

AVEVA President's Summit

Program guide & qualification criteria

Dear Partners,

At AVEVA, our ecosystem of partners is something we are extremely proud of and is the foundation of shared success. We have an amazing network of partners, and we value the huge contribution that you make to our business. In 2024, 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 own enterprise, because your success is our success.

I'm excited to announce our fourth official President's Summit, a six-day reward trip for our top performing channel partners to thank you for your loyalty and your outstanding commitment to our shared business together. This year, we will combine the week with our top AVEVA sales winners.

Taking place in Sintra, Portugal, this six-day trip will be an opportunity for us to come together and relax, to reflect on what we have achieved together, and 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 CY24 starting points and we want to ensure that we thank those of you who are just starting out on your AVEVA journey but who achieve incredible results, as well as those who are long-standing and established colleagues working with us in sophisticated partnerships evolved over many decades.

Further information on what lies in store for this trip 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 Portugal in the spring!



Bry Dillon
SVP, Global Partners and Business Development

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This AVEVA President's Summit Program Guide (the "Program Guide") is effective from 1 January 2024 until 31 December 2024.

1. Definition

This program has been developed to recognize AVEVA Channel Partners and AVEVA Ecosystem Partners who achieve outstanding results in the financial year 2024 in terms of overall performance, growth, and exceptional delivery.

2. Program overview

The AVEVA President's Summit is an annual event planned to recognize those partners that have attained the goals and criteria described in this program guide. The AVEVA President's Summit event allows AVEVA to show top performing partners the company's commitment to the Channel and Ecosystem Program, as well as show AVEVA's appreciation of our partners' 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 the AVEVA 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 President's Summit event. The destination for the 2025 event will be Sintra, Portugal from Monday May 26 to Saturday May 31, 2025. AVEVA will cover the following expenses for two individuals from each partner selected by AVEVA to participate in the AVEVA 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 event, 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), who have grown their SaaS, rentals, license, and support orders to AVEVA in the prior year based on local currency, and who 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)

I. Worldwide top-growth partners

To ensure opportunities for all partners, selections will be made from three tiers; small, medium, and large partners. Selections in each tier will be based on percentage of year-over-year growth in SaaS, rentals, license, and support orders, with an emphasis on SaaS and rentals where overall growth rates are similar.

To ensure that all partners are aligned with 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 as partner-only orders, excluding co-sold orders booked directly by AVEVA. 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 to be eligible.

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 adoption of AVEVA offers and successful implementation of projects and solutions that generate highest growth for AVEVA. Demonstration of innovation and integration of strategic architectures (e.g.: Hybrid solutions with SaaS and on-premise components) will also be taken into consideration. Furthermore, the AVEVA Ecosystem Partner must demonstrate engagement and alignment with AVEVA and been 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, and who 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 FY2024 AVEVA President's Summit Program, we have allocated up to 15 Partner selections.

4. Selection and further questions

AVEVA will select delegates for the President's Summit based on performance as discussed above. We will be evaluating performance against growth targets as well as YoY percentage growth. Partner performance will be evaluated in January 2025 following the closure of the 2024 and nominated partners will be notified at or before IGNITE 2025.

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 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 around this guide or the AVEVA President's Summit program, please contact your Channel Account Manager.