

Dear Axis Channel Partner,

Congratulations and welcome to Axis' Channel Partner Program!

The Channel Partner Program offers three levels of membership: Authorized, Solution Silver, and Solution Gold. As a new partner with Axis, we welcomed you into the program as an **Authorized partner** where requirements are minimal and Axis offers a variety of benefits to help get you off to a successful start.

At the end of each quarter, Axis will conduct a Partner Audit where we review partner sales to recognize and reward those partners who achieved the sales and certification requirements to advance to Solution Silver or Solution Gold.

**To upgrade to a Solution Silver partner**, you are required to purchase a minimum of \$30,000 MSRP per quarter of Axis products and have one (1) Axis Certified Professional on staff.

**To upgrade to a Solution Gold partner**, you are required to purchase a minimum of \$70,000 MSRP per quarter of Axis products and have two (2) Axis Certified Professionals on staff.

At this time, Axis will also send a Quarterly Sales Update to partners who missed their target sales for one quarter. Partners, who then miss their target sales for two consecutive quarters, will be downgraded one partner level at a time.

We encourage you to work closely alongside your Axis team - we are here to provide support and help you establish an enhanced level status within our program. Please do not hesitate to contact your Axis Regional Sales Manager or contact us at 1-800-444-2947 Option 1 with any questions you may have about the program or requirements.

We appreciate your support of Axis Communications and value your participation in our Channel Partner Program. Axis is committed to your success and we look forward to our continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "P. Lawrence Newman".

P. Lawrence Newman  
**Director of Sales**