignment and support.
- **Performance Metrics & Feedback Loop:** Set clear performance metrics and provide regular feedback to partners, allowing them to track progress and adjust strategies for continued success.

Exclusive Benefits of Master Tier

- **Network Coordination:** Collaborate with a diverse group of resellers to maximize market penetration and drive sales.
- **Enhanced Support:** Receive tailored resources and tools designed to facilitate the success of your reseller network.
- **Strategic Guidance:** Work closely with Emesent to align your reseller strategies with broader business objectives, ensuring optimal performance and growth.

SUPPORT MODEL

The Support Model enables partners to deliver high-quality support services for Emesent products. Partners can choose between two levels of support capability, each with increasing responsibilities and expertise requirements. Certified partners are empowered to provide services directly to customers, enhancing their value proposition and creating additional revenue streams.

Level 1 - Basic Support and Training

- **Training Requirements:** Partners at this level are required to undergo Face-to-Face (F2F) Training to gain a comprehensive understanding of Emesent products and services. This training may incur associated costs which are payable by the Partner.
- **Certification:** Partner staff must complete Learning Management System (LMS) modules and pass all content, ensuring they are equipped with the necessary knowledge to deliver basic support.
- **Access to Resources:** Partners are granted access to the Partner Portal and Support Portal, where they can easily find essential materials, including product manuals, troubleshooting guides, and software release notes.
- **Knowledge Base Review:** Partners are expected to review and familiarize themselves with the Knowledge Base, which contains product manuals, troubleshooting guides, documentation, and release notes for software updates.
- **Ongoing Training:** Partners may be required to undergo F2F retraining every second year to maintain their qualifications and ensure that they are up to date with the latest product information. This retraining may incur associated costs which are payable by the partner.

Level 2 - Intermediate Support and Inventory Management

- **Level 1 Requirements:** Partners must fulfil the requirements of Level 1.
- **Spare Parts Inventory:** Partners at this tier must maintain a stock of essential spare parts (e.g., power cables, batteries, chargers, drone mounts) to address urgent customer needs. The type and volume of spare parts will vary based on the partner's market, customer base, and geographic location. Emesent can provide guidance on which parts should be stocked.
- **Inventory Monitoring:** Partner must update their stock levels with customer service on the last day of every calendar month. This will enable Emesent to provide tailored advice regarding stock replenishment.
- **Advanced Troubleshooting:** Partners at this level receive additional support in managing more complex customer requests, including troubleshooting and handling more advanced technical issues.

Benefits

- **Discounted Services:** Partners receive discounts when receiving support from Emesent, improving your profitability and market competitiveness.
- **Brand Recognition:** Certified partners are recognized as official Emesent Support Provider, with branding assets for marketing purposes.
- **Customer Feedback Loop:** Share customer feedback to help improve Emesent products and support.
- **Performance Reviews:** Regular reviews focused on customer satisfaction and case resolution.

DELIVERY MODEL

Emesent's delivery model offers a consumption structure which provides a holistic solution beyond just providing high-precision scanning equipment. Our service encompasses advanced software tools and cloud processing capabilities designed to streamline the entire workflow, from scanning to data alignment and processing.

Cost Reduction Across the Workflow

- **Scanning Costs:** Our mobile mapping systems reduce scanning time and complexity, enabling you to handle larger projects more efficiently and cutting down on labor and transit expenses.
- **Processing Costs:** With cloud processing, multiple datasets are processed simultaneously, automating workflows and saving you time and resources.
- **Alignment Costs:** Our software streamlines scan alignment, reducing manual intervention and accelerating project delivery.
- **Value-Added Services:** Leverage time and cost savings to offer value-added services like 3D BIM, CAD modelling, or hosting datasets for clients, enhancing profitability without increasing project costs.
- **Flexible Pricing:** Our pricing model allows for flexible options, such as maintaining current pricing to increase profit margins, offering competitive pricing to expand market share, or targeting new segments that previously found scanning too costly.

