

AVEVA Partner President's Summit

Program guide &
qualification criteria

Dear Partners,

At AVEVA, our ecosystem of partners is something we are extremely proud of. You create the foundation of our shared success, and we value the huge contribution that you make to our business. In 2023, we have set ourselves new bold targets for growth, and we are working to ensure that we do more to support you, making it easier, more transparent, and more profitable for you to sell AVEVA products. We do this because we recognize the enormous value you bring to our enterprise, and because your success is our success.

I'm excited to announce our third official Partner President's Summit, a five-day reward trip for our top-performing channel partners. The summit is a way to thank you for your loyalty and your outstanding commitment to our shared business together.

This year, the five-day summit in Sorrento, Italy will be an opportunity for us to come together and relax, to reflect on what we have achieved together, and to unwind after an incredible year's performance. This opportunity is open to all partner principals and their guests. We will build in plenty of unforgettable experiences as well as a few business meetings.

How can you secure your place? We will be selecting our 15 top-performing partners to attend the event, based on total orders and percentage growth from a few tiered categories. We recognize that our partners are growing from different FY23 starting points, and we want to ensure that we thank those of you who are just starting on your AVEVA journey, and achieving incredible results, as well as those who are long-standing colleagues working with us over many decades.

Further information on this trip's agenda can be found in this brochure. If you have any questions, please contact your channel manager.

My wife, Shannon, and I look forward to welcoming many of you to Italy in the spring!



Bry Dillon
SVP, Global Partners and Business Development

AVEVA Partner President's Summit

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This AVEVA Partner President's Summit Program Guide (the "Program Guide") is effective from 1st of January 2023 until 31 December 2023.

1. Definition

This program has been developed to recognize AVEVA Channel partners and AVEVA Ecosystem Partners who achieved outstanding results in the financial year 2023 in terms of overall performance, growth, and exceptional delivery.

2. Program overview

The AVEVA Partner President's Summit is an annual event planned to recognize those partners who have attained the goals and criteria described in this program guide. The AVEVA Partner President's Summit allows AVEVA to show top-performing partners the company's commitment to the channel and ecosystem program as well as show their appreciation of our partner's success. In addition, this program provides an extra incentive to all partners to invest in your ability to grow AVEVA license orders and to do so in a manner consistent with AVEVA's values: impact, aspiration, curiosity, and trust.

The CEO of each Channel Partner Achiever (or the CEO's designee) will be invited, along with a guest, to join AVEVA executives and other Channel Partner Achiever attendees at the AVEVA Partner President's Summit event. The destination for the 2024 event will be held in Sorrento, Italy from Monday, May 13 to Friday, May 17. AVEVA will cover the following expenses for two individuals from each partner selected by AVEVA to participate in the AVEVA Partner President's Summit event:

- Coach airfare
- Hotel accommodation
- Transportation to/from the event site
- AVEVA-hosted food & beverage
- Individual & group activities sponsored by AVEVA

This program will allow senior leaders from the top global channel partners to spend quality time with AVEVA executives in a fun, relaxing, and enjoyable environment. While we encourage the Partner Principal (CEO or General Manager) of each achieving partner selected by AVEVA to attend the summit, partners may designate another senior leader from their organization to attend in his/her place, along with a guest. Please note that this program is subject to change.

3. Partner selection criteria

AVEVA will select participants at its sole discretion, generally seeking to select partners who: are leaders within their respective region(s); have grown their SaaS, rentals, license, and support orders to AVEVA in the prior year based on local currency; have a spotless record in terms of adherence to the AVEVA values; and have adhered to all applicable compliance and legal requirements.

The selection criteria set forth below are for informational purposes only. These criteria in no way limit AVEVA's discretion to select partners for participation in the program, nor does this program guide create a contractual or other entitlement on the part of any partner.

- Worldwide channel partner achievers (10)
- Top ecosystem partner achievers (2)
- Channel Executive Captain's selections (3)
(Including OSIsoft Partners)

I. Worldwide top-growth partners

All other things being equal, selections will be made from each group, small, medium, and large partners based on the percentage of year-over-year growth in SaaS, rentals, license, and support orders. To help ensure that all partners are aligned with a consistent measurement process, we have made the following assumptions in terms of the winners' tiers:

The growth in SaaS, rentals, license, and support orders will be measured based on channel partner-only orders, excluding and co-sold orders. Although co-sell orders are now counted towards tier level, no co-sell orders will be counted towards achievement attainment. All partners in all tier levels must remain in good standing.

II. Top ecosystem partners

The selection of AVEVA ecosystem partners (system integrators, developers, ISVs, or technology partners) will be measured based on their recognized ability to influence the adoption of AVEVA offers and successful implementation of projects and solutions that generate the highest growth for AVEVA. Demonstration of innovation and integration of strategic architectures (e.g.: hybrid solutions with SaaS and on-premises components) will also be taken into consideration. Furthermore, the AVEVA ecosystem partner must demonstrate engagement and alignment with AVEVA and been a member of the AVEVA Partner Network for at least one year.

III. Channel Executive Captain's Selections

Executive Captain's selections will be made by AVEVA Channel Executive Management. In addition to considering the criteria listed above, the Channel Executive Management is looking to recognize partners who: achieve exceptional improvement, growth, and strength in SaaS, rentals, license, and support orders year over year; demonstrate the highest standards of professionalism and integrity and conduct their business at all times in compliance with AVEVA policies, AVEVA values, and the law; engage in healthy regional competition; and promote strong alignment within the AVEVA partner ecosystem.

IV. Partner selection attendance

The number of Channel Partner Achievers selected may vary each year based on performance. For the FY2023 AVEVA Partner President's Summit program, we have allocated up to 15 partner selections.

4. Selection and further questions

AVEVA will select delegates for the Partner President's Summit based on performance based on a matrix of order tiers. We will be evaluating performance against growth targets as well as YoY percentage growth. Applicants will be evaluated in January 2024 following the closure of the year 2023 and will be notified at or before IGNITE 2024.

If you are successful in being nominated to attend, you will receive further information on travel and how to register to attend, along with your guest. Please note: Delegates are free to select a guest of their choice, be it a spouse, partner, or another guest. All those attending the Partner President's Summit should be 18 or over and no children can accompany the delegates. If they wish to do so, delegates are free to extend the trip at their own cost. More information will follow in Bry's regular Partner Newsletters and at upcoming Partner Events. If you have any questions about this guide or the AVEVA Partner President's Summit, please contact your Channel Account Manager.