



2024 Partner Rewards Program

Agenda



2024 Partner Rewards Program

Purpose

Financial Goal

Operations



Timing



Partner Eligibility and Rewards Management/Payment



2024 Partner “Rewards” Program

Purpose

Provides Partners and Distributors with incentives to -

- a. Grow quarterly annual product and service business YoY
- b. Increase annual Ribbon revenues for additional rewards
- c. Drive Partner Accreditation, maintaining PartnerCare and Disticare benefits
- d. Focus-in on accelerating growth product business -

Neptune

SBC SWeEDGE Analytics

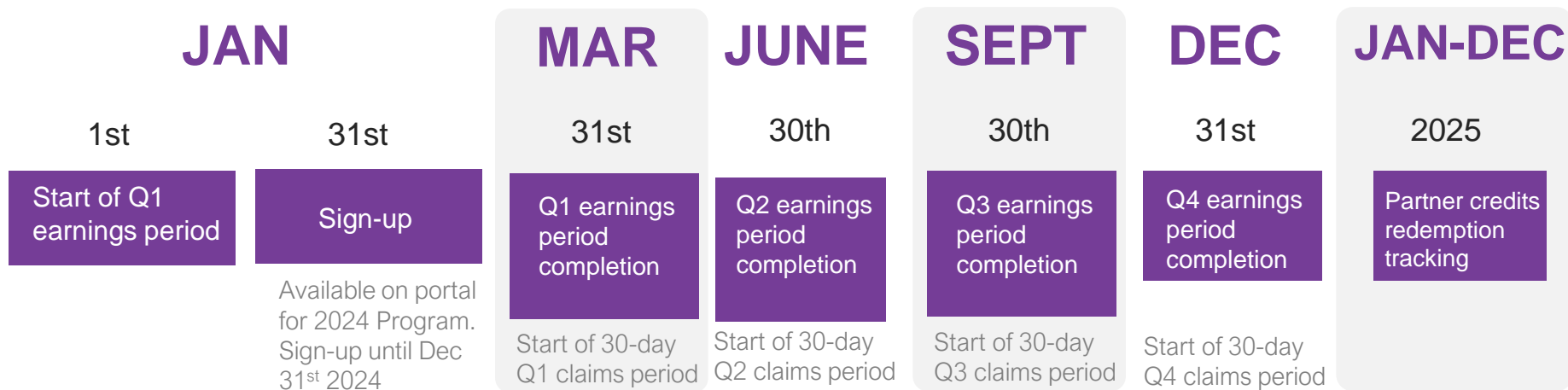
RAMP

Edge portfolio



Simple online “click to sign-on” terms

Timing



Partner Eligibility & Sign-ups

- Must be in good standing as a partner, only **Platinum, Gold** and **Silver** partners eligible
- Partners meeting eligibility requirements actively invited to **sign-up**
- Partner certifications and business plan **up-to-date** to qualify for credits
- Cumulative Quarterly Booked Order Value target each quarter for each partner
 - a. Baseline of 100% of 2023 actuals
 - b. Quarterly Committed Target set at Baseline
 - c. Target changes subject to Ribbon approval
 - d. Maintenance is excluded from all Eligible Bookings
 - e. Partners with no 2023 bookings are eligible by exception only



Rewards Management & Payment



Credits claimed quarterly during claim period **QE+30 days**



Payment in Product Credits valid for **12 months** from issue



Growth Rewards Payment conditional on attainment of **Committed Target at QE**

Partner Tier Rewards payment conditional on **remaining in good standing only**



Drawdown and earning of credits to be accounted for by **program platform**

How Reseller Partners earn credits

Credits can be earned based on



Quarterly Growth of Ribbon business, YoY for all Ribbon portfolio



Partner Tier (long-term growth) within the Program

New Partner Program Tiers

TIER	2023 P&S Bookings min.	Other conditions	Rebate rate due in 2024
Platinum	\$3.0M	None	1.0% of P&S bkg's & eligible for GR
Gold	\$1.0M	None	0.5% of P&S bkg's & eligible for GR
Silver	None	Accredited to support & install	None, eligible for GR
Bronze	None	None	None

Growth Reward Program (GR)

YTD P&S Bkgs as % of 2023 cumulative to QE (QT)

>100% QT
<100% QT

Rebate due at respective QE

2% of P&S bkg's > 100% of QT
0

Growth Reward rebates are paid once only on any Eligible Order
Reset QT in 2025 & review eligibility for each Partner based upon 2024 actuals, for 2025

How Reseller Partner and Distis earn credits - Deal Registration

- **Credits can be earned by Reseller Partners or Distis based on Deal Registration**
- **New Deal Registration Program for Reseller Partners & Distis :**
 - Any deal registration on a first-come, first served basis
 - Deal reg eligibility based on :
 - Lead Product Value declaration over \$20k - detailed quote not required
 - Deal close at minimum declared value between 45 and 180 days from registration
 - Convincing USP of Partner/Disti combo
 - RBBN approval
 - **Rebate due at QE following close :**
 - 2.5% for IP Wave Lead Product or
 - 5% for C&E Lead Product of deal value booked by RBBN
 - **Split of benefits -**
 - Registration by Disti, split Disti:Partner in ratio 33%:67%
 - Registration by Partner, 100% to Partner



How Reseller Partner and Distis earn credits - Deal Registration

- **SPIFFs for Partner or Disti sales :**

- Registering party can nominate partner salesteam members at time of registration
- Registered Deal salesteams are eligible to claim any associated Partner SPIFFs announced from time-time :
 - E.g. Cash bonuses for New deals, customers or products

New Partner Deal Registration

New Partner Application includes Deal reg. details

Partner Application and Deal reg application evaluated in single approval process



Credit usage

- Rebate credits may be used for the following purposes, subject to RBBN approval :
 - Once Q4 target has been achieved for up to 20% invoice cash credit against the product and services value, capped at \$200,000, for any new purchase order for Promoted Products following date of claim
 - Promoted products are :
 - Neptune 2000, Network Planner, Edge8000, RAMP, Analytics, SBC SWeEdge & others as from time-to-time announced
 - At anytime following claim, for the following activities produced by RBBN
 - a. Partner Certification Training courses
 - b. Joint Webinars
 - c. Demand Generation
 - d. Content development
 - e. Customer events activity (lunch, happy hour, etc.)
 - f. Account-Based Marketing campaigns
 - g. RBBN Event participation (swag, happy hour, giveaway, etc.)

All credit usage is subject to the detailed Partner Program terms