



iQ IMAGE

a PARATUS Medical Imaging Company



iQ Partner
Performance Program
(iQ PPP)

Performance. Commitment. Partnership.

two Pillars of Success

The iQ Partner Performance Program provides a clear and transparent framework for long-term collaboration between iQ IMAGE and its partners, supporting sustainable growth on both sides.

It is built on two core pillars: revenue and strategic engagement. Together, they combine measurable business impact with active partner contribution and determine your position within the program.

Based on clearly defined criteria, you are assigned to a partner tier. Each tier unlocks a set of tailored benefits and targeted support services designed to help you grow your business.



1. REVENUE CONTRIBUTION – THE FOUNDATION

Reflects market presence and growth potential.

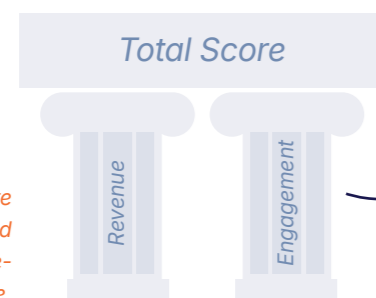
- Determines the partner's base level
- Defines the entry point into the partner model



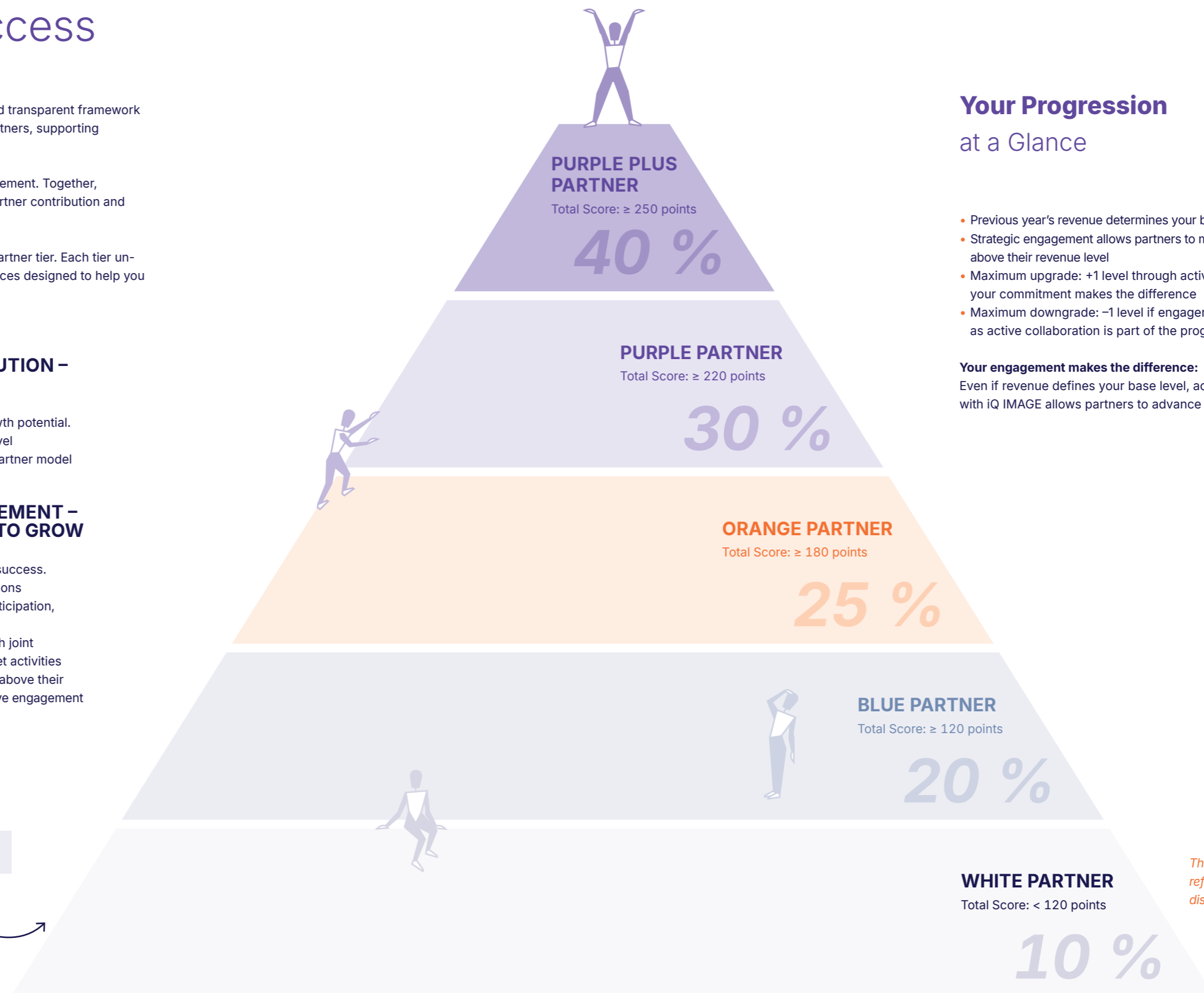
2. STRATEGIC ENGAGEMENT – YOUR OPPORTUNITY TO GROW

Drives joint growth and long-term success.

