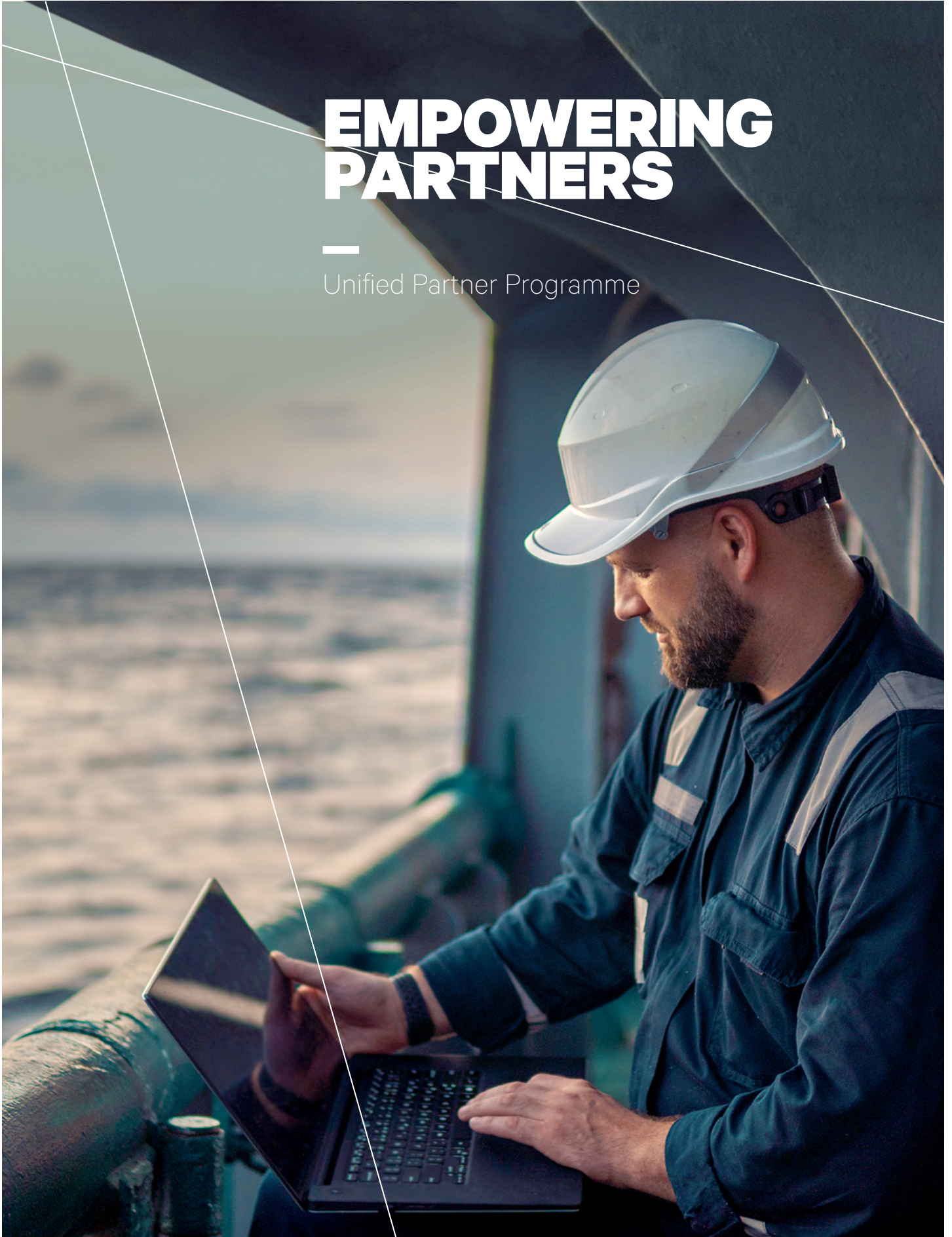


EMPOWERING PARTNERS

—
Unified Partner Programme



By combining our strengths,
we can gain a competitive
advantage and solve the most
complex industry challenges.



