



LITHIUM PARTNER PROGRAM POLICIES

Purpose

This document, including content accessed through any URLs contained herein, describes the current policies for your membership in the Lithium Partner Program. As the Program evolves, Lithium may update or modify this document at its discretion. Please read these policies carefully as they contain the specific Program Membership Qualifications and Program Benefits applicable to all partner Program Types (as defined below and in the respective Lithium Partner Program Agreement). These Program Policies are subject to the Partner Program Agreement which you must accept prior to joining the Program. Capitalized terms not defined in this document will be defined in the Partner Program Agreement.

For more information about the Lithium Partner Program and to stay up-to-date with new and important information, please visit the partner section on the main Lithium website located at www.lithium.com.

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1. Joining the Lithium Partner Program

The Program has a one-year, auto-renewable term (as described in the Partner Program Agreement) managed around the following components:

- Partner Program Types and Program Levels
- Membership Qualifications
- Program Benefits

Joining the Lithium Partner Program requires your completion of an online application form (“Partner Lead Form”) and your acceptance of the respective online click-through terms of agreement (“Partner Program Agreement”). Upon your acceptance into the Program, you will be rolled into a primary Program Type (e.g., Agency/Referral, Systems Integrators and/or Consultants, or (ISV) Independent Software Vendor) based on the Program Type you initially selected in the Partner Lead Form and our acceptance of your Partner Lead Form. At this point, you will be eligible for the related Benefits applicable to your Program Type and Program Level in which you have enrolled and may also have the opportunity to enroll in other Program Types for which you qualify at a later date. You will be obligated to meet the Membership Qualifications contained and referenced in this document and the Partner Program Agreement as applicable to your Program Type. You must continue to meet the Membership Qualifications applicable to Your Program Type and Program Level each year in order to maintain and/or renew your active membership.

2. Partner Program Types and Program Levels

Lithium offers several Program Types, some of which have various Program Levels of membership. Partners may only represent themselves as members of the Program Type and Program Level (if applicable) in which they have enrolled and continuously meet the Membership Qualifications for. False representation is cause for termination of the partnership. The Program Types and Program Levels currently offered by Lithium Technologies are briefly described below.

PROGRAM TYPE	SUMMARY DESCRIPTION
Partner Program	<p>Lithium Technologies works with leading professional services firms that provide a wide range of consulting expertise including implementation of software solutions, integrations to back-office systems, process and change management, and strategic business services to help deliver Lithium social support and social marketing solutions to customers. Strategic services may be advisory in nature or targeted to develop standalone communities, complementary applications, and extensions to the Lithium Platform. Applications may integrate and/or extend the Lithium Technologies platform and/or be built exclusively using the Lithium REST API to develop customized social experiences.</p> <p>Partners are categorized annually based on the criteria outlined in the Partner Program Type.</p> <p>There are two levels available for partners:</p> <ul style="list-style-type: none">• Enthusiasts• Catalysts

Lithium Technologies offers other partner models that can be combined or leveraged independently to meet the needs of every partner. Please visit our website at www.lithium.com for more details.

3. Partner Program Membership Qualifications and Program Benefits

MEMBERSHIP QUALIFICATIONS

ENTHUSIASTS	CATALYST
<ul style="list-style-type: none">• Demonstrated digital marketing experience• Understanding of core lithium value proposition and culture• Access to training on lithium fundamentals• References may be required	<ul style="list-style-type: none">• Build co-funded GTM market plan• Executive sponsor required• Capabilities:<ul style="list-style-type: none">• Social media strategy• UX and/or development• Demonstrated digital marketing and/or social support experience• Participation in one or more the Lithium Social Experience Professional™ certification tracks<ul style="list-style-type: none">• UX/Design• Community Management• Strategic planning & ROI modeling• Ability and desire to integrate with Lithium strategic services on delivery to support customer objectives• Understanding of core Lithium value proposition and culture• Undergo training on Lithium fundamentals• Have enterprise level references

Companies joining the Partner Program are required to meet criteria specified by Lithium for their Program Type and Program Level, as generally summarized below.

