# RUCKUS® MDF Program overview and guidelines

## Overview

The Ruckus Wireless LLC ("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 in support of activities that drive incremental RUCKUS sales.

Adherence to the RUCKUS MDF Program Overview and Guidelines (MDF Guidelines) is a precondition to, and is assumed by, participation in the MDF Program. RUCKUS reserves the right to adjust or terminate the funding at any time at its sole discretion.

## MDF Program eligibility

RUCKUS Elite Level Solution Providers and Distributors are eligible to participate in the proposal based MDF Program. These accounts may be eligible for up to 100% reimbursement of eligible expenses.

MDF for RUCKUS Certified Solution Providers is available on a limited basis. Certified Solution Providers should contact their account manager for additional information and guidance.

Registered Solutions Providers are not eligible for MDF.

In this document, MDF eligible accounts will hereafter be referred to as MDF accounts.

RUCKUS reserves the right to withhold and/or deny participation or reimbursement of MDF activities if the MDF account is not in good standing or if the account is not in compliance with any part of its respective RUCKUS BIG DOGS Partner Program or Distributor Agreement.

To participate, all MDF accounts are required to accept the RUCKUS MDF Program Agreement. Acknowledgment of the agreement is required by at least one authorized Primary MDF contact. This is presented as a task within the MDF tool upon being provided MDF access. Only one account will be established per eligible MDF account per territory where applicable. MDF accounts will be required to review and re-accept the RUCKUS MDF Program Agreement periodically.

### REQUEST

A request is created when a MDF activity is submitted into the MDF tool. Once a request is submitted to the tool, a unique request ID number is issued. This ID remains associated with the respective request, even if the request is cancelled.

## Request process

Planning an MDF activity early is critical to success. Prior to submitting a new request, all accounts need to consult with their RUCKUS representative before proceeding. After reviewing with your RUCKUS representative, the request can be submitted into the MDF tool. Verbal approval by any RUCKUS employee prior to the request being approved in the MDF tool does not qualify as an approval. At no time should the requester assume, the discussed activity will be approved.

Once a MDF request is submitted in the MDF tool, it will advance to review by RUCKUS Regional Marketing and Global Channel Programs. An activity is not considered approved until all reviewers have extended approval in the MDF tool.

Regardless of initial MDF request approved amounts, all MDF accounts understand MDF Guidelines are to be followed and actual eligible MDF expenses will be assessed and calculated during the claim audit.

Request is submitted → Request is approved → Activity starts/ends → Claim is created → Claim is approved → Payment in 2-3 weeks

Requests need to be submitted early, allowing for proper review. At minimum, all requests must be submitted fourteen (14) days prior to the activity start date and approved in the MDF tool at least seven (7) days prior to the activity start date.

Every MDF request requires:

1. Detailed description of the activity and what the requested funds will cover.
2. How RUCKUS will be incorporated into the activity.

RUCKUS will not reimburse activity expenses when approval is sought after the activity commences or has already occurred.

## Revise/Resubmit

If a submitted request is returned to the requester in revise/resubmit status, additional action or information is required before further review can occur. If after two weeks from the original revise/resubmit notification, and the seven days reminder, the request has yet to be updated and resubmitted for review, it will be voided. Requests in revise/resubmit status will also be voided if they are not approved at least seven (7) days prior to the activity start date.

## Pass-Through Requests

On occasion, and in certain regions and countries (NAR excluded), RUCKUS MDF Solution Provider accounts may need to leverage an authorized RUCKUS Distributor to support their MDF activities. If a Distributor elects to support the pass-through MDF opportunity, the Distributor is responsible for requesting and claiming funds in the MDF tool.

As a best practice, and before considering a pass-through MDF request, please confirm the Solution Provider's BIG DOGS Partner Program Level at https://www.ruckusnetworks.com/partners/find-a-partner/, and discuss the opportunity with your RUCKUS Account Manager. The pass-through partner must be MDF eligible at the time the request is submitted and approved.

Not all pass-through requests will be approved. RUCKUS is not responsible for any failure of a Distributor to issue payment to an MDF account.

