

This policy is in effect from the 1st of July 2024

Staffbase Referral & Consulting Partner Policy

Thank you for your interest in the Staffbase Partner Program. This Staffbase Referral and Consulting Partner Policy (Partner Policy) describes the different types of Partner models available under the Staffbase Program, with all the corresponding benefits and requirements. This document is incorporated by reference into the Staffbase Partner Agreement.

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1. Benefits of partnering with Staffbase

Staffbase Partners could significantly accelerate their own revenue growth through the commission they receive and the value-added services they offer. Partners include management consultancies, internal communications and PR agencies, digital workplace system integrators, or similar organisations.

By joining the Staffbase Partner ecosystem and being part of a rapidly growing, global Staffbase Partner network, Partners share opportunities and learn from each other. Staffbase defines the purpose of its Partner ecosystem as follows:

1. **Scale Value-Added Services:** Staffbase primarily focuses on SaaS development and offers limited professional services through its Customer Success, Support, and Consulting teams. Partners can grow their customer footprint and services revenue by providing value-added services alongside the growing Staffbase offering.
2. **Increase sales reach:** Partners recommend Staffbase to their existing customers and contacts, thereby potentially multiplying service opportunities for the Partner and increasing sales reach for Staffbase.
3. **Community-building & thought leadership:** Staffbase and its Partners form a unique, market-leading network of employee communication professionals.
4. **Better co-sell and co-delivery:** Staffbase Consulting Partners benefit from close collaboration with the Staffbase Sales, Customer Success, and Consulting teams, which helps them grow their business and exchange market-leading product insights.

2. Staffbase Partner Types

The Staffbase Partner Program offers two primary Partner Types (see **Figure 1**):

- **Referral Partners** primarily generate revenue by recommending Staffbase to prospective customers and engaging in other sales activities related to Staffbase Services, e.g., Software-as-a-Service
- **Consulting Partners** deliver value-added services attached to Staffbase Services, e.g., SaaS, and Staffbase can provide Consulting Partners with additional service opportunities, such as implementation, integration, content, etc. Referral Partners can apply, certify, and become Consulting Partners.



Referral Partner

Grow your customer base together with Staffbase

- | Deal registration protection
- | Eligible for commission from referrals
- | Market development funds
- | ... and more



Consulting Partner

Expand your services business together with Staffbase

- | CoSell & CoDelivery
- | Regional Consulting Partner preference list
- | Staffbase-sourced service opportunities
- | Staffbase events marketing opportunities
- | Joint packaged services offer
- | Customer health information
- | Demo & sandbox environment
- | Co-marketing opportunities with Staffbase
- | Partner voucher program
- | ... and all Referral Partner incentives

Level 3 Referral Partners are eligible to apply for Consulting Partner status

Figure 1. Overview of Staffbase Partner Types

Both Partner Types come with various benefits. The entry-level status is Staffbase Referral Partner, a model for Partners who want to grow their customer base with Staffbase. All Staffbase Partners start as Referral Partners, and once they meet eligibility criteria, they can apply for Consulting Partner status.

Level 3 Referral Partners, as defined in section 2.1 below, are eligible to apply for Staffbase Consulting Partner status, which offers additional benefits to Partners who want to expand their services business with Staffbase.

Regardless of the Partner model, the following benefits are available to all Staffbase Partners:

- **Access to Staffbase Partner Base:** Our Partner portal contains a wealth of sales and technical enablement materials, product news, and marketing collateral
- **Newsletter:** Monthly global and regional digest of all Partner-related announcements
- **Annual Staffbase Partner Events:** such as Staffbase Partner Summits or Partner-related breakouts at our annual VOICES conference

- **Staffbase Partner logo and co-branding:** Showcase your Partnership status as well as create jointly branded co-marketing materials with Staffbase
- **Learning and Staffbase certifications:** Access a self-service learning portal with sales and technical knowledge paths. Staffbase Consulting Partners are required to maintain their certifications annually

2.1 Referral Partner

Upon signing the Staffbase Partner Agreement, Partners become Staffbase Referral Partners. Staffbase Referral Partners rely on Staffbase's self-service Partner communication channels, interaction with the dedicated Staffbase Partner Manager, and account executives on individual sales opportunities. Referral Partners can register leads with Staffbase.

