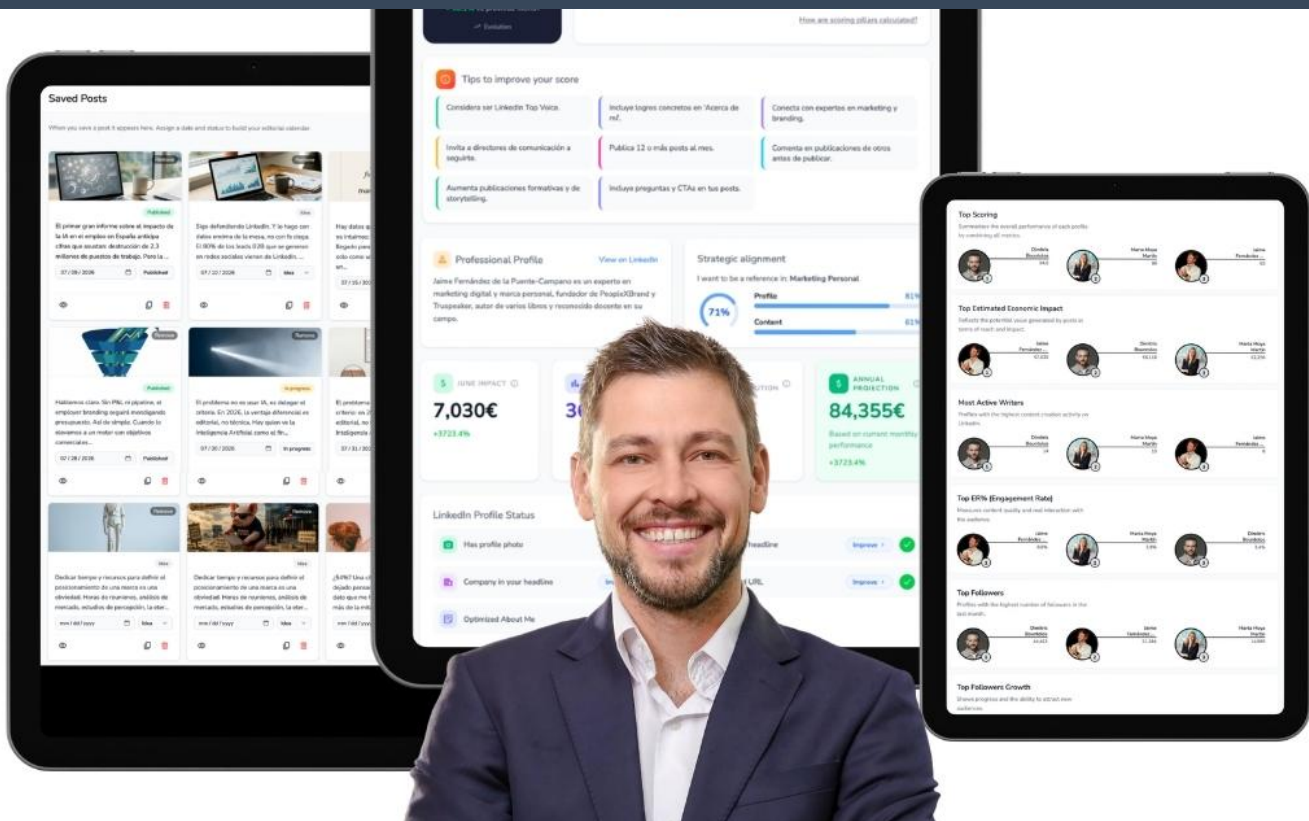


scoringmy..

PARTNER PROGRAMME

Scoringmy Official Partner

Programme terms and partnership agreement for corporate communications agencies and reputation consultancies.

