RUCKUS® MDF Program overview and guidelines

Overview

The RUCKUS Marketing Development Fund (MDF) Program, as part of the RUCKUS BIG DOGS Partner Program, provides a mechanism for eligible RUCKUS solution providers and distributors to access funding to support activities that help drive sales of RUCKUS solutions. This includes efforts to promote and create demand for RUCKUS solutions, as well as training and skills development for sales and technical professionals. Adherence to these guidelines is a precondition to, and is assumed by, participation in the MDF Program. CommScope reserves the right to adjust or terminate the funding at any time at its sole discretion.

MDF Program eligibility

RUCKUS Elite solution providers and distributors are eligible to participate in the proposal-based MDF Program.

MDF access for Certified solution providers is available on a limited basis. Certified solution providers should contact their account manager for additional information and guidance.

CommScope reserves the right to withhold and/or deny reimbursement of MDF claims if a RUCKUS solution provider's or distributor's account is not in good standing or if they are not in compliance with any part of their respective Partner Program Agreement or Distributor Agreement.

To participate, all MDF eligible accounts are required to accept the RUCKUS MDF Program Agreement. Acknowledgment of the Agreement is required by at least one authorized primary MDF contact for each account. MDF participants will be required to review and re-accept the RUCKUS MDF Program Agreement periodically. Only one account will be established per eligible distributor or solution provider per territory where applicable.

MDF request process

Prior to submitting a new request, all accounts need to consult with their account manager. After receiving endorsement from your account manager, the request can be submitted into the MDF tool.

Once the MDF request is formally submitted, approval is required by both CommScope Regional Marketing and Global Channel programs in the MDF tool prior to RUCKUS committing to or engaging in any activity.

Request is submitted → Request is approved → Activity starts/ends → Claim is created → Claim is approved → Payment occurs 4–7 weeks later

All requests must be submitted at least seven (7) business days prior to the activity start date. In the request, the requester must also specify:

1. How RUCKUS will be incorporated into the activity ***and***
2. What the requested funds will cover

These details should be added into the Activity Comments or Event Detail fields in the initial request. If these details are not provided, the request may be returned to the requester under a Revise/Resubmit status, with immediate notification being sent to the requester. Revise/Resubmit status means additional action or information is required before further review for approval can occur. If, after two weeks from the original notification, the request has not been updated, it will be voided. Requests in Revise/Resubmit status will also be voided if they are not approved prior to the identified activity start date.

RUCKUS is not obligated to reimburse any activity expense when approval is sought after the activity commences (or occurred). Requests may be declined if this is discovered.

Pass-through requests

In certain countries, MDF distributors may need to serve as a pass-through for MDF eligible solution providers (Elite and Certified). In such cases, MDF distributors must select the pass-through option within the initial request fields. Pass-through activities seeking fund reimbursement are not permitted until approval is received in the MDF tool and all other applicable requirements have been met. All potential pass-through requests should be discussed with your account manager before submitting the request in the MDF tool. CommScope is not responsible for any failure of a distributor to issue payment to a solution provider.

If, at any point during the approved activity dates, adjustments to the dates are required, or should the requested amount need to change, please email the MDF helpdesk at ruckusmdf@e2open.com for support.

Claims

Once an approved activity has been completed, a claim for reimbursement must be submitted in the MDF tool within sixty (60) days of the activity end date. Claims may be submitted the first day after the activity ends. Submitting a claim by the activity claim expiration date does not guarantee reimbursement. All claims and PoP (as further described herein) must be fully audited and approved before advancing to payment. Failure to submit a claim or address a claim on hold by the deadline will cause requests to expire. When requests expire, RUCKUS will no longer fund the activity.

All claims require:

1. Proper proof of performance (PoP) as determined by the activity type selected, including return-on-investment proof of performance (ROI PoP) ***and***
2. Itemized third-party invoices

A ROI PoP estimate is required both when the proposal request is made and when the claim for reimbursement is made. When including dates in PoP items, dates must be provided in a **mm/dd/yyyy** format.

