

Panduit ONE NA Deal & Design Registration Guidelines

REGISTER A DEAL OR DESIGN TODAY

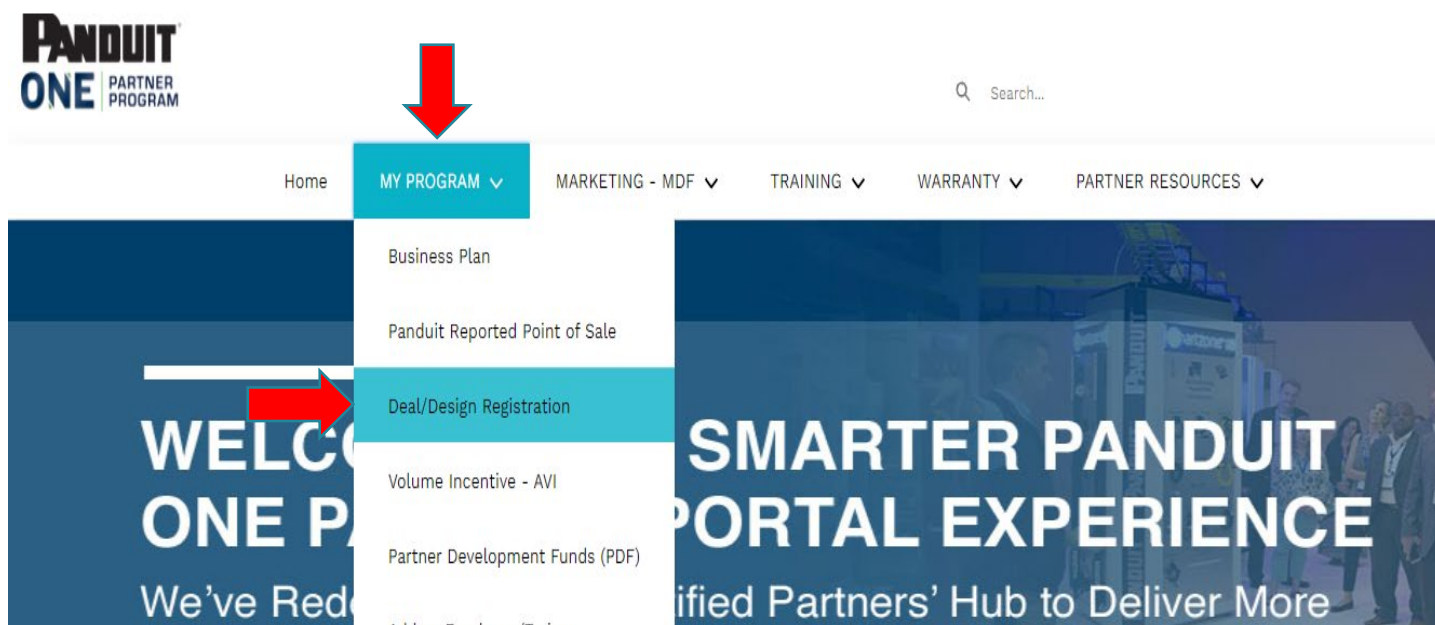
With the Panduit ONESM Partner Program Deal and Design Registration, you can:

- Effectively leverage Panduit pre-sale resources
- Improve your forward-looking view and timely delivery on opportunities
- Provide innovative solutions delivered to the end user

GETTING STARTED

1. Log into The Hub (<https://partners.panduit.com>)
2. Go to My Program > Deal/Design Registration
3. Click “New”
4. Complete and submit the project details

Panduit will review your submission. Once approved, the project is won, and the products have been purchased from an authorized distributor, you will need to log into The Hub again to complete the registration process (upload final documentation and set the project stage to Purchasing Completed) to receive your Registered Deal or Design Incentive.



PANDUIT ONESM PARTNER PROGRAM 2024 DEAL & DESIGN REGISTRATION GUIDELINES

Table 1. Deal or Design Registration Incentives by Tier Level

Deal Type	Qualifying Focused Solutions	Platinum	Gold	Silver	Combined Project Min
Panduit	Enterprise / Datacenter / Industrial Network Infrastructure	10%	8%	6%	\$30K USD (\$40K CAD)
Prysmian	GenSPEED® brand 6A, 6, and 5e enhanced and premium copper cables, and GenSPEED® brand tight buffer fiber cables.	10%	8%	6%	\$30K USD (\$40K CAD)
Prysmian	GenSPEED standard compliant 6 and 5e copper cables	6%	4%	2%	\$30K USD (\$40K CAD)

A. Registered Deal and Design Incentives. Tiered partners who are compliant with their primary certification requirement in the Panduit ONE Partner Program are eligible to earn Registered Design or Deal incentives for driving project opportunities to Panduit before the customer initiates the bid process on projects where the customer has not previously specified Panduit. All Panduit products are eligible to be counted toward the minimum project value. Only the Prysmian products listed in Table 1 are eligible to count toward the minimum project value and receive Registered Deal or Design Incentives. All Panduit products must be purchased from an Authorized Panduit Distributor and all qualifying Prysmian products must be purchased from an Authorized Prysmian Distributor to qualify for the incentive.

