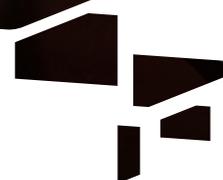




KONICA MINOLTA

**I WANT A
SUSTAINABLE
PARTNERSHIP
WITH COMMON
GOALS AND
A MAXIMUM OF
TRANSPARENCY**



**PARTNER
PROGRAMME**



INTRODUCTION

As a company we stand for technical expertise, powerful innovations and ambitious sustainability – values we live and breathe, and also like to apply when working with our partners.

These values inspired us to establish our new Partner Programme in which we would like to build sustainable partnerships with you in a spirit of true collaboration. We are committed to supporting the growth of your business and developing a sustainable partnership with realistic targets and profitable benefits, such as bonus payments when targets have been met. We are interested in a variety of partners and tailored our programme to suit this approach.

Rather than to require a fixed set of business requirements we developed a scoring system evaluating your strengths and making them count.

To support you in improving your knowledge and knowhow you can take part in skills building programmes. You and your business will profit from our expertise whilst selling award-winning Konica Minolta products, solutions and services to your customers.

As one of our Partners you will also be one of the first to hear and see the latest innovations, which will give you a head start over your competitors.

CLASSIFICATION

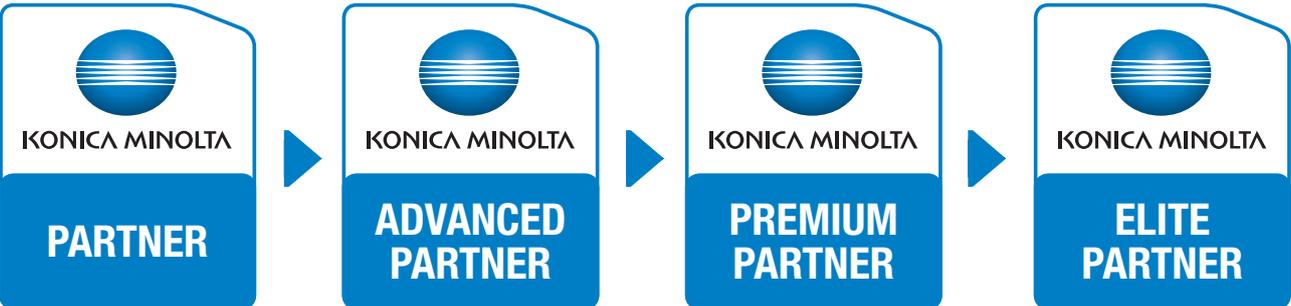
We want to offer you a programme that is fair, open and transparent when it comes to determining your partnership level. This, in turn, will determine the level of benefits you will be entitled to.

In demonstrating a sustainable approach to support the growth of your company, we are primarily interested in you and your business. So rather than determining your partnership level purely on the basis of your turnover with us, we have defined scoring system to assess your partner level based on a variety of criteria. The scoring level will help determine your partner level. An account manager will go through this scoring with you and you have both an opportunity to discuss your current and future direction. In other words, we are accommodating your business model, rather than moulding yours to suit ours.

The more criteria you fulfil, the higher your partnership level will be, and the more benefits you will receive.

YOUR PARTNERSHIP LEVEL

Your partnership level depends on your level of commitment to us and is assessed in a scoring system with an account manager. Each level has unique benefits and advantages for you. The higher your level of commitment to us, the more benefits you will get.





HIGHLIGHTS

▀ Sales support

- As a Partner you will have a dedicated account manager who will be your contact on a day-to-day basis and your first point of contact for all sales-related questions.
- Your account manager may accompany you to important sales meetings with your customers or, for example, arrange for a Konica Minolta expert on some particular subject to accompany you to important appointments.
- Your account manager will also work with you to create a sales activity plan based on your business goals.

▀ Marketing support

- Depending on your partnership level you will be entitled to things like brochures, mailing campaigns and point-of-sale materials – mostly free of charge.

▀ Training

- At Konica Minolta we have a wide range of training courses and methods.
- We offer both skills and technology-based training that is either taught live, via online training or in combined courses that often require self-study as a pre-requisite for classroom classes.

▀ Get the best

- The higher your level of commitment with us, the more benefits you gain from us.
- A concept you can proactively influence since in each financial year you have the chance to move into a new Partner category.
- An approach we will support even more in future.

▀ Engagement

- You will be invited to local events such as Partner kick-offs.
- You will be given the chance to have previews of new products and take part in relevant seminars whilst meeting likeminded people.

▀ Service

- Konica Minolta Service represents the highest technical standard that we are proud to share with our Partners in order to give the best service experience to our clients. We offer different support capabilities and educational paths for specialized knowledge advancement as a way to build up our partnership.

