

Wondershare reseller program guide



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Shezhen born,
globally made



Wondershare is one of the world's leading software development and publishing companies, with more than 30 million active users per year.

Our mission is to help generations of people become more creative and productive with easy to use technology and products.

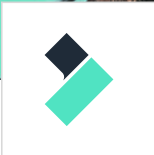
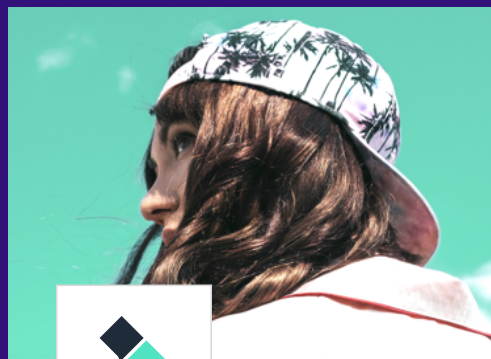
Working to expand Wondershare is a team of 500 spanning China, Canada, and Japan. With products available through a well-established network of VARs, retailers, online providers, Wondershare has the capacity to compete with the biggest and best companies.

Wondershare has been listed on the Shenzhen Stock Exchange (SHE: 300624) since January 2018. Additional information is available at www.wondershare.com/investors

PRODUCT PORTFOLIO

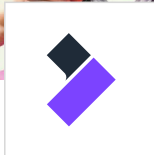

Digital creativity

VISIT SHOP





Filmora9

Branded video production, editing and publishing software.



FilmoraPro

Movie production, color-grading, audio editing, and VFX software.



FilmoraScrnr

Screen capture, recording, and video editing software.




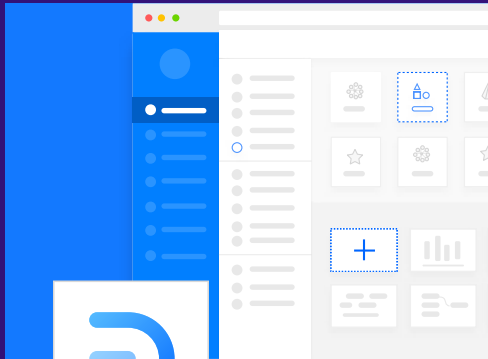
Fotophire

Image editing, compositing, and publishing software.

PRODUCT PORTFOLIO


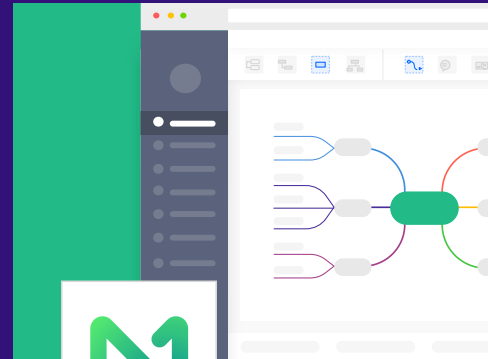
Digital creativity

[VISIT SHOP](#)




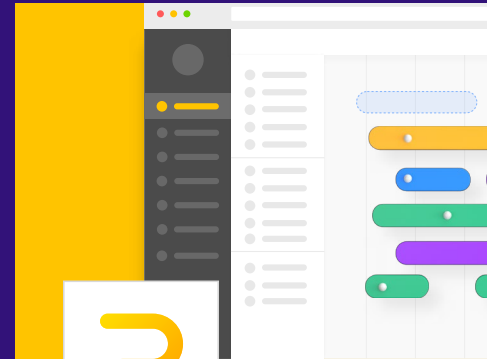
Edraw Max

Flowchart maker, diagramming, and presentation software.



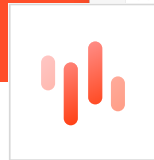
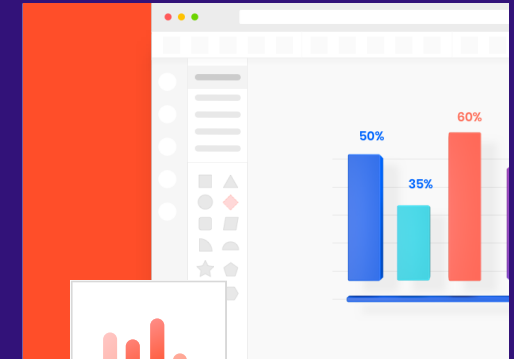
Edraw MindMaster

Visual brainstorming, mind mapping, and ideation software.