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SES UNIFIED PARTNER PROGRAMME



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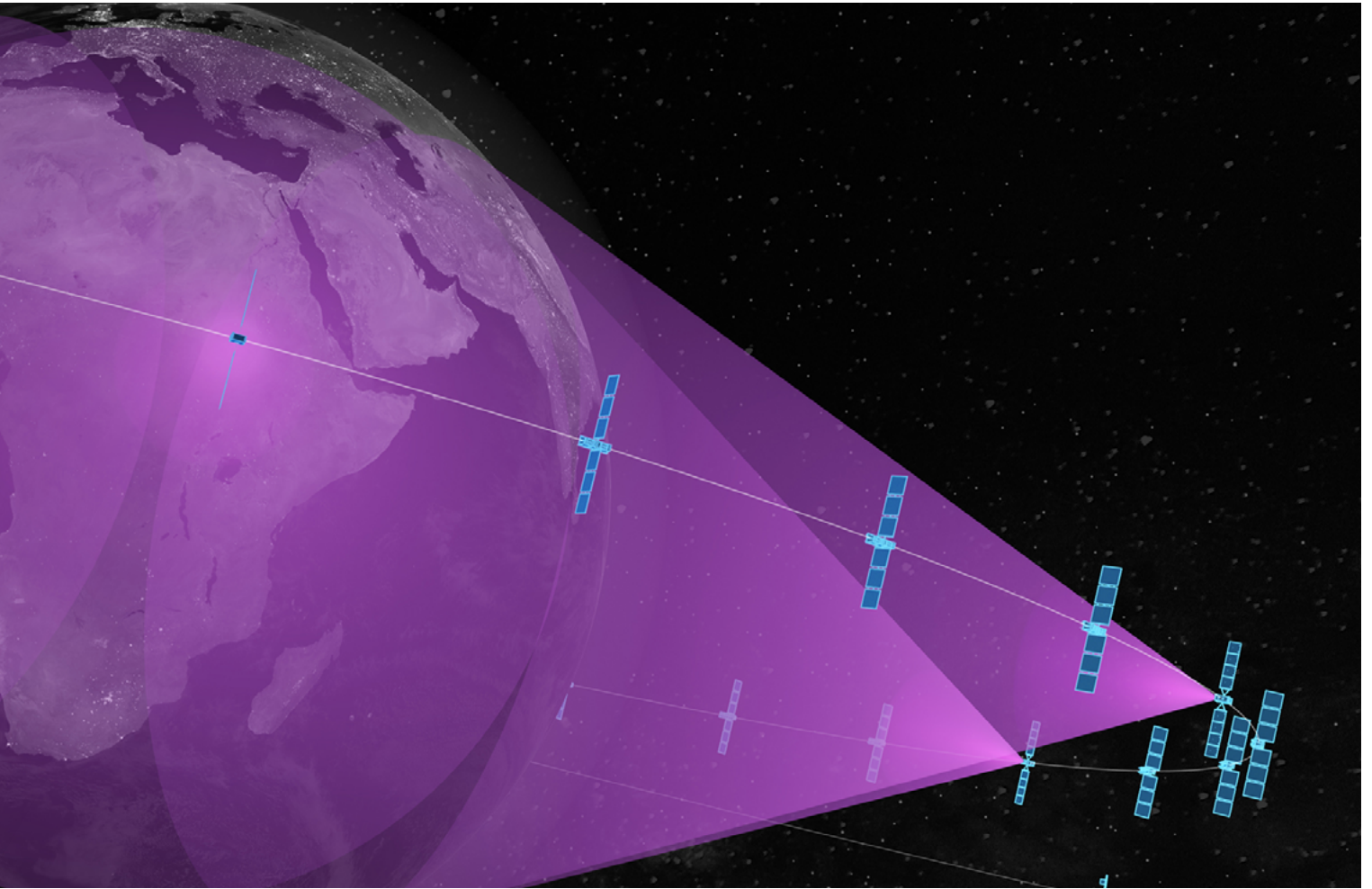
We believe in a partnership that promotes a mutually beneficial, trust-based relationship aimed at growing our business together.

