

MICROSTRATEGY PARTNER AGREEMENT (EEA)

We are pleased to invite you to participate in the MicroStrategy Partner Program. The goal of this program is to allow us to partner with companies that we believe can effectively collaborate with us to promote MicroStrategy and our innovative analytics and mobility offerings in a rapidly growing global marketplace. We look forward to working with you.

Authorized Partner. By entering into this agreement, you will become an authorized MicroStrategy partner with the opportunity to earn fees by referring prospective customers to us or by reselling or distributing our products in the following territory: **European Economic Area (“EEA”)**. You are free to resell or distribute our products in any territory in the EEA. If you choose to refer a customer to us, we are under no obligation to enter into a business relationship with the prospective customer you referred to us. You will be primarily responsible for [insert EEA country]. You will use your best efforts to serve customers in that region.

Opportunity Registration. To be eligible for a partner fee or to resell our products to a customer for an opportunity you have identified, simply provide us with all relevant information as described in the section “MicroStrategy Partner Program Guidelines” below. We may also identify opportunities that we believe you may be well situated to pursue and, in those cases, offer those opportunities to you.

Upon receipt of all relevant information from you or if we identify an opportunity for you, we will register the opportunity on our CRM Platform (“Eligible Opportunity”).

Partner Fees for Referral and Co-Sell Opportunities. You may earn partner fees calculated on the basis of the software license fees payable in the first year by the customer relating to the sale of our products under an Eligible Opportunity, as described below:

- **Referral Opportunity.** You will earn a partner fee of % for a transaction where you are the lead originator and complete certain activities in support of the sales cycle that we specify such as conducting a meeting with a senior executive of the customer to generate interest in our offerings, and where we play the primary role in the sales cycle, manage the key stages of the sales cycle such as technical discovery and sales negotiations, and enter into the agreements with the customer. For the avoidance of doubt, you will not be involved in any price negotiations with such customers for our products.
- **Co-Sell Opportunity.** You will earn a partner fee of % for a transaction where you complete certain critical activities in support of the sales cycle that you and we mutually determine, such as (i) introducing us to a new senior management-level customer contact; (ii) providing demonstrations or subject matter expertise in customer meetings; (iii) collecting critical customer budgeting information to help us present a sales proposal; (iv) participating in sales negotiations with the customer to help us close the transaction; or (v) collecting critical information on incumbent or competing software used by the customer to help us present a technical proposal, and where we play the primary role in the sales cycle, manage the key stages of the sales cycle such as technical discovery and sales negotiations, and enter into the agreements with the customer. For the avoidance of doubt, you will not be involved in any price negotiations with such customers for our products.

For referral and co-sell opportunities, in lieu of a partner fee, you may elect to have us credit a marketing development fund (to be drawn down within one year of the date on which the partner fee was earned) to finance certain joint marketing events and activities.

Pricing for Resale Opportunities. We will offer you certain pricing (described below) for our products under an Eligible Opportunity for resale by you to customers that, as of the date you provide all relevant information to us with regard to such opportunity, (1) have not licensed our products (*i.e.*, net new customer accounts); or (2) are not engaged with us in an active sales cycle; or (3) we have referred to you as a business opportunity.

- **Resale Opportunity.** For a transaction where you are the lead originator and play the primary role in the sales cycle by conducting all or substantially all of the activities in the sales cycle needed to close the transaction – including negotiating pricing with the customer – and you enter into the agreements with the customer, we will sell you our products for resale to the customer at the following prices:

We determine on an opportunity basis and in our sole discretion the applicable discount on our then current list prices.

The maximum discounts are as follows:

- Up to [insert number] percent for perpetual licenses;
- Up to [insert number] percent for term licenses; and
- First year of Technical Support Services (only relevant for perpetual licenses) at % of the net license fees.



Services. You may request consulting or education services from us by submitting an order. You will be billed at our standard rates less a 10 % discount.

Term and Termination. You may terminate this agreement at any time by providing written notice to us. We may terminate this agreement upon written notice to you (1) if you breach a material provision of this agreement and fail to cure the breach within thirty (30) days following such notice; or (2) at any time following the one-year period beginning on the date of execution of this agreement.

Marketing. Each party has the right to issue a mutually-agreed press release that includes a quotation from one of the other’s senior executives. Each party grants the other the right to use its name and logo in public communications, on websites, in presentations, in marketing collateral and at marketing events.

Cadence. You agree to make reasonable efforts to attend bi-weekly partner operational meetings to gain proper collaboration, alignment, enablement, and status of opportunities.

Business Development Licenses. We may make licenses available to you for demonstration, laboratory use, business development, and proofs of concept lasting less than 90 days at no charge for Eligible Opportunities.

MicroStrategy Partner Program Guidelines. We use a Customer-Relationship-Management platform (“CRM Platform”) to facilitate and manage our partner relationships. You will need to promptly and accurately provide all information (such as needs, plan, next milestone and due date) for each of your opportunities and immediately inform us of changes and updates. The information provided by you and registered by us on the CRM Platform will serve as the system of record for the status of your Eligible Opportunities as well as all activity and other information relating to your Eligible Opportunities for purposes of this agreement. This agreement is subject to the terms and conditions viewable at www.microstrategy.com/partner-terms, which are incorporated in this agreement by reference.

ACCEPTED AND AGREED TO BY:

MicroStrategy Incorporated (We/Us/Our)

Partner: _____ (You/Your)

[Signature]

[Signature]

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____