

PARTNER PROGRAM CATEGORY SUPPLEMENT: MARKETING AFFILIATE SUPPLEMENT

This Marketing Affiliate Supplement (“Supplement”) is a OneStream Partner Program Category Supplement to the Universal Terms. This Supplement, the Universal Terms, and the Partner Schedule executed by the parties, together govern Partner’s participation in OneStream Partner Program for Marketing Affiliates (“Agreement”). This Supplement will enter in force upon, and subject to, the execution of a Partner Schedule by the parties. Any conflict or inconsistency between the documents comprising this Agreement shall be resolved according to the following order of precedence: (i) Partner Schedule, (ii) this Supplement, and (iii) the Universal Terms.

1. PURPOSE

The parties seek to cooperate in the selling of OneStream Offerings to Customers worldwide. Partner shall be referred to as “Marketing Affiliate” throughout this Supplement.

2. DEFINITIONS

(a) “Add-on Referral” means a sales opportunity for any existing Customer on the Partner Portal and accepted by OneStream, as specified in Section 4.

(b) “Alliance Partner Program Reference Guide” means the terms, rules, guidelines and policies that set forth certain requirements, including but not limited to, those relating to sales, marketing and technical enablement, as may be modified by OneStream in its sole discretion from time to time upon notice to Marketing Affiliate (which such notice includes but is not limited to notices given within the portal or website).

(c) “Annual Contract Value” or “ACV” means the average annual revenue generated for OneStream from a Customer contract.

(d) “Direct Referral” means a sale opportunity for any net new Customer identified in the Partner Portal and accepted by OneStream, as specified in Section 4.

(e) “Go-To-Market Plan” means the jointly developed and mutually agreeable plan that outlines the strategy to be implemented by Marketing Affiliate to support and further grow OneStream sales opportunities with prospective Customers. Such plan will outline the strategy from the initiation of a prospective Customer opportunity to close of the deal, may identify prospective Customers, and may include a marketing and a sales plan.

(f) “Marketing Affiliate Fee” or “MAF” means the fee paid by OneStream to Marketing Affiliate, as specified in Section 4.

(g) “Marketing Affiliate Delivery Program” means the services described in Section 6.

(h) “Marketing Development Funds” or “MDF” means the sum paid by OneStream to Marketing Affiliate to use within a designated timeframe for marketing activities, training, or certification as defined in the Alliance Partner Program Reference Guide provided to Marketing Affiliate.

(i) “Marketing Referral Program” means the program defined in Section 4.

(j) “OneStream Owned MarketPlace Solution(s)” means the OneStream Offering(s) made available for Customer and Marketing Affiliate in the OneStream Solution Exchange and owned by, or licensed to, OneStream.

(k) “Partner Portal” means the OneStream online portal as made available by OneStream and used by Marketing Affiliates to submit a Direct Referral or Add-on Referral for approval by OneStream.

(l) “Remote Consulting Services” means consulting related to any OneStream Offerings. Such service may include but are not limited to writing rules and formulas, debugging a complex application that does not uncover a defect, report writing, rule building, application review, defined deliverables to solve a specific business problem, all application design and application metadata related issues, and all OneStream Owned Marketplace Solutions development and implementation.

(m) “Standard Maintenance Program” means the services described in Attachment A.

3. TERM OF AGREEMENT AND TERMINATION

The term of this Supplement shall begin on the Effective Date and continue for a period of one (1) year (“Initial Term”). Upon expiration of the Initial Term, the Agreement will auto renew for subsequent successive one (1) year periods (each, a “Renewal Term”), unless earlier terminated in accordance with the provisions of the Agreement. For the avoidance of doubt, all other terms in Section 2 (Term and Termination) of the Partner Program Universal Terms shall apply.

4. MARKETING REFERRAL PROGRAM

(a) General

(i) A Direct Referral or Add-on Referral will be accepted or denied by OneStream based upon submission of that Direct Referral or Add-on Referral by Marketing Affiliate on the Partner Portal. OneStream shall advise Marketing Affiliate if there is a competitive bid for this Direct Referral or Add-on Referral, within five (5) business days after receipt of the submission. OneStream may reject the Direct Referral or Add-on Referral submission if the prospective Customer **(i)** has been previously referred by a third party; or **(ii)** is currently engaged in the OneStream sales cycle; or **(iii)** following the meeting set out in Section 4(c)(iv) the Direct Referral is not determined to be a viable sales opportunity by OneStream. Upon OneStream’s acceptance of the Direct Referral or Add-on Referral submission, such referral shall qualify as a Direct Referral or Add-on Referral.

