



BITRIX PARTNER COOPERATIVE MARKETING PROGRAM

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INTRODUCTION

Bitrix is committed to support partner sales in all possible ways and with all available resources. We understand that marketing activity is the main driver of modern sales,. Therefore the company strongly encourages partners to invest more in Bitrix products promotion through all accessible channels, including events, advertising and media relations.

This co-operative and straightforward marketing program is based on sharing marketing expenses and is a step towards enhancing the partners' business, which emphasizes Bitrix trust and commitment and uncovers new opportunities for mutually beneficial cooperation.

According to the program, partners with Gold Certified status can receive compensation totaling 10% of their net sales to a special cooperative marketing fund. Partners are entitled to recuperate up to 50% of their marketing expenses dedicated to the promotion of Bitrix products from this fund. Requested and approved reimbursements will be transferred to the partner's personal account at Bitrix and can be used (only) for acquiring Bitrix product licenses.

GENERAL GUIDELINES

The Cooperative Marketing Program is valid only for partners with Gold Certified status.

The cooperative fund represents 10% of a partner's net sales value (i.e. the sales value with the partner discount) excluding carriage and other expenses that may occur in connection with delivery of Bitrix products.

Terms and conditions

1. The Bitrix cooperative fund can be used for qualified activities to promote Bitrix or its products and services.
2. Bitrix accrues quarterly amounts based on the net value of partner's software sales (minus software product returns) for the partner's cooperative fund. This fund can be used to cover marketing activities defined in these guidelines. Funds accrued in the course of a calendar year expire at the end of the first quarter of the next year. If not used, the accruals are forfeited.
3. Approved reimbursements for cooperative marketing activities will be transferred to the partner's individual account and are to be used for purchasing Bitrix product licenses.
4. Bitrix will transfer reimbursements to the partner's personal account up to 50% of the approved marketing expenses or the amount available in partner's

cooperative marketing fund, assuming the requirements of the program are met.

5. Partner should pay at least 50% of approved activities.

Example 1: Partner has accumulated \$5,000 in cooperative fund and places an ad with a total cost of \$4,000. In this case the partner is entitled to receive a reimbursement to its personal account of \$2,000 (50% of total expenses).

Example 2: Partner has accumulated \$1,000 in cooperative funds and places an ad with a total cost of \$4,000. In this case, the partner is entitled to receive a reimbursement to its personal account of \$1,000, since the partner's cooperative funds are less than 50% of the total cost of the approved ad.

6. Activities that qualify for cooperative marketing fund usage:

Activity	Prior approval ¹
Advertisements (online, offline)	Required
Direct mail	Required
Events	Required
Branded promotional items distribution	Required
Collaterals reprints	Not required

7. The activity must be pre-agreed between the partner and Bitrix according to prior approval requirements.
8. Claims and proof of expense must be submitted within thirty (30) days from the actual date of the marketing activity (see the "Claims and Reimbursements" section for more details). Late submissions will only be reimbursed at Bitrix' discretion.
9. The invoice for claimed marketing activity must be paid up to date in order for claims to be processed. If the invoice is not paid within thirty (30) days of the claim submission date, the claim may be dismissed and become invalid to be submitted in the future.
10. Cooperative activities must comply with Bitrix' logo and trademark guidelines. See the "Logo and Trademark Guidelines" section for more details.
11. Claims submitted for marketing activities **that require** prior approval run the risk of non-reimbursement of all or part of the claim if non-conformance with the guidelines is detected. Prior approval will be issued within 3 working days of the date of submission.
12. Bitrix may terminate or modify this program at any time. In the event of such termination, all unused credits will expire unless prior approval for their use has been given by Bitrix. Any modification or termination will not affect claims submitted prior to the effective date of termination or modification. Failure to

¹ The procedure for prior approval is outlined in the "Prior Approval Requirements" section.

follow the procedures set forth in this program may disqualify the partner from participating in this program and using acquired credits.