## Rate Cards

A rate card is a document with details and prices for various products and services, most often covering advertising, publication, and media costs. It is created and shared as a fixed price sheet ensuring there's a comprehensive understanding of pricing and service charges, thereby setting clear expectations of what is to be received for the prescribed amount.

For MDF accounts using rate cards, RUCKUS will only accept one rate card per year. Existing MDF accounts with rate cards must send their new, annual rate card to the RUCKUS MDF Helpdesk, RUCKUSMDF@e2open.com by January 31 of each year, or the start of their respective fiscal year, if different. New MDF accounts using rate cards need to send their rate card as soon as they have MDF access. All rate cards are saved and referenced during claim audits for the respective year. If a rate card is not received by January 31 of the new year, RUCKUS will leverage the rate card most recently filed for all claims, up and until a new rate card is received. The rate card on file when the activity is approved will follow the activity and claim through review and reimbursement.

Accounts requesting rate card activities must check the rate card field in the request, list the name of the rate card item and attach their rate card.

## Request Changes

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 your RUCKUS Marketing contact.

**CLAIM**

A created claim represents action taken within the MDF Tool to initiate reimbursement for eligible expenses of unique, pre-approved request. A claim includes invoicing and proof of performance validating reimbursement. Once the claim is submitted to the tool, a unique claim ID, built off the respective request, is issued. This ID will remain associated to the respective claim, even if declined.

## Claim Process

A claim can be created and submitted the first day after the activity end date identified in the request. Once an approved activity reaches the identified end date, a claim for reimbursement must be created and submitted in the MDF tool within sixty (60) days of the activity end date. The

60th day is referred to as the request expiration date. Failure to submit a claim by the request expiration date will lead to the request expiration. When requests expire, RUCKUS will no longer fund the activity.

Request is submitted → Request is approved → Activity starts/ends → **Claim is created** → **Claim is approved** → **Payment in 2-3 weeks**

Submitting a claim does not guarantee reimbursement. All claims are fully audited before advancing to payment. Audit assessed eligible MDF expenses may not match the submitted claim amount.

For activities that end sooner than the original activity end date, and should the account be ready to create a claim, please email the RUCKUS MDF Helpdesk, RUCKUSMDF@e2open.com, and request an updated activity end date

All claims require:

1. Itemized and final third-party invoices and/or itemized receipts confirming payment.

and

2. Proof of Performance (POP) and Return-on-Investment (ROI) as determined by the activity type.

Quotes and estimates are not recognized as invoices.

If third-party services were not used in lieu of being a rate card activity, the claim creator must upload an internal, itemized invoice to RUCKUS for the claim amount equivalent to the rate card activity cost. The rate card should also be added to the respective claim.

If third-party services were not used and the activity is not in the account's rate card, or if a rate card does not exist, the claim creator must upload an internal, itemized invoice to RUCKUS for the claim amount, along with a short, word document explanation as to why third-party itemized invoices were not used.

Outside of invoices, should a required POP item not be available, the claim creator must attach and submit a word document MDF exception request containing an explanation as to why the required POP is not available. Consideration will be given but approval is at RUCKUS' sole discretion.

## Administrative Fees

If an account's in-house team facilitates or produces marketing items, event coordination, or similar; and that leads to administrative fees, RUCKUS will consider reimbursement if the fees are defined in the claim's POP and respective invoice.

## Claim Holds

If claim POP and required invoices are missing, deemed incomplete, or need clarification, the claim will be placed on hold. When this occurs, the original claim expiration date is extended an additional 30 days.

## Currency Conversions

Where applicable, MDF accounts 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 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 only. It is not Oanda, nor does it replace Oanda.

## GDPR and other Data Protection Laws

RUCKUS recognizes GDPR and other global privacy laws and policies may prevent claim-required report data from being collected or shared. To their best abilities and without compromising protected and personal information, the MDF account should provide non-sensitive report data.