If third-party services will not be provided during the activity, MDF requesters should note this in the initial MDF request. Additionally, the claim creator must upload an internal, itemized invoice to CommScope for the claim amount along with a short explanation as to why this occurred. As review of internal invoices may be considered an exception, the more details in the explanation, the better.

Accounts with internal marketing rate cards need to include the rate card in the initial request and during the claim process.

CommScope reserves the right to refuse proposed activities at its sole discretion and to request additional information on a request or claim.

CommScope will not prepay any marketing activities. Program participants are responsible for making full and direct payment to all third parties. Reimbursement to Program participants will be based on, and according to the actual submitted invoices associated with, the third-party services.

MDF qualifying activity types

When a new MDF request is created, an activity type must be selected. The activity type selected determines which activities and expenses are covered along with what PoP will be required during the claim process.

MDF activity types:
- Collateral
- Digital marketing
- RUCKUS hardware and software products (purchased for demonstration)
- Lead generation programs
- Promotional items
- RUCKUS education courses and certification training
- Tradeshows, seminars and events
- Travel

For activities containing multiple activity types (for example, promotional items and tradeshow, seminar and events), Program participants must submit separate requests. Requests will be rejected or returned to the requester under a Revise/Resubmit status if the requests are not submitted separately. If the need for multiple requests is discovered during the evaluation of submitted PoP, additional delays or denial of reimbursement may occur.

Additionally, when requests contain multiple activities under one request (for example, a series of three seminars in three different countries over three months), a separate request must be created for each activity.

Requests for expenses that do not fall within these guidelines will be evaluated on a case-by-case basis.

1. Collateral

Distributor/solution provider and RUCKUS/CommScope (physical/tangible) branded and printed collateral (brochures, newsletters, handouts, etc.)

<table>
<tr><th>Qualifying expenses</th><th>Non-qualifying expenses</th></tr>
<tr><td>• Creative pitch
• Design
• Copy/script
• Artwork
• Printing cost
• Postage
• Translations
• Portable/pop-up booth procurement with RUCKUS/ CommScope branded signage</td><td>• Rush charges
• Late fees
• Portable/pop-up booth procurement without RUCKUS/ CommScope branded signage
• Other unreasonable charges</td></tr>
<tr><th colspan="2">Special requirements and notes</th></tr>
<tr><td colspan="2">• Design and content require CommScope pre-approval.
• Assets must follow RUCKUS and CommScope branding guidelines. Please refer to the RUCKUS BIG DOGS Partner Program brand center.
• At least 25 percent of the collateral piece must be devoted to RUCKUS/CommScope and must have proper attribution.
• If other vendor products are shown in the same materials, CommScope reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS.</td></tr>
<tr><th colspan="2">Proof of performance (PoP) and ROI</th></tr>
<tr><td>PoP:
• Itemized invoices/receipts pertaining to activity
• Copy/proof of the marketing piece with RUCKUS/ CommScope branding</td><td>Required return-on-investment (ROI PoP):
• Number of items printed</td></tr>
</table>

2. Digital marketing

Distributor/solution provider and RUCKUS/CommScope co-branded digital advertising and campaigns

Qualifying expenses	Non-qualifying expenses
MDF may be used for digital marketing to help drive incremental RUCKUS business. • Creative pitch • Design • Copy/script • Artwork • Translations • Search engine optimization (SEO) • Content syndication • Online advertising (banner adds, catalogs, etc.)	• Rush charges • Late fees • Other unreasonable charges
Special requirements and notes	
• Design and content require CommScope pre-approval • Assets must follow RUCKUS and CommScope branding guidelines. Please refer to the RUCKUS BIG DOGS Partner Program brand center. • At least 25 percent of the demand generation materials must be devoted to RUCKUS products and must have proper attribution. • If other vendor products are shown in the same materials, CommScope reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS. • Campaign must be geared toward lead generation or increased market awareness.	
Proof of performance (PoP) and ROI	
PoP: • Itemized invoices/receipts pertaining to activity • Proof of RUCKUS/CommScope content (ex. advertisement, landing page, program/promotion flyer, email announcement, etc.). • Results report with the numbers of click-throughs/views along with supporting data or statistics.	**Required return-on-investment (ROI PoP):** • Number of click-throughs or views

3. Hardware and software product

CommScope hardware and software to be used for demonstration purposes.