13. Upon termination of partner agreement with Bitrix for any reason, the entire cooperative marketing fund balance, except claims submitted prior to termination, is forfeited.
14. Bitrix reserves the right to determine the eligibility of any claim for reimbursement in this program.
15. Eligibility for reimbursement of claims is also subject to compliance with the guidelines in the sections following.

PRIOR APPROVAL REQUIREMENTS

Prior approval is required for all cooperative activities except for collateral reprints. The activity must be pre-agreed between the partner and Bitrix. The Prior Approval Form initiates the claims process and signals us to expect a claim. This process protects partners against non-reimbursable expenses by defining what and how much will be covered. It also eliminates tracking problems and helps speed up reimbursement of the claim. Partners must complete the Prior Approval Form available in Appendix A and send it to their Account Manager with a copy to Bitrix' Chief Marketing Officer.

Item 6 of the cooperative marketing program general guidelines lists activities that require prior approval. As soon as the general outlines of the activity are known, (i.e. when, how much, description of activity, etc.), fill out the Prior Approval Form and send it to Bitrix.

Upon approval, you will receive a copy of the signed Prior Approval Form to submit with your claim documentation. Bitrix reserves the right to determine the relevance of any activity for reimbursement.

Claims that do not require prior approval must still conform to the general guidelines.

CLAIMS AND REIMBURSEMENTS

Cooperative marketing funds are available during Bitrix' financial year, which runs from January to December, plus the first quarter of the following year, after which they are canceled. Any accrued funds not claimed via the prior approval or claim form with necessary documentation by the deadline dates will be forfeited.

All reimbursement claims must be submitted via e-mail with a cover letter and required documentation within thirty (30) days after the activity is completed to the partner's Account Manager with a copy to the Bitrix Chief Marketing Officer.

After processing or any necessary verification, Bitrix will transfer the corresponding funds to partner's individual account.

Bitrix will not reimburse a publication, or any other supplier, for cooperative activity costs incurred by the partner and has no obligations to any such third parties under this program.

Exceptions

For claims larger than \$5,000 that may require cooperative funds exceeding the volume accrued by the Partner, Bitrix may at its discretion advance funds. If available cooperative funds do not cover the total amount approved for a claim, Bitrix will augment the partner's personal account to the limit of available funds. The remaining balance is then considered pending. Pending claims will be held for payment upon additional accruals from the following months. When the funds accrued in the next quarter are available, Bitrix will augment the partner's personal account to the limit of available funds. If a balance remains, it will be dismissed and cannot be used at a later time.

ACTIVITY GUIDELINES

Newspapers, magazines and trade publications

Prior approval is required for ads placed in newspapers, magazines and trade publications.

Media requirements

Advertisements should appear in local or national press, business publications, general interest publications, or trade press.

The target publication must:

- Be regularly published and accredited
- Contain at least 25% news or editorial
- Have a published rate schedule and audited circulation

For initial assessment, the partner should provide the official event media kit outlining publication's positioning, target audience, circulation, etc.

Artwork/film requirements:

All advertising materials provided by Bitrix for cooperative marketing use are automatically acceptable.

Other artwork may include photographs, line drawings, or any other reproducible format.

All ads must include the Bitrix logo and conform to the logo and trademark guidelines.

Terms and conditions for reimbursement:

- Bitrix will only reimburse for actual space costs inclusive of negotiated discounts and will not reimburse for agency commission and tax.
- Bitrix will pay a prorated portion of ads which feature other products in addition to Bitrix products, assuming that all other artwork requirements are met and the Bitrix portion constitutes at least 25% of the ad.
- Creative costs are not reimbursable. These include concept development, agency fees, copywriting, and layout/design.

Claim documentation:

- Signed Prior Approval Form
- Photostat or tear-sheet of ad
- Copy of invoice from publication

Online advertising

Prior approval is required for ads placed in online resources.

Media requirements:

Advertisements should appear in local or national online resources. The resources must be respected websites or online services, have an established audience, and focus on Bitrix target groups. Advertisements may be presented as banners of various sizes and formats, word context placing.

For initial assessment partner should provide the official event media kit outlining the resource's positioning, target audience, circulation, etc.

