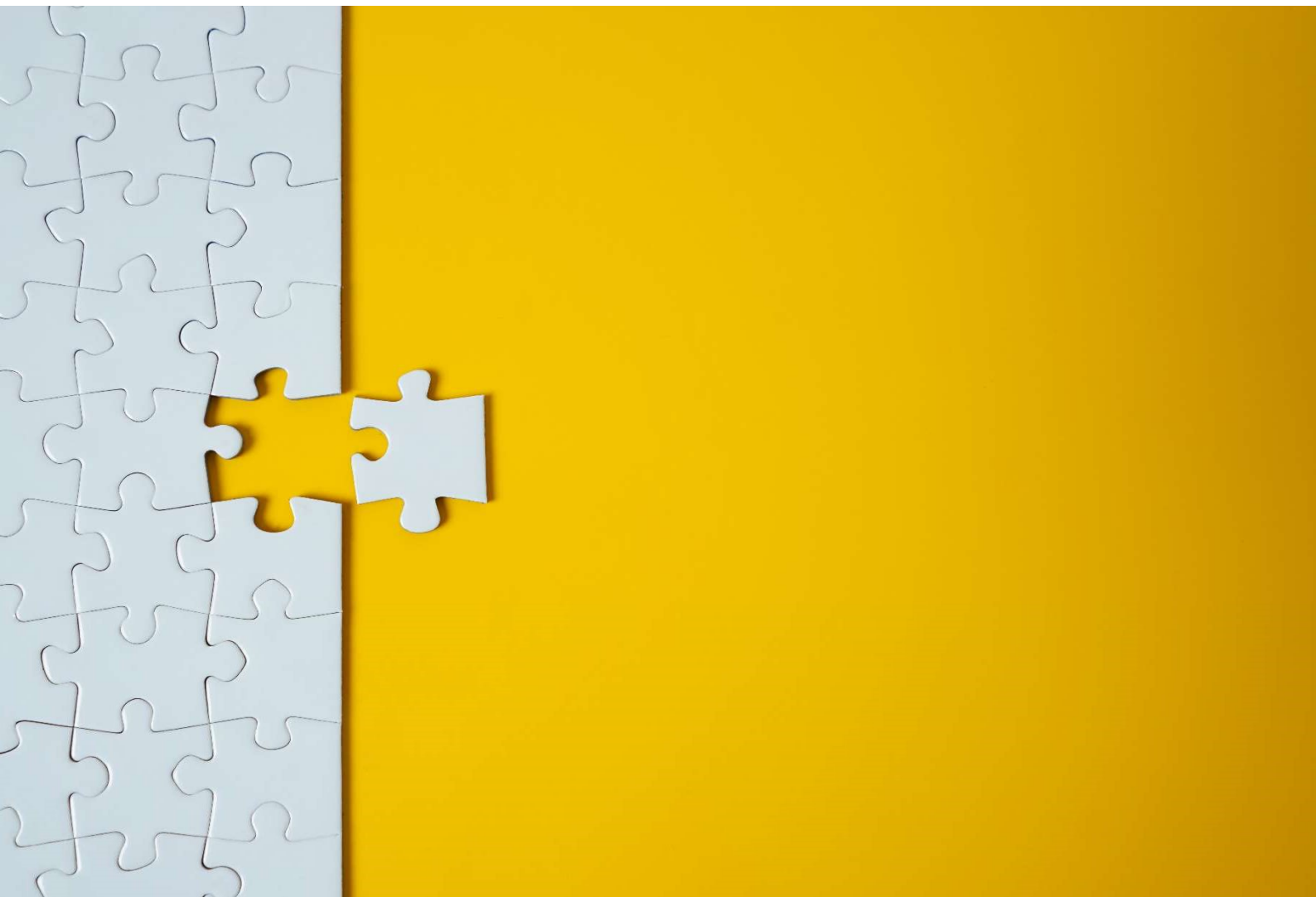




PARTNER PROGRAM

Easy to join, developed as desired

Framework and commitments between pryme Global AB and their partners, aiming to establishing a long-term, successful collaboration based on trust and transparency with a common focus on creating business value for each other's businesses and mutual end-clients.



PARTNER TYPES

Partner types are designed to make it easy to become a partner and develop the partnership based on each partner's ambitions and conditions.

Regardless of type, all partners receive a sales commission as a reward for significant effort throughout the sales process to the end user. The commission varies depending on the product and partner type where a partner may have different partner types for different products. All partners are committed to follow guidelines such as for support tickets and product licensing.



Reselling Partners have capability to sell, implement, and provide support products on their own. They are expected to commit to:

- **Team Setup** to ensure knowledge of the products and the target markets around appointed individuals within sales, pre-sales, and consulting & support services.
- **1st and 2nd line Support** to ensure fast and qualitative support to our common end customers.
- **Marketing Efforts** to ensure leads generation to continuously close new business. Dedicated area on homepage is part of such efforts.
- **Business Plan & Check-ins** to, in all simplicity, evaluate outcomes and establish action plans to continuously discuss how products and the partnership can be further improved.
- **Sales Performance** to maintain the necessary product and industry knowledge and legitimize mutual investment in a long-term and successful partnership.

The partner margin depends on product sold and sales performance.

pryme, on sole discretion, may appoint *Premium Reseller Partners* based on sales performance and significant commitments for a specific product, strategic market, or other strategic initiative.



Shared Business Partners identify and refer leads that we close together. Delivered to end-users in partnership where pryme normally act as subcontractor for the pryme products.

For some partners, this is the initial step before becoming a Reselling Partner. For others, it is a strategic choice to close new business in partnership with the ISV where they themselves choose to focus on standard D365 BC.

Shared Business Partners do not receive any product training as part of the onboarding. They have access to the partner portal containing product information and recordings of selected processes and functional areas.

Sales commission is received for 3 years or as long as the partner generates new business on a yearly basis.



Internal Use Partners use any pryme product for internal use to provide what is needed to develop the business on a standard SaaS platform. For some, it's a way to "walk-the-talk".

"Up-In-3" is normally the chosen rapid implementation model provided by PGSEU at fixed price incl. training. 50% discount on the standard product price list is normally obtained but may vary depending on the product used.

PRYME OBLIGATIONS

Partner readiness

Area	Reselling Partner	Shared Business Partner	Internal Use
Product training	√	-	-
Sales training	√	√	-
Sales support	√	√	-
Presale support	√	√	-
Partner Portal access	√	√	√
Marketing materials	√	√	-
Development support	√	-	-
3rd line product support	√	-	-
2nd line product support	Optional, see price list	Mandatory, see price list	Mandatory, see price list

Product Readiness

In markets where the products are made available, PGSEU take responsibility for translation into local language (on its sole discretion), compatibility with the local version of D365 Business Central, and provide access to online documentation in English.

Product innovation

PGSEU to provide processes and tools for partners and their customers to suggest product improvements, take part in others' suggestions, and influence the degree of importance when upcoming roadmap is planned

Product Support

pryme Global provides web-based support application and guidelines for support tickets with the following SLA-levels.

Priority	Description	Expected response
URGENT	No access to the application	4 working hours
CRITICAL	Failure in critical business process functionality and no workaround exists	8 working hours
HIGH	Failure in critical business process functionality but there is a workaround	16 working hours
MEDUM	Failure in a function of importance to the end-users	24 working hours
LOW	Other	24 working hours