(ii) After OneStream has accepted the Direct Referral or Add-on Referral from Marketing Affiliate in accordance with Section 4(a)(i), the Direct Referral or Add-on Referral shall be registered exclusively to Marketing Affiliate. Marketing Affiliate shall be entitled to receive the full MAF if the applicable Customer executes a contract for OneStream Offering(s) with OneStream as a result of such Direct Referral subject to the terms of this Agreement.

(iii) If more than one (1) Marketing Affiliate submits a Direct Referral or Add-on Referral submission for the same prospective Customer and submits a claim for a MAF, OneStream will accept Direct Referral or Add-on Referral that was first properly registered in accordance with OneStream sales lead registration.

(iv) All OneStream Offering(s) licensing, use, or service agreements are made between OneStream and Customer. Marketing Affiliate does not have the right to sell, resell, or distribute the OneStream Offering(s).

(v) OneStream reserves the right to modify the price for the OneStream Offering(s) at any time with or without notice.

(vi) Marketing Affiliate will not be entitled to and forfeits any right to any MAF for a Direct Referral if Marketing Affiliate elects to participate in the OneStream Partner Event Follow Up Program for such Direct Referral as further defined in the Alliance Partner Program Reference Guide provided to Marketing Affiliate.

(b) Marketing Referral Fee

(i) Software. OneStream will pay Marketing Affiliate a Marketing Affiliate Fee which is calculated by multiplying the Software Referral Percentage as specified in the applicable Partner Schedule by the ACV for the Software fee actually paid by Customer to OneStream on the initial Customer Software Schedule that is the result of a Direct Referral. Notwithstanding the foregoing, for Customer subscription Software licenses for two (2) or more year commitments, the Marketing Affiliate Fee is calculated by multiplying the Software Referral Percentage as specified in the applicable Partner Schedule multiplied by two times (2x) the ACV for the Software fee actually paid by Customer to OneStream on the initial Customer Software Schedule that is the result of a Direct Referral. The MAF for Software under this Section 4(b)(i) explicitly excludes the OneStream Owned MarketPlace Solutions. All MAF payments will be subject to the limitation set forth in Section 4(b)(iii) below. For the avoidance of any doubt, a Marketing Affiliate is only eligible for a MAF for the initial order from a net new Customer to OneStream.

(ii) SaaS. OneStream will pay Marketing Affiliate a Marketing Affiliate Fee which is calculated by multiplying the SaaS Referral Percentage as specified in the applicable Partner Schedule by the ACV for the SaaS fee actually paid by Customer on the initial Customer SaaS Schedule that is the result of a Direct Referral. The MAF for SaaS under this Section 4(b)(ii) explicitly excludes the OneStream Owned Marketplace Solutions. All MAF payments will be subject to the limitation set forth in Section 4(b)(iii) below. For the avoidance of any doubt, a Marketing Affiliate is only eligible for a MAF for the initial order from a net new Customer to OneStream

(iii) Each Marketing Affiliate Fee will be capped at a maximum of \$50,000 USD for a Software sale that is the direct result of a Direct Referral in accordance with 4(b)(i), and \$100,000 USD for a SaaS sale that is the direct result of a Direct Referral in accordance with 4(b)(ii).

(iv) Marketing Affiliate will not be eligible for a MAF for: i) Add-on Referral sales of OneStream Offering(s), including but not limited to, add-ons to licenses, users, software, SaaS products, or services; or ii) anything OneStream offers or distributes in PartnerPlace or OpenPlace. Per the terms of Section 4.(a)(vi) Marketing Affiliate(s) who are participating in the OneStream Partner Event Follow Up Program will not be eligible for MAF.

(v) Notwithstanding any other provision of the Agreement, Partner must invoice OneStream for any applicable MAF within sixty (60) days of the date that the applicable Customer executes a contract for any OneStream Offering(s) with OneStream as a result of such Direct Referral; or forfeit all rights to such MAF. Upon receipt of a valid invoice, OneStream will pay any MAF due to Marketing Affiliate fifteen (15) business days after OneStream's receipt of the Customer payment for the OneStream Offering(s).