Referral Partners may run business planning sessions and quarterly business reviews with their dedicated Staffbase Partner Manager, as requested by Staffbase or the Partner.

Staffbase uses the Partner scoring outlined below. Referral Partner scoring focuses on commercial performance, and improvements in score will enable the Referral Partner and Staffbase to grow.

		Point scale	Referral Partner scoring guidelines - as measured by Staffbase
Commercial	Partner-sourced ARR	+1 pt	Per EUR 1,000 in new partner-sourced ARR generated in prior or current financial year as per close date (from net new and account expansion only)
	Sales-Accepted Opportunity	+1 pt	Per EUR 4,000 in partner-sourced Sales-Accepted Opportunities, generated in prior or current financial year as per Sales-Accepted Opportunity date (from net new and account expansion only, Champion stage)
	# of partner-sourced leads	+10 pts	Per each partner-sourced lead in current financial year (as registered via partner lead form and accepted by Staffbase)

Figure 2. Referral Partner scoring

The Referral Partner Score will be awarded for (see **Figure 2**):

- **Partner-sourced ARR:** Partners can earn +1 pt per EUR 1,000 of new Partner-sourced annual recurring revenue (ARR) for closed customer contracts in the prior or current Staffbase financial year (calendar year). Partner-sourced ARR includes net new ARR and account expansion ARR from up-sell or cross-sell and does not include ARR from renewals.

- **Sales-accepted Opportunity:** +1 point will be counted for each EUR 4,000 of Partner-Sourced Sales-Accepted Opportunities (SAO). The SAO date must be in the current or prior Staffbase financial year, although the projected close date of the opportunity can be in the current or next financial year. Partner-Sourced SAOs only include net new ARR and account expansion ARR from up-sell or cross-sell.
- **Partner-sourced Leads:** Staffbase Partners can run marketing or lead generation activities together with Staffbase. Where leads generated from these activities are Partner-sourced, i.e. net new customer leads provided by the Partner, Referral Partners are eligible to earn +10 pts per each Partner-sourced lead that has been registered via the Staffbase Partner Lead Registration Form (LRF) and accepted by Staffbase within the then current financial year.

The table below outlines Referral Partner scoring thresholds and related incentives (see **Figure 3**):

- **Level 1:** Partners below a certain scoring threshold in their region, e.g., 200 in DACH, are Level 1 Referral Partners. Level 1 Referral Partners are eligible for a 15% Partner Commission from net new ARR and account expansion ARR.
- **Level 2:** Partners who score in the next highest scoring band, e.g., 100-299 in NA, are Level 2 Referral Partners. Level 2 Referral Partners are eligible for a 30% Partner Commission from net new ARR and account expansion ARR.
- **Level 3:** Partners that score in the highest scoring band, e.g., 300+ in APAC, are Level 3 Referral Partners. Level 3 Referral Partners are eligible for a 30% Partner Commission from net new ARR, account expansion ARR, and renewal ARR. Level 3 Referral Partners are also eligible for Staffbase Market Development Funds of up to 5% of new, Partner-sourced ARR generated in the prior calendar year, i.e. net new ARR and account expansion ARR.

While Staffbase may provide a Partner Commission to Level 3 Referral Partners for renewals, the Partner Score itself is always determined by new ARR only, and no renewal amount will count towards the Staffbase Partner Score.

Referral Partner Level	Regional thresholds for Partner Score				Referral partner incentive	
	DACH	NA	NEUR	APAC	Referral share of Partner-sourced ARR	Market development funds
1	< 200	< 100	< 100	< 100	15% on ARR from: • net-new • expansion	-
2	200-399	100-299	100-299	100-299	30% on ARR from: • net-new • expansion	
3	400+	300+	300+	300+	30% on ARR from: • net-new • expansion • renewal	Up to 5% of new ARR in prior year

Figure 3. Referral Partner scoring thresholds that determine Referral Partner Level and eligible Partner incentives for each Level

2.2 Consulting Partner

Level 3 Referral Partners are eligible to apply to become Staffbase Consulting Partners. While Consulting Partners have additional scoring requirements, this status allows Consulting Partners to grow and expand their services business together with Staffbase by utilising additional Staffbase investments. In addition, Staffbase will consider offering Staffbase-sourced service opportunities to Consulting Partners, depending on capacity and capability requirements in each region.