Emesent's consumption model transforms your business, increasing profitability and providing a competitive edge. Contact us today to learn how our solutions can enhance your business.



BUILD MODEL

The build model fosters collaborative relationships with leading OEMs across industries. The program integrates Emesent's autonomous drone and mapping technologies into partner platforms, delivering enhanced solutions for sectors like Mining, AEC (Architecture, Engineering, and Construction), and more. Designed for OEMs with established product management, this model provides flexible integration into a variety of hardware and software platforms.

Partnership Benefits

- **Autonomous Mapping Solutions:** Seamless integration of Emesent's Hovermap technology into OEM equipment for autonomous mapping and inspections.
- **Data Utilization:** Offer real-time, high-definition 3D scans and actionable analytics, improving asset management and safety.
- **Versatile Integration:** Collaborate to ensure that Emesent technology adapts to different platforms, offering industry-specific solutions.

Key Program Features

- **Tailored Integration:** Custom hardware mounts, software integration (API/SDK), and joint product offerings ensure alignment with OEM equipment and market needs.
- **Data Integration & Analytics:** OEM partners can leverage Emesent's cloud-based analytics for seamless data processing and visualization, integrated with OEM systems.
- **Joint Innovation & Research:** Collaborative R&D drives the development of cutting-edge solutions like digital twins, automation, and AI-driven insights.

Commercial Model

- **Flexible Models:** Emesent offers revenue sharing, upfront licensing, or per-usage pricing, allowing partners to select the best fit for their business.
- **Incentives:** Volume-based discounts, performance bonuses, and joint marketing campaigns to grow shared revenue and market reach.

Support & Training

- **Comprehensive Training:** In-depth technical training ensures OEM teams can effectively use Hovermap technology, including tailored modules for seamless integration with their support workflows.
- **Seamless Support:** Partners are empowered to deliver direct support to their customers, reducing downtime and improving satisfaction.
- **Demo Unit Exchange:** OEM partners can participate in a demo unit exchange program, allowing them to access and utilize the latest Hovermap technology for demonstration purposes. This program enables partners to highlight the system's capabilities to potential customers without the need for an upfront purchase, enhancing their ability to drive sales and facilitate informed decision-making.

Marketing & Co-Branding

- **Market Development Funds (MDFs):** Support joint marketing initiatives such as co-branded campaigns, events, and webinars to drive demand and market visibility.
- **White-Labeling & Co-Branding:** OEMs can white-label Emesent technology or offer co-branded solutions, maintaining their brand identity while integrating our products.

- **Joint Headcount Funding:** Co-funded sales or technical roles enhance collaboration and market success, driving higher sales and support.

Joint Roadmap & Innovation

- **Alignment Meetings:** Regular meetings between Emesent and OEMs ensure that product roadmaps are aligned with market trends and evolving needs, with a focus on autonomy and AI-driven solutions.
- **Joint R&D Projects:** Partner-driven research accelerates the development of future-ready solutions in autonomous mapping and analytics.



CERTIFICATION REQUIREMENTS

GETTING STARTED

To ensure you maximize the value of Hovermap and effectively support your clients, it is mandatory to complete Emesent's comprehensive training and Certification program. This program is designed to provide you with a deep understanding of Hovermap's capabilities, from the basics of mapping and data capture to advanced autonomous features. By engaging in both remote and onsite training, you will gain essential skills and knowledge to confidently demonstrate Hovermap's technology, address various project requirements, and optimize performance. Completing these Certifications will not only enhance your ability to deliver exceptional results but also strengthen your position as a knowledgeable and dependable partner in the field.

Achieving and maintaining Certification is a requirement to retain your current partner tier and its associated benefits. Certification ensures that you and your team have the knowledge and skills needed to effectively sell, demonstrate, and support Emesent products. Partners who fail to complete or renew their Certifications within the designated timeframe may have their partner tier status adjusted accordingly.