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

RUCKUS will not pre-pay any marketing activities. MDF accounts are responsible for making full and direct payment to all third parties. Reimbursement amounts are based on eligible MDF expenses and POP assessed during the claim audit.

**ACTIVITY TYPES**

## Selecting the Correct Activity Type

When creating a new request, an activity type must be selected.  The activity type selected determines which activities and eligible expenses align to it, along with the associated POP required for the claim.

### MDF activity types:

- Collateral
- Digital Marketing
- Hardware and Software Products
- Incentives
- Lead Generation Programs
- Promotional Items
- RUCKUS Education Courses and Certification Training
- Tradeshows, Seminars and Events
- Exceptions

For activities containing multiple activity types (for example, Promotional Items and Tradeshow, Seminar and Events), MDF accounts must submit separate requests. Requests may be rejected or returned to the requester under a revise/resubmit status if the requests are not submitted separately.

Additionally, for activities with multiple, unique activities,  (for example, a series of three seminars in three different countries over three months), a separate request needs to be submitted for each one.

## RUCKUS branded vs. non-branded items and gifts.

RUCKUS branded and co-branded incentive items do not have a cost per item cap but must be reasonable for their intended usage.

Non-branded RUCKUS gifts, premiums, door-prizes, and giveaways may not exceed $25 USD (per item).

Larger incentive-based awards or prizes will be considered on a case-by-case basis and must be pre-approved.

**1. Collateral (COL)**

Printed collateral (brochures, newsletters, handouts, etc.) with RUCKUS branding or co-branded with the MDF account.

| Qualifying Expenses | Non-Qualifying Expenses |
|---|---|
| • Case Study<br>• Creative Pitch<br>• Design<br>• Copy/script<br>• Artwork<br>• Printing cost<br>• Postage (reasonable)<br>• Translations<br>• Plaques/awards related to RUCKUS achievement. | • Rush charges<br>• Late fees<br>• Product Shipping via air, rush, overnight or out of region.<br>• Other unreasonable charges |

| Special Requirements and Notes |
|---|
| • Case Study creation requires RUCKUS engagement and approvals (legal, PR, marketing) throughout production and before being finalized.<br>• Design and content require RUCKUS pre-approval.<br>• Assets must follow RUCKUS branding guidelines. Please refer to the Marketing section within the RUCKUS Partner Portal for more information.<br>• At least 25% of the collateral piece must be devoted to RUCKUS and must have proper attribution.<br>• If other vendor products are shown in the same materials, RUCKUS reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS.<br>• Shipping is covered for in-region, ground delivery, and to one location only (manufacturer to MDF account). |

| Proof of Performance (POP) and ROI | |
|---|---|
| **POP:**<br>• Final itemized invoices or itemized receipts confirming payment of received or extended goods.<br>• Copy/proof of all marketing pieces with RUCKUS branding, and where reimbursement is sought.<br>• For Case Studies, email proof of RUCKUS approval. | **Required return-on-investment (ROI POP):**<br>• Number of items printed |

**2. Digital Marketing (DMG)**

Digital marketing and advertising to help drive incremental RUCKUS business

| Qualifying Expenses | Non-Qualifying Expenses |
|---|---|
| • Digital newsletters<br>• Digital emails<br>• Social media and social selling ads<br>• Other web and video advertising (banner ads, catalogs, etc.)<br>• RUCKUS landing pages (on MDF account site)<br>• Related expenses:<br>– Creative pitch<br>– Design<br>– Copy/script<br>– Artwork<br>– Translations | • Rush charges<br>• Website redesigns and/or pages<br>• Late fees<br>• Search Engine Ads and Optimization<br>• Other unreasonable charges |
| **Special requirements and notes** | |
| • RUCKUS branding or co-branding with the MDF account is required.<br>• Design and content require RUCKUS pre-approval.<br>• Assets must follow RUCKUS branding guidelines. Please refer to the Marketing section within the RUCKUS Partner Portal for more information.<br>• At least 25% of the output must be devoted to RUCKUS products and must have proper attribution.<br>• If other vendor products are shown in the same materials, RUCKUS reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS. | |
| **Proof of performance (POP) and ROI** | |
| **POP:**<br>• Final itemized invoices or itemized receipts confirming payment of received or extended goods.<br>• Proof of all RUCKUS content (ex. advertisement, landing page, program/promotion flyer, email announcement, etc.) where reimbursement is sought.<br>• Web location/link of ad or campaign.<br>• Results report with the numbers of click throughs/views along with supporting data or statistics. | **Required return-on-investment (ROI POP):**<br>• Number of click-throughs or views |