HOW DO I BECOME A PARTNER

Most businesses have an established identity. It is important to us that you maintain your business identity as a Konica Minolta Partner. Your business is what it is because of specific success factors that are unique to you. Whether you have specialist expertise in a particular field or your strength is breadth of knowledge and products, at Konica Minolta we welcome diversity and recognise that being different is one of the strengths of your business.

Our new Konica Minolta Partner Programme is straightforward, fair and transparent. You hold the key to your partnership level and its benefits by committing yourself to a set of requirements for each partnership level. Your Partner status is assessed by a scoring system and will be

determined by a range of criteria rather than any single one. Each of your skills as a business will be assessed against a scoring table, forming a puzzle to becoming a partner. The higher you score in areas like your overall business and marketing capabilities as well as factors like training and skills, the higher your partner level will be with us.

This process will also form part of an on-going business development discussion as to where you want to go as a business and how we can work together as partners to achieve this. This allows you to carry on playing to your strengths as a business, rather than moulding your business to suit us.

YOUR BENEFITS

- **Clear and concise** achievements and benefits
- **Common goals** we will agree on at the beginning of each year by going through a joint business plan to support the growth of your business.
- **Maximise visibility** for your business by being on the Konica Minolta “where to buy” finder on our websites; customers looking for Konica Minolta products on the website will be directed to your business.
- **Growth of skills and knowledge** within your business by taking advantage of the Konica Minolta training courses, which depending on your partnership level may be provided free.
- **Accreditation** and verification that you have the skills and knowledge to offer state-of-the-art products and solutions from Konica Minolta.
- **Reliability for your customers** through your Konica Minolta partner status in that you have fulfilled clearly defined training, skills and knowledge requirements. Through your inclusion in the “where to buy” locator website and your partnership logos and certificates you can demonstrate that we have certified and value your skills.
- **Profitability** through special pricings according to your partnership level, bonus and kick-back scheme.





CERTIFICATIONS

The Partner Programme allows you working in partnership with Konica Minolta and being accredited to sell our products. Many of our products and solutions do require special skills and knowledge and as a result a higher commitment from you as a business.

To give your customers peace of mind in those specialist areas, we offer a number of certifications to Partners who have acquired this expert knowledge in a certain field or specific product range.

After going through additional training and fulfilling certain conditions that verify your expertise, you will be able to advertise your certification in addition to your partnership level through logos and certificates. Employees chosen by you will go through a series of training courses to gain all the knowledge and expertise they need to qualify as a certified expert. Konica Minolta Partners who take part in our product certification process are eligible for an enhanced set of benefits, such as additional training and specialist support.

▀ Service and Support Certification

It is for us of the highest importance to assure an excellent service experience to our clients and therefore we offer a certification path which helps you in building up your own mature service organization.

Our certification path gives you the opportunity to identify best practices in service management and in developing your technical staff to assure client satisfaction. After gaining the certification you can brand yourself as Certified Service Partner, advertise this to customers and enjoy further benefits that come with it.

▀ Production Printing Certification

As one of the leaders in Production Printing, we recognise that this market has its very own dynamics and requires special skills and knowledge. The Production Printing Certification is a way for you to benefit from our market leadership and demonstrate you are up to par with the best to deliver production printing solutions to your customers.

▀ Solutions Certification

Software applications offer your customers additional capabilities in their document workflows and in business processes in general. True efficiency throughout the entire customer organisation can only be achieved with elaborate process automation and the optimisation of document and record workflows. For this, the right software solutions need to be selected and combined with innovative hardware via which the input and output is managed. Getting so deeply involved in the details of your customers' operations requires skills and trust.

One way of proving your skills and commitment in this area is to acquire our Solutions Accreditation that shows you have demonstrated the skill and knowledge to optimise your customers' business procedures.

▀ OPS Certification

Optimised Print Services mean peace of mind to your customers. A lot of current printing environments are patchworks of printing, imaging and fax devices that aren't managed or serviced to keep up with today's business world. Optimised Print Services are Konica Minolta's approach for consultancy implementation and management services. The OPS Certification confirms you have the skills to provide those services around printing, information processes, finances and security to streamline their document related costs and efficiencies.

The new Partner Programme: Transparency, mutual partnership, technology expertise and loyalty!

Enhance your competence and professionalism by partnering with Konica Minolta, a global corporation!

- Benefit from selling the pioneering technologies and renowned reliability of a market leader.
- Work closely with your dedicated account manager to achieve mutually agreed business goals and targets.

- Access the full range of products from Konica Minolta.
- Gain access to certification programmes and additional products and services, such as Production Printing, Software, Technical Services and Optimised Print Services.
- Be recommended as an authorised reseller on the Konica Minolta website.





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