

Surface Breadth Reseller Expansion Pilot Program for US and Canada

Valid through June 30, 2024



Limited to Surface for Business portfolio for sale to commercial, government and education accounts.

Surface Breadth Reseller Expansion - Overview

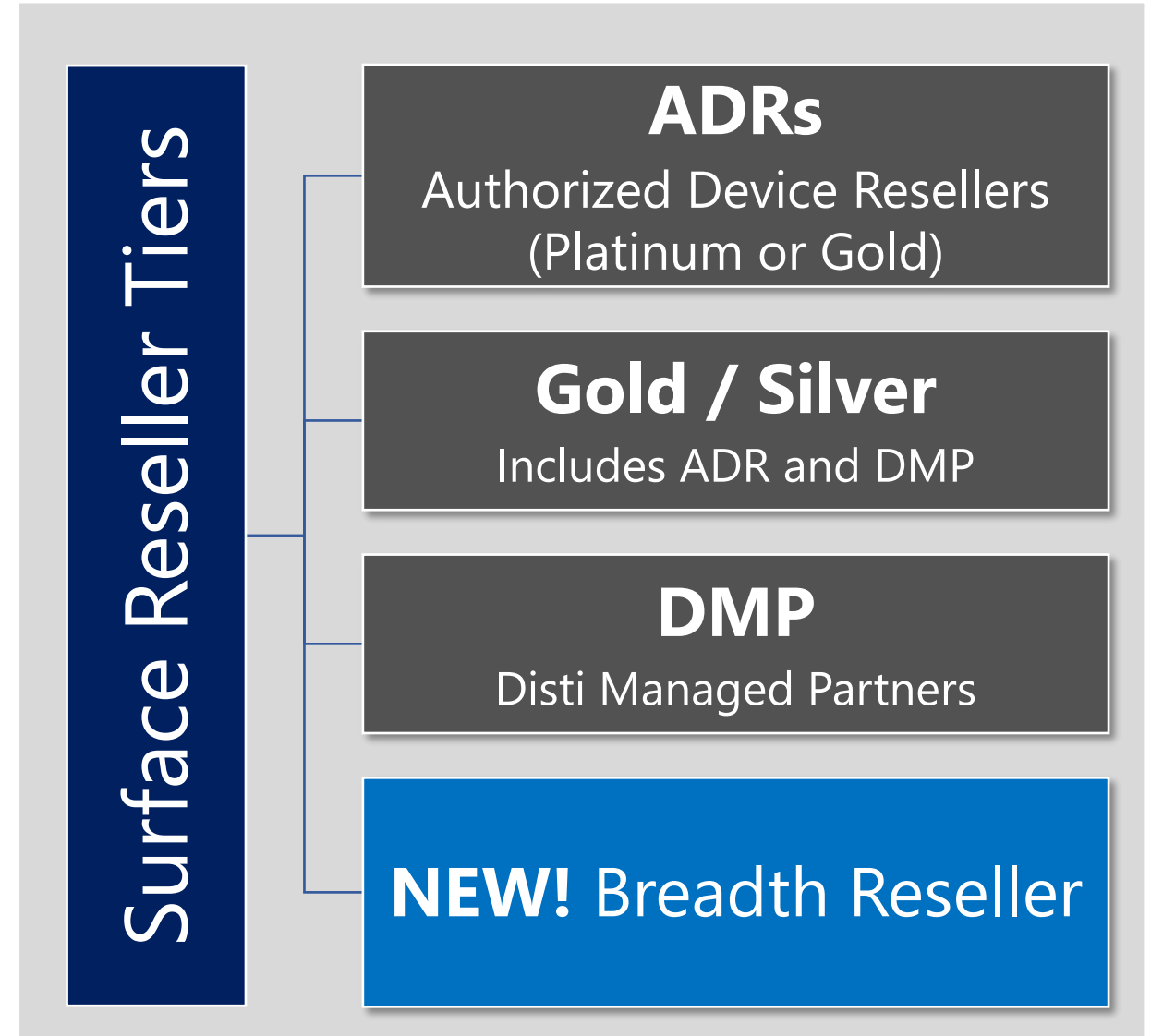
What is it?

The Surface Breadth Reseller Expansion Program for Surface Commercial is a pilot program created to help drive incremental Surface revenue through June 30, 2024

What's changing?

We can now distribute and sell the Surface portfolio of devices and accessories* to Breadth Resellers. Previously, we were only able to distribute and sell Surface to ADRs and DMPs.