(vi) If OneStream refunds a Direct Referral Customer the ACV paid by Customer for the initial term, in full or in part, and a MAF was paid to Marketing Affiliate for such Direct Referral, Marketing

Affiliate shall reimburse OneStream the MAF amount proportional to the refund OneStream paid to Customer.

(vii) No MAF will be paid on maintenance services for perpetual Software licenses. Maintenance Services as defined in Attachment A are included in the sale of the OneStream Offering(s) and shall not be separately eligible for additional MAF payments or MDF credits.

(c) Marketing Development Fund Credits

(i) Marketing Affiliate is eligible, for any Direct Referrals for Software or SaaS sales, to earn a credit equal to the Direct Referral Percentage specified in the Partner Schedule multiplied by the ACV in MDF subject to Subsection (iii) below. The Marketing Development Funds must be used by Marketing Affiliate as identified in the Alliance Partner Program Reference Guide provided by OneStream.

(ii) Any active Marketing Affiliate with a current Marketing Affiliate Supplement and Go-To-Market Plans that meet the minimum requirements as defined by the Alliance Partner Program Reference Guide is eligible, for any Add-on Referrals, to earn a credit of equal to the Add-on Referral Percentage specified in the Partner Schedule multiplied by the add-on ACV in MDF subject to Subsection (iii) below.

(iii) Notwithstanding the foregoing and subject to the Alliances Partner Program Reference Guide, the distribution of any credit to the MDF will be capped at a maximum of: i) \$50,000 USD per Customer per Add-on Referral for OneStream Offering(s); and ii) \$25,000 USD per Customer for new Direct Referrals as part of an Alliances Partner Program. See Alliances Partner Program Reference Guide for MDF eligibility and use of funds as provided by OneStream. Such use of the funds may include but is not limited to, marketing of the OneStream Offering(s), certifications, and/or training related to the OneStream Offering(s). Notwithstanding any other provision of this Supplement, the MDF shall not have a cash value and therefore it will immediately expire without refund or credit upon the termination or expiration of this Agreement.

(iv) Excluding the OneStream Partner Event Follow Up Program, in order to qualify for a Direct Referral and be eligible for a MAF, Marketing Affiliate shall be required to initiate a prospective Customer meeting with a qualified representative of the prospective Customer within thirty (30) days of submitting a Direct Referral or Add-on Referral on the Partner Portal, or as otherwise agreed to by OneStream. Following this meeting, OneStream shall, in its sole discretion, determine whether the lead is a viable sales opportunity. If approved as a viable sales opportunity OneStream shall accept it as a Direct Referral. The validity term of the Direct Referral will be six (6) months from the date of OneStream's acceptance ("DR Term") and can be extended for successive six (6) month periods, at OneStream's sole discretion. The DR Term will terminate if the requirements of this clause are not met.

5. DESIGN GUIDANCE ASSISTANCE AND REMOTE CONSULTING SERVICES

(a) OneStream shall provide Marketing Affiliate design guidance assistance for the OneStream Offering(s) in accordance with the Partner Reference Guide, by telephone or web session. Design guidance assistance does not include Remote Consulting Services, including without limitation those which are provided as

part of OneStream's OnePass Subscription as specified in Section 5(b) below).

(b) Marketing Affiliate shall receive a OnePass Subscription including the maximum number of available hours indicated in Appendix B to this Supplement for Partner's applicable partner category on the Effective Date of this Agreement, such available hours to be made available to Partner upon Partner's full payment of all fees due to OneStream for Partner's participation in the Marketing Referral Program in accordance with Section 8. Upon each anniversary of the Effective Date, the maximum number of hours available to Partner under its OnePass subscription will be adjusted, as the case may be, based on Partner's applicable category upon the date of renewal. If Partner upgrades to a higher partner category through the Term or a Renewal Term, the maximum number of hours available to Partner for the remainder of the Term or then current Renewal Term under its OnePass Subscription will increase pro rata for the remainder of such Term or Renewal Term. For the avoidance of doubt, Partner's downgrade to a lower partner category through the Term or a Renewal Term shall not change the maximum number of hours available to Partner for the remainder of the Term or then current Renewal Term under its OnePass Subscription. The additional terms and conditions applicable to OneStream's delivery and Partner's use of OnePass Subscriptions and incorporated hereunder by reference are available at <https://www.onestream.com/partner-program-terms-and-conditions/>. Notwithstanding anything to the contrary, Sections 2(g) (Renewal), 4(a) (Fees), and 6 (Termination) of the OnePass terms and conditions shall not apply to the OnePass Subscription(s) granted under this Agreement. Additional Remote Consulting Services (including additional OnePass Subscription(s)) may be separately contracted for under the terms and fees as specified in OneStream's Advanced Application Solutions program.

