CATO
NETWORKS

Cato Networks Channel First Partner Program

01

Introduction

CATO
N E T W O R K S

SASE Market Surge & Cato's Leadership Position

$28.5B

SASE Total Addressable Market by 2028[1]

(33.5% CAGR)

50%

Of SASE Deployments will be Single-Vendor by 2028[2]

(Up from 25% in 2024)

Cato positioned as **Leader** in the Single-Vendor SASE MQ Report[3]

Gartner

CHALLENGERS | LEADERS

Palo Alto Networks

Cato Networks

Fortinet

Netskope

Versa Networks

Cisco

ABILITY TO EXECUTE

Cloudflare

Forcepoint | HPE

NICHE PLAYERS | VISIONARIES

COMPLETENESS OF VISION | As of June 2024 | © Gartner, Inc

CATO
N E T W O R K S

Introducing Program's Partner-First Value

Flexible program aligned to diverse partner business models, with:

> ### Simplicity & Transparency
>
> Clear engagement, pricing, & deal reg

> ### Predictable Growth
>
> Scalable model, recurring revenue, & high retention

> ### Maximized Profitability
>
> No CapEx, high margins, & upsell potential

CATO
NETWORKS

The Viable Solution

Differentiated Platform

- True Single-Vendor SASE
- Operational Simplicity
- Consistent Global Performance
- Single Pane of Glass
- AI/ML for Supreme Security
- GenAI for Top Productivity

CATO
NETWORKS

Purpose-Built for Partners

Flexible & Rapid Partner Engagement

- Route-to-Market Choice
- Participate Across Tracks*
- 6-Week Accelerated Onboarding
- >70% Post-POC Conversion Rate
- Near-Instant Deployment

*Future

02

Cato Networks Channel First Partner Program

CATO
NETWORKS

Partner Value Throughout the Sales Cycle
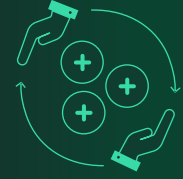
Positive ROI from Day 1

Go-to-Market Tools

Lab & POC Trial Access

High Customer Retention

Recurring Revenue

CATO
NETWORKS

What are we introducing?

› Introducing 5 NEW Specializations focused on specific Routes to Market (RTM)

› Introducing 2 *NEW Discount* Tiers
- Simple and intuitive foundation for global consumption
  - Starter
  - Advanced

› Defined Success Requirements
  - Sales, Technical, and Support enablement [New!]
  - Bi-directional value

› *Improved* predictability, profitability, and differentiation for contributors

› Faster and more independent sales cycle with less NSP (Non-Standard Pricing)

CATO
NETWORKS

8

One Program. Many Paths. Built for Partner Success.

VAR	MSP	SP	Disti	TSD

Modular framework tailored for each route-to-market and business model

CATO
NETWORKS

03

Solution Provider (VAR)

CATO
N E T W O R K S

Solution Provider (VAR) Benefits

> Unlock opportunities in Managed Networks and Global Connectivity as new revenue streams

> Provide more differentiated high-margin Professional Services*

> Faster and simpler path to Managed Services

> "Powered by Cato" – Own Use (NFR Program) at 60% discount

> New *Advanced* Tier with deeper discount to recognize continued investment in Cato

> Stack multiple promotions and rebates to increase margins and profitability

*Coming H2/25

CATO
N E T W O R K S

12

Solution Provider (VAR)
Requirements and Discounts

Requirement	Starter	Advanced
Sales		
New-Business[1] Bookings	<$300K	>$300K
New-Logos[2] Bookings	<$150K	>$150K
Certifications		
Sales	2	5
CCA	1	3
CDSA	Optional	Optional
Discounts[3]		
Base Discount	15%	15%
Deal Reg Discount	15%	15%
Tier Discount		10%
Total Discount	30%	40%

[1] – Channel Led (approved Deal Reg) New Customer, Upsell, & Cross-Sell of New Services
[2] – Initial Orders from customers who have not previously purchased any product or service from Cato, either directly or through a third party.
[3] – Recommended discounts. Where partners transact via distribution, discounts are at the sole discretion of the distributor.