Qualifying expenses	Non-qualifying expenses
• RUCKUS/CommScope branded technology • Hardware, software, and support*	• Shipping charges • Sales tax/value added tax • Customs duty • Products not manufactured by RUCKUS/CommScope • Support renewals
Special requirements and notes	
• Demo Program Request (DPR) approval number is required in the Activity Comments section of the original request. • *Support is a one-time purchase as an add-on of the initial, qualifying hardware or software order. • Demo units funded entirely by the MDF program are not eligible for resale, and resale of stand-alone software is strictly prohibited. • Product may be used for evaluation or demo purposes only and may be resold after a period of six (6) months. • Demo program discounts can be applied for RUCKUS/CommScope-branded products (hardware and software). • For additional RUCKUS Demo Equipment Program information, visit the RUCKUS Partner Portal.	
Proof of performance (PoP) and ROI	
PoP: • Itemized invoice/purchase order (PO) pertaining to RUCKUS products and support. – RUCKUS valid part numbers must be shown on documentation. If the RUCKUS demo equipment program was used to order products: ◦ Direct partners (distributors) must provide a PO to RUCKUS. ◦ Indirect partners (solution providers) must provide a distributor invoice or PO to distributor.	**Required return-on-investment (ROI PoP):** • Number of demos each month • Number, name, emails, and dates of demo participants • Number and name of demo participating company

4. Lead generation programs

Distributor and solution provider activities designed to generate leads to be converted into new RUCKUS/CommScope revenue.

<table>
<tr><th>Qualifying expenses</th><th>Non-qualifying expenses</th></tr>
<tr><td>• Creative
• Printing
• Database/list purchase
• Postage and fulfillment
• Telemarketing or call blitz
• Online media
• Incentives*
• Non-branded items for raffles and sales incentives
• Other lead generation components</td><td>• Rush charges
• Late fees
• Other unreasonable charges
• Travel, lodging, and other travel-related expenses
• Tax liabilities
• Financing offers
• Cash reward
• Gifts over the value of $25
• Other unreasonable gift
• Anything of monetary value provided to government officials</td></tr>
<tr><th colspan="2">Special requirements and notes</th></tr>
<tr><td colspan="2">• Campaign must be geared toward lead generation or increased market awareness.
• Design and content require CommScope pre-approval via an MDF request
• Adherence to RUCKUS/CommScope branding guidelines. Please refer to the RUCKUS BIG DOGS Partner Program brand center.
– *Incentive requests go through a robust review and approval process. Program participant must contact their MDF marketing representative or account manager for advanced planning. Any incentive rewarding individual employees must be awarded through an internal company payment mechanism (e.g., payroll).
• At least 25 percent of the lead generation materials must be devoted to RUCKUS/CommScope trademarked products and must have proper attribution.
• If other vendor products are shown in the same materials, CommScope reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS/CommScope.</td></tr>
<tr><th colspan="2">Proof of performance (PoP) and ROI</th></tr>
<tr><td>PoP:
• Itemized invoices/receipts pertaining to activity
• Proof of RUCKUS/CommScope content
• Results report—At least one of the following:
1. Incentive/SPIFF recipient name, company name and awarded item.
2. Call blitz/telemarketing success list—contact name, company name and campaign results.
3. Online media, campaign/ads click-through results, etc.
4. Other detailed results report specific to the unique lead generation program activity.
RUCKUS recognizes GDPR and other privacy policies may prevent results report data to be collected or shared. To its best abilities and without compromising protected information, requester should provide non-sensitive results reports.</td><td>Required return-on-investment (ROI PoP):
• Actual number of meetings
• Actual number of qualified leads
• Actual number of participants</td></tr>
</table>

5. Promotional items

Merchandise co-branded or RUCKUS/CommScope branded only.

