



# JUMIO<sup>®</sup> Partner Program

## Expand your market with the world's leading online identity verification solution.

The Jumio Partner Program gives you everything you need to build a profitable online identity verification business. From rich margins to real co-marketing that drives leads to your doorstep, our partner centric approach complements our visionary identity solutions.

McKinsey&Company

"We estimate that the current market for identity-verification-as-a-service is close to \$10 billion and predict that it will grow to a \$16-20 billion market by 2022."

### How You'll Benefit



#### Explosive Growth

Capture your share of the exploding online identity verification market.



#### Genuine Demand Gen

Benefit from targeted leads delivered through innovative and customized co-marketing campaigns.



#### High Margins

Enjoy strong margins while teaming with the industry leader.



#### Sales Support

Get answers on products, solutions, services, design, configuration, and demos to help you make the sale.



#### Leading-Edge Technology

Sell the most advanced IDV solution on the market, combining compliant machine learning, AI, biometrics, and human review.



#### Sales & Marketing

Exploit re-brandable content, collateral, sales presentations, and simple battlecards to sell and market smarter.



#### Deal Protection

Protect your deals with online deal registration and capitalize on the power of Jumio's sales team.



#### Technical Support

Get technical support and training when you need it. Access training, online knowledge base, and UX best practices.

 **BACKBASE**

Now, customers on the Backbase digital banking platform can easily add Jumio's online identity verification capabilities to enhance the onboarding experience. By integrating these AI-powered identity services, financial institutions can deliver a fast, compliant, and simple identity verification process within Backbase's digital banking platform.

## Serving a Variety of Channel Types

We're partnering with industry leaders around the world to deliver AI-powered Trusted Identity as a Service. Our partners leverage Netverify® to quickly, accurately and compliantly verify their online customers with the highest levels of assurance. Our award-winning technology is being used across a broad range of partner types.

OEMs	VARs	Referrals
<ul style="list-style-type: none"> <li>• Embed Netverify into in their own product or Cloud/SaaS offerings</li> <li>• Earn revenue from their services and Jumio licenses</li> <li>• Differentiate by adding Jumio capabilities</li> <li>• Sell complete Jumio solution to end customer</li> </ul>	<ul style="list-style-type: none"> <li>• Sell and deliver business solutions that include Jumio solutions directly to their customers</li> <li>• Receive revenue from their services and Jumio licenses</li> <li>• Improve margin potential through partner discounts and transaction aggregation</li> </ul>	<ul style="list-style-type: none"> <li>• Provide leads and help qualify them</li> <li>• Receive referral fees for deals closed with provided leads</li> <li>• Customer buys from Jumio</li> <li>• Affinity partners eligible for MDF and marketing support</li> </ul>

## Partner Benefits

The Jumio Partner Program provides OEMs, VARs, and Referral partners the tools and support to grow your business and deliver the most comprehensive and accurate online identity verification to your customers.

	OEMs	VARs	Referrals
Fees	An upfront partner fee is required based on revenue commitment.	An upfront partner fee is required based on revenue commitment.	No
Partner Discount	Yes—based on Revenue Commitment	Yes—based on Revenue Commitment	N/A
Sales Training	Train the trainer	Initial with quarterly refresh as necessary	Initial with quarterly refresh as necessary
Technical Training	Yes	Yes	No
Marketing Support	Yes	Yes	No*
MDF Available	Yes	Yes	No*
Demo Account	Yes	Yes	Yes
Trial Accounts	As necessary	Yes	No*
Sales Support	As necessary for first quarter	Yes—first 5 accounts and as necessary	Yes—Jumio led
Technical Support	Yes—for integration	Yes	No*
Integration Support	Yes	Yes—as necessary	No
Partner Portal	Yes	Yes	Yes

\* Some exceptions made for Affinity Partners seeking marketing support and MDF.