A Consulting Partner application does not automatically confer Consulting Partner status. Staffbase will decide based on the Partner application, and requirements and capacity in the Partner's region. For global Partners, the regional thresholds for where the Partner is headquartered will be considered.

Consulting Partner status does not prevent Referral Partners from providing services to Staffbase customers. However, Consulting Partners have priority for Staffbase-sourced services and receive more support and enablement from Staffbase.

		Point scale or Minimum requirement	Consulting Partner scoring guidelines - as measured by Staffbase
Commercial	Partner-sourced ARR	+1 pt	Per EUR 1,000 in new partner-sourced ARR generated in prior or current financial year as per close date (from net new and account expansion only)
	Sales-Accepted Opportunity	+1 pt	Per EUR 4,000 in partner-sourced Sales-Accepted Opportunities, generated in prior or current financial year as per Sales-Accepted Opportunity date (from net new and account expansion only, Champion stage)
	# of partner-sourced leads	+10 pts	Per each partner-sourced lead in current financial year (as registered via partner lead form and accepted by Staffbase)
Capability	Partner certifications	20% minimum	% of the Partner professionals, consultants and sellers, are certified on Staffbase as measured at the end of the financial year
Customer engagement	Customer adoption and satisfaction	80% minimum	Measured at the end of the financial year , % user adoption average of <u>all of</u> the Partner-Sourced Staffbase customer accounts, measured as the number of users who are actively using Staffbase vs. all Staffbase seats sold to customer

Figure 4. Consulting Partner scoring

The Consulting Partner Score will be awarded for (see **Figure 4**):

- For **Partner-sourced ARR, Sales-accepted opportunity, and Partner-sourced leads**: The same guidelines apply as for Referral partners.
- **Partner certifications (minimum 20% of Partner professionals must be certified to retain Consulting Partner status)**: At least 20% of the Consulting Partner professionals must complete the Staffbase Consulting Partner technical and sales certification programs, as measured by Staffbase at the end of the financial year. At least 20% of the Partner's Sellers, if any, must complete the Staffbase sales certification. For example, if a partner has 141 consultants, 29 consultants must be Staffbase-certified. In addition, the partner must ensure that at least one Staffbase-certified consultant is involved in any Staffbase-related customer engagement to ensure there is ample Staffbase knowledge available in the project.
- **Customer engagement (minimum 80% required to retain Consulting Partner status)**: Consulting Partners are uniquely positioned to influence Staffbase SaaS adoption. Staffbase will count +1 pt per percentage point of active customer users vs. the total number of authorised users sold. For example, if a customer has 90 active users out of 200 Staffbase authorised users sold, the score in this category would be 45. All Staffbase Services except Email are eligible to count towards active users. A user actively using multiple services counts as one user.

The table below outlines Consulting Partner scoring and related incentives (see **Figure 5**):

- **Level 1:** The same guidelines apply as for Level 1 Referral Partners.
- **Level 2:** The same guidelines apply as for Level 1 Referral Partners. In addition, Level 2 Consulting Partners can receive access to a Staffbase demo or sandbox environment and customer health information from the Staffbase Customer Success team.
- **Level 3:** The same guidelines apply as for Level 1 Referral Partners. Moreover, Level 3 Consulting Partners are eligible for joint package offers, i.e., an additional service package that Staffbase might sell in addition to its SaaS products. Partners with this Level 3 category are also eligible to participate in Staffbase marketing events, e.g., as speakers or with a booth. Staffbase has also introduced a Partner voucher program where Staffbase may offer a service voucher to a customer, which a customer can utilise to fund implementation services, e.g., content migration or integration with other platforms. An overview of eligible Partner sales campaigns and incentives is outlined in section 3.11 of this Partner Policy.

While Staffbase may provide a Partner Commission to Level 3 Consulting Partners for renewals, the Partner Score itself will always be determined by new ARR only, and no renewal amount will count towards the Staffbase Partner Score.