7. MARKETING AFFILIATE DELIVERY PROGRAM

(a) Marketing Affiliate may provide services to a Customer provided that:

(i) Marketing Affiliate has successfully been trained in the implementation of the OneStream Offering(s) through the then-current and applicable OneStream training program prior to their first Customer project. Marketing Affiliate employees will complete the OneStream Offering(s) implementation training prior to providing any services to a Customer. Both on-demand remote or in-person live training classes will be offered by OneStream at OneStream's then current rate for Marketing Affiliates. Marketing Affiliate will be responsible for all travel expenses and costs associated with any in-person live training.

(ii) Partner Reporting. In support of OneStream customer success, Marketing Affiliate is required to report to OneStream updates on important milestones for each executed Customer SOW. These milestones, as applicable include, but are not limited to, the following high level implementation milestones: i) requirements, ii) design, iii) build, iv) test dates (system & UAT), v) parallel runs, vi) deployment, and vii) go-live.

(b) Customer Success Requirements

(i) Customer shall complete a satisfaction survey for all services provided by Marketing Affiliate.

(ii) OneStream will work with Marketing Affiliate to draft a mutually agreed upon statement of work (SOW) for the first two (2) to four (4) joint implementations (for both OneStream platform MarketPlace Solutions or other separately sold OneStream Offerings), as further defined in Section 6(b)(iii) below. The

number of joint implementations is subject to OneStream's sole discretion.

(iii) Joint implementations shall be completed with the applicable OneStream Services or Enablement team, as determined at OneStream's sole discretion. For each project, OneStream will serve as the lead design architect and Marketing Affiliate shall provide a lead architect or equivalent resources to support the implementation. Such resources shall be limited to employees of Marketing Affiliate as outlined in the Alliance Partner Program Reference Guide.

(iv) Marketing Affiliate will be responsible for providing OneStream-trained Marketing Affiliate employee(s) or subcontractors for the project. Marketing Affiliate shall not be permitted to engage any subcontractors for participation in the first two (2) joint implementations.

(v) If Marketing Affiliate experiences difficulties or challenges with implementation (whether joint or not) of the OneStream Offering(s) for any Customer, Marketing Affiliate must provide OneStream with prompt written notice of such situations to enable OneStream to provide guidance and, as necessary, support in addition to other remedies. Marketing Affiliate will make all reasonable efforts to leverage services as outlined in the Alliance Partner Program Reference Guide.

(c) Marketing Affiliate Service Fees

(i) Marketing Affiliate is not permitted to invoice Customer for design services during the first two (2), or more as applicable, implementation projects, unless otherwise agreed upon by Customer.

(ii) In the case that OneStream is a prime contractor and Marketing Affiliate a subcontractor of OneStream with the Customer, then OneStream and Marketing Affiliate will negotiate mutually agreeable rates for such engagement under that applicable subcontract agreement between the parties, which such rates will reflect any administrative services, burden, or additional risk incurred by OneStream pursuant to such contract.

(d) Notwithstanding Section (4)(a)(ii) above, OneStream will not intentionally compete with Marketing Affiliate on Direct Referral or Add-on Referral projects. However, if Customer requests a project bid submission from OneStream, OneStream shall be permitted to submit such project bid.

8. FEES

(a) Without prejudice to the MAF or MDF credit, fees for Marketing Affiliate's participation in the Marketing Referral Program are contained in the Partner Schedule.

(b) Payment Terms are as follows. Marketing Referral Program fees for the remainder of first calendar year will be invoiced following the Effective Date of the Agreement and prorated based on the remainder of the current year. Marketing Referral Program fees for any following calendar years during the term of this Agreement will be invoiced at the beginning of each following calendar year.

(c) Services are performed on a time and material basis (T&M) and will be invoiced upon completion or monthly, whichever comes first.

