PARTNER ENGAGEMENT FORM

Partner has the right to select the service level they intend to provide (options described in Appendix 1) and receive compensation according to that service level.

Partner has the right to select the Minimum License Fee [MLF] level and consequently receive support and benefits from Newo.ai according to the corresponding Partner Tier (see details in Appendix 2).

Variable	Value
Effective Date	
Initial Term	12 months
What service levels you provide and what Partner Revenue Share [PRS] you get: *Level A Service: [PRS-A] = 20%* *Level B Service: [PRS-B] = 15%* *Level C Service: [PRS-C] = 15%*	[ ] Level **A** (**20%**) [ ] Level **A+B** (20%+15%=**35%**) ⬆**DEFAULT** (you will be able to change your selection later with prior notice) [ ] Level **A+B+C** (20%+15%+15%=**50%**)
Partner Tier and Minimum License Fee [MLF]	[ ] Tier 0: you commit [MLF] = $0/month [ ] Tier 1: you commit [MLF] = $1,000/month ⬆**DEFAULT** (you will be able to change your selection later with prior notice) [ ] Tier 2: you commit [MLF] = $2,000/month [ ] Tier 3: you commit [MLF] = $4,000/month
A white-label solution is required	[ ] No ⬆**DEFAULT** (you will be able to change your selection later with prior notice) [ ] Yes

CUSTOMER BILLING FOR QUALIFIED TIERS

Variable	Value
Revenue Share Model	[ ] Newo.ai Bills Customers *(Revenue Share Model NB)* ⬆**DEFAULT** (you will be able to change your selection later with prior notice) [ ] Partner Bills Customers *(Revenue Share Model PB)*
For Revenue Share Model PB:	
Agent Base License Fee [f1]	$6

Included Units per Agent [f2]	0 units
Price per Unit [f3]	$0.5

By signing below, the Parties agree to be bound by: (1) the terms set forth in this Partner Engagement Form, and (2) the Partner Main Agreement published at https://newo.ai/partner-main-agreement as of the Effective Date, as may be amended in accordance with Section 11.6.

Newo Inc. 2261 Market Street #5263, San Francisco, CA 94114, USA	Partner (Company Name, Address):
By: Ljubov Ovtsinnikova CEO, Co-founder	By (Full Name, Title): [I AGREE, PROCEED TO THE PANDADOC]
Date:	Date:
Email:	Email:

PARTNER SERVICE LEVELS

Services that you (the Partner) commit to provide to your Customers (AI Agent Owners). Please select one or more services in the PARTNER ENGAGEMENT FORM.

Service Level	Main Partnership Function	Partner Rights and Obligations	Qualifying Criteria
Level A Service	Reseller Partner (RP)	- Promote and market the Platform to potential Customers - Facilitate demonstrations and manage the sales process - Provide Level A implementation and customer support to Customers - Ensure Issue Response Times See details below	Maintaining on staff a specialist certified by Newo.ai under the Level A program, and ensuring high-quality provision of services at this level.
Level B Service	Implementation and Support Partner (ISP, Level B)	- All included in Level A Service plus: - Provide Level B implementation and customer support to Customers - Ensure Issue Response Times See details below	Maintaining on staff a specialist certified by Newo.ai under the Level B program, and ensuring high-quality provision of services at this level.
Level C Service	Implementation and Support Partner (ISP, Level C)	- All included in Level B Service plus: - Provide Level C implementation and customer support to Customers - Ensure Issue Response Times See details below	Maintaining on staff a specialist certified by Newo.ai under the Level C program, and ensuring high-quality provision of services at this level.

This license applies within the Territory and requires Partner's compliance with all terms and timely fee payment.