Your business is poised for expansion. You want to optimise your existing markets while venturing into new ones.

The Unified Partner Programme harnesses the power of our multi-orbit approach and next-generation Medium Earth Orbit (MEO) satellite constellation to propel your business into the next chapter of growth. By combining our strengths, we can gain a competitive advantage and solve the most complex industry challenges—all while delivering more value to your customers.

Today, partnering with SES provides you with the potential to transform businesses worldwide. We offer an unprecedented opportunity to:

- Accelerate your expansion into under-served markets
- Offer more robust networks to existing users
- Tap new revenue streams



UNLEASH BUSINESS OPPORTUNITY WITH O3b mPOWER

Building on the proven success of our MEO constellation, O3b mPOWER offers unmatched flexibility, performance, and scale to extend new, bandwidth-intensive network services and applications—and

exponentially more opportunities for your business. O3b mPOWER offers you the most compelling proposition to increase your addressable market for high-yield mission-critical services.



WHAT'S IN IT FOR YOU

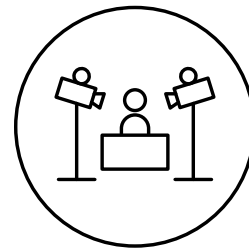
Built on a strong foundation of trust, transparency, and mutual benefit, the Unified Partner Programme empowers mutual success via collaborative strategies and engagement. When you join the programme, you're not just getting unmatched access to connectivity. You'll be connected to a supportive global network of trusted experts who are ready to ensure your success.

"Regarding our MEO service, in the last few years, we did several upgrades on our customer mining sites. We are now close to one gigabyte, and we are very excited that they have also committed for long-term use cases. We have already included O3b mPOWER, the new generation of O3b Classic."

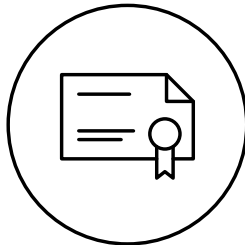
Guido Neumann, President,
AXESS EMEA



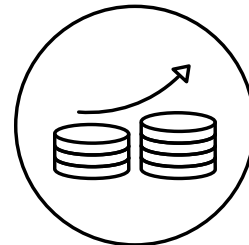
Joint business strategy planning aligned to shared objectives



Co-created and co-funded collateral, campaigns, and events



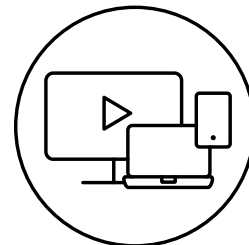
Upskilling and certification from industry-recognised experts



Sales enablement and GTM assistance



Marketing tools and programmes



Self-service capability through our Partner Portal

EXPAND INTO UNTAPPED MARKETS

As an accredited partner, you'll leverage SES products and resources to tap new opportunities across a variety of markets—on land, at sea, and in the air.



Solutions for **ENERGY AND MINING**

- Enable digital transformation
- Deliver secure Cloud applications
- Increase crew morale and welfare



Solutions for **TELECOM AND MOBILE NETWORK OPERATORS**

- Ensure modern mobile services, anywhere
- Accelerate time to market
- Connect under-served or non-served areas