Edraw Project

Gantt chart, project scheduling, and timeline management software.



Infographic

Beginner-friendly tool for creating infographics from scratch.

Category	Value
Blue	50%
Cyan	35%
Red	60%

PRODUCT PORTFOLIO

Office productivity

VISIT SHOP



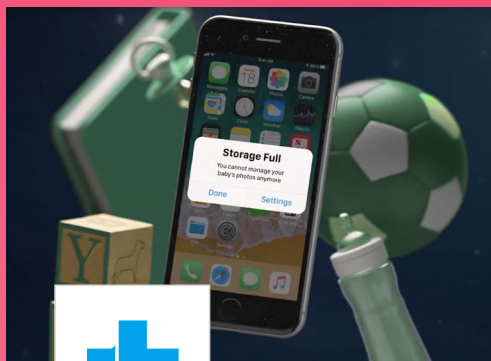
PDFelement

PDF creation, editing,
conversion, protection, and
annotation software.

PRODUCT PORTFOLIO

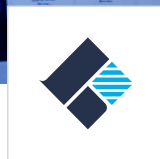
Data management

VISIT SHOP



DrFone

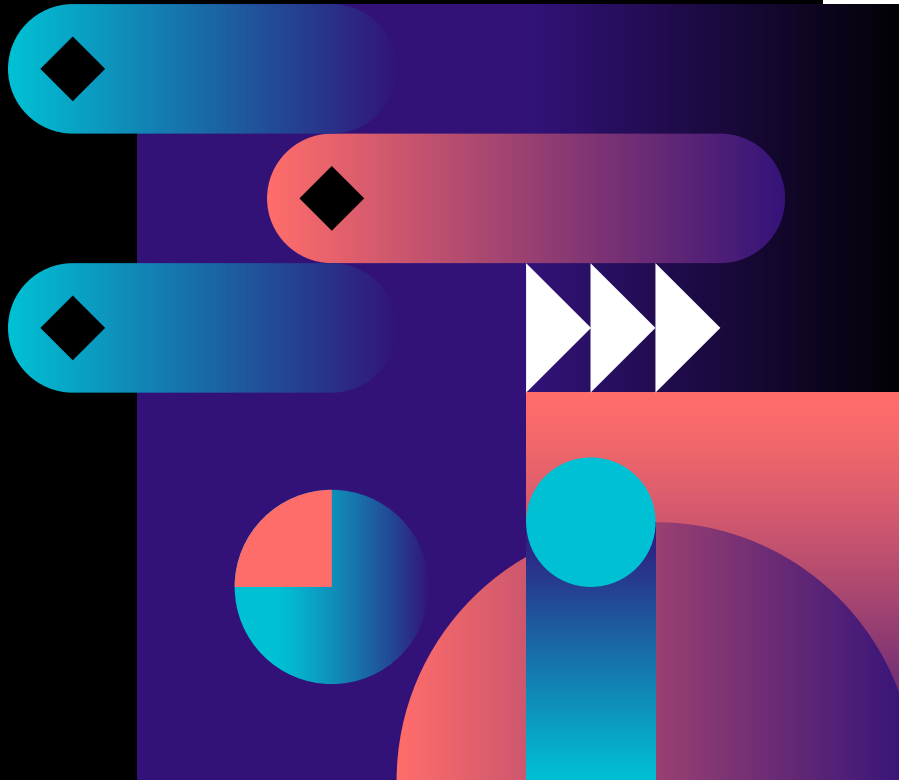
Data recovery software for Android and iOS devices.



Recoverit

Data recovery software for hard drives and digital media.

Program overview



Wondershare resellers focus primarily on software licensing sales to commercial, government, and education customers.

Two levels of membership allow you to engage with Wondershare at a level representing your organization's resources, areas of specialty, and commitment. In exchange, our sales team will provide you with full sales and marketing support.