(1) Registered Design Incentive Eligibility. Tiered partners who are compliant with their primary certification requirement in the program and are actively engaged in designing solutions for end-user projects are eligible to receive a Registered Design incentive, in the form of a distributor credit voucher, for any customer project designs that are approved for registration by Panduit and won by the Partner. To earn the registered design incentive, the Panduit products must be purchased and deployed by the Partner registering the design or another Panduit ONESM Partner in compliance with the Panduit ONESM Partner Program rules and requirements. Panduit may request a copy of the preliminary bill of material (BOM) or copy of the design if needed. Projects are only eligible for registration if all of the following criteria are met:

- a. Partner is the first to develop the opportunity by designing a Panduit solution for the project and solely driving the opportunity to Panduit **before** the customer initiates the bid process. The project will not be eligible for registration if the customer specified Panduit prior to Partner's involvement, if Panduit is already engaged with the customer on the project, or if the project was previously registered by another Partner.
- b. The design registration was submitted to Panduit prior to the customer initiating the bid process, prior to the bid being awarded, and prior to the start of purchasing for the project.
- c. Partner has not registered the same project with a competing vendor.
- d. Partner may not register the same project for both a Registered Design and a Registered Deal Incentive.
- e. At time of registration, the project should not already be part of a special price authorization or other approved discount. If the project is already part of a special price authorization or other approved discount, the project may be subject to a review of all applicable discounts and incentive(s) and

Panduit and/or Pysmian reserves the right to deny the design registration if the project margins are too low.

- f. The value of Panduit products combined with Qualified Pysmian products purchased for the registered project meets the combined Project Minimum in Table 1.

If the design registration meets the eligibility criteria, and it is approved by Panduit, Partner will receive a registration number for the registered project.

- (2) **Registered Design Incentive Payout.** Once approved by Panduit, if the Partner wins the project design, the Partner must upload the distributor invoice(s) and/or final point of sale (POS) documentation onto The Hub and mark the Stage as “Purchasing Completed”. POS and invoices submitted by the Partner must include purchaser name, invoice date, Panduit or Pysmian part number, price, quantity, and/or extended price. If the partner registering the design did not purchase the qualifying products for the project, they must identify the Panduit ONE Partner who purchased the products and the authorized distributor(s) they purchased the qualifying Panduit and/or Pysmian products from. It is the registering partner’s responsibility to obtain POS data from the authorized distributor(s) even if the registering partner did not purchase the products for the project. Once the distributor invoices and/or POS data is submitted on The Hub, Panduit will calculate the value of the Registered Design Incentive by applying the percentages in Table 1 above for the Partner’s Tier Level to the portion of the POS data applicable to Panduit and qualifying Pysmian products purchased for the project (less any returns, credits, taxes, insurance, shipping charges or destination fees). No Registered Design Incentive will be paid until Partner provides the POS data to Panduit.

The Registered Design Incentive will be paid in the form of a distributor credit voucher. Panduit will provide the Partner’s account manager with the distributor credit voucher within 5 business days of receiving the final documentation. The Panduit distributor credit vouchers are redeemable only at Panduit authorized distributors and can be used toward the purchase of Panduit products only. The Pysmian distributor credit vouchers are redeemable only at Pysmian authorized distributors and can be used toward the purchase of Pysmian products only. Contact PanduitPartners@Panduit.com for a list of authorized Panduit or Pysmian distributors. Panduit and Pysmian distributor credit vouchers expire 6 months from the date the voucher is issued. Pysmian will be solely responsible for issuing the Pysmian portion of the Registered Design Incentive, and Panduit will be solely responsible for issuing the Panduit portion of the Registered Design Incentive. The value of any Design Registration Incentive earned (both the Panduit and the Pysmian portions combined) is capped at \$200,000 USD for each Registered Design.