- Rewards active partner contributions (marketing activities, training participation, customer success initiatives)
- Strengthens collaboration through joint business development and market activities
- Allows partners to move one tier above their revenue-based level through active engagement



Combined score from revenue and engagement determines total score.



The percentages refer to the partner discount.

Your Progression at a Glance

- Previous year's revenue determines your base partner level
- Strategic engagement allows partners to move one tier above their revenue level
- Maximum upgrade: +1 level through active engagement, your commitment makes the difference
- Maximum downgrade: -1 level if engagement is limited, as active collaboration is part of the program

Your engagement makes the difference:

Even if revenue defines your base level, active collaboration with iQ IMAGE allows partners to advance one tier further.

Partner Benefits and Support

Strong partnerships require clear support structures and tangible business advantages, which is exactly what the iQ Partner Performance Program provides. As a partner, you will benefit from a comprehensive set of offerings designed to support your sales, marketing, and professional development efforts. The program is designed to support your sales activities, strengthen your market position, and create additional business opportunities. As you advance through the different partner levels, your advantages expand. You gain access to enhanced resources, exclusive services, and advanced marketing and training opportunities that enable you to scale your business more effectively. The higher your level, the greater your benefits and the stronger the support for your success.



	Marketing Support	Sales Support	Education	Products
WHITE PARTNER	<ul style="list-style-type: none"> • Newsletter 	<ul style="list-style-type: none"> • Online demo server • Access to Sales Partner Area incl. reference list • (Pre-)Sales Support: 1 h (remote) • Free demo licenses • Marketing material online at iQ IMAGE website 	–	–
BLUE PARTNER	White Partner plus: <ul style="list-style-type: none"> • Entitled to receive leads from iQ IMAGE • One blue hoodie picked up at next Sales Partner Training in Rostock 	White Partner plus: <ul style="list-style-type: none"> • Entitled to receive tender requests from iQ IMAGE 	–	–
ORANGE PARTNER	Blue Partner plus: <ul style="list-style-type: none"> • Marketing material with iQ IMAGE and partner logo • 2 hoodies in orange picked up at next Sales Partner Training 	Blue Partner plus: <ul style="list-style-type: none"> • 3 for 2 exhibition tickets if we have a booth in place* 	<ul style="list-style-type: none"> • 2 for 1 seats every three years at the on-site Sales Partner Training 	<ul style="list-style-type: none"> • Trials up to 60 days
PURPLE PARTNER	Orange Partner plus: <ul style="list-style-type: none"> • 3 hoodies in purple picked up at the next Sales Partner Training 	Orange Partner plus: <ul style="list-style-type: none"> • 2 for 1 exhibition tickets if we have a booth in place* 	<ul style="list-style-type: none"> • 1 seat every three years at the on-site Sales Partner Training 	<ul style="list-style-type: none"> • Trials up to 90 days
PURPLE PLUS PARTNER	Purple Partner plus: <ul style="list-style-type: none"> • 5 hoodies in purple sent to the customer once a year • Joint marketing campaign value €3,000 	<ul style="list-style-type: none"> • 1 free of charge exhibition ticket if we have a booth in place* 	<ul style="list-style-type: none"> • 1 seat every year at the on-site Sales Partner Training • Every two years, an iQ IMAGE employee (support, service, application) for four working days including traveling costs for an on-site training at customer's place 	<ul style="list-style-type: none"> • Trials up to 120 days, early product access

* Subject to our participation in the respective year, please confirm in advance.

Requirements per Partner Level

Clearly defined requirements ensure transparency and provide a structured framework for continuous growth within the partner program. Each partner level defines specific criteria that must be met to achieve or maintain your status. These requirements cover all the key aspects of a successful partnership.