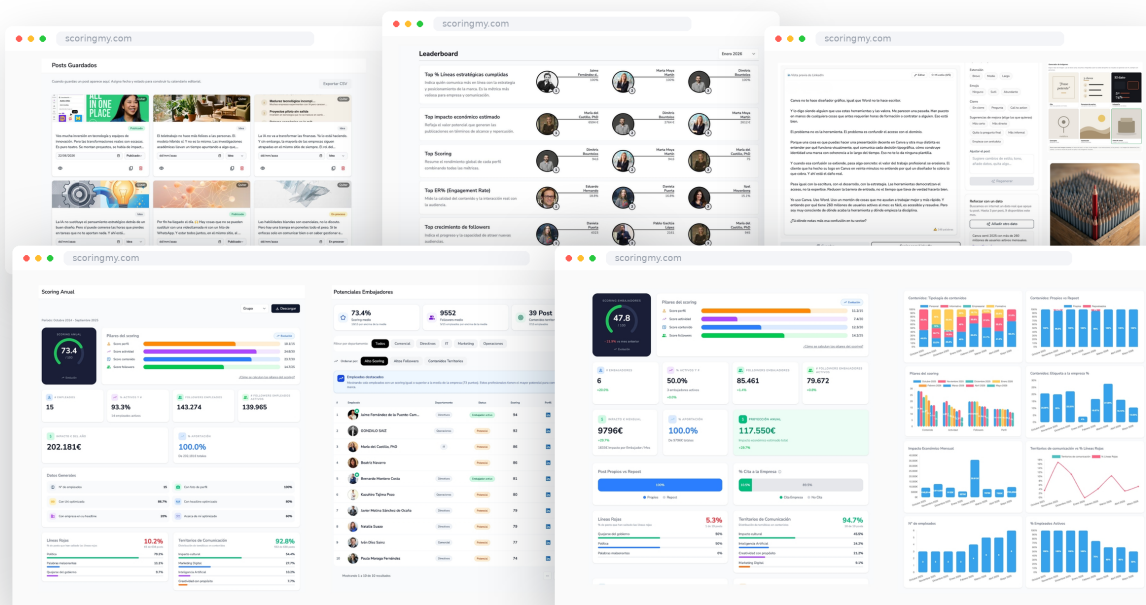


What the programme is

This is not about reselling software. It is about adding a new, measurable and recurring service line to your agency's offering: measuring and activating your clients' professionals on LinkedIn.

Scoringmy provides the technology, the data and the sector intelligence. The agency provides the client relationship, the strategy and the delivery of the programme.

The programme is designed for corporate communications agencies, reputation consultancies, corporate branding firms, public relations and public affairs agencies, and employer branding consultancies.



What no other platform can offer. Scoringmy measures the entire workforce and your competitors using 100% public information, with no employee login and without requiring anyone to enrol in the programme. Every other tool on the market only measures the people who sign up.

Two ways to partner

Not every agency wants to run the platform. That is why there are two routes in.

ROUTE 1

Referrer

For agencies that want to introduce opportunities without running the platform.

- Introduces the qualified contact
- Scoringmy runs the demo, closes and manages the account
- **15% of the amount collected in year one, paid once**
- No licence, no certification, no volume commitments

ROUTE 2

Partner

For agencies that build the service into their offering and manage the account.

- Runs the demo, owns the relationship and delivers the programme
- **20–30% in year one, 10–25% on renewal**
- Free internal licence, training and demo environment
- Sector reports, joint events and additional profiles

Revenue share tiers by volume (Partner only)

The year-one share increases with the volume generated in the calendar year. Tiers are cumulative: once a threshold is passed, the higher percentage applies to the revenue above that threshold.