**3. Hardware and Software Product (HSP)**

RUCKUS Hardware and Software used for demonstration purposes.

| Qualifying Expenses | Non-Qualifying Expenses |
|---|---|
| • RUCKUS branded hardware, software, and support* | • Shipping charges<br>• Sales tax/value added tax.<br>• Customs duty<br>• Products not manufactured by RUCKUS.<br>• Support renewals |

| Special Requirements and Notes | |
|---|---|
| • MDF may only be used to cover the Demo discount price.<br>• All HSP requests need to include details around how the acquired product will be used.<br>• Demo Program Request (DPR) approval number is required in the Activity Comments or Event section of the request.<br>• *Support is required on demo purchases. MDF can be used to pay for 1-year of initial support only (3-year, 5-year and renewals are not eligible).<br>• For additional RUCKUS Demo Equipment Program information, visit the RUCKUS Partner Portal. | |
| **Proof of performance (POP) and ROI** | |
| **POP:**<br>• Final itemized invoice pertaining to RUCKUS products and support.<br>• RUCKUS valid part numbers must be shown in the documentation. If the RUCKUS demo equipment program was used to order products:<br>– Direct partners (distributors) must provide an invoice from RUCKUS, even if the product is being pulled from current stock.<br>– Indirect partners (Solution Providers) must provide a distributor invoice. | **Required return-on-investment (ROI POP):**<br>• Expected number of demos each month. |

### 4. Incentives (INC)

Rewarding results of RUCKUS defined incentive programs and goal-based activities.

| Qualifying Expenses | Non-Qualifying Expenses |
|---|---|
| • Pre-approved, incentives/SPIF programs<br>• Pre-approved non-branded items for sales incentives and participation raffles. | • Cash reward (cash debit card)<br>• Non-RUCKUS gifts over the value of $25 without RUCKUS pre-approval.<br>• Anything of monetary value is provided to Government officials.<br>• Rewarding end-user customers<br>• Other unreasonable gifts |
| **Special Requirements and Notes** | |
| • Incentive/SPIF requests go through a robust review and approval process. MDF accounts must contact their MDF Marketing contact for advanced, detailed planning and RUCKUS VP approval.<br>• Any incentive/SPIF rewarding individual employees must be awarded through an internal company payment mechanism (e.g., payroll).<br>• MDF accounts extending incentive activities are responsible for confirming participation and allowance eligibility with users and/or participating accounts. | |
| **Proof of Performance (POP) and ROI** | |
| **POP:**<br>• Final itemized invoices or itemized receipts confirming payment of received or extended goods.<br>• Incentive/SPIF recipient name, company name, and awarded item.<br>• Results reporting indicating how incentive/SPIF was earned.<br>• Other detailed results report specific to the unique activity (as requested by RUCKUS). | **Required return-on-investment (ROI POP):**<br>• Number of participants |

### 5. Lead Generation Programs (LGP)

MDF account activities designed to generate leads and new RUCKUS opportunities and revenue.

