



Channel Partner Rules of Engagement

FirstComm Guidelines for Fair and Transparent Collaboration

Introduction

This document outlines FirstComm's Rules of Engagement for Channel Partners. These guidelines are designed to ensure fair competition, transparent operations, and a mutually beneficial relationship between FirstComm and all participating channel partners.

1. Deal Registration

FirstComm does not maintain a deal registration program for exclusivity. All partners have equal opportunity to pursue and close business without the requirement to register deals in advance. This open and competitive environment ensures that value, customer relationships, and performance are the primary drivers of success.

Any existing customer already associated with an Agent of Record (AOR) will remain associated with that agent unless requested by the customer. Future deals or opportunities related to that same customer, whether brought in by the agent or directly to FirstComm, will continue to be credited to the existing AOR. If a new agent brings a distinct and verifiable opportunity with the same customer, ownership of that new opportunity will be assigned to the new agent.

2. Price Parity

Price parity will be strictly maintained for all competing agents and channel partners. FirstComm does not offer exclusivity on opportunities or accounts.

In cases where multiple agents are quoting the same opportunity, all participating agents will receive the same discount structure and customer pricing to ensure a fair and level playing field. If pricing changes during the sales process, all partners involved will be notified and provided with updated pricing.

The agent-customer relationship and customer choice will ultimately be the deciding factor on which agent wins the business. FirstComm's role is to serve as the service provider, maintaining fairness and transparency throughout the process.

3. Renewals/Regrooms





Upon contract renewal, FirstComm's primary objective is to retain the customer and prevent churn. Throughout the term of the agreement, FirstComm will provide ongoing support and communication to the customer. If a partner has a preference to be kept up to date, FirstComm will make a best effort to relay communications to the partner as timely as possible. To remain competitive, pricing adjustments may be necessary at renewal—resulting in a potential price reduction, no change, or an increase depending on market conditions.

Regardless of pricing outcomes, the original selling agent will continue to receive commission in accordance with their compensation plan. No new SPIFFs or bonuses will be paid on renewals; commissions will continue as recurring compensation based on the established agreement.

4. Code of Conduct

All partners are expected to act with integrity, professionalism, and respect toward customers, other partners, and FirstComm personnel.

Partners must comply with all applicable laws, regulations, and ethical standards in the regions where they operate. Any form of misrepresentation, unethical behavior, or unfair business practices will result in immediate review and potential termination of the partnership.

5. Special Requests & Dispute Resolution

Customer-driven special requests or unique deal structures will be treated as *Individual Case Basis (ICB)* opportunities.

In the event of a disagreement between agents, partners, or other involved parties, FirstComm management will review the situation and make a determination on a case-by-case basis. All decisions will be guided by customer preference while ensuring fairness, transparency, and a level playing field for all agents. If a customer is in term with an existing agent, tagging will remain as is.

6. Confidentiality and Data Protection

All partners are required to protect confidential information and adhere to data protection standards. Sharing proprietary information with unauthorized parties is strictly prohibited.



7. Review and Amendment

These Rules of Engagement may be reviewed periodically to reflect changes in business strategy, market conditions, or regulatory requirements. Partners will be notified in advance of any significant updates or amendments.

8. Acceptance

By participating as a FirstComm Channel Partner, you acknowledge and agree to abide by these Rules of Engagement. Continued partnership is contingent upon adherence to these guidelines.

For clarification or questions regarding these rules, please contact the Channel Partner Program Manager.

General Disclaimer

The guidelines outlined in this Rules of Engagement document are intended to provide clarity and consistency in managing partner and customer relationships. However, not all scenarios can be anticipated. Any situations or disputes not explicitly covered herein will be reviewed and resolved on a case-by-case basis at FirstComm's discretion.