Our online reseller portal makes your ordering process seamless, with help available at every point. And the program structure offers you the option to choose the most suitable level based on your available resources.

This program guide details how partners are eligible to participate in the Wondershare Reseller Program. The program guide terms are in addition to, and incorporated into, the terms of the Reseller Agreement (the "Agreement") entered into between the parties. In the event that any term of this program guide conflicts with any term of the Agreement, including any addenda thereto, the terms of this Program Guide will control to the extent of such conflict unless expressly stated otherwise.

Partner benefits

Give your customers the power to thrive in today's digital world.



Revenue potential

Grow your bottom line with high margins and financial incentives.



Partner portal

Generate, manage, and distribute licenses to your clients.



Brand recognition

Align yourself with market-leading brands in Wondershare's product portfolio.



Product evaluation

Enhance your ability to recommend products by offering pilot deployments for client evaluation.



Sale enablement

Gain access to the same collateral and training materials available to Wondershare's salesforce.



Extensive portfolio

Sell our full line of solutions with products and price points designed to suit every customer.



Deal registration

Reap all the rewards with deal registration and boost your margins.



Opportunity support

Team up directly with Wondershare sales representatives to win new business.

Partner tiers

Wondershare's Reseller Program is built around two tiers - Registered and Premier.



● Registered Partner

The Registered Partner Program is the entry-level membership in the partner program. Our registered partners are businesses with varying levels of reseller expertise who are looking to market and resell our products to their customers.

This level is designed to enable those registered, regardless of their go-to-market model, to learn about and leverage Wondershare products.



◆ Premier Partner

This partnership level is for resellers with strong expertise and presence in their local markets. Our premier partners are those who are ready to commit to actively promoting Wondershare software products and work closely with our sales team.

Premier partners receive the highest level of onboarding and sales enablement support as we work closely together to help influence revenue.

RESELLER PROGRAM LEVEL BENEFITS

Financial and sales

	Registered partner	Premier partner
Financial		
Product resale discount	Up to 30%	Up to 40%
Deal registrations 1) Sourced rebate 2) Tier rebate	5% 7.5%	10% 15%
Minimum annual revenue requirement	No obligations	\$100,000 USD per year
Sales		
NFR licensing (client demo)	5 per product	10 per product
Pilot Deployment (client evaluation)	30 days	60 days
Sales opportunity support	45 days	90 days
Product onboarding and implementation support	✓	✓
Reseller pricing sheets	✓	✓
Named client relationship specialist	✓	✓
Wondershare partner portal	✓	✓

RESELLER PROGRAM LEVEL BENEFITS

Marketing and sales enablement

	● Registered partner	◆ Premier partner
Marketing		
Co-branded marketing and sales collateral	✘	✔
Use of Wondershare partner badges and logos	✔	✔
Listing on partner directory	✔	✔
Sales enablement		
Welcome kit	✔	✔
Product sales training	✔	✔
1:1 technical training (on-demand)	✔	✔
Product implementation training (on-demand)	✔	✔

Tiered discount levels – software licensing

Sourced rebate

A sourced rebate is a qualified net new sources opportunity that was not known to the Wondershare sales team before the partner registered the opportunity. This is a stackable benefit offered in addition to the Tier Benefit.

Tier rebate

New opportunity sourced by Wondershare and fulfilled by a channel partner.

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Discount levels						
License(s)	Single	5-24	25-99	100-499	500-1999	2000-9999
Registered partner discount %	20%	22%	24%	26%	28%	30%
Premier partner discount %	30%	32%	34%	36%	38%	40%

	Registered partner	Premier partner
Deal registration		
Sourced rebate	10%	10%
Tier rebate	7.5%	15%

Software assurance plan – enterprise client support

Software Assurance is available as an add on on an annual subscription. Software Assurance helps clients unlock the full potential of their Wondershare software and services investment.

By purchasing premium software assurance for volume licenses, your clients receive dedicated support, regular updates, and major upgrades without additional payments.



Step-up licensing availability

Align yourself with market-leading brands in Wondershare's product portfolio.



New product versions

Wondershare delivers continuous improvement for all products in the product portfolio.