- Partners participating in multiple Program Types must meet the individual criteria and Membership Qualifications for each Program Type and the applicable Program Level.
- Partners must continuously adhere to Membership Qualifications applicable to their Program Type and Program Level for the duration of the membership term. Lithium reserves the right to review adherence to such requirements at least on a semi-annual basis. Any exceptions to the Membership Qualifications must be approved, endorsed, and managed by a Senior Vice President in Business Development.
- Program Benefits are tools and resources partners need in order to succeed with Lithium. Depending on Program Type, these may include training and education, development, marketing opportunities, technical and program support, and sales materials.
- Discounts and Program Benefits cannot be extended to customers, but are designed to aid partner employees' readiness and effectiveness in their roles using Lithium products and solutions.

SPECIFIC PROGRAM BENEFITS

	ENTHUSIASTS	CATALYST
Sales & Marketing	<ul style="list-style-type: none"> • Sales and marketing materials • Referral Incentives 	<ul style="list-style-type: none"> • Sales and marketing materials • Referral Incentives • Go-to-market planning and strategic engagement with assigned partner manager • Executive quarterly business review • Co-branded marketing investment: webcasts, whitepapers, research, events • PR promotion • Partner designation with a custom Lithium logo Identification
Education & Training	<ul style="list-style-type: none"> • Access to educational resources within the partner community <ul style="list-style-type: none"> • Best practices • Community management training • Technology modules 	<ul style="list-style-type: none"> • Access to Lithium industry experts • Access to strategic framework models and materials • Access to educational resources within the partner community <ul style="list-style-type: none"> • Best practices • Customized community management training • ROI model collaboration • Technical training on Studio and REST API • Customized training modules • Lithium Social Experience Professional™ certification for individuals
General & Innovation	<ul style="list-style-type: none"> • Access to partner community for real-time: <ul style="list-style-type: none"> • Sales updates • Code releases • Product development participation • Industry updates 	<ul style="list-style-type: none"> • Access to partner community for real-time: <ul style="list-style-type: none"> • Sales updates • Code releases • Product development participation • Industry updates • Customized charitable cause or sustainability program option

4. Referral Program Payments

Regardless of the Program Type or Program Level, any Partner in the Program can generate leads and customer referrals with intent of closing business through the Lithium partner manager and direct sales force. Partners at any level who identify and refer net-new customers are compensated once the referred business has closed. Partners must at all times adhere to the terms and conditions of the Partner Program Agreement.

In addition, referral payments to partners are subject to the following:

- All leads must be submitted and accepted through a Lithium Partner Manager to be eligible for payout. **No exceptions.**
- The referral fee percentage will be based on the Partner Agreement at the time of lead submission.
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- If duplicate leads are submitted by different Partners, the qualified lead first submitted is eligible for referral payout. In the event of any dispute, Lithium’s decision is final and binding.

QUALIFICATIONS:

- Must be a Lithium Partner Program Member

COMMISSIONS:

- Partner is paid on 1st year monthly reoccurring revenue (MRR) of new Customer orders only. If the order is for less than one year, the same referral fee percentage will still apply unless otherwise agreed to in writing.
- Partner sourced deals pay 10% and 5% on deals sourced by Lithium to the partner.

- Unless otherwise agreed to in advance by Lithium, in no event shall Commissions on a Qualified Opportunity exceed US \$25,000.00.
- Lithium shall pay Commissions with thirty (30) days from receipt of payment from the Qualified Opportunity.
- For a Commission to be payable, a sale to a Qualified Opportunity customer must occur within six (6) months of the date of the initial referral by Referral Partner and shall be payable even if such sale occurs following the expiration or termination of the respective Referral Partner Agreement.
- Lithium will reject any and all referral leads submitted by a Referral Partner if the Referral Partner is an employee of the referral candidate referenced in the lead.
- Commissions shall be paid solely to Partner company and not to any one individual submitting the referral lead.
- No Commission shall be paid on opportunities submitted for end users located in the following sanctioned countries (including any additional countries added to the Office of Foreign Asset Control (“OFAC”) or individuals on Specifically Designated Nationals lists or other denied parties lists:
 - Cuba
 - Iran
 - North Korea
 - Sudan
 - Syria