| Qualifying Expenses | Non-Qualifying Expenses |
| --- | --- |
| • Creative<br>• Printing<br>• Database/list purchase<br>• Postage and fulfillment<br>• Telemarketing or call blitz.<br>• Non-branded raffles or participation items under $25.<br>• Other lead generation components | • Rush charges<br>• Late fees<br>• Tax liabilities<br>• Financing offers<br>• Other unreasonable charges |
| **Special Requirements and Notes** | |
| • Campaign must be geared toward lead generation or increased market awareness.<br>• Design and content require RUCKUS pre-approval.<br>• Adherence to RUCKUS branding guidelines. Please refer to the Marketing section within the RUCKUS Partner Portal for more information.<br>• At least 25% of the lead generation materials must be devoted to RUCKUS trademarked products and must have proper attribution.<br>• If other vendor products are shown in the same materials, RUCKUS reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS. | |
| **Proof of Performance (POP) and ROI** | |
| **POP:**<br>• Final itemized invoices or itemized receipts confirming payment of received or extended goods.<br>• Proof of RUCKUS content<br>• Results report - At least one of the following:<br>1. Call Blitz/Telemarketing success list – contact name, company name and campaign results.<br>2. Online media, campaign/ads click through results, etc.<br>3. Other detailed results report specific to the unique Lead Generation Program activity. | **Required return-on-investment (ROI POP):**<br>• Actual number of meetings<br>• Actual number of qualified leads<br>• Actual number of participants |

### 6. Promotional Items (PRO)

RUCKUS branded merchandise or co-branded with the MDF account.

| Qualifying Expenses | Non-Qualifying Expenses |
| --- | --- |
| • RUCKUS-branded or co-branded promotional items, including, but not limited to t-shirts, pens, pad folios, etc.<br>• Items ordered for promotional purposes from viable vendors or through RUCKUS Merchandise Stores:<br>• APAC: https://www.commscopeapacmerchandise.com/products/15<br>• EMEA: https://ruckus.merchandisescheme.com/<br>• NAR: https://shopcommscope.com/<br>For APAC and NAR, click on RUCKUS options once page populates. | • Rush charges<br>• Late fees<br>• Non-RUCKUS branded items.<br>• Alcohol or tobacco products<br>• Other unreasonable charges<br>• Product Shipping via air, rush, overnight or out of region. |

| Special Requirements and Notes |
|---|
| • All RUCKUS products must be represented accurately. Please refer to the Marketing section within the RUCKUS Partner Portal for more information.<br>• Promotional item design and logo usage requires RUCKUS advance approval.<br>• Twenty-five percent of promotional items must be devoted to RUCKUS.<br>• If other vendor products are shown in the same materials, RUCKUS reserves the right to prorate MDF reimbursement to that amount of space dedicated to RUCKUS.<br>• Shipping is covered for in-region, ground delivery, and to one location only (manufacturer to MDF account). |

| Proof of Performance (POP) and ROI | |
|---|---|
| **POP:** | **Required return-on-investment (ROI POP):** |
| • Final itemized invoices or itemized receipts confirming payment of received or extended goods when purchased outside of a RUCKUS store.<br>• Final order invoice from RUCKUS store sites.<br>• Copy/proof of all marketing pieces with RUCKUS branding, when purchased outside of RUCKUS store sites.<br>Mock-up designs indicating RUCKUS branding is not acceptable POP. | • Number of items produced.<br>• Number of items distributed |

### 7. RUCKUS Education Courses and Certification Training (ECT)

RUCKUS Program certifications and training.

| Qualifying Expenses | Non-Qualifying Expenses |
|---|---|
| • RUCKUS course fees for technical education of MDF account employees offered by RUCKUS, Authorized Training Partners (ATP) or Certified Training Distributors (CTD)<br>• RUCKUS exam fees for passing scores.<br>• Exam vouchers for partners | • Cancellation fees<br>• Unsuccessful (non-passing) exam fees and vouchers<br>• Expired vouchers<br>• CWNA course or exam fees<br>• Exam fees and vouchers for end-users<br>• End-user customer training courses |

| Special Requirements and Notes |
|---|
| Eligible expenses within this activity type are successfully completed courses and exams related to current RUCKUS Partner Program requirements.<br>• Exam fee reimbursement for passing scores only (per person, per exam type, per year).<br>• The name of the individual taking the exam is required on the initial request.<br>• Distributors may use MDF to pay for RUCKUS partner certification course fees if provided to the RUCKUS partner at no charge.<br>• MDF accounts may be reimbursed in full (100%) up to 6 months after the passing score was earned, as identified on the certificate.<br>– Passing score confirmation is required in the MDF request and then again in the claim.<br>– There are no account limits to the quantity of passing score exam fee reimbursement requests for RUCKUS-branded exams.<br>• Customized training, distribution led bootcamps or similar fall under the TSE activity type. |

