



2018

FreeWave Channel Partner Program

International Markets

FreeWave relies on its experienced Channel Partners to develop and implement state-of-the-art wireless infrastructure for our diverse set of end-users. From remote mountaintop research stations to hot and dusty oilfields, our partners provide the RF expertise needed for robust and reliable wireless data networks.

Our vision is for our Channel Partners to operate a profitable business while providing end-user solutions to problems with the most robust, reliable and highest quality wireless communication products available and exceptional customer experiences that keep them coming back.

If your customers demand cutting-edge Industrial Internet of Things wireless solutions, talk to one of our experts today to learn more about our Channel Partner Program.

If it's mission-critical, intelligent wireless, it's FreeWave.



Section 1 - FreeWave's Go-to-Market Strategy

As a Channel-centric company, we transact all commercial business through a network of well trained and fully proficient Channel Partners. The FreeWave Channel Partner Program offers three (3) Partner Tiers:

- Master Reseller
- Premier Reseller
- Authorized Reseller

This document will help you understand the different types of Partnerships and show a roadmap to reaching higher tiers of partnership.

It is expected that Resellers have a physical office or a 'regional' presence within approximately 250 miles or 400km of where the radios will be INSTALLED in order to provide adequate support.

FreeWave's Roles and Responsibilities

To ensure your success in our target markets, FreeWave has a Channel team to provide operational support, which includes monthly webinars, updates to products and launches, sales training, and marketing collateral. The Channel team will also be sure our partners are trained and meeting expectations. Sales Directors are assigned a territory to support all markets and will work with the any partner's sales teams to advance opportunities in the territory across all markets.

The role of the FreeWave Sales Director is to

1. Serve as the primary liaison and point of contact between FreeWave and the Reseller
2. Find a balance in advocating for the customer, partners and FreeWave
3. Drive end-user preference for FreeWave products and develop new opportunities
4. Act as the customer's voice within FreeWave
5. Work closely with Channel partners to close opportunities
6. Build solid, high-level relationships with key end-user customers, but transact business through our partners

The role of the FreeWave Channel team is to

1. Provide updated FreeWave collateral, branding and marketing materials
2. Supporting joint marketing opportunities and assigning marketing development funds for activities such as tradeshows, roadshows, end-user trainings, etc.

Customer Service Representatives Information

1. Orders administration: a representative will be assigned to your account for assisting in operation & logistics matters: lead times, freight estimates, import-export documentation, tracking of orders, etc.
2. Purchase orders to be sent for processing to: orders@freewave.com

Technical Support Group Information

While highly technical, our Sales Representatives are not technical support staff. FreeWave has a world-class Customer Support Group that is responsible for technical support and training.

1. Tech support team: +1-303-381-9200 and/or support@freewave.com
2. For data sheets, manuals, firmware updates: www.freewave.com/support (account must be created)
3. FreeWave Boulder, CO Training Schedule: www.freewave.com/training
4. RMAs are to be submitted to: rma@freewave.com. Your Sales Manager will provide RMA details and forms



When to involve your FreeWave Sales Director

Mutual coordination and cooperation is very important for a successful relationship. Please involve your Regional Sales Manager for the following scenarios:

1. Joint sales calls: New opportunities as well as existing end-customer reviews
2. Strategic discussions regarding accounts and opportunities. Our salespeople have signed a NDA and will not share information between Resellers.
3. Development of Annual Sales Plans.
4. Any trade-in (competitive product) opportunity for pricing and authorization
5. Any upgrade (FreeWave products) opportunity for pricing and authorization
6. Expedite delivery requests (shorter than quoted lead times)
7. Loaner or demo equipment
8. Any changes in FreeWave artwork or advertising copy

Section 2 - FreeWave Reseller Programs

Our Partners are only as good as the support they receive. Below are the program tier guidelines. We aim to aid the success of all FreeWave Partners and provide a roadmap to higher level tiers.

