

Q2 and Q3 Sales Promotion Highlights

NETACEA POV SPIF

- Runs from May 1st to December 31st, 2022.
- Separate one-time payment of \$2500 to standard commissions for Netacea's Channel Partners.
- Paid upon completion of the customer Proof of Value (POV) bonus criteria.

The Immediate Market Opportunity

Many of your customers are under constant bot attack. This non-human traffic can result in millions to billions in losses. Simply put, this is one of the fastest growing security issues customers face today.

Netacea provides a next-generation bot management solution that mitigates against the complex problem of account takeover, theft of goods and loyalty points, checkout abuse, and other malicious bot activity for its customers.

Netacea leads the market with a best-in-class defense powered by strong machine learning utilizing a big-data approach to solving the problem. *Netacea solves this problem today better than any other provider in the world.*

FAQ's:

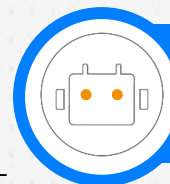
- **What is a POV?** A "proof of value" is a free test all customers engage in to validate the effectiveness of Netacea's bot solution. We either do live simulation tests or provide offline reporting from retrospective data logs, whichever the customer prefers.
- **How long do they last?** Most POV's tend to run for 30-60 days, depending on complexity.

- **What's a typical outcome?** Netacea has a high success rate in POV's converting into closed contracts.
- **How does a customer get to the POV stage?** If your customer has a bot problem, they want to fix it quickly. Typical sales motions involve 1-2 discovery meetings and then move into a POV phase.
- **What needs to happen to get the special bonus?** It's easy, the "POV Bonus Criteria" just needs to be met and we'll pay the bonus within 30 days' of confirming they have been.*

Call to Action – the POV Bonus Criteria

1. You have registered the opportunity with <https://www.netacea.com/partner-opportunity-registration/> and we have accepted it as a valid opportunity.
2. Your accepted opportunity has signed a POV agreement with us or they have accepted our online Ts&Cs before 31st December 2022.
3. If we're providing a live POV, we must have technically integrated into the customer's environment to do so, or if we are providing an offline POC (where we report on historic web traffic data) the customer must have sent us their "log file" data.
4. We confirm 1-3 is complete and you receive your special POV bonus!

* Please note if you are an individual receiving the bonus directly and not through your employer, you will need to sign our standard Memorandum of Understanding before we can release the payment to you.



"The bot management market is estimated to grow annually by 25% and reach \$15.25bn by 2025."

Registering an opportunity with Netacea you hereby accept the terms of this promotion.

Q2 and Q3 Sales Promotion Highlights

Target Account List ("TAL") SPIF

- Runs from May 1st to December 31st, 2022.
- One-time payment of **\$7,500** above standard commissions.
- Netacea has developed a list of 479 customer prospects (List will be provided) in key target vertical segments. These prospects are in the "sweet spot" for our bot threat detection and mitigation solution.
- Deal closed with a prospect on the Target Account List.
- Deal value must meet minimum ARR Threshold of \$400,000 US.
- Paid upon invoicing receipt by customer.
- **If we conduct a POV with a customer within the target account list and close the deal, that's a \$10,000 one-time bonus!**

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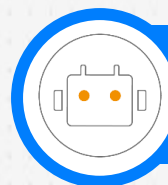
Netacea leads the market with a best-in-class defense powered by strong machine learning utilizing a big-data approach to solving the problem. *Netacea solves this problem today better than any other provider in the world.*

- What needs to happen to get the special bonus? It's easy, the "TAL Bonus Criteria" just needs to be met and we'll pay the bonus within 30 days' of confirming they have been.*

Call to Action – the POV Bonus Criteria

1. You have registered the opportunity with <https://www.netacea.com/partner-opportunity-registration/> and we have accepted it as a valid opportunity.
2. Your accepted opportunity has signed our customer contract (T's & C's) with us before 31st December 2022.
3. We have received payment from the customer.
4. We confirm 1-3 is complete and you receive your special POV bonus!

* Please note if you are an individual receiving the bonus directly and not through your employer, you will need to sign our standard Memorandum of Understanding before we can release the payment to you.



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