

PARTNER PROGRAMME



TRANSPARENCY

Working openly with partners to align our business planning



ENABLEMENT

Investing in training, certification, sales, and marketing support



MUTUAL ACCOUNTABILITY

Ensuring mutual success via monitoring and assessment

ACHIEVE MORE TOGETHER

Elevating our partnership to new levels of success

The SES Partner Programme establishes our new model for engaging with partners. Designed to elevate the partnership to mutual benefit, it builds on a trust-based relationship aimed at growing our business together. Our goal is to offer a simple yet impactful programme that helps you develop successful businesses around the services we offer. By combining our strengths, we can deliver more value to our customers.

The programme provides opportunities for joint business planning and mutual investment, including enablement, technical certification, opportunity

registration, marketing support, and collaborative selling. Designed to maximise your growth potential, expand your customer base, and generate new opportunities, it will also strengthen your bonds with SES, and your customers.

Defining our engagement

During the onboarding stage, partners are assigned a tier based on the nature of our engagement. The tier is reviewed each year based on the evolution of our engagement. Each tier includes specific resources and benefits. This ensures we drive the most value for both of our businesses.

Crafting initiatives and investments

As we engage in joint business planning, we identify and craft the initiatives and investments required to support you. This stage helps you to build robust practices around SES solutions—so our business goals are aligned and we can provide maximum support.

Committing to mutual success

Built on a strong foundation of trust and loyalty, the programme empowers mutual success via collaborative strategies and engagement. Once a joint business plan is in place, we commit maximum resources, including sales, technical and marketing support, and quarterly business reviews.

THE PARTNER JOURNEY

Creating a supported, engaged, active, and loyal partnership

ENGAGE

- Initiate discussions
- Discovery session
- Partner registration

ENABLE

- Portal access
- Partner business and marketing planning
- Training and certifications
- Tiering status and goals
- Opportunity registration

ACTIVATE

- Business plan execution
- MDF execution, if applicable
- PIF, if applicable
- Tiering execution

GROW

- Pipeline activation
- Quarterly business review
- KPIs reporting
- Performance tracking

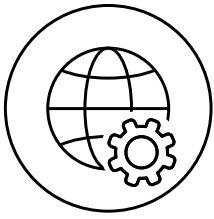
JORGE VILLALBA

Country Manager, Axesat

“Our business has been favourably impacted by our partnership with SES Networks. The solutions they provide have enabled us to explore new markets and regions, and expand our portfolio of solutions. SES Networks has helped us gain our clients’ trust, and to identify and develop new opportunities.”

THE PARTNER EXPERIENCE

Strategic and tactical support to help our partners to grow



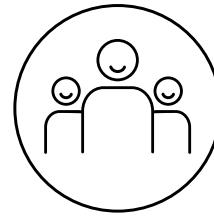
PARTNER PORTAL

Resource-rich portal, including insights on Signature Solutions, together with go-to-market assets, and an opportunity registration tool



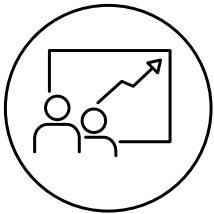
PARTNER UNIVERSITY

Sales and technical training on Signature Solutions, as well as e-learning resources, and certifications for Service Delivery Partners (SDP)



RELATIONSHIP MANAGEMENT

Supporting our partners with a dedicated partner account manager, tailored resources, and quarterly business review sessions



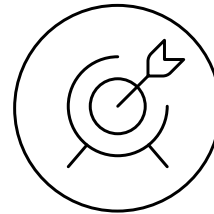
PARTNER ECOSYSTEM

Creating new channels and solutions that integrate into your solution set to drive new revenues and opportunities



PARTNER INVESTMENT PROGRAMME

Partner Investment Funds (PIF) for Gold/Platinum partners based on accrued incremental revenue, and discretionary Market Development Funds (MDF)



MARKETING SUPPORT

Supporting marketing initiatives—including demand generation, advertising, sponsorship, social media, event participation, press releases, success stories, and video testimonials—as part of the MDF

THE PROGRAMME TIERS

The SES Partner Programme is organised into three tiers:



PLATINUM



GOLD



SILVER

Access to the benefits at each level is determined using a simple points-based plan that rewards training and certification, investment in selling our Signature Solutions, providing case studies, and incremental growth. As partners engage further and demonstrate loyalty to the programme, you will earn points toward reaching a higher tier—unlocking more benefits from SES.

PARTNER CENTRICITY

Our full support to unlock the power of partnership, and achieve mutual growth

ENABLING PARTNERS

Get started with onboarding sessions, sales and technical training, certification, business planning, and sales and marketing support

INVESTING IN PARTNERS

A complete programme designed for mutual investment, with two different financial models, depending on the partner's level of engagement and revenues generated

GROWING OUR PARTNERS

In addition to providing partner endorsements, we offer opportunity registration to alleviate channel conflict, and a lead distribution framework

DRIVING SUCCESS

Expanding our common customer base via collaborative selling, and incremental sales reinvestment via the Partner Investment Fund (PIF)