SALES READY CERTIFICATION

The Sales Ready Training is designed to provide a quick, focused introduction to Emesent's key solutions for sales teams, ensuring they can efficiently engage with customers and drive business growth. The training covers eight core solutions, providing an overview of each application along with an introduction to SLAM technology and Emesent's offerings. Each module is delivered as a concise, impactful video, tailored for busy sales professionals who need to grasp the essential concepts quickly and effectively. Additionally, the training includes key selling points and battlecards to equip sales teams with the necessary tools to handle customer objections and highlight the benefits of Emesent's technology. This training will be launched in Q1 2026.

Key Solutions Covered in the Sales Ready Training

- **Convergence Monitoring:** Monitor ground movement and structural changes in underground environments.
- **Stockpile Measurement:** Accurate volumetric measurement of material stockpiles.
- **Stope Reconciliation:** Compare planned vs actual extraction in underground mining.
- **Underground Mine Production:** Track and optimize underground mining operations.
- **Construction As-built Survey:** Capture accurate as-built data for construction projects.
- **Infrastructure As-built Survey:** Document infrastructure assets with high-precision scanning.
- **Routine Bridge Inspection:** Conduct efficient, detailed bridge inspections.
- **Topographic Survey:** Create detailed terrain and surface models.

This training is intended to get sales teams up to speed, from a low base, with relevant product knowledge that drives customer conversations and accelerates the sales process.

DEMO READY CERTIFICATION (WHEN AVAILABLE)

The Demo Ready Training is tailored to technical users who need to gain a deep understanding of Emesent's key products and be able to effectively demonstrate them to customers. This training provides hands-on, in-depth knowledge of each product, ensuring that participants can confidently showcase the capabilities and applications of Emesent's technology. The course includes practical demonstrations and real-world scenarios, allowing users to familiarize themselves with product setup, operation, and troubleshooting.

Upon completing the training, technical users will be fully equipped to present, demonstrate, and operate Emesent's products during customer interactions, ensuring successful demos that highlight the value of the technology. Available CY2026 Q3

Key Products Covered in the Demo Ready Training

- **Aura:** Emesent's advanced autonomy and mapping solution.
- **Commander:** The control system for managing mapping operations and data.
- **Accessories:** Essential add-ons that enhance the performance and capabilities of Emesent products.
- **360° Image Kit:** A complete package for capturing high-quality panoramic images in 3D mapping applications.
- **Backpack RTK:** Real-time kinematic (RTK) positioning solution for high-accuracy mapping.
- **Drone RTK:** RTK-enabled drone for precise aerial surveying and mapping.
- **Hovermap LHD:** The versatile Hovermap system designed for underground mining and autonomous operation in complex environments.

SUPPORT READY CERTIFICATION

The Support Ready Certification is designed to equip partners with the knowledge and skills necessary to deliver high-quality Level 1 and Level 2 support services for Emesent products. This Certification program covers increasing levels of responsibility to ensure partners can provide comprehensive support tailored to customer needs. Available CY2026 Q2

Key Areas Covered in the Support Ready Training

- **Basic Support and Training:** Foundational knowledge for handling common customer inquiries and basic troubleshooting.
- **Intermediate Support and Inventory Management:** Advanced troubleshooting, spare parts management, and escalation procedures.
- **Advanced Support:** Complex technical issues, product expertise, and direct customer service delivery.

EMESENT ACADEMY

Emesent Academy is your Learning Management System (LMS). To start learning about Hovermap and LiDAR mapping with SLAM, access video content, presentations, flight matrices, checklists, tutorials and user manuals.

Access Emesent Academy: https://academy.emesent.io/user_login

CERTIFICATION MATRIX

The table below shows which certifications are required for each partner model. Certifications marked 'When Available' are launching Q1 2026 and will be required upon launch for applicable models.