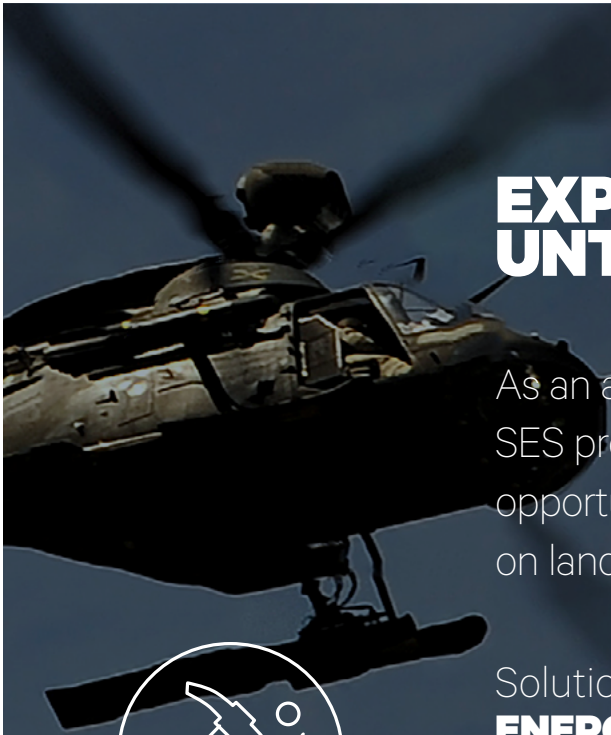
Solutions for **ENTERPRISE**

- Provide fibre backup and business continuity
- Deliver remote enterprise applications and Cloud access
- Provide secure temporary event connectivity



Solutions for **GOVERNMENT**

- Deliver digitisation to remote and rural areas
- Enable disaster recovery and response
- Securely enable private 5G networks



WHAT YOU'LL GET

In our tiered programme, your investment and loyalty are rewarded with rebates, lead preferences, and other resources to increase your ROI.

| | Reseller | Partner | | |
|-----------------------------------|--|--|---|---|
| | Authorized | Regional | Global | Advanced Integration |
| Summary | Ideal for resellers with global, regional, or local coverage | Ideal for region-specific partners with targeted customers | Multi Regional Coverage for Standard SES Connectivity Products | Ideal for large strategic partnerships with multiple territories and verticals |
| Criteria | <ul style="list-style-type: none"> No need for commitment or resourcing | <ul style="list-style-type: none"> Local License Holder with proven track record in relevant Wholesale and Retail markets Backed by solid financial trading history Earn Advanced status and market preference through gateway/ capacity investment | <ul style="list-style-type: none"> Global capabilities in the supply and support of Satellite Systems Proven track record in Segment-specific services Earn Advanced status and market preference through gateway/ capacity investment | <ul style="list-style-type: none"> Standards-based integration capabilities with ability to serve identified adjacent markets with differentiated solutions Earn Advanced status and market preference through gateway/ capacity investment |
| Benefits | | | | |
| Partner Portal access and support | ✓ | ✓ | ✓ | ✓ |
| Accelerated quoting | ✓ | ✓ | ✓ | ✓ |
| Sales support | ✓ | ✓ | ✓ | ✓ |
| Dedicated enablement | | ✓ | ✓ | ✓ |
| Success Plan | | ✓ | ✓ | ✓ |
| Performance based rebate | | ✓ | ✓ | ✓ |
| Qualify for advanced status | | ✓ | ✓ | ✓ |
| Preferred geographic status | | ✓ | ✓ | ✓ |
| Preferred vertical status | | | ✓ | ✓ |

YOUR PARTNER ROADMAP

Your partnership gives you access to expert consulting, tools, and relevant resources to help you move ahead.



1 | CREATING SHARED BUSINESS GOALS

Your partnership success starts with a deep analysis of your business to understand your unique needs and objectives.



2 | ENABLING PARTNERS

When you join the Unified Partner Programme, you'll receive onboarding sessions, sales and technical training, certifications, business planning, and sales and marketing support. In the advanced tiers, you'll also receive ongoing consultative or account management support with a group of experts dedicated to working with you as a unified team.



