CREATIO MARKETPLACE PARTNER PROGRAM: APPLICATION PRICING AND REVENUE DISTRIBUTION

MARKETPLACE LISTINGS PRICING

Feel free to choose a business model for your Marketplace solution. The right business model aligns your goals with the expectations of your target market and allows you to get the most out of your solution on Creatio Marketplace.

- **PAID**
  Paid applications and products are available at Creatio Marketplace on a subscription basis, similar to the base applications and products of Creatio. This model allows users to pay and get access to the application for a defined limited period - one year as a standard model. Once the subscription of an application expires, the customer free connector promotion model. By placing it on the Creatio Marketplace you will attract new cuscan renew the subscription, which ensures the annual recurring revenue of your application. The success component of this business model is the quality services provided by the Marketplace Partner and professional product maintenance along with the technical support that will increase the probability of subscription renewal. When choosing a paid model, a Partner specifies a fixed price for each of its products. There can be several versions of products (for example, basic, advanced, etc.). In this case, the cost must be indicated for each of them.
- **FREE**
  The free business model is mostly designed to generate leads. Such products help build brand awareness and drive customer base growth. If you are a vendor (ISV) and plan to create an integration with Creatio products, choose the tomers and open a new channel of revenue by selling your product with the free connector with Creatio.

If the Marketplace application's price and/or conditions have been changed after they were offered to the client, the Creatio/Sales Partner/Marketplace Partner may, within 1month, sell this application at the price and/or conditions that were valid at the time offer was presented, without agreement with other participants.

REVENUE DISTRIBUTION MODEL

The financial model of revenue distribution determines the commission rate for the Marketplace applications and products received by the parties from the sale. Marketplace applications and products can be sold through the following channels:

- **Creatio Sales Team**
- **Marketplace Partner**
- **Sales Partner**

CREATIO	SALES PARTNER	MARKETPLACE PARTNER
Creatio registered a lead for a partner's Marketplace application and closed the deal by the Creatio sales team.	Any Creatio partner who registered a lead for a Marketplace application published/developed by another partner and closed the deal.	A partner who developed the Marketplace application

Revenue distribution is applied for:

- **Partner component/application/product** — a component, application or product developed by the Marketplace partner.
- **Creatio component/application/product** — Creatio component, application or product that was used for the development of the Marketplace partner product.

Additional definitions:

- **PP —** commission rate for the Sales Partner on the Creatio component, application, or product according to the Partner's current level of the Creatio Partner Program.

PARTNER SOLELY SOLUTION

	PARTNER component/ application/ product
Creatio	**20%**
Sales Partner	**20%**
Marketplace Partner	**60%**

PARTNER SOLUTION WITH AN EMBEDDED CREATIO BASE

	PARTNER component/ application/ product	CREATIO component/ application/ product
Creatio	**20%**	**90% - PP**
Sales Partner	**20%**	**PP**
Marketplace Partner	**60%**	**10%**

Service partner receives 10% of the Marketplace product amount, but not less than 5% after discounts. Its commission is calculated on the amount of payment, like a discount. The remaining amount is divided between Creatio and Marketplace Partner 40/60.

Marketplace partners cannot have service partner status for their products.

Consultant partner receives a commission for the sale of a Marketplace product for the first year the same as the Sales Partner.

PARTNER SOLELY SOLUTION SELLING

The revenue distribution model applicable to sales of products fully developed by a Marketplace partner will be calculated as follows:

SOLD BY CREATIO	PARTNER app
Creatio	40%
Marketplace Partner	60%

SOLD BY SALES PARTNER	PARTNER app
Creatio	20%
Sales Partner	20%
Marketplace Partner	60%

SOLD BY MARKETPLACE PARTNER	PARTNER app
Creatio	20%
Marketplace Partner	80%*

*Marketplace partner with the Consultant partner status receives a commission for the sale of a Marketplace product for the first year, the same as the Sales Partner.