Registered Deal Incentive Eligibility. Tiered partners who are compliant with their primary certification requirement in the program and are actively engaged in specifying solutions for end-user projects before the bid process is initiated are eligible to receive a Registered Deal incentive, in the form of a distributor credit voucher, for any customer projects that are approved for registration by Panduit and won by the partner. To earn the registered deal incentive, the Panduit products must be purchased and deployed by the Partner registering the deal or another Panduit ONESM Partner in compliance with the Panduit ONESM Partner Program rules and requirements. Panduit may request a copy of the preliminary bill of material (BOM) if needed. Projects are only eligible for registration if all the following criteria are met:

Partner had original involvement in driving the deal to Panduit. The project will not be eligible for registration if the customer specified Panduit prior to Partner's involvement, if Panduit is already engaged with the customer on the project, or if the project was previously registered by another Partner. The deal registration was submitted to Panduit prior to the customer initiating the bid process, prior to the bid being awarded, and prior to the start of purchasing for the project. Partner has not registered the same opportunity with a competing vendor.

- a. Partner had original involvement in driving the deal to Panduit. The project will not be eligible for registration if the customer specified Panduit prior to Partner's involvement, if Panduit is already engaged with the customer on the project, or if the project was previously registered by another Partner. The deal registration was submitted to Panduit prior to the customer initiating the bid process, prior to the bid being awarded, and prior to the start of purchasing for the project.
- b. Partner has not registered the same opportunity with a competing vendor.
- c. Partner may not register the same project for both a Registered Deal and a Registered Design Incentive.
- d. At time of registration, the project should not already be part of a special price authorization or other approved discount. If the project is already part of a special price authorization or other approved discount, the project may be subject to a review of all applicable discounts and incentive(s) and Panduit and/or Pysmian reserves the right to deny the deal registration if the project margins are too low.
- e. The value of Panduit products combined with Qualified Pysmian products purchased for the registered project meets the combined Project Minimum in Table 1.

If the deal registration meets the eligibility criteria and it is approved by Panduit, partner will receive a registration number for the registered project.

- (3) **Registered Deal Incentive Payout.** Once approved by Panduit, if the Partner wins the project, the partner needs to mark the Stage as "Purchasing Completed" and upload the distributor invoice(s) and/or Point of Sale (POS) onto The Hub. POS and invoices submitted by the Partner must include purchaser name, invoice date, Panduit or Pysmian part number, quantity, price, and/or extended price. If the Partner registering the deal did not purchase the qualifying products for the project, they must identify the Panduit ONE Partner who purchased the products and the authorized distributor(s) they purchased the qualifying Panduit and/or Pysmian products from. It is the registering partner's responsibility to obtain POS data from the authorized distributor(s) even if the registering partner did not purchase the products for the project. Based on the final distributor invoices and/or POS submitted by the Partner, Panduit will calculate the value of the registered deal incentive payout by applying the percentages in Table 1 above for the Partner's Tier Level to the portion of the POS data or invoices applicable to Panduit and Pysmian products purchased for the project (less any returns, credits, taxes, insurance, shipping charges or destination fees). No Registered Deal Incentive will be paid until Partner provides the POS data to Panduit.

The Registered Deal Incentive will be paid in the form of a distributor credit voucher. Panduit will provide the Partner's account manager with the distributor credit voucher within 5 business days of receiving the final documentation. The Panduit distributor credit vouchers are redeemable only at Panduit authorized distributors and can be used toward the purchase of Panduit products only. The Pysmian distributor credit

vouchers are redeemable only at Pysmian authorized distributors and can be used toward the purchase of Pysmian products only. Contact PanduitPartners@Panduit.com for a list of authorized Panduit or Pysmian distributors. Panduit and Pysmian distributor credit vouchers expire 6 months from the date the voucher is issued. Pysmian will be solely responsible for issuing the Pysmian portion of the Registered Deal Incentive, and Panduit will be solely responsible for issuing the Panduit portion of the Registered Deal Incentive. The value of any Deal Registration Incentive earned (both the Panduit and the Pysmian portions combined) is capped at \$200,000 USD for each Registered Deal.

- (4) Deal and Design Registration Expiration.** In the event that purchasing documentation in the form of distributor invoice(s) and/or Point of Sale (POS) is not uploaded into The Hub within 90 days of the estimated purchasing end date for the project, Panduit may consider the Registration expired unless the Partner submits the final purchasing documentation or notifies PanduitPartners@Panduit.com of the updated estimated purchasing end date up to 30 days from the expiration. If the final purchasing documentation is not submitted, Panduit may consider the Registration expired and may update the registration status to “Rejected”. Deal and Design Registrations that have been rejected by Panduit are not eligible for a Deal or Design Incentive. In addition, the invoice date(s) on the final purchasing documentation must be within 12 months of the date that the final purchasing documentation is uploaded to The Hub and the deal or design registration is marked as Purchasing Completed. If the final invoice date(s) are not within 12 months of the date the final purchasing documentation is uploaded to The Hub, Panduit may reject the request to issue the voucher for the deal or design registration.