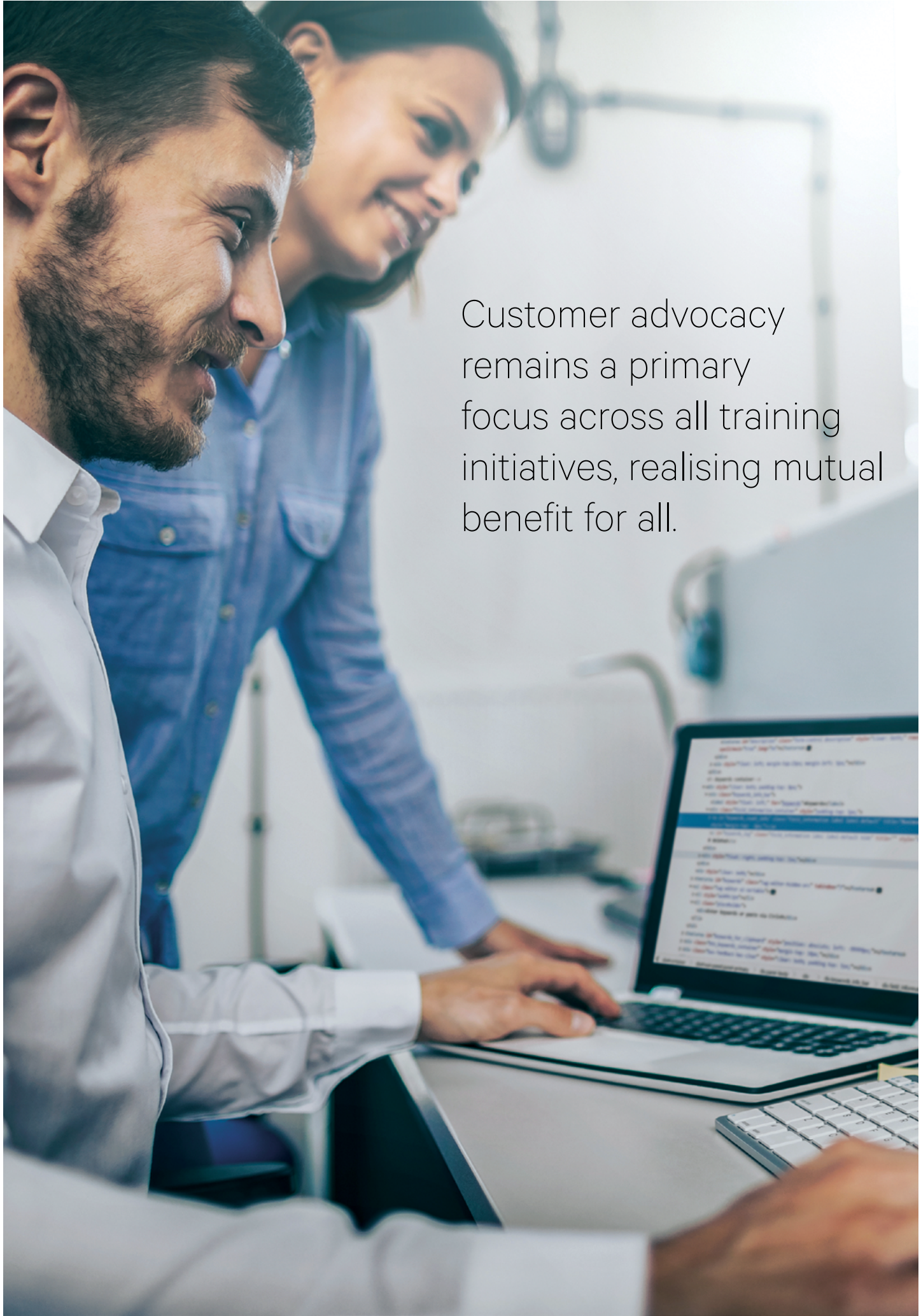
3 | INVESTING IN PARTNERS

Once a joint business plan is in place, we commit maximum resources, including collaborative selling and quarterly business reviews, to expand our common customer base.