| Proof of performance (POP) and ROI | |
|---|---|
| **POP:** | **Required return-on-investment (ROI POP):** |
| • Final itemized invoices or itemized receipts pertaining to RUCKUS course or exam fees.<br>• Certificate of completion and passing score confirmation for RUCKUS exam.<br>• Proof/confirmation the individual (first and last name) took the RUCKUS course.<br>• Attendance and results report for ATP and CTD training participants. Include: Training/Course name, attendee name, company name, and training status if applicable. | • Number of certifications completed.<br>• Number of participants |

**8. Tradeshows, Seminars and Events (TSE)**

Virtual or physical event organized by or through the MDF account.

**Qualifying Expenses**

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. MDF account driven bootcamps and product training are included in this activity type.

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 i.e., training-break snacks, lunch, etc.
- Complimentary entertainment activities or additional meals advertised as part of the event (with RUCKUS pre-approval).

**Non-Qualifying Expenses**

- Lodging, Travel, and travel-related expenses
- Alcoholic beverages
- Team dinners for RUCKUS, OEM, or alliance Team partners.
- Holiday parties or dinners.
- Customer or Partner appreciation events.
- Receptions not held in conjunction with a formal marketing program that includes training or pipeline generation. To be considered, these details must be provided in the request.
- Sports tournament sponsorships without proper RUCKUS branding, RUCKUS employee presence and specific business agenda. To be considered, these details must be provided in the request.
- Single event or season tickets to event or sports centers.
- Golf Tournaments sponsorship without RUCKUS branding and pipeline generation inclusion.
- Golf (playing) participation only.
- Direct charity sponsorships or donation.
- Non-RUCKUS signage or co-branded items.
- Registration fees for tradeshow or conference without joint RUCKUS presence.
- Shipment of event materials if RUCKUS is not the exclusive sponsor with the MDF account.
- Membership subscriptions
- Marketing Automation fees
- Webinar platforms fees. Example: Zoom, Teams, GoToMeeting, WebEx, etc.

**Special Requirements and Notes**

- Design and content require RUCKUS pre-approval.
- At least 25% of the campaign must be devoted to RUCKUS.
- At least 25% of booth or event space must be devoted to RUCKUS.
  - If other vendor products are shown in the same event or tradeshow booth, RUCKUS reserves the right to prorate MDF reimbursement to that amount of time/space dedicated to RUCKUS products.
- RUCKUS 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 RUCKUS employees are not accepted as RUCKUS representation POP.
- Internal emails with RUCKUS logo, or sign-In sheets with RUCKUS logo will not be accepted as RUCKUS representation.
- Adherence to RUCKUS branding guidelines. Please refer to the Marketing section within the RUCKUS Partner Portal for more information.

**Proof of Performance (POP) and ROI**

**POP:**

- Final itemized invoices or itemized receipts confirming payment of received or extended goods and costs.
- Proof of RUCKUS content in at least one (1) of the following:
  - Event agenda
  - Event invitation showing date(s)
  - Photos showing RUCKUS branding representation (ex. banners, hardware, promotional items, etc.).
- Results report for hosted Seminar or Event including Invite/attendee list with contact name and company.

**Required return-on-investment (ROI POP):**

- Number of attendees
- Number of qualified leads

**9. Exceptions (EXC)**

Non-standard MDF activities.