Qualifying expenses	Non-qualifying expenses
• RUCKUS/CommScope-branded or co-branded promotional items, such as t-shirts, pens, memory sticks, pad folios, etc. • Items ordered for promotional purposes at the CommScope merchandise stores: • EMEA: https://commscopevcn.merchandisescheme.com • APAC: http://www.commscopeapacmerchandise.com • NAR: https://www.shopcommscope.com/catalog/promo-ruckus	• Rush charges • Late fees • Alcohol or tobacco products • Other unreasonable charges
Special requirements and notes	
• All RUCKUS products must be represented accurately. Please refer to the RUCKUS BIG DOGS Partner Program brand center. • Promotional item, design, and logo usage require CommScope advance approval. • 25 percent of promotional items must be devoted to RUCKUS/CommScope. • If other vendor products are shown in the same materials, CommScope reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS/CommScope. • Shipping will only be covered in-region and for ground delivery.	
Proof of performance (PoP) and ROI	
PoP: • Itemized invoices/receipts pertaining to activity (quotes and estimates are not acceptable) • Order invoice (from CommScope's store sites) or Partner payment invoice/confirmation Mock-up designs of the marketing piece indicating CommScope/RUCKUS branding will not be accepted as POP.	**Required return-on-investment (ROI PoP):** • Number of items produced • Number of items distributed

6. RUCKUS BIG DOGS education courses and certification training

RUCKUS Program certifications and trainings.

Qualifying expenses	Non-qualifying expenses
• Course fees for technical education of solution provider and distributor employees offered by RUCKUS/CommScope, authorized training partners (ATP)s or certified training distributors (CTDs) • Exam fees • Certification vouchers for partners	• Cancellation fees • End-user training courses • Training units or test vouchers for end-users • Travel, lodging and other travel-related expenses
Special requirements and notes	
• Courses and exams accepted only when completed to meet core program requirements, product specialization or authorizations. • Name of individual taking exam is required on the initial request. • Exam fee reimbursement for passing scores only (per person, per exam type, per year). • Training units or test vouchers can't be claimed until after course or exam has been taken (and successfully passed). • Distributors may use MDF to pay for solution provider certification course fees if provided to the solution provider at no charge.	
Proof of performance (PoP) and ROI	
PoP: • Itemized invoices/receipts pertaining to RUCKUS course or exam fees • Certificate of completion/passing score pertaining to RUCKUS course or exam fees • Proof/confirmation that the attendees (first and last name) took the course or exam. • Results report for training participants. Include: training/course name, attendee name, company name, and training status if applicable. RUCKUS recognizes GDPR and other privacy policies may prevent results report data to be collected or shared. To its best abilities and without compromising protected information, requester should provide non-sensitive results reports.	**Required return-on-investment (ROI PoP):** • Number of certifications completed • Number of participants

7. Tradeshows, seminars and events

Virtual or physical event organized by the solution provider, distributor, or third-party company.

<table>
<tr><th>Qualifying expenses</th><th>Non-qualifying expenses</th></tr>
<tr><td>Events, shows, and seminars that attract a qualified and targeted audience, and are aimed at recruitment and/or training are all considered qualifying expenses. Events, shows and seminars must have clear metrics related to either training or pipeline generation. Awareness and relationship-focused events that do not have clear metrics will not be approved.