9. MAINTENANCE AND SUPPORT

OneStream will provide maintenance and support for the OneStream Offerings per the terms of the current Standard Maintenance Program. The Standard Maintenance Program terms are attached hereto as Attachment A.

10. NON-SOLICITATION

Marketing Affiliate shall not, during the term of this Agreement and for a period of 12 months following termination or expiry, solicit from OneStream any person or entity who is a client or Customer of OneStream for the purpose of providing a competing service, without prior written consent from OneStream. For the avoidance of doubt, this does not (without limitation) prevent Marketing

Affiliate providing advisory services to OneStream Customers, providing a managed service for a Customer's applications which may include OneStream products, providing services which are supplementary to services provided by OneStream, or providing services to an existing OneStream Customer in circumstances which do not involve the diversion of an immediate opportunity from OneStream.

ATTACHMENT A - STANDARD MAINTENANCE PROGRAM

STANDARD MAINTENANCE PROGRAM. OneStream will provide the services stated in this Attachment A (“Maintenance Service”) during the term of this Agreement. OneStream may change the Maintenance Service offered at any time, effective as of the commencement of any renewal period, provided that any such change affects substantially all similarly situated OneStream marketing affiliates.

- (a) Failures of OneStream Offering(s) to Conform to Documentation. OneStream will use commercially reasonable efforts to correct any reproducible failure of the OneStream Offering(s) to conform to its Documentation.
- (b) Standard Online and Telephone Support.
- (i) During Telephone and On-line Support Business Hours (twenty-four (24) hours per day, seven (7) days per week, except holidays), OneStream will provide to Marketing Affiliate, by telephone or web session, technical assistance and general support of the OneStream Offering(s), such as providing guidance and isolating, documenting, and finding work-arounds for problems or error messages.
 - (ii) OneStream will provide to Marketing Affiliate access to OneStream support systems such as one (1) or more support portals and the ability to log tickets.
 - (iii) The following items are not included in Maintenance Service:
 - (A) Copying, downloading, and installing Updates (covered under professional services if required, or by OneStream’s management services if Marketing Affiliate and OneStream execute and deliver an OneStream Cloud Agreement);
 - (B) Labor to install or upgrade software (covered under professional services if required, or by OneStream’s management services if Marketing Affiliate and OneStream execute and deliver an OneStream Cloud Agreement); and
 - (C) Labor to provide a deliverable solution requested by Marketing Affiliate (covered under professional services if required, or by a separate statement of work).
 - (iv) Direct support is limited to two named direct-support contacts for each OneStream Base Solution (such contacts must be located in the same support region as the Base Solution).
- (c) OneStream Offering(s) Updates. OneStream will make available to Marketing Affiliate each minor and major functional version and release of the OneStream Offering(s) that OneStream makes available to its maintenance Customers generally (“Updates”). Updates do not include any versions, releases, or future products that OneStream licenses separately.
- (d) OneStream Marketplace. OneStream will provide to Marketing Affiliate access to the OneStream Marketplace and all OneStream Owned Marketplace Solutions provided by OneStream in the OneStream Marketplace as of the Effective Date of this Agreement will be available for free. Access and future updates of free solutions of Updates are a part of Maintenance.
- (e) Retirement of Releases. Maintenance Service is provided for the current major release of the OneStream Offering(s) and two (2) previous major releases of the OneStream Solutions (each a “Supported Release”). OneStream may cease offering or providing Maintenance Service for releases other than Supported Releases at any time after the first anniversary of the date upon which a release ceases to be a Supported Release.
- (f) Backups. Marketing Affiliates not on OneStream cloud services must ensure critical data has been backed up prior to OneStream’s personnel providing Maintenance Service.
- (g) Exclusions. OneStream’s obligations to provide the Maintenance Service will be reduced to the extent that the failure of the OneStream Offering(s) to conform to the Documentation is caused by: (i) use of the OneStream Offering(s) other than in accordance with this Agreement or the Documentation; (ii) modification of the OneStream Offering(s) or any part thereof other than by OneStream or with OneStream’s written approval; or (iii) Customer failure to accept or implement an Update proffered by OneStream that would cause the OneStream Offering(s) to conform to the Documentation.

ATTACHMENT B – ONEPASS SUBSCRIPTION CATEGORIES

OnePass Subscription	
Partner Level	Available Hours for the Initial Term or each Renewal Term
Silver	15
Gold	32
Platinum	50
Diamond	75