*Excludes Protection Plans



Surface Breadth Reseller Expansion - WIIFM

Why should you want to sell Surface to your end user customers?



Surface devices are premium, high-quality devices designed to be the best expression of Windows. Other benefits of Surface include:

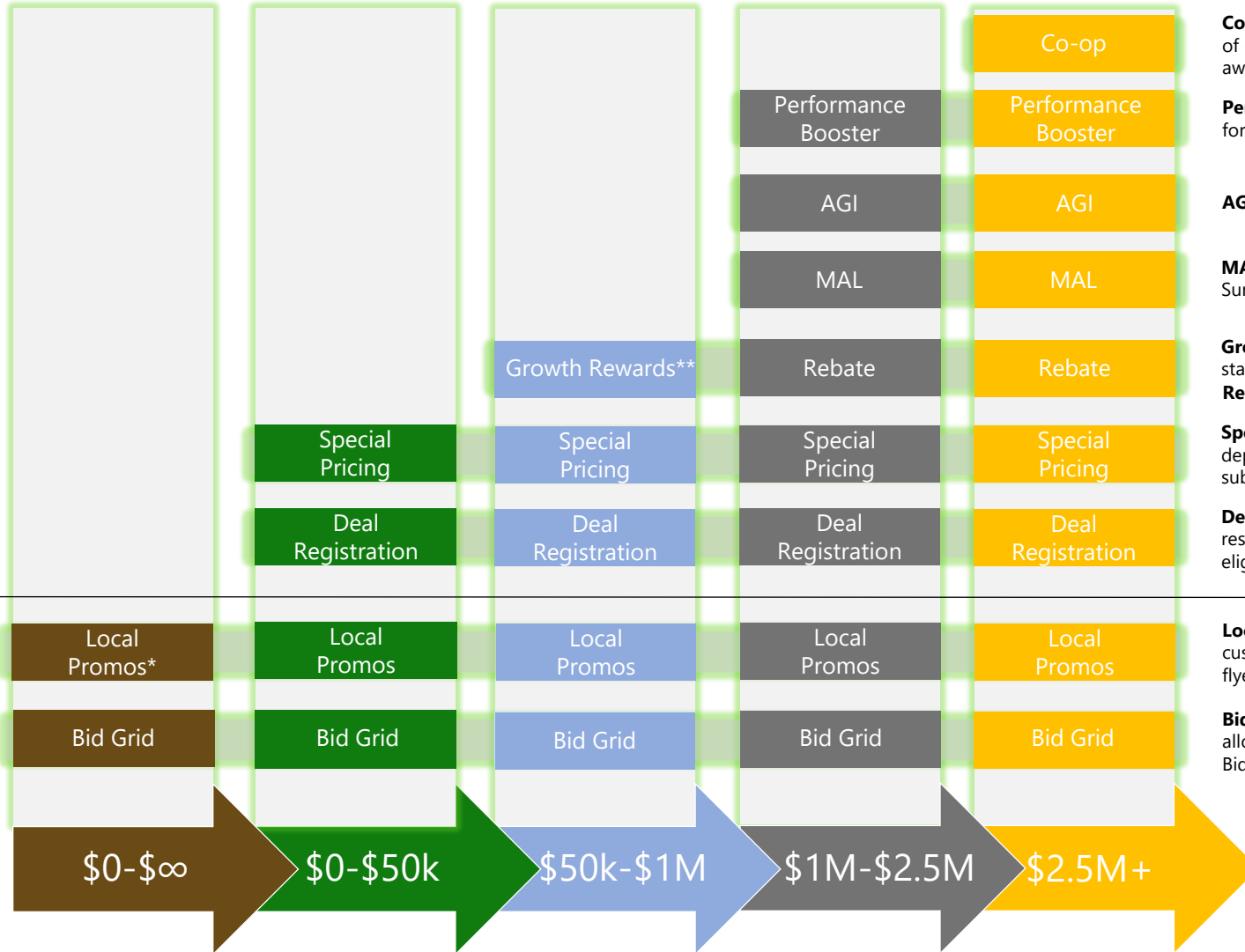
- **Safe and Secure:** Surface devices are thoughtfully designed to protect your most valuable assets with robust security from chip to cloud that comes built-in to provide always-on protection and remote device management.¹
- **Improving everyday experiences:** With features that keep people connected, productive, and secure, devices designed by Microsoft help your business power everyday employee experiences that fuel their future goals.
- **Powerful Productivity:** Surface brings together the best of Microsoft hardware and software to power productivity and create connected experiences, helping your meetings run smoother, and allowing collaboration to happen in the moment.