Items covered include:
• Virtual or in-person event costs hosted by the Partner, distributor, or third party.
• Exhibit space, booth properties, material handling, electrical, signage, AV equipment rental, mailing materials and lists, set-up costs, conference room rental, invitations, event attendee materials, and other acceptable event-related costs.
• Cost of food and beverage to support the event (e.g., breakfast/lunch).</td><td>• Travel, lodging and other travel-related expenses
• Non-RUCKUS/CommScope specific signage or co-branded items.
• Registration fees for tradeshow or conference without joint CommScope presence
• Alcoholic beverages
• Team dinners for CommScope, OEM or Alliance partners
• Receptions that are not held in conjunction with a formal marketing program that includes training or pipeline generation
• Sports tournament sponsorships without proper CommScope branding, CommScope employee presence and specific business agenda
• Season tickets to event centers
• Team building events
• Charity sponsorships
• Customer appreciation events without clear demand generation metrics
• Customer/Partner entertainment
• Webinar platforms fees (annual subscriptions). Example: Zoom, Teams, GoToMeeting, WebEx.</td></tr>
<tr><th colspan="2">Special requirements and notes</th></tr>
<tr><td colspan="2">• Design and content require CommScope pre-approval.
• At least 25 percent of the campaign must be devoted to RUCKUS/CommScope.
• At least 25 percent of booth or event space must be devoted to RUCKUS/CommScope.
– If other vendor products are shown in the same event or tradeshow booth, CommScope reserves the right to prorate MDF reimbursement to that amount of time/space dedicated to RUCKUS/CommScope products.
• CommScope must approve in advance a detailed description of the event, including (if applicable) details of the proposed agenda, show space, design, booth rental, food and beverages, invitations, and mailings.
• Pictures of CommScope employees are not accepted as RUCKUS representation PoP.
• Adherence to CommScope branding guidelines. Please refer to the RUCKUS BIG DOGS Partner Program brand center.</td></tr>
<tr><th colspan="2">Proof of performance (PoP) and ROI</th></tr>
<tr><td>PoP:
• Itemized invoices/receipts pertaining to event
• Proof of RUCKUS/CommScope content; provide at least one of the following:
– Event agenda
– Event invitation showing date(s)
– Photo showing RUCKUS representation
Note, people with or without RUCKUS-branded gear, internal email with RUCKUS/CommScope logo, or sign-in sheets with RUCKUS/CommScope logo will not be accepted as RUCKUS representation.
• Results report for hosted seminar or event including invite/attendee list with contact name and company.

RUCKUS recognizes GDPR and other privacy policies may prevent invite/attendee lists to be collected or shared. To its best abilities and without compromising protected information, requester should provide this data in a non-sensitive format.</td><td>Required return-on-investment (ROI PoP):
• Number of attendees
• Number of qualified leads</td></tr>
</table>

8. Travel

Travel for events organized by or with CommScope.

<table>
<tr><th>Qualifying expenses</th><th>Non-qualifying expenses</th></tr>
<tr><td>• Partner economy airfare and lodging for technical education courses offered by RUCKUS or ATPs, RUCKUS Partner Summits and RUCKUS Technical Summits.
• Partner economy airfare and lodging for RUCKUS executive or regional briefing center visits with customer (end user) present.
• Customer economy airfare and lodging for RUCKUS executive or regional briefing center visits.</td><td>• First-class airfare
• Partner or customer travel to business meetings, tradeshows, and other locations not listed as a qualifying expense.
• Other travel-related expenses (transportation other than airfare, incidentals, per diem, meals and refreshments consumed outside of the agreed agenda, etc.).
• Other unreasonable charges</td></tr>
<tr><th colspan="2">Special requirements and notes</th></tr>
<tr><td colspan="2">• Travel budget and expenses require marketing pre-approval and MDF request approval before incurring the expense.
• If government officials are invited, Program participant must notify its CommScope marketing contact in advance.</td></tr>
<tr><th colspan="2">Proof of performance (PoP) and ROI</th></tr>
<tr><td>PoP:
• Itemized invoices/receipts pertaining to travel to CommScope-approved activity
• Copy of agenda or invitation
• Photographs (if appropriate to take and have permission to share)</td><td>Required return-on-investment (ROI PoP):
• Number of certifications completed
• Number of meetings</td></tr>
</table>

CommScope and RUCKUS logo use

RUCKUS product-specific content or reference requires advanced approval. Failure to follow these policies may result in a denied request or claim. Color must be exact as per the RUCKUS/CommScope Logo Usage Guidelines.

The official CommScope and RUCKUS brands (with appropriate registered trademark notations) must be featured on all sales and marketing materials (printed or online). The brand logos must be of equal size to the Program participant's own logo. The marketing piece must be clearly discernible as being from the Program participant. It must not give the impression that the piece was produced by RUCKUS/CommScope. Failure to include the appropriate brand logo will result in a denied request or claim for reimbursement. Logos are available at: partners.ruckuswireless.com/marketing/artwork. Additional branding information is located under the brand center tab within the RUCKUS Partner Portal.

