

2022/2023 PARTNER PROGRAM



GINIMACHINE

PROGRAM GOALS

Being among the leaders in prediction model building software, GiniMachine values partnerships at a high level.

We at GiniMachine understand that our existing and potential partners play a very important role in spreading awareness about hi-tech solutions in the GiniMachine branch and increasing the digitalization level of lending businesses.

Thus, we developed GiniMachine Partner Program to explain the partnership terms and conditions and navigate our partners through how they can impact the FinTech field and increase revenue simultaneously.

These program terms are valid from 1st January 2022 to 31st December 2023.

BASIC CONDITIONS

GiniMachine develops partner networks in both mature and growing markets, and the partnership conditions depend on the region.

GiniMachine should be promoted in the markets under the GiniMachine brand. However, we can consider co-branding with partners who work on growing markets.

GiniMachine has proved itself as a reliable software supplier, and to keep this status.

We are looking for partners that also have good reputations as trustworthy companies/brands in their markets.

It is necessary to comply with the agreed terms of cooperation to maintain the status of a partner. Otherwise, GiniMachine has the right to change the terms of collaboration or deprive the status of a partner.

The terms and conditions are specified in the Partner's Agreement between GiniMachine and the partner.

BASIC CONDITIONS

GiniMachine partners undertake to sell GiniMachine products according to the agreed price list unless it is agreed personally for a specific region.

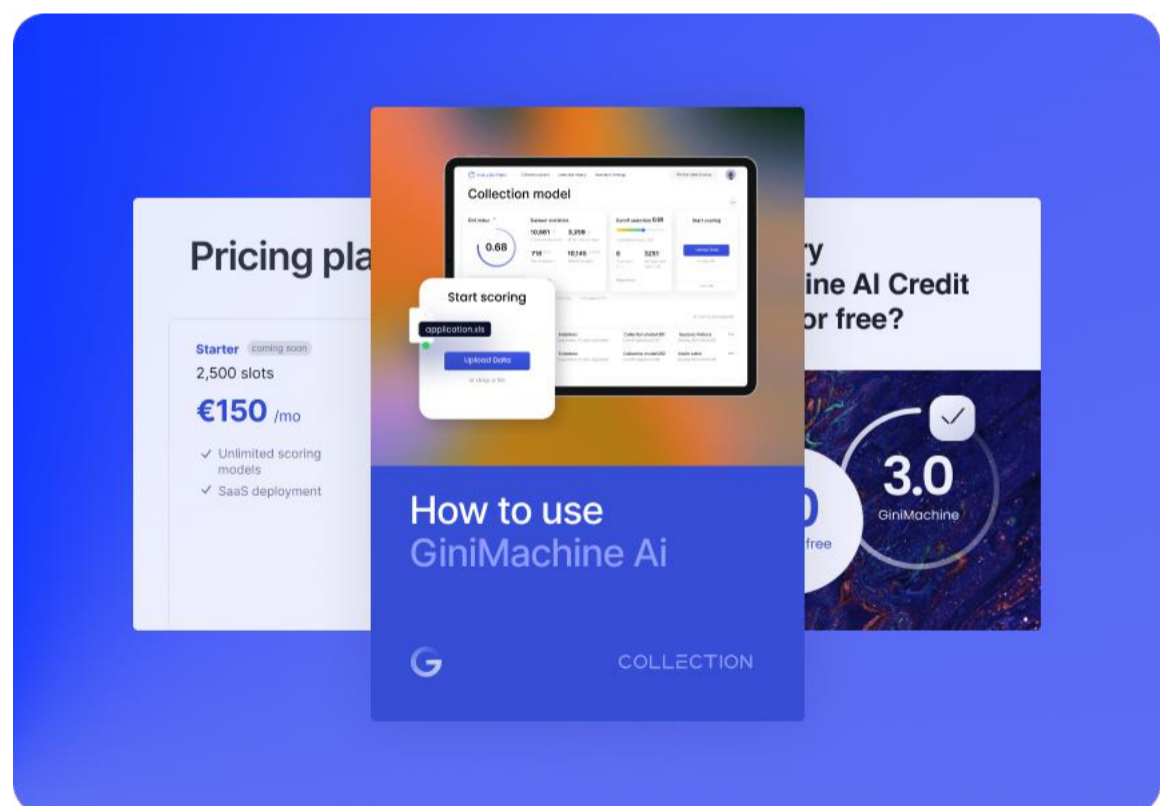
MARKETING AND SALES SUPPORT

GiniMachine partners can have access to our marketing materials and original designs of the GiniMachine brand identity.

We also encourage mutual PR activities. For each market, we'll discuss them separately.

To spread the word about the partner's brand, we can mention it on the HES FinTech website on the [Partners Network](#) page.

Onboarding of GiniMachine partners includes sharing information on GiniMachine, sales scripts, pricing, supervision at the first partner's demos, and participation in negotiations at controversial deals.



Depending on the partner type, we will share marketing analytics on the market covered by the partner to increase sales.

GiniMachine **does not require minimal sales volume** for joining our partnership program and does not apply a lower commission for renewals, up-sales, and cross-sales.

COLLABORATION OPTIONS

We offer two main options to GiniMachine partners:

Implementation & sales
partnership

Referral partnership

Partners can choose any category that suits their business specialization. Likewise, partners can combine those types depending on a particular deal they want to complete and the level of involvement in each deal.

REFERRAL PARTNERSHIP

Referral partners are businesses and individuals that build awareness of products and services provided by GiniMachine with the main focus on lead generation. This option normally requires less involvement in sales activities.

This collaboration option suits the best companies and people that:

- ✓ Sell or develop software that complements solutions.
- ✓ Offer digital platforms for the financial sector.
- ✓ Provide consulting services in the digitalization of financial institutions and software implementation.
- ✓ Have a wide network of businesses or individuals working in the financial sector who can be interested in HES products.

SALES AND IMPLEMENTATION PARTNERSHIP

Sales and Implementation partners are businesses and individuals that actively assist in the distribution of GiniMachine products and services, acting as official representatives.

The Sales status requires deep involvement in sales activities: from attracting a lead to closing a deal, but such collaboration is rewarded with a higher commission rate.

This partnership option suits the best companies that:

- ✓ Offer software maintenance services.
- ✓ Work as a system integrator.
- ✓ Develop software that complements and can be integrated with GiniMachine.
- ✓ Sell or develop FinTech products or solutions that are similar to the GiniMachine target audience.
- ✓ Manage a full cycle of reselling FinTech software from different vendors.
- ✓ Provide consulting services in the digitalization of financial institutions and software implementation.



PARTNER COMMISSIONS

What's included	Referral	Sales and implementation
Lead generation	✓	✓
Lead registration	✓	✓
Demos and workshops		✓
Proof of concept orchestrations		✓
Sales cycle management		✓
Execute a proposal		✓
Deal closing		✓
Upsales and cross-sales		✓
Subscription renewal reminder		✓
Technical support	by GiniMachine	by GiniMachine
Communication with a client at the development stage	by GiniMachine	by GiniMachine

THE BEST TIME
TO START GROWING WITH
GINIMACHINE IS NOW!



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