4 | DRIVING SUCCESS

In addition to providing partner endorsements, we offer opportunity registration to alleviate channel conflict, and a lead distribution framework.

A photograph of two people in an office environment. In the foreground, a man with a beard and a white shirt is looking towards a laptop. In the background, a woman in a blue button-down shirt is leaning over the desk, smiling and looking at the laptop screen. The laptop screen displays lines of code, suggesting a software development or training context. The overall atmosphere is collaborative and professional.

Customer advocacy remains a primary focus across all training initiatives, realising mutual benefit for all.

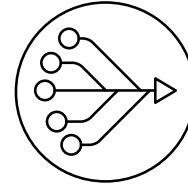
PARTNER ENABLEMENT PROGRAMMES

Available only to accredited partners, our Partner Marketing Programmes support your strategic activities to help you increase revenues and market awareness.



AWARENESS BOOSTER

Equip your marketing and sales teams to increase your brand awareness. We'll work with you to develop strategic awareness campaigns. This could include PR and media support, thought leadership development, customer workshops and events, joint participation in industry events, and customer success stories.



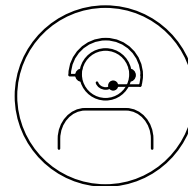
PIPELINE GROWTH

Grow your pipeline together with SES. Our support includes telemarketing, lead generation programmes, strategic email campaigns, LinkedIn targeting, and event and workshop strategies.



SALES & MARKETING ENABLEMENT

Combine SES expertise with your brand to increase leads and boost sales. We'll develop strategic marketing assets and provide sales-boosting incentives to help you meet your sales targets. We also provide a kit of O3b mPOWER assets for cobranding.



PARTNER TRAINING

Increase your professional competency and skillsets as a member of our Partner Community. SES is dedicated to coordinating, developing, and delivering a portfolio of high-quality training initiatives across commercial, operational, and technical categories for each of our partners. Customer advocacy remains a primary focus across all training initiatives, realising mutual benefit for all.

EMPOWERING PARTNERS

PARTNERING WITH COMNET TO UNCOVER NEW OPPORTUNITIES

COMNET/SES Testimonial Campaign



Through a two-month testimonial campaign, we raised COMNET's profile and position as a leading telecommunications service provider in Central America by demonstrating the current success on SES-14 across identified verticals.

6

signed deals in agriculture, e-health, construction, and education

280

active business leads generated

BOOSTED

brand awareness with press coverage across Latin America



MOVING TELSTRA FROM CONNECTION TO INTEGRATION

Telstra's Launch Programme for O3b mPOWER



As part of our ongoing one-team partnership with Telstra, we worked side by side to grow the Australian telecommunication company's brand and pipeline. Together, we successfully

launched O3b mPOWER via training and sales enablement, and created new business opportunities in the African mining market.

