



Dicker Data's Cisco & Pure Storage Glitz & Gear Promotion

Promotional Period: 1st May 2024 to 24th April 2025

The promoter is Dicker Data Limited (the "Promoter") ABN 95 000 969 362 of 238 Captain Cook Drive, Kurnell, NSW 2231. By participating in the promotion, you are consenting to be bound by these terms and conditions and the decisions of its sponsor and authorized representatives which are final and binding in respect of this promotion. Dicker Data's Cisco & Pure Storage Glitz & Gear Promotion is a trade promotion whose benefits are offered at the discretion of Dicker Data. Dicker Data has the right to change, limit, modify or cancel the promotion terms and conditions, assessment criteria, eligible sales/products, and prizes at any time, with or without notice. Participation in the Program is subject to these terms and conditions and the terms and conditions, rules, policies, and procedures ("Program Terms") that Dicker Data may, in its discretion, adopt from time to time. Dicker Data may amend the Program Terms at any time without notice. Dicker Data has the sole discretion to interpret and apply the Program Terms. By participating in the Program, participants represent that they understand and agree to be bound to the Program Terms, as may be modified, and the decisions of Dicker Data which are final and binding.

This is a Dicker Data Cisco Business Unit– promotion for Australian registered partners.

The Program begins at 12:00:01 a.m. AEST 1st May 2024 (hereafter referred to as "Start Date") until 24th April 2025 (hereafter referred to as "End Date") and ends at 11:59:59 p.m. AEST ("Program Period"). Eligible orders must be placed within the program period to qualify.

ANNOUNCEMENT:

Winners will be announced in the first week of May 2025 via direct email.

Travel Dates to UAE – Third week of May 2025.

KEY TERMS AND CONDITIONS:

- Targets are based on Dicker Data's revenue/bookings for the previous year's equivalent time or based on targets outlined by Dicker Data.
- The winner will be notified directly by their Dicker Data representative.
- Travel will take place in May 2025 (exact dates to be confirmed while announcing the winners)
- To be included in the promotion orders must be placed on Dicker Data within the eligible promotion period.
- Prizes are non-transferable or refundable.
- Individual Partner can win a maximum of one fully sponsored ticket under this promotion.

ELIGIBILITY TO PARTICIPATE:

This Program is for Cisco & Pure Storage Dicker Data Australian resellers only.

To be eligible to participate in the promotion:

- Resellers must have an active Dicker Data Account.
- Resellers must register for the Program using the official Dicker Data Glitz & Gear Promotion Site
- Resellers need to be active Cisco registered partners. Tier 2 Partners only.
- Resellers need to be an active Pure Storage Partner.
- Contact your Dicker Data account representative if you are unsure of your eligibility.

PROMOTION MEASUREMENT:

Dicker Data measures target achievement in AUD and is broken up into the months of May 2024 to April 2025. All eligible orders must be placed on Dicker Data within the eligible promotion period. Resellers must reach a baseline target and then achieve the highest YoY growth rate over the promotion period or as per the measurement criteria in the categories below.

TICKET CATEGORIES:

- Cisco Security (2 Tickets)
- Cisco SMB (2 Tickets)
- Meraki (1 Ticket)
- Cisco Services (1 Ticket)
- Cisco Software (1 Ticket)
- Cisco Enterprise Agreement (1 Ticket)
- Cross Architecture (1 Ticket)
- Pure Storage (1 Ticket)

Based on Minimum Spend + Highest YoY Growth

PRIZE:

There will be 10 winners (with a nominated partner). The organisation owner or senior management reserves the right to select who from their organisation will participate and attend the trip.

- The full itinerary will be available upon announcement of the winners
- The prize includes return economy flights, accommodation, transfers, fun activities, and most meals according to the itinerary.
- Spending money, meals that are not part of the itinerary, taxes, insurance, vaccinations, additional transfers, items of a personal nature, in-room charges, and all other ancillary costs other than as set out above are not included.
- The winning participant(s) agree to accept any Fringe Benefit Tax (FBT) liability on behalf of their employees.
- The program prizes are not refundable, replaceable, or transferable for cash, credit, or other prizes under any circumstances.



- The reseller neither an employer nor any other third party may claim the prize on behalf of the Participant. Prizes awarded under the Program may not be re-sold, bartered, or exchanged for other goods or services. All prizes are subject to availability. Prizes in the Program are subject to change due to unforeseen circumstances. Prizes have no cash value and may not be redeemed for cash or its equivalent. Prizes are not transferable.
- Winners acknowledge that they travel at their own risk.
- Dicker Data will not compensate winners or resellers for any unforeseen circumstances, losses or delays incurred by the foregoing.
- Travel and health insurance is the responsibility of each winner.

PROGRAM TERMINATION:

Unless an earlier termination or cancellation is provided herein, Dicker Data has the right to terminate the program by providing written notice to all participants two (2) weeks in advance Dicker Data will send an email communication to all program Participants Any questions may be directed to your Dicker Data account Representative.

USE OF PERSONAL INFORMATION:

Personal information submitted while participating in the Program will be used to contact potential winners. Personal information means any information that may be used to identify the individual making the entry including, but not limited to, a first and last name, an email address, a home, postal or other physical address, other contact information, a title, a birth date, such individual's gender, occupation or industry, or other information needed to meet the obligations of the Program.