*Your strategic
engagement drives
tangible success.*



	Contracts and Agreements signed	Staff Qualification Requirements	Customer Base & Revenue Requirements	Including Service Hours	Business Planning	Marketing and Sales Support
WHITE PARTNER	<ul style="list-style-type: none"> Non Disclosure Agreement (NDA) / Business Associate Agreement (BAA) 	<ul style="list-style-type: none"> Basic qualification regarding installation, configuration and maintenance 	–	<ul style="list-style-type: none"> Needs to be paid by the partner WS based products and cloud-based products – at least 1 h Essential archive up to 5 AETs–min. 2 h Essential archive > 5 AETs–min. 3 h 	–	<ul style="list-style-type: none"> General iQ overview online meeting 1 h
BLUE PARTNER	White Partner plus: <ul style="list-style-type: none"> Hosting agreement for cloud products EULA for partners signed 	<ul style="list-style-type: none"> 1 qualified IT professional Basic product knowledge Training with onboarding lessons, time period: 3–6 months 	<ul style="list-style-type: none"> €5,000 annual revenue or min. 3 (active) customers (invoice paid, revenue period ending not earlier than within last 24 months or an active MSP, Cloud account) 	<ul style="list-style-type: none"> Can book service hours by request 	–	–
ORANGE PARTNER	Blue Partner plus: <ul style="list-style-type: none"> Distributor Agreement 	Blue Partner plus: <ul style="list-style-type: none"> 1 Sales Certified/1 Tech Certified (both valid max. 3 years*) 	<ul style="list-style-type: none"> Min. €20,000 annual revenue 	<ul style="list-style-type: none"> Partner gets 1 bonus service hour for a project of choice No refund after the business year is finished 	<ul style="list-style-type: none"> Form based annual business plan with sales targets to be provided until end of November for upcoming year 	<ul style="list-style-type: none"> Demo system available Proven market access iQ IMAGE listed with logo as a partner on website and backlinks
PURPLE PARTNER	<ul style="list-style-type: none"> Orange Partner 	<ul style="list-style-type: none"> Orange Partner 	<ul style="list-style-type: none"> €50,000 annual revenue 	<ul style="list-style-type: none"> Partner gets 2 bonus service hours for a project of choice No refund after the business year is finished 	Purple Partner plus: <ul style="list-style-type: none"> Joint annual business planning meeting within Q4 for upcoming year 	Purple Partner plus: <ul style="list-style-type: none"> iQ IMAGE Product section on website plus backlinks
PURPLE PLUS PARTNER	<ul style="list-style-type: none"> Purple Partner 	<ul style="list-style-type: none"> Purple Partner 	<ul style="list-style-type: none"> Min. €100,000 annual revenue AND > 75 % recurring revenue OR €250,000 annual revenue 	<ul style="list-style-type: none"> Partner gets 5 bonus service hours for a project of choice No refund after the business year is finished 	Purple Plus Partner plus: <ul style="list-style-type: none"> Joint annual business planning meeting within Q4 for upcoming year 	Purple Plus Partner plus: <ul style="list-style-type: none"> iQ IMAGE Product section on website plus backlinks

* An Orange Partner or higher must have at least one certified sales representative and one certified technical representative. This means that two people must attend the Sales Partner Training every three years. These are the requirements for maintaining Orange, Purple, or Purple plus status.

How your Score is Calculated

Path to the Next Level

Your partner level for the year is determined by your combined score from revenue and engagement. Movement from the base revenue tier is limited to one level above or below, ensuring fair and predictable development within the program.

