LENOVO IDG PARTNER PROGRAMS

July – Sept 2020
Channel value statement

We are committed to delivering a world-class portfolio of products, services, and solutions, combined with aligned and relevant programs, creating unique connections with our partners and customers to drive mutual growth and profit.

Commitment
This is how we engage and partner every day across all routes and customer segments.

Relevance
We ensure a mutual alignment of business goals and investments.

World-class Portfolio
We will bring best-in-class products, solutions, and services to market.

Customer Experience
We are mutually invested in customer centricity to drive a world-class experience.
Path to Platinum

Opportunities to move up 2X a Year!

Platinum $10,000,000

Gold $1,000,000

Silver $250,000

Register on LPN
## Coverage & Relationship

<table>
<thead>
<tr>
<th>Feature</th>
<th>Authorized</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel Account Management</td>
<td>Inside Support</td>
<td>Dedicated Inside</td>
<td>Field</td>
<td>Field</td>
</tr>
<tr>
<td>Quarterly Joint Business Planning</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Partner Advisory Council</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training/Virtual Education</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lenovo Accelerate Passes</td>
<td></td>
<td>Nomination</td>
<td>Priority Nomination</td>
<td>X</td>
</tr>
</tbody>
</table>

## Marketing & Enablement

<table>
<thead>
<tr>
<th>Feature</th>
<th>Authorized</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenovo Partner Portal (LPN) access including enablement tools, sales aids, and marketing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Tiering Logo</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Find a Reseller</td>
<td></td>
<td></td>
<td>If &gt; $10K Previous Quarter</td>
<td></td>
</tr>
<tr>
<td>Lead Generation</td>
<td></td>
<td></td>
<td>Priority with Gold Status</td>
<td></td>
</tr>
<tr>
<td>Syndicated Content &amp; Enablement</td>
<td></td>
<td></td>
<td>Priority with Platinum Status</td>
<td></td>
</tr>
<tr>
<td>Demo Unit Access (Combat Kits)</td>
<td>Best Effort</td>
<td>Best Effort</td>
<td>Nomination</td>
<td>Priority</td>
</tr>
</tbody>
</table>

## Incentive Programs

<table>
<thead>
<tr>
<th>Feature</th>
<th>Authorized</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMB New Customer Bonus (NCB)</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Deal Registration (DR)</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volume Delegation</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Financing</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Rewards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rebates (PCG MDF)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sales Incentive Rebate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platinum Bonus MDF</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Stimulus Package Rebates</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Elevated Rebate Structure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Communities Membership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMB, Corporate, K-12 &amp; Higher Ed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based on Eligibility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### An Elevated Incentive Structure

<table>
<thead>
<tr>
<th>Core</th>
<th>Authorized</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMB New Customer Bonus (NCB)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deal Registration (DR)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volume Delegation</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Financing</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rewards</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebates (PCG MDF)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Incentive Rebate</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Platinum Bonus MDF</td>
<td></td>
<td></td>
<td></td>
<td>0.35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partner Stimulus Package Rebates</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevated Rebate Structure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Partner Communities Membership  | SMB, Corporate, K-12 & Higher Ed | Based on Eligibility | Based on Eligibility |

### Lenovo

- **Core Program:** All partners are competitive on a deal-by-deal basis. Includes New Customer Bonus for upfront discounts on approved new SMB customer sales. Deal Registration for partners adding significant pre-sale value for Large Enterprise and Public Sector opportunities.
- **Rewards:** Incentives grow with tier advancement.
- **Targets Programs:** Gold and Platinum partners have significant opportunities for game-changing earnings.
Take advantage of **60-days 90-DAYS** interest-free financing (as part of the Stimulus Partner Package) to improve your working capital and grow your business!

- 60 90 days interest-free inventory financing
- Conserve cash and increase working capital
- Credit lines available up to $500,000*
- 1 page application

*Subject to credit approval.
To download an application, visit [www.dealerapplication.com](http://www.dealerapplication.com)
For more information, contact Dave Healy - dhealy@lenovopartnercredit.com or 800-488-0031
Volume Delegation

3% for QTY $\geq 5$

**Qualifying Products:**
- Topseller Premium
- Topseller Workstation
- Services

Discounts Applied at Distribution
PCG MDF Rebates

0.50 %
All Think Corporate and Custom Systems, Options, & Visuals

2.50 %
All Workstations Mobile & Desktop

1.50 %
All Think TopSeller Systems, Options, & Visuals

3.0 %
All Services Stand Alone PN & Embedded

Idea Branded Topsellers are Excluded from the Program. Authorized Partners do not qualify. Achievement Based on Bid Index (BP1 or Entitlement Price). Must be purchased from an authorized Lenovo Distributor. Program Duration: April 1st – June 30th, 2020. Please refer to announcement letter U20-2MDFV for all terms and conditions.
Sales Incentive Rebates

No Claiming!  No Payment Caps!  No Excluded Partners!

The following product families are eligible for the indicated rebate:

**Topseller Notebook**
- ThinkPad E Series - $2 - $6
- ThinkPad L Series - $2 - $6
- ThinkBook - $2
- ThinkPad 11e - $2
- Lenovo 14e and 14w - $2
- ThinkPad A Series - $6
- ThinkPad T Series - $5 - $15
- ThinkPad X Series - $8 - $18
- Lenovo V Series - $2
- Legion - $8

**Topseller Workstations**
- Thinkpad P Series (inc. P43s) - $8
- P330 SFF, TWR, Tiny - $8
- P520/P520c - $22
- P720/P920 - $22

**Topseller Desktop**
- M Series - $5 - $10
- Legion Desktop - $8

**Smart Hub**
- Smart Hub - $9

**Selected Services**
- Up to $7

**Selected Options**
- Desktop Workstation Graphic Accessories - up to $40
- Mirage Solo VR Headset - $30
- Lenovo USB-C Powerbank - $3

**Visuals**
- Up to $15

Program Duration: April 1st – June 30th, 2020. Please refer to announcement letters LU20-2SIR for all terms and conditions as well as eligible products. Authorized and Silver Partners do not qualify.
Your path to Platinum awaits.

**Authorized**
- Use your LPS team, the Onboarding Kit, and resources available on the Lenovo Partner Network.

**Silver**
- Grow through acquisition. Free up working capital with DLL.
- Promote your Lenovo products and services to your customers. Named LPS Rep.

**Gold**
- Qualify for hyper-growth through reinvestment.
- New Customer Bonus
- Deal Registration
- Volume Delegation
- Partner Financing
- Rebates / MDF Programs

**Platinum**
- IDG Partner
- New Customer Bonus
- Deal Registration
- Volume Delegation
- Partner Financing
- Rebates / MDF Programs
- Sales Incentives
- Partner Stimulus rebates
- Field Coverage
- Platinum Bonus MDF

**Customer Segment Programs**