OVERVIEW

JFrog is on a "Liquid Software" mission to enable the flow of software seamlessly and securely from developer’s keystrokes all the way to production. The end-to-end, hybrid JFrog Platform provides the tools and visibility required by modern software development organizations to fully embrace the power of DevOps.

JFrog is pleased to offer a new and improved Channel Partner Program for resellers. Together, with our reseller partners, we are further expanding our coverage worldwide. This guide will help you understand the benefits of officially joining the JFrog Channel Partner Program.

Why JFrog Channel Partner Program?

By joining our Channel Partner Program, you will be part of the DevOps revolution by creating positive impact and driving digital transformation for your end customers.

The primary goal of the JFrog Channel Partner Program is to reward our partners for helping drive our mutual strategic objectives:
- Accelerated growth
- Higher brand awareness
- Increased revenue
- Presence in new markets and verticals

PROGRAM BENEFITS

<table>
<thead>
<tr>
<th>SALES, MARKETING, PRE-SALES &amp; SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
</tr>
<tr>
<td>Deal protection via partners Portal</td>
</tr>
<tr>
<td>Renewal Tracking and Alerting</td>
</tr>
<tr>
<td>Not for Resale Demo Program (NFR)</td>
</tr>
<tr>
<td>Channel Manager</td>
</tr>
<tr>
<td>Knowledge Base Access</td>
</tr>
<tr>
<td>Being a certified Jfrog partner</td>
</tr>
<tr>
<td>Eligible for MDF program</td>
</tr>
<tr>
<td>Access to Joint Marketing Programs</td>
</tr>
<tr>
<td>Access to Support and solution teams</td>
</tr>
<tr>
<td>Access to quarterly Newsletters</td>
</tr>
</tbody>
</table>

JFROG KEY CUSTOMERS

BECOME A JFROG PARTNER AND LET’S LEAP FORWARD TOGETHER!

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PROGRAM TIERS

Silver Partnership
This is the entry level partnership tier that all partners will start their journey with at JFrog. To be a Silver partner you need to have basic capabilities of being able to sell JFrog products to your customer via an in-house sales team and meet a minimum revenue target set for this tier.

Gold Partnership
Silver partners who achieve their targets and aim higher to meet the next level of revenue will move into the Gold partnership tier. To be a Gold partner, along with a sales team that will enable you to reach the targets set for this tier, you would also need to invest in a pre-sales team that will help you achieve DevOps expertise level through our training and certification to provide added value to your customers.

Platinum Partnership
This is the highest level of partnership and will enable you to sell and maximise your revenue with JFrog. To be a Platinum partner, along with maintaining a min revenue criteria, you would also need to have solution selling, consulting and deployment capabilities to drive it successfully with your customers.

COMMISSION STRUCTURE

The JFrog Channel Partner Program provides you commission for every new business opportunity or new logo that you bring to JFrog. Basis your partnership tier, the commission structure differs. Since these are annual license subscriptions, it is also important to continue to renew the subscription for which we also offer commission on renewals for customer contracts that you will manage.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered &amp; approved deals</td>
<td>25%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Renewal - On registered deals</td>
<td>12.5%</td>
<td>7.5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PROGRAM REQUIREMENTS

All partners begin their partnership at the Silver tier. Each tier comes with a program requirement of meeting the min revenue criteria as set in the table below. At the end of each quarter, there is an upgrade path for the next tier provided you are able to reach the next level of revenue requirement.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>NN ARR in calendar year</td>
<td>$1M+</td>
<td>$500K</td>
<td>$100K</td>
</tr>
<tr>
<td>Minimal dedicated training and certified team</td>
<td>2 Sales Rep + 2 Presale/SE</td>
<td>1 Sales Rep + 1 Pre-Sale/SE</td>
<td>1 Sales Rep + 1 Pre-Sale/SE</td>
</tr>
<tr>
<td>Business Plan and Account Mapping</td>
<td>Mutually agreed business plan with deal reg, revenue &amp; marketing commitments + Account mapping to existing partner accounts</td>
<td>Mutually agreed business plan with deal reg, revenue &amp; marketing commitments</td>
<td></td>
</tr>
<tr>
<td>Marketing Development Fund (MDF)</td>
<td>YES- Per use case</td>
<td>YES- Per use case</td>
<td></td>
</tr>
<tr>
<td>Minimum deals (new logos) per Annual</td>
<td>20</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

TOOLS FOR SUCCESS

As part of the Business Partner program, JFrog will invest in onboarding your sales and pre-sales team to enable you to sell effectively in the market. Basis your partnership tier, the onboarding program will allow you to get into the depth of our platform for you to understand and sell independently to your customers. The pre-sales onboarding program will also involve certifications on our products.

Apart from this, as partners of JFrog you will also get access to our partner portal that you will use to register your leads which will be reviewed and approved by the business team.

LET'S LEAP FORWARD TOGETHER

We are committed to making our partners as successful as they can be by unlocking potential in the world of DevOps. Click here or reach out to us Channels@jfrog.com to be part of this journey!