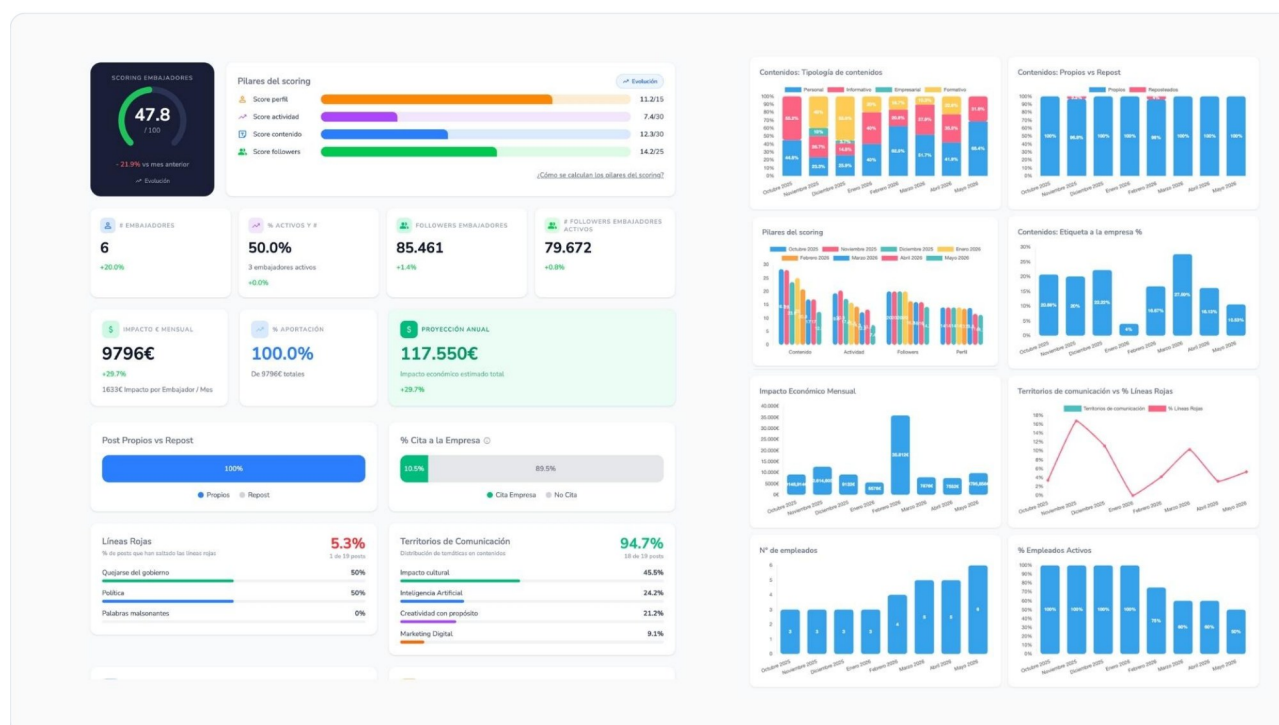
Volume generated per calendar year	Year 1	Renewals
Up to £65,000 / \$80,000	20%	10%
£65,001–£130,000 / \$80,001–\$160,000	25%	15%
Above £130,000 / \$160,000	30%	25%

Thresholds apply in the currency in which the agreement is signed. Renewal share continues for as long as the agency actively manages the account.

Free internal licence

There is no better way to sell the product than to use it. Partners receive a free platform licence for their own organisation.

Term	12 months from signature, for a programme of up to 25 ambassadors
Expansion	If your internal programme needs more than 25 ambassadors, we apply a preferential partner price
Activation (first 30 days)	An active internal programme with a minimum number of the agency's own ambassadors, and 2 team members certified on the platform
Renewal (at 12 months)	Renews for a further 12 months free of charge with 1 closed project in the period. If no project has closed, we open a conversation about continuing. There is no automatic invoicing
Revocation	60 consecutive days without internal use of the platform, or failure to meet the activation conditions