Level	Regional thresholds for Partner Score				Consulting Partner incentives (as available in each region)						
	DACH	NA	NEUR	APAC	Referral share of Partner-sourced ARR	Customer health information from the Staffbase CS team	Admin Demo account & sandbox environment	Market development funds	Joint packaged service offers	Staffbase event marketing opportunities	Partner voucher program
1	< 400	< 300	< 300	< 300	15% on ARR from: • net-new • expansion	-	-	-	-	-	-
2	400-599	300-499	300-499	300-499	30% on ARR from: • net-new • expansion	Yes	Yes	-	-	-	-
3	600+	500+	500+	500+	30% on ARR from: • net-new • expansion • renewal			Up to 5% of new ARR in prior year	Yes	Yes	Yes

Figure 5. Consulting Partner scoring thresholds that determine the Consulting Partner Level and eligible Partner incentives for each Level

To inform Partners of their current performance and Staffbase Partner Score, Staffbase will share a report with each Level 2 and Level 3 Consulting Partner near the end of each quarter.

A typical landscape of potential Value-Added Services that can be attached to Staffbase SaaS products is shown below (see **Figure 6**). Most of these services can be directly delivered by the Partner or as Co-Delivery with Staffbase. In some cases, in Large

Typical Value-Added Services attached to Staffbase Sale

Management consulting	Communications strategy & transformation	Digital workplace & roadmap	Communications Platform Adoption	Content	Ongoing/ managed services
Leadership & Change management	Communications Strategy	Technical Onboarding	Launch	Migration & repository	Content Maintenance & structure
Business transformation	Communications audit & preferences	IT Architecture & Implementation	Adoption campaigns	Copy writing	First level technical support
Leadership advisory	Vendor selection & stakeholder alignment	M365 Integration	Training & Enablement	Graphic Design & videography	Communications platform optimization
	Leadership messaging & scale-out strategy	3rd party Integrations (e.g., HCM, Payroll, etc.)	Outcome validation & churn prevention	Multi-Channel execution (e.g., social)	
	Communications Impact measurement	Security, Compliance & Governance	Winback campaign	Content Automation & AI	

Typically delivered by

- Consulting Partner
- Staffbase
- Consulting Partner and/or Staffbase

In deals sourced by the Staffbase Consulting Partner, Partners will have the first right of refusal to deliver services to the Staffbase customer, except for essential Staffbase onboarding services.

Staffbase capacity	Not available	Delivered by Staffbase Consulting Partner	Delivered by Staffbase Consulting Partner
	Available	Delivered by Staffbase Consulting Services	Staffbase / Consulting Partner Co-Delivery
		Available in-house	Not available in-house

Staffbase capability

Figure 7. Staffbase consideration for Staffbase-sourced opportunities. Depending on capacity and capability, Staffbase might pass on services work to a Staffbase Consulting Partner

3. General Rules for all Staffbase Partners

3.1 The Staffbase Customer Engagement Process

The Staffbase Customer Engagement Process for Partner-Sourced opportunities is shown below (see **Figure 8**). In Partner-Sourced deals, Partners can decide on all services they want to attach to a deal, except for a few essential technical onboarding services that Staffbase would need to deliver for customers to be able to use Staffbase SaaS products.

