International Partner Geographic Region Program
Introduction for Intl Premier Elite and Premier Partners

ASCM Strategy & Alliances

All Information in this Document is Proprietary and Confidential
Not for Disclosure

February 2022 v1
International Partner Geographic Region Program

Business Rules

• This program is available for International Premier and Premier Elite partners only, for live face to face public classes.

• All classes must be published at the ASCM website, under Partner Connect >Partner Profile> Calendar of Events > Add Event. For your convenience, we included a previously published tutorial link.

• International Premier and Premier Elite partners will be able to offer ASCM products and services, including certification open (public) classes, in all countries within the assigned Geographic Region.

• Region assignment follows the country Territory as per the signed Partner Agreement.

• If an International Premier or Premier Elite partner wishes to operate outside of their Geographic Region, the partner must establish a legal entity, with a tax id, in the desired region.

• An Authorized Partner with signed partner agreements in two countries within the Geographic Region, may have the right to operate in the whole region, at ASCM discretion.

• ASCM and Partners are separate legal entities. Please consult with your Tax and Legal Advisors to assess your tax and legal liability regarding expansion into additional countries.
Regional Goals

- Financial Goals in thousands USD
- Goals to be met on an annual basis

<table>
<thead>
<tr>
<th>Partner Tier</th>
<th>Africa</th>
<th>APAC</th>
<th>CESA</th>
<th>Europe</th>
<th>MENA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized</td>
<td>15</td>
<td>25</td>
<td>15</td>
<td>40</td>
<td>25</td>
</tr>
<tr>
<td>Premier</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Elite</td>
<td>70</td>
<td>100</td>
<td>70</td>
<td>250</td>
<td>100</td>
</tr>
</tbody>
</table>
ASCM Market Regions for Partners

Regional Operation
- Europe
- Middle East, North Africa
- Asia Pacific
- Sub-Saharan Africa
- Central and South America
- Country with ASCM International Partner representation

Non-Regional Operations (out of scope)
- North America
### Geographic Regions and Current Countries Represented

<table>
<thead>
<tr>
<th>Geographic Regions</th>
<th>Countries in which International Partners Currently Operate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>Belgium, Bulgaria, Denmark, France, Germany, Hungary, Ireland, Italy, Luxembourg, Netherlands, Poland, Spain, Russia, Switzerland, Sweden and United Kingdom</td>
</tr>
<tr>
<td>Middle East/ North Africa</td>
<td>Jordan, Lebanon, Saudi Arabia, and United Arab Emirates, Egypt and Morocco</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>Ethiopia, Nigeria, Kenya</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>Australia, China, Hong Kong, India, Japan, South Korea, New Zealand, Singapore and Taiwan</td>
</tr>
<tr>
<td>Central &amp; South America</td>
<td>Costa Rica and Dominican Republic, Brazil, Colombia, Ecuador, Peru</td>
</tr>
</tbody>
</table>

Partners are separate legal entities from ASCM. Please consult with your tax and legal advisors to assess your tax and legal liability regarding expansion into additional countries. *Any country transaction restrictions currently placed on ASCM Membership | Products | Product Solutions continue to apply.*
Joint Memberships are becoming a Global Offer!

- International Joint Membership partners will be able to offer training within their assigned regions.

- International Joint Membership partners will be able to offer joint membership at a **global level**, regardless of their assigned region or country.

- The global offer for the joint membership will be also applicable at the ASCM website, where individuals will have the option to select their joint membership association regardless of country of origin.
Thank you