Level A Implementation and Customer Support Scope:

- Create agents for Customers using the Newo Agent Creator module
- Link the Customer's payment method
- Conduct Business Onboarding Interviews
- Implement solutions using **Customer/Project Attributes**
- Engage B/Level C partners if needed
- Launch into production following the standard launch protocol
- Respond to customer inquiries regarding Level A customizations
- Consult Customers on Payments, consumed units, and subscriptions
- Consult Customers on Call recordings, Leads/Non-Leads, Opportunities
- ASR (Additional Secured Revenue) reports
- Act as the primary point of contact for Customer support inquiries
- Continuously monitor agent performance (i.e., review sessions)
- Enable Bypass Protocol when needed
- Escalate unresolved or advanced issues to Newo.ai as necessary

Level B Implementation and Customer Support Scope:

- Modify agent behavior through **custom scenarios and procedures**
- Integrate with external systems using **built-in integrations**
- Enable Bypass Protocol when needed
- Engage Level C partners if needed

Level C Implementation and Customer Support Scope:

- Integrate with external systems through new **custom integrations and custom APIs**
- Deliver **custom projects**

- Deliver **customizations via NSL, custom skills**
- Enable Bypass Protocol when needed

Issue Response Times for All Service Levels

Issue Severity	Time to Start Root Cause Identification	Time to Resolve	Issue Severity Level Definitions
Blocker	30 min	1 hour If unresolved, "Bypass Protocol" mode must be activated for the affected AI Agent.	Breaks over 25% of revenue-generating sessions and/or adversely affects more than 50% of callers.
Critical	1 hour	4 hours If unresolved, "Bypass Protocol" mode should be considered for the affected AI Agent	Breaks approximately 10% of revenue-generating sessions and/or adversely affects around 25% of callers.
Major	24 hours	3 business days	Causes indirect revenue loss through misleading statements and/or negatively impacts around 20% of calls.
Minor	24 hours	10 business days	Results in a suboptimal user experience.

PARTNER TIERS AND BENEFITS

Benefits that we (Newo.ai) commit to provide to you (the Partner) according to the Tier you selected in the PARTNER ENGAGEMENT FORM.

Benefit	Tier 0	Tier 1	Tier 2	Tier 3
Newo.ai Support in Relation to Partner				
Online documentation access	Unlimited	Unlimited	Unlimited	Unlimited
Partner webinars	Unlimited	Unlimited	Unlimited	Unlimited
Academy and training	1 person free Level A course	1 person free A,B,Level C courses	2 person free A,B,Level C courses	3 person free A,B,Level C courses
Free Video-call Support	1 hour/month*	2 hour/month*	3 hour/month*	4 hour/month*
Dedicated Level A and B Newo.ai Support Engineer	-	-	Yes	Yes
Dedicated Level C Newo.ai Support Engineer	-	-	-	Yes
Newo.ai Support Response Times:				
Initial Response Time	6 hours	4 hours	2 hours	2 hours
Resolution/Escalation for Blocker, Critical, Major	6 hours to 5 working days	4 hours to 4 working days	2 hours to 2 working days	2 hours to 2 working days
Partner is allowed to choose Customer billing model	-	-	Yes	Yes
One time R&D service from Newo.ai during partner onboarding camp				
One time R&D service from Newo.ai during partner onboarding camp*	4 hours	16 hours	32 hours	64 hours
Custom workflows, session types, skills, scenarios, and procedures	Yes	Yes	Yes	Yes
Custom CRM integrations	-	-	Yes	Yes
Custom industries	-	-	-	Yes
Co-Marketing				
Coordinated Customer Outreach	-	Yes	Yes	Yes
One time marketing investment matching up to specified cap**		Up to Tier commitment per Q	Up to Tier commitment per Q	Up to Tier commitment per Q
Partner Participation in Newo.ai sponsored industry events, webinars, and trade shows	-	-	Yes	Yes
Case Studies & Success Stories	-	Yes	Yes	Yes
Newo.ai routes inbound leads from designated segments to Partner	-	Yes	Yes	Yes

White Label UI Customization				
Logo	-	Yes	Yes	Yes
Custom Button Colors	-	Yes	Yes	Yes
Custom Button Shape	-	Yes	Yes	Yes
Brand Voice & Messaging	-	-	Yes	Yes
Email Communication Customization	-	-	Yes	Yes
Independent Billing Systems	-	-	-	Yes

* Free video-call support and One time R&D service from Newo.ai during the partner onboarding camp are provided to certified specialists only. Specifically: a specialist certified at Level A will receive support from a Level A consultant; a specialist certified at Level B will receive support from a Level B consultant; and a specialist certified at Level C will receive support from a Level C consultant.

** Marketing activity plan along with estimated costs need to be preapproved by Newo.ai