CERTIFICATION	RESELL	SUPPORT	DELIVER	BUILD
Sales Ready Certification	●	○	●	○
Demo Ready Certification (When Available)	●	●	○	●
Support Ready Certification (When Available)	○	●	○	●

PROGRAM BENEFITS

Business Planning

- **Face-to-Face Regional Meetings:** Engage directly with Emesent executives to align on business strategies, goals, and market opportunities.
- **Leadership Team Contact:** Establish direct lines of communication with leadership to address market challenges and opportunities.
- **Partner Community Access:** Network and collaborate with other partners, sharing insights and best practices for mutual growth.

Financial Support

- **Market Development Fund (MDF):** Financial resources to support joint marketing initiatives. A marketing plan is required to unlock MDF and total spend to be over 100K annually with Emesent, which we will work with you to create.
- **Tiered Margins:** Structured sales discounts based on tier levels to incentivize performance and reward growth.
- **Deal Protection:** Secure and encourage sales efforts by protecting registered deals within the Partner Portal.

Market Development

- **Branding & Logo:** Access to the Authorized Hovermap Reseller logo and branding assets for consistent marketing messaging.
- **Marketing Collateral:** Comprehensive materials including sales campaigns, brochures, videos, and images to promote products.
- **Customer Account Management:** Dedicated support to ensure customer satisfaction and long-term retention.
- **Marketing Support:** Assistance with building and executing your marketing plan to maximize outreach.
- **Monthly Partner Newsletter:** Stay informed about the latest updates, products, and initiatives from Emesent.
- **Demo Days & Webinars:** Opportunities to highlight products through partner demo days and informative webinar series.
- **Early Adopter Program:** Gain early access to new products and features, enabling partners to stay ahead of the market.
- **Channel Sales Manager:** Dedicated support to guide partners through business planning, sales strategies, and market activities.

Technical Enablement

- **Sales Dashboard:** Track sales performance and manage leads effectively, ensuring visibility into business health.
- **Regional Websites:** Enhance local visibility and generate leads through tailored regional websites.
- **Sales & Social Media Support:** Ready-to-use sales materials and social media content to boost promotional efforts and online engagement.
- **Tradeshow Support:** Receive assistance for attending and maximizing impact at local trade shows.
- **Translations:** Access marketing materials in your language to better connect with local customers.
- **Where to Buy Page:** Facilitate customer purchases by directing them to your offerings listed on Emesent's site.
- **Lead Referral:** Receive leads acquired and nurtured by Emesent as part of the Strategic tier.

Additional Resources

- **Executive Access:** Discuss business issues directly with executives at Partner Symposia for tailored support.

- **Financial Incentives:** Unlock incentives when promoting Emesent solutions in your region, driving profitability.
 - **Beta Testing & Feedback:** Influence product development and gain insights into the product roadmap.
 - **Co-Organized Demo Days:** Collaborate with Emesent to highlight products and generate local leads.
 - **Training & Documentation:** Access Learning Management System, Knowledge Base, and comprehensive sales and technical training (online and on-site).
-



PROGRAM REQUIREMENTS

Building lasting partnerships is at the core of Emesent's success. To ensure a mutually beneficial relationship, we've outlined key requirements for our partners. These requirements help us work together effectively and achieve shared goals.

Commitment and Collaboration

- **Partner Agreements:** All partners must sign the Emesent Partner Agreement. Referral partners sign the Referral Partner Agreement instead. Master partners must also sign a Master Addendum.
- **Legal Compliance:** All partners must remain in full compliance with the terms and conditions of the Partner Agreement, including ethical and professional conduct.
- **Annual Business Planning:** Partners must co-create an annual business and marketing plan with Emesent to define goals, objectives, opportunities, investments, and go-to-market strategies.
- **Partner Plan Submission:** A completed partner and marketing plan is required every year. Partners have three (3) months from when the template is available in the Partner Portal to submit their plan.
- **Quarterly Business Reviews:** Partners must participate in Quarterly Business Reviews to track progress, discuss challenges, and identify new opportunities.
- **Certification Maintenance:** Partners must complete required Sales Ready Certifications within three (3) months of launch. Certifications are reviewed annually; failure to maintain may result in tier adjustment.
- **Relationship Contacts:** Partners must designate a dedicated business and technical contact, plus an executive sponsor (VP level or higher) to champion the partnership internally.
- **Commitment to Emesent:** Partners must refrain from engaging in competing vendor agreements or actively promoting competing technologies during the partnership term.

