



PARTNERSHIP PROGRAM

PROGRAM GUIDE

Hextronics 2022

Welcome



ENABLING AERIAL AUTONOMY...TOGETHER

At Hextronics, we recognize the critical role played by our channel partners. As one of our primary conduits to the marketplace, Distributors help to turn our channel strategy into revenue. We rely on your focus, expertise, execution and value-added offerings to help bring our products to market quickly and effectively.

That is why we are focused on ensuring your company's success through the "**Hextronics Partnership Program**". The foundation for how we go to market together with our channel partners around the world, the Partnership Program positions Distributors for business growth through access to business tools that help you drive sales and insights that enable you to take advantage of new opportunities.



Program Structure

OVERVIEW

The Partnership Program is structured to enable Hextronics to successfully team with a wide array of channel partners in delivering innovative, market-leading solutions to our mutual customers. Through the Program, we meet the unique needs of different business models and reward channel partners for their role in bringing our products to market.

This Program Guide summarizes the structure of the Partnership Program for Distributors.



Partnership Program Requirements



OVERVIEW

Your company's participation in the Partnership Program depends on compliance with the terms of your Distributor Agreement. In addition to the obligations of your Distributor Agreement, you must also meet the following requirements:

Program Requirements

Acceptance of Distributor Agreement	Distributors must have in place a valid Distributor Agreement. The Distributor Agreement specifies the legal obligations of the Distributor in relation to purchasing products, software and services from, and its relationship with, Hextronics.
Annual Revenue Commitment	Distributors must commit to a minimum annual revenue target for Hextronics revenue generation. The target number for sales is identified in the Distributor Agreement.
Inventory Levels	Distributors must have in place a valid Distributor Agreement. The Distributor Agreement specifies the legal obligations of the Distributor in relation to purchasing products, software and services from, and its relationship with, Hextronics.
Up-to-Date Distributor Profile	Distributors must provide current and accurate information in their Channel Partner Profile to ensure correct Partner Finder directory information, facilitate Reseller referrals and support communications. This profile should be updated at least annually.
Monthly Sales-Out and Inventory Reporting	Distributors must capture accurate sales-out data at the time of resale to Resellers. A sales-out and inventory report in the format prescribed by Hextronics must be provided on a monthly basis. Hextronics reserves the right to modify the reporting requirements from time to time with sixty (60) days written notice.
Monthly Forecast	To assist Hextronics with manufacturing planning, Distributors must provide their CAM with a written rolling quarterly forecast, which must be updated monthly (or more frequently at the request of the CAM).
Business Premises	Distributors shall maintain suitable office premises in which to conduct their business (including customer meetings and trainings) and warehouse facilities in which to hold Hextronics products.
Requirement to Maintain Reports	"For the purposes of product recall, safety changes, repairs under warranty, audit rights and any other lawful purposes, the Distributor must undertake the following: <ul style="list-style-type: none">• To keep at its principal place of business the serial numbers of products sold, delivery dates and names and addresses (including country) of Resellers and End-User Customers to whom they were sold; and To provide relevant information to Hextronics for inspection upon request in writing; and• To provide reasonable access to Hextronics to the premises where these records are held."
Sales and Technical Staff and Reseller Support	The Distributor must maintain qualified sales and technical staff and they shall participate in a training curriculum customized for Distribution personnel. Trained Distributor staff shall provide support, both sales and technical, as required by the Resellers. This support shall include but is not limited to the provision of help desk, product configuration, diagnostics, installation support and technical support.
End use and End User	Distributors must know the end use and end user of the product prior to making any sales. All of the customer's information must be properly recorded and stored.

DISTRIBUTOR PROGRAM BENEFITS



Overview

As a Distributor, your company has access to a strong set of Program benefits designed to help you drive revenue growth, build your base of Resellers, operate your business more effectively and achieve a significant return on investment on your relationship with Hextronics, as detailed below (“Program Benefits”).

Please note that Hextronics reserves the right to cancel or amend Program Benefits at any time.

Program Benefits

Pricing	Go to market with Hextronics. Distributors are contracted to purchase Hextronics products at specified discounts, which are designed to offer gross margin in support of fulfillment services and core infrastructure investment that facilitate product sales.
Promotions	Take advantage of opportunities for growth. Distributors can drive revenue and compete more effectively through special promotions that may include product discounts, targeted solution promotions and incentives.
Incentive Rebate	Gain rewards for success. Distributors are eligible to receive rebates (either paid directly or applied as account credit) for achievements against specific performance targets, such as sales of specific technologies or sales in certain markets. Goals are established and subject to approval by the Hextronics distribution management team.
Customer Service	Do business with Hextronics more easily. Hextronics provides Distributors with a defined path for escalating and resolving administrative (non-technical) issues related to deliveries, shipments etc. Distributors can contact the order management team directly.
Exclusive Access at Channel Events	Make the most of Hextronics events. Distributors can gain special access to events, which facilitates networking with other top channel partners, offers the opportunity to meet keynote presenters, increases visibility with Hextronics senior executives, yields insight into market trends, and more. Eligibility varies by event.
Product/Technology Roadmaps	Be proactive. Hextronics provides Distributors with insight into its product roadmap, facilitating planning. Distributors are eligible to influence the development of products and services by providing input into the product roadmap. This also helps to ensure products and services evolve to meet marketplace needs.
Branding	Distributors are welcome to brand the Docking Station with their logos, however the any other components of the docking station shall not be changed

Program Policies



Renewal

Each year, we will review the partnership program to assess your standing. If the partner was successfully able to meet their sales goal, they will be granted exclusivity in their region. Failure to meet the annual sales goal may lead to termination of the partnership.

Program changes

We reserve the right to alter the Partnership Program at our discretion. We will make an ardent effort to provide you with a 30-day notice of program changes. If you disagree with a change, you have the option to leave the program.

Notifications

Any legal notices to us must be in writing.

Any legal notices from our organization to our partners may be sent by mail or email.