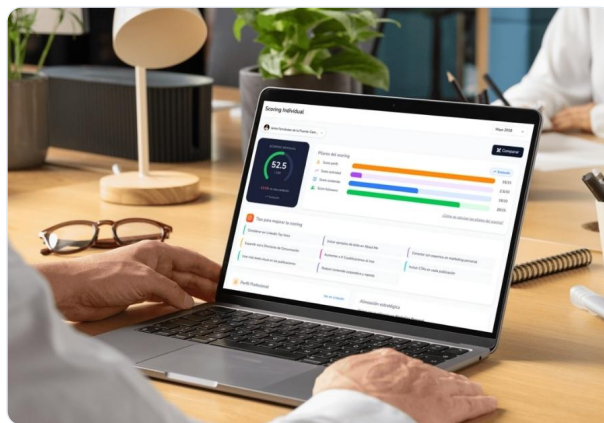
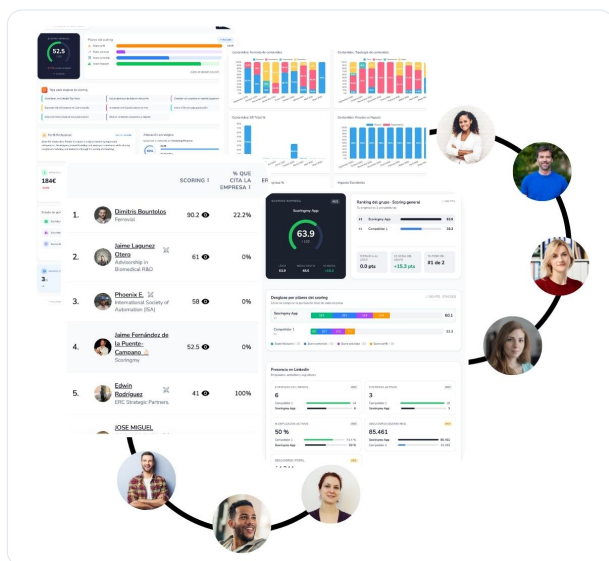


Ambassador dashboard: scoring, estimated economic impact, communication territories and red lines.

What the Partner receives

NEW BUSINESS GENERATION

- **Bespoke sector reports** covering the sector or market the agency wants to target
- **Joint events:** Scoringmy provides the data and the analysis, the agency provides its brand and its audience
- **20 additional external profiles per month** for managing or analysing the personal brands of prospects and clients
- Access to rankings, scoring, economic impact and sector benchmarks



Competitive benchmarking and individual scoring by professional.

TRAINING AND SUPPORT

- Training and certification for the agency's team
- Demo environment with real data for client presentations
- Priority support for the agency and for its clients

POSITIONING

- Use of the Scoringmy Official Partner badge
- Listing in the Scoringmy partner directory

We are only the tool. The credit is yours. Reports and events go out under the agency's brand. Scoringmy does not compete for the client relationship.

What the Partner brings

- Genuine, verifiable internal use of the platform
- 2 certified team members
- Presenting the solution to its client base and to new prospects
- Notifying opportunities before first formal contact, following the process in section 6
- Adherence to the commercial and pricing terms set by Scoringmy



AI content generator and editorial calendar for the client's ambassadors.

Opportunity registration

To prevent two partners working the same account, or a partner introducing a company Scoringmy already has an open conversation with.

How it works

- 1 **Register.** Before first formal contact, the Partner registers the company through the opportunity registration form in the partner area. Only three fields are required: company name, web domain and intended contact.
- 2 **Response within 48 hours.** Scoringmy confirms one of three statuses: **Open** (assigned to the Partner), **Registered by another partner**, or **Active client or open sales process with Scoringmy**.
- 3 **Protection.** An opportunity confirmed as open is protected for **90 days**, renewable while there is demonstrable activity (meeting held, proposal sent, demo booked).
- 4 **Conflict resolution.** The first registration by date and time always prevails. Accounts that are already active or in an open sales process with Scoringmy are excluded from the programme.

Why this section exists. Registration is not red tape. It is what guarantees the Partner that the commercial work it invests in an account will not be taken by someone else. The written 48-hour confirmation is a commitment from Scoringmy, not an administrative burden on the Partner.

Invoicing and payment of the revenue share

Calculation base	Net amount actually collected by Scoringmy, excluding taxes
Entitlement	The right to the revenue share arises when the client pays. If the client does not pay, no entitlement arises
Settlement	Quarterly. Each quarter settles everything collected in that period, regardless of whether the client pays annually, semi-annually or monthly
Invoicing	Scoringmy sends the Partner a statement of amounts collected. The Partner issues an invoice for the corresponding amount
Payment terms	30 days from receipt of invoice
Non-payment and cancellations	If a client cancels or stops paying, the revenue share ceases from that point. Amounts already settled are not refundable

Example. A client signs an annual project worth £30,000 and pays in two instalments. In the first quarter Scoringmy collects £15,000: the Partner invoices £3,000 (20%) in that settlement. The second instalment is settled in the quarter in which it is collected.