Deal Registration

- **Register Early:** Submit the deal before quoting the customer, not after quoting or bidding.
- **New Opportunities Only:** The deal must involve new Emesent hardware/software or renewals—not accessories, service-only projects, or refurbished products.
- **No Existing Pursuit:** There must be no active Emesent or Partner engagement with the customer for the same opportunity.
- **Minimum Size:** Total opportunity value must be \$10,000 or greater before taxes and shipping.
- **Service Units Excluded:** Products purchased for your own service delivery (renting or internal use) do not qualify—you are the end-customer.
- **Complete Information:** Include correct end-customer name, project scope, and proof of initial engagement (e.g., meeting notes, emails).
- **One Deal, One Registration:** Each opportunity must be registered separately—no bundling multiple customers or projects. First fully completed registration approved by Emesent in writing receives protection.
- **Maintain Active Pursuit:** Partners must actively work the opportunity; inactive deals may be cancelled. Deals are valid for 90 days. Emesent may grant extensions based on documented activity or other reasons at its discretion.
- **Compliance:** False submissions, quoting competitor products, or inactivity may result in registration revocation.
- **Registration Guidelines:** On partner portal for more detail

Program Cycle

- **Program Year:** The Partner Program operates on a calendar year basis (January 1 – December 31). All tier requirements, targets, and rebate calculations for the Reseller Model reset annually.
- **Promotion:** Partners who meet all certification, business planning, and sales requirements for the next tier will be promoted automatically at quarter close.
- **Quarterly Tier Reviews:** Partner tier status is reviewed during Quarterly Business Reviews based on sales performance, training compliance, and business engagement.

- **Effective Dates:** Promotions and releveling adjustments become effective on the first day of the following quarter after confirmation in writing from Emesent.
- **Releveling Process:** Partners not maintaining requirements may be moved to a lower tier with notification and an action plan. One-quarter grace period applies for correction.
- **Emesent Discretion:** Emesent reserves the right to adjust tier status at any time based on compliance, engagement, or strategic fit.

Marketing and Visibility

- **Partner Profile:** Maintain an up-to-date profile on the Emesent Partner Portal, highlighting your capabilities and expertise.
- **Web Presence:** Feature Emesent prominently on your website, complying with Emesent's branding guidelines.
- **Co-Branding:** Collaborate with Emesent on co-branded marketing materials to enhance reach and impact.

Technical Expertise and Competency

- **Training and Certification:** Complete Emesent-approved training programs to ensure your team can effectively sell and support our products.
- **Technical Knowledge:** Maintain a team with technical expertise to understand, implement, and troubleshoot Emesent products.

Demo Units and Service Units

- **Demo Units:** Provided solely for pre-sales demonstrations and business development. Must not be used for paid or revenue-generating work, resold, rented, leased, gifted, or transferred to any third party. Must be maintained in good condition and used in line with our Quick Start Guide in the Knowledge Centre.
- **Service Units:** Purchased by partners for delivering services directly to end customers, where the partner acts as the end user. Do not qualify for full deal registration discounts and must not be represented as resale transactions.
- **Request Process:** All requests for Demo Units, Service Units, or additional services must be submitted in writing. Emesent will assess availability and provide a formal written offer. No request is accepted until Emesent provides written confirmation.

CONCLUSION

In conclusion, the Program is structured to foster strong relationships with partners, ensuring they have the tools and support necessary to succeed in the market. By providing clear guidelines, obligations and benefits, the Program aims to empower partners to deliver exceptional value to their customers while driving growth for both parties.

The commitment to transparency and collaboration ensures that all partners can navigate the partnership with confidence, ultimately leading to shared success and enhanced market presence.

Together, we can achieve our goals and strengthen our position as leaders in the industry.