Below you can find a few examples of Marketplace product commission calculations:

Example 1:

- **Marketplace Partner solely application**
- **Sold by Sales partner**

	Commission, %	Commission, $
Partner Application price, $		**400**
Creatio	20%	80
Sales Partner	20%	80
Marketplace Partner	60%	240

Example 2:

- **Marketplace Partner solely application**
- **Sold by Creatio with Service partner involved:**

	Commission, %	Commission, $
Partner Application price, $		**400**
Service Partner	10%	40
		360
Creatio	40%	216
Marketplace Partner	60%	144

PARTNER SOLUTION WITH AN EMBEDDED CREATIO BASE

The revenue distribution model applicable to sales of Marketplace products with an embedded Creatio base products will be calculated as follows:

SOLD BY CREATIO	PARTNER app	CREATIO app
Creatio	40%	90%
Marketplace Partner	60%	10%

SOLD BY MARKETPLACE PARTNER	PARTNER app	CREATIO app
Creatio	20%	90% - PP
Marketplace Partner	80%*	10% + PP

SOLD BY SALES PARTNER	PARTNER app	CREATIO app
Creatio	20%	90% - PP
Sales Partner	20%	PP
Marketplace Partner	60%	10%

*Marketplace partner with the Consultant partner status receives a commission for the sale of a Marketplace product for the first year, the same as the Sales Partner.

Example 3:

- **Marketplace Solution with an embedded Creatio Product**
- **Sold by Sales Partner**
- **Sales Partner Level — 5.**
- **Sales Partner Level commission — 50%:**

	PARTNER app		**CREATIO app**		**TOTAL Commission, $**
	Commission, %	Commission, $	Commission, %	Commission, $	
Partner product price, $		**400**		**180**	**580**
Creatio	20%	80	40%	72	**152**
Sales Partner	20%	80	50%	90	**170**
Marketplace Partner	60%	240	10%	18	**258**

SUBSCRIPTION RENEWAL

For the second and the consecutive years of subscription, the partner component/application/product commission distribution remains unchanged:

- 10% commission for a Marketplace Partner remains unchanged for all consecutive years.
- PP — the commission for the Creatio components/applications/products is calculated according to the Partner Program.

PARTNER SOLELY SOLUTION

	PARTNER component/ application/ product
Creatio	**20%**
Sales Partner	**20%**
Marketplace Partner	**60%**

PARTNER SOLUTION WITH AN EMBEDDED CREATIO BASE

	PARTNER component/ application/ product	CREATIO component/ application/ product
Creatio	**20%**	**90% - PP/2**
Sales Partner	**20%**	**PP/2**
Marketplace Partner	**60%**	**10%**

Below are the terms and conditions for the revenue distribution from the renewal of Marketplace solutions:

Subscription renewed by SALES PARTNER	**Subscription renewed by MARKETPLACE PARTNER**	**Subscription renewed by CREATIO**
The customer is assigned to the Creatio Sales partner who renews the subscription and is not the developer of this Software solution	The customer is assigned to a Marketplace Partner who published the Solution	The customer is assigned to Creatio.

PARTNER SOLUTION WITH AN EMBEDDED CREATIO BASE

The revenue distribution model applicable to sales of Marketplace products with an embedded Creatio base products will be calculated as follows:

SOLD BY CREATIO	PARTNER app	CREATIO app
Creatio	40%	90%
Marketplace Partner	60%	10%

SOLD BY MARKETPLACE PARTNER	PARTNER app	CREATIO app
Creatio	20%	90% - PP/2
Marketplace Partner	80%*	10%+PP/2

SOLD BY SALES PARTNER	PARTNER app	CREATIO app
Creatio	20%	90% - PP/2
Sales Partner	20%	PP/2
Marketplace Partner	60%	10%

*Marketplace partner with the Consultant partner status receives a commission for the sale of a Marketplace product for the first year, the same as the Sales Partner.

Example 4:

- **Marketplace Product with an embedded Creatio Product Subscription renewal.**
- **Renewal is done by the Sales Partner.**
- **Sales Partner Level — 5.**
- **Level commission — 50%.**

	PARTNER app		**CREATIO app**		**TOTAL Commission, $**
	Commission, %	Commission, $	Commission, %	Commission, $	
Partner product price, $		**400**		**180**	**580**
Creatio	20%	80	65%	117	**197**
Sales Partner	20%	80	25%	45	**125**
Marketplace Partner	60%	240	10%	18	**258**

TECHNICAL SUPPORT SOLUTIONS SALES

The distribution of revenue from the sale of technical support among the sales participants shall follow the same rules and occur in the same proportion as the distribution of revenue from the sale of solutions.