Requirements	Master	Premier	Authorized
Minimum Annual NET Revenue	\$1,000,000	\$200,000	\$25,000
Partner Advancement Timeline	N/A	1 Year	6 months
Purchases	Direct	Direct	Direct
Discounts on products	Highest Tier	Middle Tier	Competitive
Access to Project Registration Program	Yes	Yes	Yes
Maintain 2 weeks inventory	Yes	Not Required	Not Required
Adheres to MAP Pricing Policy	Required	Required	Required
Provide Tier 1 Support	Required	Required	Required
Provide Quarterly Forecast	Required	Required	Not Required
Provide Monthly Point of Sale	Required	Required	Not Required
Quarterly Business Review	Required	Recommended	Not Required
Annual Business Plan	Required	Required	Recommended
Sales Contacts Updated Biannually	Required	Required	Required
Sales Training and Certification*	Maintain 2 Sales, 2 SE's	Maintain 2 Sales, 2 SE's	Maintain 1 Sales, 1 SE
Basic FreeWave Demo Capability	Required	Required	Required
Tradeshaw Participation	Required	Requested	Not Required
Participation in FreeWave Annual Channel Conference	Required	Recommended	Not Required

*Please reach out to the FreeWave Sales Team for more information on sales and product training.

All FreeWave partners have access to sales and marketing tools such as customer trainings, outbound webinars, use of FreeWave logo, access to MDF (Marketing Development Funds), collateral and more.

Section 3 - Reseller Tier Level Advancement

Most FreeWave Channel Partners will want to achieve the highest tier possible. As such, we have built a roadmap for our Partners to achieve higher tiers based on meeting and exceeding revenue and customer targets.

- An **Authorized Partner** who has achieved at least \$200,000 in purchases over 126 months and sold to no less than five (5) end-user customers can apply to become a Premier Partner. A formal review by the FreeWave Channel Sales Team will occur and FreeWave sign off is needed.
- A **Premier Partner** who has achieved at least \$1,000,000 in purchases over 12 months and sold to no less than ten (10) end-user customers can apply to become a Master Reseller. A formal review by the FreeWave Channel Sales Team will occur and FreeWave sign off is needed.
- Movement between tiers can be expedited due to new business success in a market or a geography and is set at the discretion of the FreeWave sales team.

Section 4 - FreeWave Geographic and Target Markets

Today, FreeWave has extensive knowledge and experience in the following market segments:

1. Electric Power / Smart Grid
2. Environmental Monitoring
3. Irrigation
4. Military / Government
5. Mining
6. Oil & Gas
7. Precision Agriculture
8. SCADA
9. Vehicle Monitoring / Automatic Vehicle Locating
10. Water / Wastewater

FreeWave products can be used in a variety of applications, but FreeWave's current focus is in markets identified above. It is FreeWave's intention to be market-diverse in order to take advantage of different market upswings and protect against specific market down-turns.

FreeWave works with our Partners to establish market penetration strategies within geographic territories. FreeWave realizes that many Partners sell into a variety of markets and geographies, as such, FreeWave will classify all Partners into the vertical markets and geographies that best classifies their FreeWave business, but does not preclude them for selling to all markets and geographies within the territory they are headquartered.

Section 5 - Project Registration

FreeWave understands the importance of awarding special pricing to those who cultivate the opportunity and has adopted a Project Registration Program geared toward protecting our Partner's efforts in growing new business opportunities. Project registration pricing will be awarded to no more than one Channel Partner for any registered project and awarded at FreeWave's discretion. Due to the confidential nature of large project opportunities, we have mutual NDAs in place and will not share information among any third party.

Project registration forms will be provided by FreeWave's sales team and available on our partner webpage.

Section 6 - FreeWave Channel Development / Training

Our Partners agree to work diligently to maintain an effective and well-trained sales force and are required to:

- a) Attend sales and product training annually either in person or via Webinar
- b) Properly and effectively demonstrate FreeWave's portfolio of products to their customers
- c) Maintain a working knowledge of antennas and RF technology

Resellers may send representatives to a "Basic Training Course" at FreeWave's facility, to learn RF fundamentals, hands-on programming and troubleshooting skills. There is no charge for the course, however the Partner is responsible for all travel expenses.

Channel Partners can work with FreeWave's Sales Team to customize additional training.

Section 7 - MAP Pricing Policy

FreeWave has adopted a MAP (Minimum Advertised Pricing) policy to promote healthy competition and a level playing field. All Partners agree to comply with this policy. FreeWave's MAP policy is outlined as follows:

- MAP Pricing is 35% of List Price for all products with the exception of FreeWave's WaveContact line
- FreeWave products cannot be advertised at a price lower than 10% off of the current list price.
- FreeWave Partners must sell to an end user at a price point no lower than MAP price unless awarded special pricing through FreeWave's Project Registration Program and permission has been specifically granted by FreeWave.

Such policy may be modified and updated periodically by written notice from FreeWave.