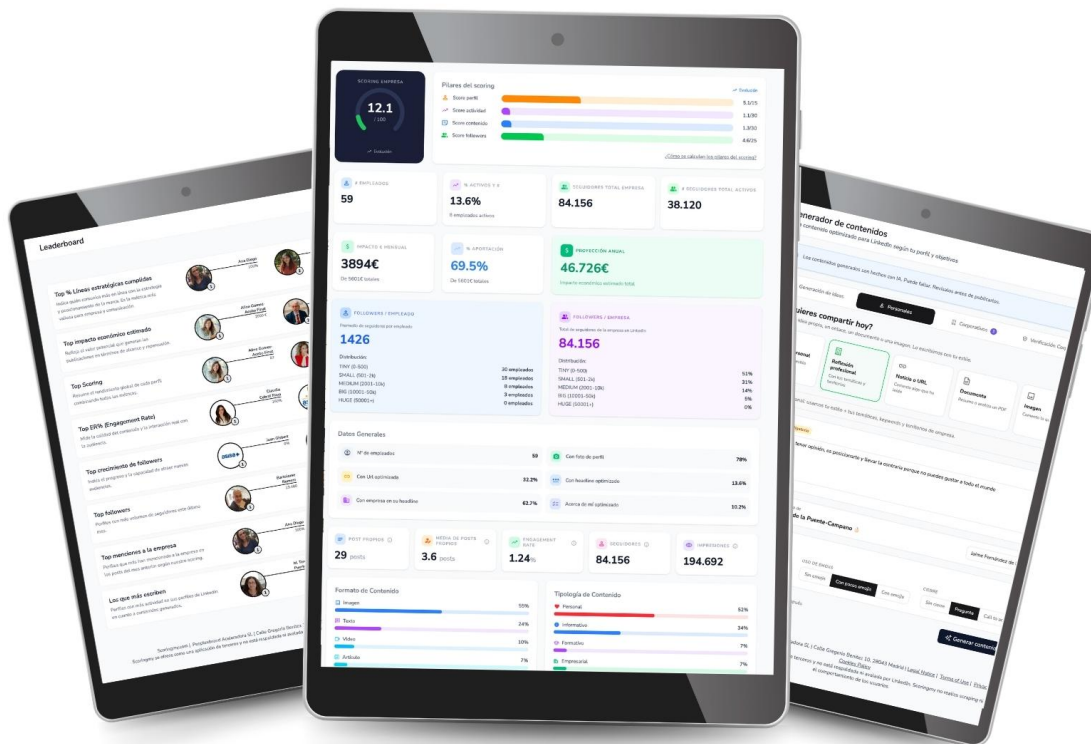
Term, exit and confidentiality

- **No lock-in.** Either party may end the agreement with 30 days' notice
- Revenue share earned before termination is paid in full
- Closed accounts remain with Scoringmy. The renewal share ceases if the agency stops managing them
- Mutual confidentiality over client data, pricing and the terms of the agreement
- Compliance with UK GDPR, applicable US state privacy laws and any other local data protection regulation in force in each market
- Scoringmy is offered as a third-party application. It is not endorsed or approved by LinkedIn, does not scrape and does not automate user behaviour: it operates on publicly available information



How to get started

- 1 A 30-minute introductory call to review fit, sector and market
- 2 Sign the partnership agreement
- 3 Set up the internal licence and launch the agency's own programme
- 4 Certify 2 members of the team
- 5 First joint sector report and new business plan



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Note. This document sets out the commercial terms of the programme and serves as the basis for the partnership agreement, but it does not replace a contract reviewed by legal counsel. Before signing, the following should be reviewed as a minimum: the data protection and data processing clauses, liability towards third parties, intellectual property over reports and data, and the governing law and jurisdiction in each country where the agreement is executed. Subject to updates.