—
8

ongoing business opportunities

267

active business leads generated

BOOSTED

external brand recognition through press, social media, and key industry events

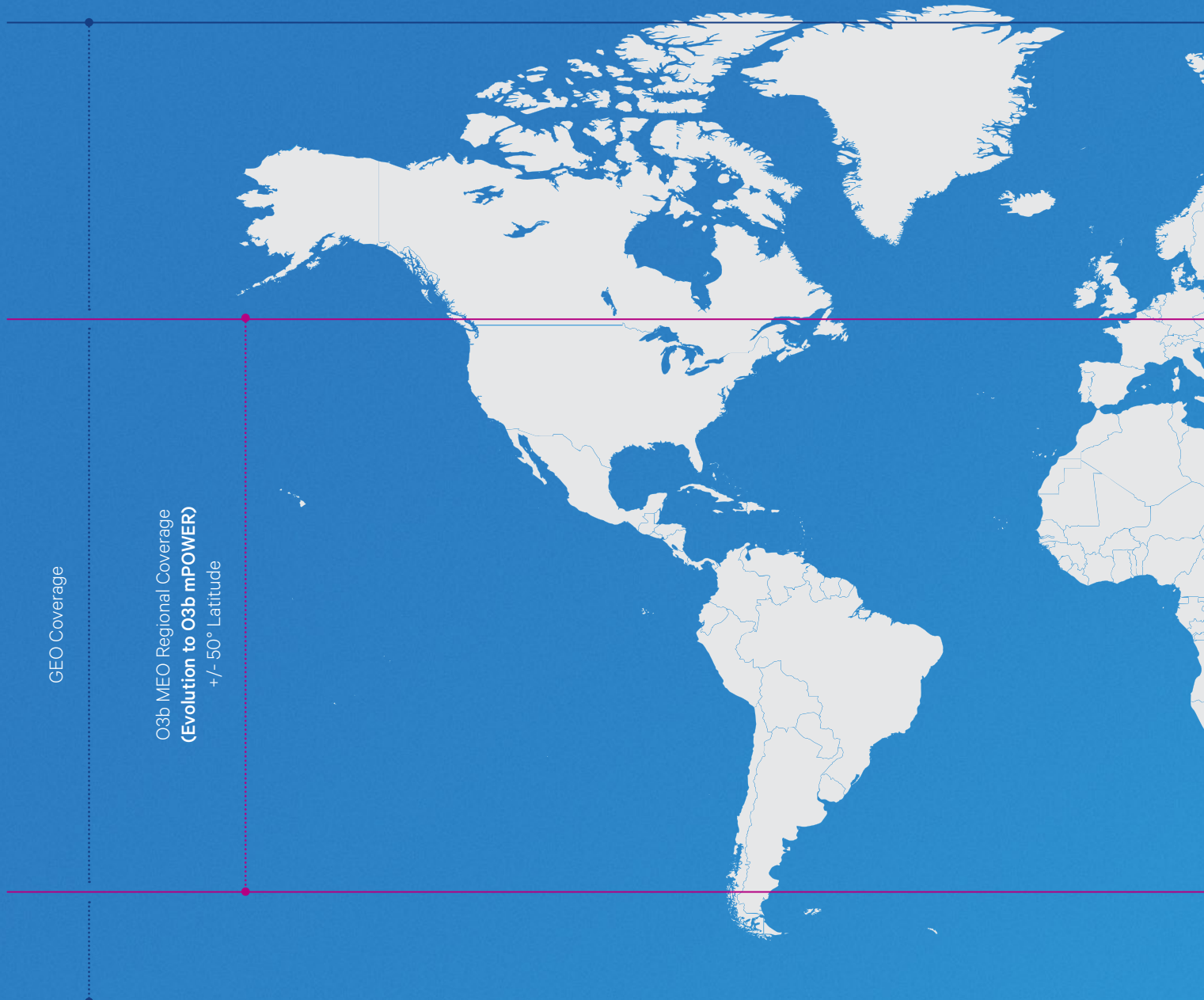


ACCESS GLOBAL COVERAGE

Choose the right partner to help you extend your networks into new and under-served markets. With unprecedented reach to the most