<table>
<tr><th>Qualifying Expenses</th><th>Non-Qualifying Expenses</th></tr>
<tr><td>• Pre-approved activities and expenses.</td><td>• To be determined during review cycle.</td></tr>
<tr><th colspan="2">Special Requirements and Notes</th></tr>
<tr><td colspan="2">• Exceptions require robust review and approval.<br>• MDF accounts must contact their MDF Marketing contact for advanced planning.</td></tr>
<tr><th colspan="2">Proof of performance (POP) and ROI</th></tr>
<tr><td>POP:<br>• Final itemized invoices or itemized receipts pertaining to exception-related expenses.<br>• Additional requirement unique to the exception as prescribed by RUCKUS.</td><td>Required return-on-investment (ROI POP):<br>• Number of qualified leads</td></tr>
</table>

## Art and Copy Requirements

RUCKUS product-specific content requires RUCKUS approval via an advance request. Failure to follow these policies will result in a denied claim. Color must be exact as per the RUCKUS Logo Usage Guidelines.

## RUCKUS Logo Use

An official and current RUCKUS logo (with appropriate registered trademark notations) must be featured on all sales and marketing materials (printed or online). The logos must be of equal size to the MDF account's own logo. The marketing piece must be clearly discernible as being from the MDF account. It must not give the impression that RUCKUS produced the piece. Failure to include the appropriate brand logo will result in a denied request or claim for reimbursement.

If the RUCKUS logo is not being used, the RUCKUS brand name will be accepted if properly referenced and written out (text copy). Advance approval is still required for this option.

Please refer to the Marketing section within the RUCKUS Partner Portal for more information.

## Product Claims

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

## MDF Reimbursement:

To receive reimbursement for MDF-eligible expenses, a Primary MDF contact at each MDF account must provide banking details within the MDF tool. Unless banking details change, MDF accounts 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 will deduct the fees or conversion amount from the payment re-attempt (after banking details have been corrected).

MDF accounts 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 will not reimburse these fees.

Payments are made 2-3 weeks after the claim passes the 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. If valid bank details are not in the MDF tool or if the MDF account has not accepted the MDF Program Agreement, reimbursement will be placed on payment hold. Corporate and National holidays, system enhancements and unforeseen processing issues may also lead to payment delays.

MDF accounts may not take deductions from payments due for RUCKUS purchases in the event an MDF claim is denied or is not reimbursed within the MDF accounts desired payment timeline.

All foreign wires and drafts are transmitted by Moneycorp US, Inc. on behalf of RUCKUS Networks. Whereas the Swift message for each wire transfer (or draft) may or may not carry both Moneycorp's and the RUCKUS Networks name, these are all monies initiated, paid for and by Direct Order of RUCKUS Networks. The payee, an authorized reseller of products distributed by RUCKUS Networks, is receiving the funds identified above pursuant to the distribution programs maintained by RUCKUS Networks.

## MDF Program Rights Reserved

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

RUCKUS 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.

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

In the event of a change of ownership of the MDF account, the MDF benefit will no longer be available for use unless prior written consent is given by RUCKUS, and the new owner has been granted RUCKUS BIG DOGS Partner Program status.

## Loss of MDF Eligibility

MDF accounts who lose MDF eligibility due to annual partner program compliance requirements or unsatisfactory behavior, will no longer be able to submit new MDF requests. MDF access will be permitted only to submit claims for previously approved requests. Once all claims are closed, MDF access will be removed. Any MDF activity discussed, but not fully approved in the MDF tool at the time of eligibility loss, will not be approved.

## RUCKUS BIG DOGS Partner Program Agreement Termination

Upon notice of termination in the RUCKUS BIG DOGS Partner Program requests for activities that have not yet occurred will be cancelled immediately. For requests that have been approved and for which the activities have taken place, MDF accounts 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.

## MDF Inactivity

Inactive contacts and accounts may have their MDF access removed, even if their account remains MDF eligible. If the account has a viable MDF opportunity, access will be reestablished as long as the account remains eligible.

## General Requirements

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

Public statements must not imply that RUCKUS MDF accounts are RUCKUS, or any subsidiary of RUCKUS. 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 RUCKUS and the RUCKUS brand.

## Compliance with FCPA

MDF accounts are expected to be familiar with, and to act in accordance with RUCKUS' 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/.](https://www.commscope.com/corporate-responsibility-and-sustainability/ethics/)

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

### About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.



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