Artwork and text requirements:

- All artwork supplied by Bitrix for cooperative marketing use are automatically acceptable.
- Banners should include the Bitrix logo and conform to the logo and trademark guidelines.
- Texts for word context advertising should be crafted to motivate sales of Bitrix products.

Terms and conditions for reimbursement:

- Bitrix will reimburse advertisement placement expenses.
- Creative costs, agency fees, copywriting, delivery expenses or any other expenses except for advertisement placement are not reimbursable.
- Bitrix will pay a prorated portion of online advertising, which feature other products in addition to Bitrix products, assuming that all other artwork requirements are met and the Bitrix portion constitutes at least 25% of the ad.

Claim documentation:

- Signed Prior Approval Form.
- Banner or text for word context advertising.
- Copy of invoice from online resources or services.

Direct mail flyers and product catalogues

Prior approval is required for direct mail campaigns, flyers, and product catalogues.

Campaign requirements:

Direct mail lists must be verified by the company from whom they have been purchased or rented within three months prior to the campaign.

Artwork/film requirements:

- All artwork, film and photographs supplied by Bitrix for cooperative marketing use are automatically acceptable.
- Other artwork may be photographs, line drawings, or any other reproducible format. All flyers and product catalogues must include Bitrix logo and conform to the logo and trademark guidelines.

Terms and conditions for reimbursement:

- Bitrix will reimburse all printing costs, except for any additional charges caused by negligence on the part of the partner, and for all postage costs incurred in mailings, within the limits of funds available.
- Bitrix will reimburse a prorated portion of direct mail pieces and product catalogues that feature other products in addition to Bitrix products, assuming that all other artwork requirements are met and the Bitrix portion constitutes at least 25% of the total item.
- Creative costs are not reimbursable. These include concept development,

agency fees, copywriting and layout/design.

- Bitrix will reimburse a prorated portion of list rental or purchase costs when these lists are used by Partner to mail information on products other than Bitrix products provided that the Bitrix portion constitutes at least 25% of the total mailed items.
- Costs of temporary or other staff incurred in the fulfillment of any direct mail campaign do not qualify for reimbursement.

Claim documentation:

- Signed Prior Approval Form.
- One copy of direct mail piece, flyer or product catalogue
- Copy of the invoice from printing materials manufacturer and other production and resale invoices that may be applicable.
- Postal receipts or other authorized statement noting quantity, weight, and dates mailed.

Events

Prior approval for exhibition, seminars, conferences and other events (including online events) is required.

Event requirements:

There are no prerequisite requirements for events to qualify for reimbursement under the rules of this program. Each event will be considered separately taking into account its dedication to Bitrix and prospective business efficiency.

For initial assessment, the partner should provide the following event details: dates, estimated costs, percentage of booth or presentation devoted to Bitrix products, official event media kit.

Terms and conditions for reimbursement:

- Bitrix will reimburse the cost of exhibition stand (exhibition ground rental costs) and the production costs of any stand graphics specifically developed for Bitrix products.
- Bitrix will reimburse the cost of speaking opportunities (including online speaking opportunities), costs for room and audio-video equipment rental. Catering will also be reimbursed if directly related to the presentation.
- Reimbursement will be prorated to reflect the percentage of space and attention devoted to Bitrix products
- Bitrix will not reimburse travel and accommodation expenses, stand design and construction, additional exhibition services (Internet connection,

cleaning, etc.), or communications expenses.

Claim documentation:

- Signed Prior Approval Form
- Copies of invoices and contracts for exhibition space rental, room and equipment rental, applicable catering charges.
- Photograph of exhibition stand or seminar room, PowerPoint presentation for the speaking opportunity and video broadcasting of presentation (including online presentations).

Promotional items

Prior approval for production of any Bitrix-branded marketing items is required.

Requirements:

- Promotional items should be used as giveaways, prizes, incentives and other ways targeted at raising the awareness of Bitrix products.
- Artwork requirements: items must obviously display the Bitrix logo.