Extended hotfix support

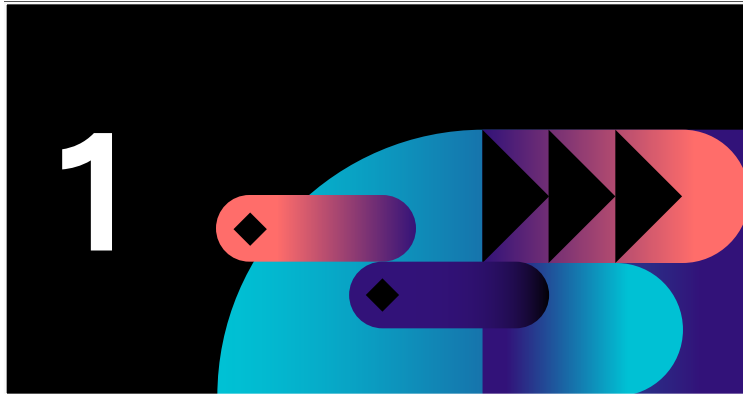
Provides product fixes on individual customer incident basis, beyond the standard product support.



24/7 resolution support

Our support service provides phone and email assistance for Wondershare products.

How to join?



Submit your application

Fill out the form to register your interest in Wondershare Partner Program at - www.wondershare.com/partners-resellers



We'll be in touch

A Wondershare business associate will be in touch shortly to find out more about your business.



Complete your onboarding

If you're a good fit for the program, we'll get you started with an onboarding session.

Additional terms

Partner portal

The Partner Portal is Wondershare's online partners interface with functionalities through which parties manage licenses and exchange information. Certain partners may access the Partner Portal during the term of the Agreement to sell and manage licenses to customers, subject to the terms of the Partner Agreement.

Program guide updates

This Program Guide may be updated periodically, and Wondershare will make such updates available for review by our resellers. Partners should periodically review the Program Guide during their participation in the program to ensure their compliance with any updates.

Effect of the program guide

Except as expressly modified by this Program Guide, the Agreement, including any addenda thereto, will remain in full force and effect.

Branding guidelines

We ask that you do not represent that you work for Wondershare, and do not make any representations or guarantees on behalf of Wondershare. Do not register, purchase, or use any domain names that include "Wondershare", variations that look or sound similar to "Wondershare", or any Wondershare trademark.

Minimum requirements

By participating in the Program, each Partner acknowledges and agrees that failure to meet the minimum requirements under the Program, and/or using unethical business practices may result in Wondershare's termination of a partner's participation in the Program.

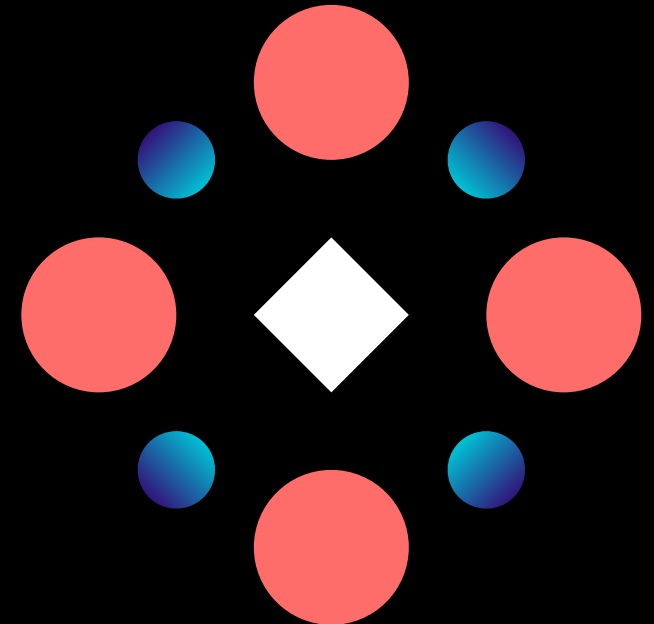
Eligible products

The Program, with its associated requirements and benefits, applies to Wondershare software products made available to partners for resale.



Join a global community of partners who thrive by teaming up with the Wondershare brand in a growing software industry.

Contact business@wondershare.com





wondershare
Technology simplified.