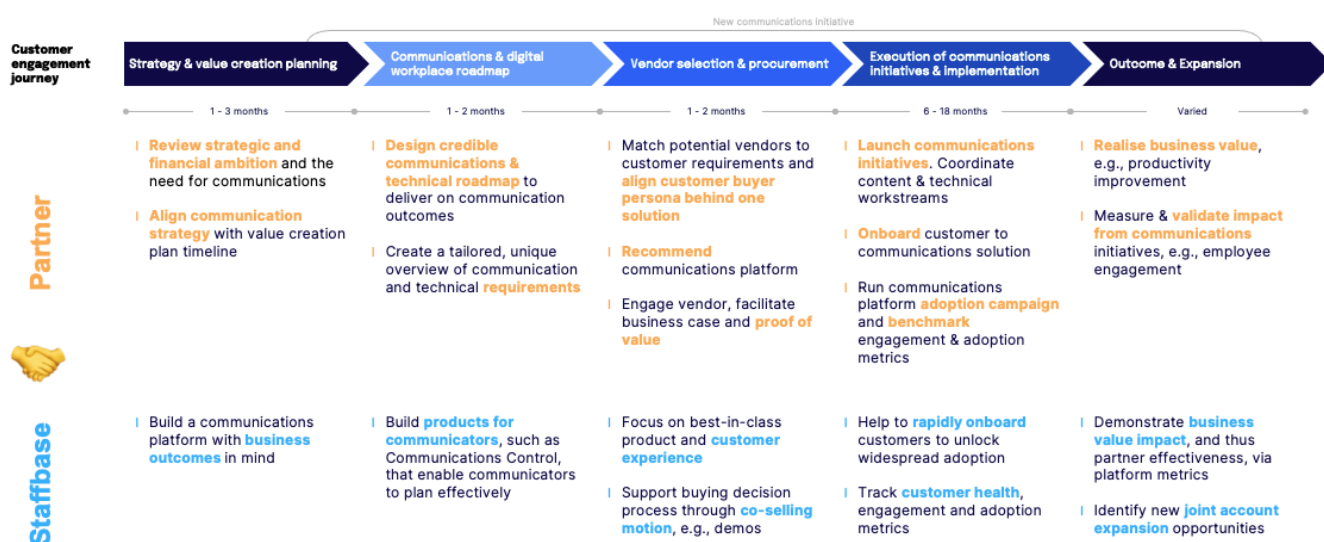


Figure 8. The Staffbase Customer Engagement Process

Throughout the customer lifecycle, the Staffbase Customer Success team might contact the customer to drive user adoption.

3.2 Lead Registration Form (LRF) and Rules of Engagement

Any referrals (such as the initial referral of a new customer or expansions of current customers, such as expanding the user base or adding more plugins) must be submitted to Staffbase through a Lead Registration Form (LRF), which can be found here:

[Staffbase Lead Registration Form \(LRF\)](#)

To qualify as a referral under the Staffbase Partner Program, Partners must complete all required fields in the LRFs. Upon receipt, new lead registrations will be examined by a Staffbase Partner Manager, who has the discretion to either accept or reject the

Partner-Sourced lead. In cases where Staffbase is already engaged with the account and/or lead, a Partner Manager will reject the lead or propose a Partner-Influenced deal attribution instead.

It is important to note that Partner-sourced, Sales-Accepted Leads must be qualified by a Partner Manager or Staffbase Account Executive within 90 days. Staffbase will automatically disqualify all Partner-sourced, Accepted Leads that exceed this 90-day threshold, and Staffbase will retain the right to approach the respective lead directly.

The table (see **Figure 9**) below summarises multiple deal scenarios and related Rules of Engagement for Staffbase and Staffbase Partners.

Scenario category	Objective	Case	Lead source	Existing Staffbase Lead or Opportunity?	Valid Partner lead registration?	Lead qualification together with Partners' customer	Last Staffbase sales stage progression (e.g., Multi-thread to Award)	Lead Attribution	Services attribution
Partner-sourced	Reward partner for new ARR contribution	A	Partner	No	Yes – if not other partner, if not RFP	Within 30 days	n/a	Partner-sourced	Partner owns service relationship, except for selected technical onboarding modules
		B	Partner	No	No – already existing valid lead registration by another partner	n/a	n/a	Rejected: Not partner sourced, not partner-influenced	Staffbase Customer Success will be able to contact and enable customer
Staffbase-sourced	Recognize partner support in developing an existing Staffbase opportunity	C	Staffbase	Yes	n/a – PM will register directly, if influenced	n/a	Less than 6 months out	Partner-influenced	Staffbase owns service relationship
		D	Staffbase	Yes	Yes, if 6 months+ after latest Staffbase sales stage progress	Yes	More than 6 months out	Partner-sourced: Opportunity went cold, partner revived the lead or opportunity	Partner owns service relationship, except for technical onboarding Staffbase Customer Success will be able to contact and enable customer
Multiple sources	Provide clarity in attribution when partners and Staffbase are separately in the running	E	RFP where Staffbase and multiple partners are in the running	Yes	Yes – following RFP process, winning partner can submit lead registration form	n/a	n/a	Partner-sourced attribution goes to partner who wins RFP If Staffbase directly wins the RFP, there is no partner-sourced attribution	Partner owns service relationship, except for technical onboarding
		F	One Partner has a customer mandate for vendor selection, e.g., audit, communications requirements In parallel, Staffbase is in the running in a direct sales effort	Yes	Yes – if partner can show there is an existing customer engagement on vendor selection	Within 30 days	n/a	Partner-sourced, if won as result of partner's vendor selection process	Staffbase Customer Success would be able to contact and enable customer

Figure 9. Rules of Engagement and Partner attribution in typical Staffbase deal scenarios

Staffbase will use reasonable efforts to adhere to the above rules and will remain the sole decision-maker on Partner deal attribution.