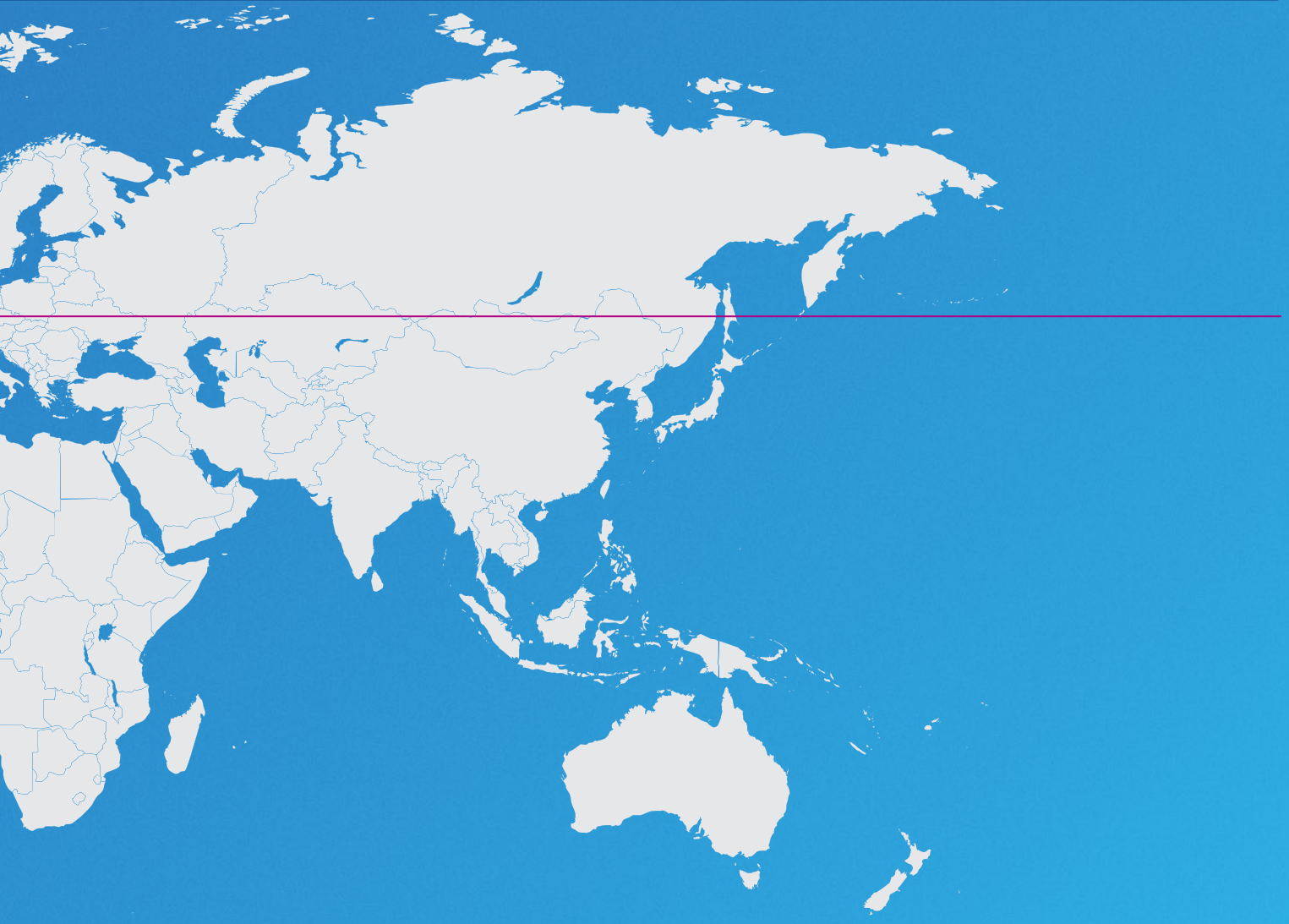
remote locations and a robust global network to enable all segments, SES ensures responsive, hands-on support to serve your customers wherever they are.

MEO & GEO Global Coverage Map



"MEO is a proven technology delivering a difference to satellite capabilities. Working with SES is what's enabled us to really understand what that means, what it delivers to our clients, and to actually look at what they're bringing on board. Partnering with SES has really been a game changer for us and it's enabling us to help our clients with regional connectivity or remote connectivity."

—Justin Lord, Director Africa, Telstra International



READY TO BECOME AN SES PARTNER?

Join our growing community around the world. As a Unified Partner, you'll be equipped with the budget, training, and resources to expand your success in the markets of your choice.

For more information,
contact us at
partners@ses.com

SES HEADQUARTERS

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Luxembourg

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