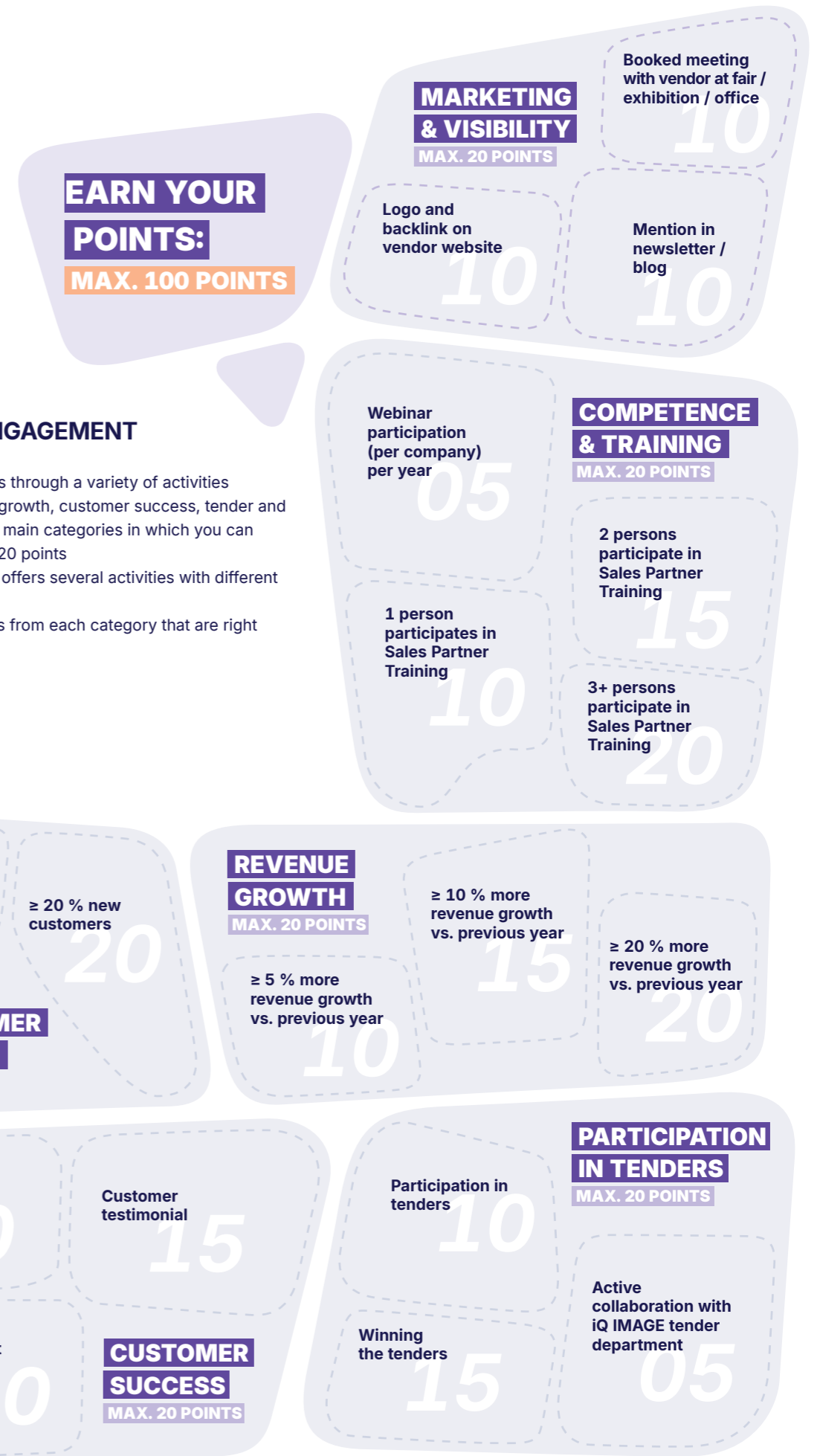
REVENUE CONTRIBUTION

- Up to 200 points
- The partner's business impact of the previous year determines the base partner level
- Revenue remains the most important pillar of the program



Turn revenue contribution and strategic engagement into measurable progress.

	Min. Revenue	Min. Recurring Revenue	Points acc. to Revenue
WHITE PARTNER	€0	€0	0–79
BLUE PARTNER	€5,000	€0	80–119
ORANGE PARTNER	€20,000	€0	120–159
PURPLE PARTNER	€50,000	€0	160–199
PURPLE PLUS PARTNER	€250,000	€75,000	200



Performance in Practice

Real examples of Progression



Strong engagement enables a controlled one-level upgrade.

CUSTOMER A

Blue Partner with Strong Engagement

Revenue Points:	115
Annual Revenue:	€11,000
Base Level:	Blue
<hr/>	
Engagement Points:	65
Marketing:	20
Training:	20
Growth:	15
Customer Success:	10
<hr/>	
Total Score:	180
Final Level:	Orange



Revenue secures structural stability despite lower engagement.

CUSTOMER B

Purple Partner with Limited Engagement

Revenue Points:	123
Annual Revenue:	€21,900
Base Level:	Orange
<hr/>	
Engagement Points:	25
Marketing:	10
Training:	10
Growth:	0
Customer Success:	5
<hr/>	
Total Score:	148
Final Level:	Blue

Our Company at a Glance

IMAGE Information Systems is an international company group with offices in Germany, USA and India, which offers complete, user friendly and cost-effective medical imaging solutions.

Ten thousands of users all over the world benefit from our state-of-the-art products for PACS, RIS, cloud solutions, 3D processing, and teleradiology. We have pioneered several innovations in the market:

- Our iQ-ROUTER supports very high image data compression for virtually all DICOM formats to enable high-speed teleradiology via any low bandwidth network connection.
- DICOMReader has the highest available read-in rate of patient CD-ROMs, ensuring compatibility with almost all available imaging modalities and vendors.

iQ IMAGE provides the second largest digital imaging user forum on earth, enabling users to share knowledge and best practice. To learn more about us and our products, please visit our www.iq-image.com website.

Since 2023, iQ IMAGE has been part of the PARATUS Group – a leading decentralized group of companies in the field of healthcare software and IT services. For more information about the group, please visit the www.paratus-group.com website.

Our Solutions for your Imaging Needs



Hospitals



Education & Research



Doctor's Office & Urgent Care



Teleradiology



Imaging Center



Veterinarians



Multisite & VNA



Radiotherapy