3.3 Sales-accepted Opportunity

Staffbase scores Partners on Partner-sourced ARR. However, due to the sales cycle length, it may not be possible for new Partners to generate ARR once they engage in a partner relationship within the current financial year. To accommodate such Partners, Staffbase will accept Partner-sourced Sales-accepted Opportunities (SAO) in addition to Partner-sourced ARR. To count a lead as an SAO, the following conditions must be met:

1. Partner must submit a valid Lead Registration Form (LRF)

2. The Staffbase Partner Manager will respond within 7 days whether Staffbase will accept this newly registered lead. Upon accepting the lead, the Partner Manager should aim to qualify this, now Partner-Sourced, lead within 15 days
3. A Staffbase AE would need to accept this Partner-sourced SAO within 30 days, this is usually following a SaaS product demonstration with a Staffbase sales professional

3.4 Partner Commission

For a referral to be eligible as a “Commissionable Prospect”, the referred customer must sign up for a minimum 12-month subscription term with Staffbase.

A prospect is not a Commissionable Prospect and Staffbase may decline to approve an LRF if: (i) the prospect is an existing customer of Staffbase (or another Staffbase Partner or referral agent) at the approval date of the LRF; (ii) Staffbase (or another Staffbase Partner or referral agent) is already involved in preliminary or advanced discussions with the prospect toward a licence or sale as of the approval date of the LRF; (iii) an LRF (or substantial equivalent) has previously been submitted for the prospect by a third party to Staffbase; (iv) Partner does not comply with the Referral Payment Policies set forth in the Partner Policies; or (v) Staffbase reasonably concludes that payment of a commission would result in payments of commissions to multiple parties, or reasonably determines that acceptance would otherwise be adverse to its business interests.

Except as set out below, the Partner Commission will apply for the initial duration of the subscription agreement between Staffbase and the customer, up to a maximum of 5 years. The Partner Commission will be determined based on the Partner's Level, e.g., either 15% or 30%, and will be calculated based on Staffbase invoicing to the customer, i.e., Partner Commission will be determined as a percentage of the customer invoice amount.

All Partners can qualify for commission on new ARR, which includes net new ARR and account expansion from upsell/cross-sell. Only Level 3 Partners qualify for commission on renewals. To receive a commission for renewals, these Partners must actively participate in the renewal process before the upcoming renewal, e.g., participation in customer QBRs with a clear impact on the customer's renewal. Level 3 Partners that lose Level 3 status by failing to meet Level 3 scoring thresholds will cease to receive commission on renewals for all active customer contracts at that time.

Proof of concepts (“POC”) or paid trials are not eligible for commission to the Staffbase Partner.

If the Partner becomes bankrupt, gets acquired, or communicates to Staffbase a strategy shift that affects their ability to participate in the Staffbase licensing work, Staffbase reserves the right not to pay out any commission nor recurring revenue.

Staffbase makes the sole decision on the Partner Commission amount and payout, and both parties (Staffbase and the Partner) can stop cooperating for the specific customer account in question with immediate effect. Staffbase also has the right to accept or refuse referrals of customer contacts at its sole discretion. Partner will not receive any commission for referrals rejected by Staffbase. Staffbase will immediately inform Partner about the acceptance or refusal of any referral procured by the Partner and will also inform the Partner if a referral did not result in the conclusion of a contract with the referred customer or with a smaller extent than originally scoped by Staffbase. If Staffbase refuses a referral, the Partner is not entitled to any claims in this case.

Once Staffbase approves a Commissionable Prospect, all subsequent contact with that entity regarding the Staffbase Service is at the direction of Staffbase, including as may be set out in the Partner Policies for the relevant Partner Status.

3.5 Deal accounting when multiple Partners were involved in closing

In rare cases, multiple Partners may be involved in sourcing or influencing a deal. In such situations, Staffbase retains the right to evaluate each Partner's contribution to a customer engagement and decide on Partner Commission accordingly. Staffbase might decide to split the Partner Commission between the Partners involved. The total Partner Commission to be split between the involved Partners will never exceed the Partner Commission level of the highest-tiered Partner.

3.6 Partner Levelling up or down

Depending on performance, partners can level up or down within their status (within either Referral Partner or Consulting Partner levels). Levelling up can improve partner incentives, such as leading to an increase in Partner Commission.