DISCOUNTS

When selling Marketplace applications, the discount for Partner app is **always equally** distributed among the sales parties. It means that each participant of the application sale gives away **the same percentage** of their sales commission.

Discounts on the Creatio product, which is part of the Marketplace product, are provided in accordance with the terms and conditions of the Creatio Partner Program.

Quotes, Offers and Orders can be prepared by Creatio or Sales Partner or Marketplace Partner. All discounts and special conditions must be approved by the Marketplace Partner.

Important: After the discount, the Vendor always receives at least 40% of the List Price of Creatio Base products.

Example 5:

- **Marketplace Product with an embedded Creatio Product. Deal closed by Sales Partner.**
- **Sales Partner Level — 3.**
- **Level commission — 50%.**

	PARTNER app		CREATIO app		TOTAL Commission, $	Discount, %	TOTAL incl. discount, $
	Commission, %	Commission, $	Commission, %	Commission, $			
Product price, $		**400**		**180**	**580**	**10%**	**522**
Creatio	20%	80	40%	72	509		**144**
Sales Partner	20%	80	50%	80	245		**144**
Marketplace Partner	60%	240	10%	18	306		**234**

SALES SUPPORT

To support an efficient sales process run by the Creatio or Sales Partner, the Marketplace Partner should provide presale support as a Marketplace application developer.

Presales support can be requested by the Creatio or Sales Partner running the opportunity. It should include initial consultancy, demo prep, participation in the meetings with customers to demo Marketplace solutions and provide additional assistance with other activities to successfully close the deal.

Marketplace partners should respond to the presale requests **within a period of one business day** via contact info published on Creatio Marketplace.

LICENSE DELIVERY

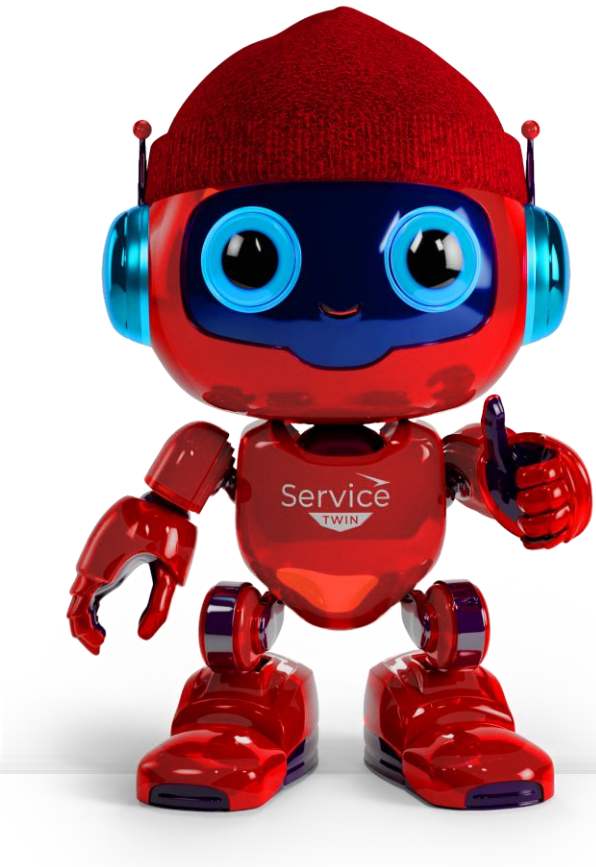
If the opportunity running by the Vendor, the contract terms, including payment and license delivery conditions, could be determined by the Vendor itself.

WE ARE ALWAYS OPEN FOR A STRONG PARTNERSHIP!

We appreciate your interest in Creatio Marketplace Partner Program and look forward to a long-term cooperation.

Please feel free to get more information from our website: https://marketplace.creatio.com/

Feel free to contact the Creatio Marketplace Team: marketplace@creatio.com



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