Terms and conditions for reimbursement:

- Bitrix will reimburse the production costs of the promotional items.
- Creative costs associated with promotional items will not be reimbursed.
- Items including logos other than Bitrix and/or its product names may qualify for prorated reimbursement defined by Bitrix at its discretion.
- The use of Bitrix products for promotional use, giveaways or prizes may be reimbursable under certain conditions. Please submit Prior Approval Form with specifics. In general, Bitrix product giveaways should be used in conjunction with an approved cooperative activity or for the use of an editor/journalist/analyst of a recognized magazine or newspaper and must come at the partner's expense.

Claim documentation:

- Signed Prior Approval Form
- Copy of invoice for production of promotional items
- Sample of promotional item

LOGO AND TRADEMARK GUIDELINES

The Bitrix logo

The Bitrix logo must appear exactly as shown in the artwork. The logotype consists of the word “Bitrix” and branded circle on the left or on the top. The Bitrix logo itself should be shown in solid white, black or red and appear in the proper corporate colors as indicated in the Bitrix Corporate Identity Guide.

Additional logo prints can be provided on request.

Use of Bitrix trademarks

Bitrix’ company and product names are trademarks and must be used correctly. This is very important for maintaining consistency of image and trademark protection. Bitrix appreciates your support and encourages you to advertise Bitrix products. When doing so, follow the basic trademark guidelines provided below and those found in Partner Agreement.

The proper use of the Bitrix trademark implies addition of the registered trademark symbol ®. In instances where the Bitrix trademark is followed by a product name or any other title the registered trademark symbol should follow the word “Bitrix”.

Bitrix also keeps the list of non-officially registered trademarks corresponding with technology, product names and other initiatives. Partners are advised to use the superscripted trademark symbol ™ after mentioning these trademarks.

Please use the following trademarks when including any of the following product names in your promotions:

Bitrix® is a registered trademarks of Bitrix, Inc.

If you are at all uncertain about trade marking, you can include the following general disclaimer in your materials:

"Product names mentioned herein have been used for identification purposes only and may be trademarks of their respective companies."

APPENDIX A: PRIOR APPROVAL FORM

Please complete this form and return it to your Account Manager in Bitrix.

COMPANY:

NAME:

DATE:

I hereby request approval for the following expenditure under the Bitrix Cooperative Marketing Program. (Write a brief description of the activity, attaching additional sheets if necessary).

PERCENTAGE DEVOTED TO BITRIX:

ACTIVITY DATE:

ITEMIZED BREAKDOWN:

ESTIMATED COSTS:

APPROVED BY BITRIX:

DATE APPROVED:

REQUESTER'S SIGNATURE:

TITLE:

On approval, a copy of this form will be returned to partner to submit with claim documentation.

APPENDIX B: CLAIM FORM

Please complete this form and return it to your Account Manager in Bitrix.

COMPANY:

NAME:

DATE:

Please complete the following section if a Prior Approval Form was not required for this expenditure. (Write in details of activity, attaching additional sheets if necessary).

PERCENTAGE DEVOTED TO BITRIX:

ACTIVITY DATE:

ITEMIZED BREAKDOWN:

COSTS:

TOTAL COSTS:

I hereby request reimbursement on my personal account for the following expenditure under the Bitrix Partner Cooperative Marketing Program. (Attach your signed Prior Approval Form and complete supporting documentation to this claim form).

REQUESTER'S SIGNATURE:

TITLE:

APPROVED BY BITRIX:

AMOUNT APPROVED:

DATE APPROVED:

CONTACTS

There are several options of effective communications regarding sales of Bitrix products. For best results please contact your account manager at Bitrix or upper level partner.

Meanwhile, we encourage you to take advantage of the Bitrix partner community that can bring you additional value by revealing the best practices for effective sales of Bitrix products. There are a number of online forums available for your convenience:

Public Bitrix® Intranet Portal forum:
<http://www.bitrixsoft.com/support/forum30/>

Public Bitrix® Site Manager forum:
<http://www.bitrixsoft.com/support/forum10/>

Public Bitrix® Virtual Appliance forum:
<http://www.bitrixsoft.com/support/forum31/>

Private partner forum:
<http://www.bitrixsoft.com/support/forum16/>

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