- **Levelling up:** A partner who has a score that reaches a new Level threshold, e.g., 200 for Referral Partners in DACH, is eligible to receive new incentives for new opportunities closed from the point of levelling up. For example, if a Referral Partner levelled up from Level 1 to 2, the Partner would receive 30% of ARR, instead of 15%, on net new and expansion deals signed after the levelling-up date. In addition, Partners moving to Level 3 would be eligible to receive Commission for renewals on existing customer accounts that were signed before the levelling-up date.

- **Levelling down:** A Partner whose score falls below a Level threshold, e.g. 100 for a Referral Partner in North America, would receive a new Commission for the lower Level for new opportunities closed from the point of levelling-down. For example, if a Referral Partner levelled down from Level 2 to 1, the Partner would receive 15% of ARR on net new and expansion deals signed after the levelling-down. In addition, Partners moving down from Level 3 will cease to receive a Commission for renewals.

The Levelling-up or -down date is the last day of the calendar month in which the Partner has exceeded or fallen below a Level threshold.

To inform Partners of their current performance and Staffbase Partner Score, Staffbase will share a report with each Level 2 and Level 3 Referral Partner and Consulting Partner near the end of each quarter.

3.7 Graduation from Referral to Consulting Partner status

Referral Partners who meet the Level 3 threshold in the region where they are headquartered are eligible to apply for Consulting Partner status. The Partner can request to apply for Consulting Partner status at which point a Staffbase Partner Manager will ask the Partner to fill in an application form.

Depending on Partner performance, capacity, and market need in the region, Staffbase can, at its sole discretion, grant Consulting Partner status. Both Staffbase and the Partner can each decide that a Partner will cease to be a Consulting Partner, with immediate effect.

3.8 Partner Performance Overview

On a regular basis, Staffbase will issue a Partner Performance Overview to Partners who generated new ARR in the last quarter. This report may include the current Partner Status, Partner Score, recent transaction history and resulting Partner Commission for each customer win.

3.9 Partner sales campaigns and incentives

Staffbase may, from time to time, run Partner sales campaigns to grow Partner-sourced ARR or reward Partners for their contribution to the Staffbase sales or implementation process. These types of campaigns include Partner Influence, Partner Vouchers, Market Development Funds (MDF) and others.

Partners can participate in these campaigns if they meet the required score and Partner Level for participation, as outlined in the scoring tables above. The start, end, format, and Partner eligibility for rewards for these campaigns are at the sole discretion of Staffbase.

3.10 Market Development Funds

Market Development Funds (MDF) is pre-approved Staffbase funding for partners that can be used for individual marketing activities. To release MDF for a specific activity, Partners and their Staffbase Partner Managers would submit a brief proposal to Staffbase. Partners must match 50% of the Staffbase MDF investment. The Staffbase finance team will review and approve MDF proposals. Partner eligibility for MDF is at the sole discretion of Staffbase.

3.11 Logo usage

All use of the Staffbase logos is subject to the terms and conditions of the Staffbase Partner Agreement. Staffbase Partners must follow Staffbase's Trademark Usage Policy, available here: www.staffbase.com/legal/trademark-policy/. Staffbase Partners must only use the Staffbase Partner Logo relevant to their Staffbase Partner level and must ensure that its use does not in any way give the impression to third parties that there is a franchise or commercial agent arrangement between Staffbase and the Staffbase Partner.

3.12 Sandbox accounts

Staffbase may offer free trial accounts to be used for demonstrations of the Staffbase Services to prospective customers; and for training and development of the Partner's teams ("**Sandbox Accounts**"). Any use of Sandbox Accounts is subject to the current terms of service as a Free Trial, currently available at www.staffbase.com/terms.

3.13 Other services by Partners

Any additional services that Staffbase Partner wishes to provide to customers of Staffbase in relation to the Staffbase services and products will be under its own name and on its own account, which can include, but are not limited to consulting, content creation, customisation and management, plug-in development, as well as custom integration via API. Staffbase Partner acknowledges that successful customer relationships depend on support in these areas. Staffbase Partner further acknowledges that Staffbase is entitled to offer ancillary services, including those described above, to customers directly.

4. Contact us

If you have further questions about this Staffbase Partner Policy, please do not hesitate to contact the Staffbase Partner Team at partner@staffbase.com or your dedicated Staffbase Partner Manager.