Product claims

RUCKUS products must always be represented accurately. Program participants may not exaggerate product capabilities. Any statements of product capability must comply with documentation published by RUCKUS. CommScope must grant written pre-approval for advertising or promotional claims of products or performance warranties or guarantees.

Currency conversions

Where applicable, RUCKUS solution providers and distributors are required to convert all amounts (inclusive of VAT) into US dollars using the currency converter available at oanda.com/currency/converter. All conversions must use the date of the third-party or internal itemized invoice. Failure to convert currency using Oanda and the date of the invoice may result in a lower payment. RUCKUS/CommScope is not responsible for failure to comply with currency conversion and is not obligated to adjust payment amount.

A currency conversion tool is made available during new request creation in the MDF tool. Its intended use is to support a more accurate request amount. It is not Oanda, nor does it replace Oanda.

MDF reimbursement

To be reimbursed for approved MDF expenses, all participating accounts are required to provide banking details within the MDF tool. Unless banking details change, Program participants only need to take this action once. Payments are made in US dollars and paid by wire payment. If a payment is rejected due to inaccurate banking details, and a fee or currency conversion amount is charged as a result, RUCKUS/CommScope will deduct the fees or conversion amount from the payment re-attempt (after banking details have been corrected).

Program participants who receive payments through an intermediary bank are encouraged to work with the respective institution to ensure no additional fees will be taken from payments if a currency conversion is needed. RUCKUS/CommScope will not reimburse these fees.

Payments are generally made 4–7 weeks after the claim passes audit and is approved. The claim approval date will not always be the same as the claim submitted date, as claims may be put on hold for additional information. National holidays, system enhancements and unforeseen processing issues may cause payment delays.

MDF Program rights reserved

CommScope reserves the right at its sole discretion to alter or withdraw this program at any time with or without notice.

CommScope also reserves the right to audit and verify all MDF claims and request additional documentation prior to payment of claim. Non-compliance with the requirements outlined herein can result in loss of Program eligibility.

CommScope reserves the right to not approve requests or to deny claims for activities deemed inappropriate. All determinations are made by CommScope at its sole discretion and are final.

Distributors and direct solution providers may not take deductions from payments due for RUCKUS purchases in the event an MDF claim is denied or is not reimbursed within the distributor's or solution provider's desired payment timeline.

In the event of a change of ownership of Program participant's company, MDF will no longer be available for use unless prior written consent is given by CommScope, and the new owner has been granted CommScope PartnerPRO® Network status with CommScope.

Loss of MDF eligibility

RUCKUS solution providers and distributors who lose MDF eligibility due to Partner Program compliance requirements will no longer be able to submit new requests. MDF access will be permitted only to submit claims for previously approved requests. Once all claims are closed, MDF access will be removed.

Partner agreement termination

Upon notice of termination of a participant's RUCKUS BIG DOGS Partner Program Agreement or Distributor Agreement, as applicable, requests for activities that have not yet occurred will be cancelled. For requests that have been approved and have taken place, Program participants will have thirty (30) days from the activity end date to submit any claims. Claims submitted after the 30-day period will not be accepted and any remaining funds will be forfeited.

General requirements

The primary purpose of all MDF activities must be to sell RUCKUS products. MDF is for the support of RUCKUS sales and marketing activities by authorized accounts only.

Public statements must not imply that RUCKUS solution providers or distributors are RUCKUS, CommScope or any subsidiary of CommScope. Programs must not be misleading or deceptive and must comply with all applicable federal, state, and local laws. Programs must be in good taste and reflect favorably on CommScope and the RUCKUS brand.

Compliance with FCPA

Solution providers and distributors are expected to be familiar with, and to act in accordance with, CommScope's Code of Ethics and Business Conduct and Anti-Corruption and Foreign Corrupt Practices Act (FCPA) Compliance Policy. Both are available at https://www.commscope.com/corporate-responsibility-and-sustainability/ethics/.

Any concerns about violations or potential violations of the FCPA involving CommScope business should be reported promptly to the CommScope Legal department.

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