Participants accept the terms and conditions of this Program. The Participant grants to Dicker Data an irrevocable right to print, reproduce, publish, use, edit, adapt, display, broadcast and/or modify worldwide in any way, in any and all media, now known or hereinafter developed (without compensation to Participant), including, but not limited to, the World Wide Web and the Internet, at

any time(s), the winner's name and logos, and the name, portrait, picture, likeness, and biographical information of the individual who entered on behalf of the winner, as news, information and for advertising and promotional purposes without additional compensation or review. By accepting the terms and conditions, the Participants agree to future communications regarding future Dicker Data promotions and general communications.

MISCELLANEOUS:

Without limiting the foregoing, Participants also acknowledge and agree to the following:

Dicker Data reserves the right to disqualify any Participant if Dicker Data determines that Participant is ineligible, or if Participant's participation in the Program or receipt of a prize violates the relevant country, federal, territorial or provincial laws, or these Program Terms. Likewise, Dicker Data reserves the right (a) to disqualify any Participant Dicker Data suspects of fraud, abuse or other unlawful conduct, and (b) to disqualify any Participant who Dicker Data believes has purchased products in violation of Dicker Data Distribution Channel Policies.

Neither Dicker Data, its, fulfilment house(s), prize suppliers/merchants, nor other Dicker Data Authorized representatives will be responsible for lost, late, damaged, destroyed, undelivered, incomplete, invalid, illegible, fraudulent, or misdirected communications, or any other information supplied or received hereunder; for failed, partial, or garbled computer transmissions; or for technical failures of any kind, including but not limited to electronic malfunctioning of any network, hardware, software, electronic, or human error that may occur in relation to this Program, including but not limited to any information used or exchanged in this Program.

By participating in this Program, Participants agree to release and hold harmless each of Dicker Data, fulfilment house(s), prize suppliers/merchants, nor other Dicker Data authorized representatives, their respective subsidiaries, divisions, related companies, and all of their respective officers, directors, employees, representatives, contractors and agents, from and against, any and all alleged and actual claims and causes of action whatsoever Participant may have, or which may arise, against any of them for any loss and liability for any matter, cause or thing whatsoever, including but not limited to any personal injury, bodily injury (including but not limited to wrongful death), property damage, or loss or damage of any other kind, whether direct, compensatory, incidental or consequential, arising in whole or in part, directly or indirectly, from Participant's participation in the Program and/or Program related activities, acceptance, possession, use or misuse of a prize in the Program, and any loss, destruction, delay, interruption, modification or cancellation of all or any element of the Program for any reason, including without limitation strikes, boycotts, war, acts of God, labour troubles, riots, delays of commercial carriers, restraints of public authority or for any other reason, similar or dissimilar, beyond the reasonable control of Dicker Data.

Dicker Data reserves the right, at its sole discretion, to cancel or suspend the Program should viruses, bugs, unauthorized human intervention, or other causes beyond the control of Dicker Data, in the company's sole opinion, corrupt the administration, security, fairness, integrity, or proper operation of the Program.

Nothing contained in this Agreement shall be construed to:

(i) give either party the power to direct and control the day-to-day activities of the other; (ii) constitute the parties as partners, joint-ventures, principal and agent, employer and employee, co-owners or participants in a joint undertaking; or (iii) allow Participant to create or assume any obligation on behalf of Dicker Data.

Dicker Data makes no representations or warranties, Dicker or implied, in relation to this Competition, including whether they are suitable for a particular purpose, unless provided in writing. To the fullest extent permitted by law, Dicker Data excludes any terms and conditions which would otherwise be implied into these Terms by any statute. The liability of Dicker Data for a breach of a condition or warranty implied into these Terms by the Competition and Consumer Act, 2010 is limited at the option of Dicker Data: if the breach relates to goods, to the replacement of the goods or the supply of equivalent goods, or the repair of the goods, or the payment of the cost of replacing the goods or of acquiring equivalent goods or the payment of the cost of having the goods repaired; and if the breach relates to services, the supplying of the services again or the payment of the cost of having the services supplied again.

Dicker Data will not be liable to any reseller or Nominated Attendee for any loss, claim, action, demand, compensation, liability, tax, cost, expense, person injury or damage whatsoever (including but not limited to any direct, indirect or consequential loss or damages and including any legal cost and expense) which is suffered or sustained by any person or entity in connection with this Competition or as a result of accepting or using the Prizes, whether as a result of negligence, breach

of statute or breach of duty, or otherwise, except for any liability which cannot be excluded by law (in which case that liability is limited to the maximum extent allowable by law).

Management, employees or contractors of Dicker Data and their immediate families are not eligible to enter. Please note that Dicker Data is conscious of its obligations under privacy laws to protect your privacy.

IMPORTANT NOTICE:

You are solely responsible for confirming that you have your employer's permission to participate in the Program. Fringe Benefits Tax is the responsibility of the Participant. All Participants are responsible for compliance with any and all laws, rules, regulations, employment, contractual limitations, and employer's policies regarding Participant's eligibility to participate and/or receive prize(s) in this and similar programs and promotions. If an individual is participating in violation of their employer's policies, that individual and its employer may be disqualified from this Program and/or from receiving a prize. Dicker Data disclaims any and all liability or responsibility for disputes arising between an individual and their employer related to this matter. Promotional categories are by invitation. Each reseller is invited to be part of this promotion and is provided targets according to their Cisco AUD revenue baseline historical trends. Each reseller partner has an AUD revenue gate that the reseller must exceed before they are eligible to compete.