¹-Some security and device management features and functionality require paid subscription and/or qualifying volume license.

Reseller Offerings (SBRE)

Surface Authorized Partner

Breadth Reseller



Cooperative Marketing Funds (Co-op): Reimbursement of earned funds to help differentiate and build channel awareness and preference for Microsoft products

Performance Booster: Earn up to 0.5% extra rebate for Performance configuration

AGI: Earn up to 2% extra rebate for exceeding revenue growth target

MAL: Earn 2% extra rebate for selling 50+ devices to customers on the Surface MAL Dark Customer List

Growth Rewards: Earn cash back on every dollar of Surface sold starting at \$50k (assuming 5% YoY growth)

Rebate: Earn cash back on every dollar of Surface sold

Special Pricing: Deal-by-deal strategic discounts for larger deals depending on volume, SKUs, attach, competition and other factors. Each submission is reviewed by Microsoft Devices Business Desk individually

Deal Registration: Intended to reward single reseller for investment of resources and time spent to develop and support Surface wins for eligible products and customer base (NOT CUSTOMER PROGRAM)

Local Promos: Limited time, geo-specific offers created for scale customer outreach that come with promotional materials, including flyers, email templates and/or proactive proposals

Bid Grid: Pre-approved discount program that sets maximum allowable discounts for deals meeting threshold requirements. Bid Grid discount table is shared with ADD per product

Breadth Resellers: Reseller that does not have an active MPN membership and agreement, however, until 6/30/24 is eligible to purchase Surface for Business portfolio of devices & accessories (excluding Protection Plans) with limited benefits

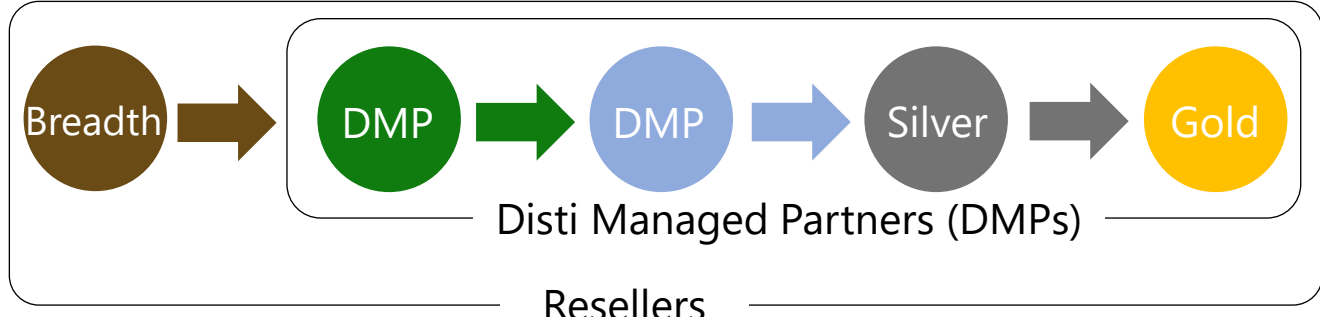
Disti Managed Partners (DMPs): Partner that has an active MPN membership and agreement to resell Microsoft products

Silver: DMP with trailing-12-mos Surface PC revenue >\$1M<\$2.5M and perform all qualifying activities and registration requirements

Gold: DMP with trailing-12-mos Surface PC revenue >\$2.5M and perform all qualifying activities and registration requirements

*Local Promos where Breadth Reseller is specifically listed as an eligible reseller type

**Earnings start after \$50k



Surface Breadth Reseller Expansion – Assets & Resources

Resources

- **Microsoft Webinar Series (Coming Soon!)**
Technical and 101 webinar series from Microsoft designed to understand the value and profitability story of Surface. Simu-live, allowing you to ask questions via chat to Microsoft representatives
- **Surface Catalog Page <Disti to link>**
Explore the Surface portfolio available for you to purchase
- **Pricing Levers <Disti to Link>**
In market promotional offers available to you
- **Project Alias <Disti to add>**
Questions? Reach out to this alias to connect with someone on our team
- **Want to get Authorized?**
Reach out to your account representative to start the process.