CATO
NETWORKS

13

04

Managed Service Provider (MSP)

CATO
NETWORKS

MSP Benefits

> Deliver both Managed Security and Managed Network Services with lower operational costs

> SLA-backed Global Backbone with 99.999% uptime

> Flexible monthly billing options

> Use the differentiated MSASE Partner Platform for:
- Multi-tenant, co-branded management
- API-driven operations (read/write)
- Real-time upsell visibility

> Enhanced margins

> Cato Distinguished Support Provider (CDSP) differentiation with automatic ticket escalation

CATO
NETWORKS

15

MSP
Requirements and Discounts

Requirement	Starter	Advanced
Sales		
New-Business[1] Bookings	<$500K	>$500K
New-Logos[2] Bookings	<$250K	>$250K
Certifications		
Sales	2	5
CCA	2	4
CDSA	2	4
CDSE[3]	2	2
CDSP	Certified	Certified
Discounts[4]		
Base Discount	20%	20%
Deal Reg Discount	15%	15%
Tier Discount		10%
Total Discount	35%	45%

[1] - Channel Led (approved Deal Reg) New Customer, Upsell, & Cross-Sell of New Services
[2] - Initial Orders from customers who have not previously purchased any product or service from Cato, either directly or through a third party.
[3] - Depending on the number of supported customers, as outlined in the CDSP Program
[4] - Recommended discounts. Where partners transact via distribution, discounts are at the sole discretion of the distributor.

CATO
NETWORKS

05

Service Provider (SP)

CATO
NETWORKS

Service Provider Benefits

> Pooled license management for maximum flexibility, with full control over provisioning, billing, & licensing[1]

> Leverage MSASE Partner Platform for scalable, co-branded management

> Flex orders with full control over license activation date

> Enhanced margins

> Cato Distinguished Support Provider (CDSP) differentiation with automatic ticket escalation

CATO
NETWORKS

[1] – Requires an approved business plan and purchasing licenses upfront

Service Provider
Requirements and Discounts

Requirement	Starter	Advanced
Sales		
New-Business[1] Bookings (Annual)	<$1M	>$1M
New-Logos[2] Bookings	<$500K	>$500K
Certifications		
Sales	2	5
CCA	2	4
Support (Basic)	2	4
Support (Advanced) [3]	2	2
CDSP	Certified	Certified
Discounts[4]		
Base Discount	25%	25%
Deal Reg Discount	15%	15%
Tier Discount		10%
Total Discount	40%	50%

[1] - Channel Led (approved Deal Reg) New Customer, Upsell, & Cross-Sell of New Services
[2] – Initial Orders from customers who have not previously purchased any product or service from Cato, either directly or through a third party.
[3] – Depending on the number of supported customers, as outlined in the CDSP Program
[4] - Recommended discounts. Where partners transact via distribution, discounts are at the sole discretion of the distributor.

06

Distributor

CATO
NETWORKS

Distributor Benefits

> Accessibility to greater global coverage

> Increase margin potential by recruiting and scaling a broader partner base

> Deliver branded services by white labeling Cato's Professional Services and Support

> Ability to provide managed services

> Independent quoting on the Partner Portal

> Unlock higher discounts as partners move from Starter to Advanced tiers

CATO
NETWORKS

Distributor
Requirements and Discounts

Requirement	VAD	
Certifications		
Sales	2	
CCA	2	
Support (Basic)	Optional	
Discounts[1]		
Partner Type	**Tier**	**Discount for Distribution**
VAR	Starter	░░░
VAR	Advanced	░░░
MSP	Starter	░░░
MSP	Advanced	░░░

[1] - Distributor discount is based on the tier and discount eligibility of the partner they sell through.
Opportunities without an approved Deal Registration will get 15 points less. Distribution discounts are confidential on all external content to protect distributors' margins.

07

TSD/Agent

CATO
NETWORKS

TSD/Agent Benefits

> 1XMRR bonus on eligible deals

> Dedicated, nationwide Agent-focused channel team

> Wide co-sell ecosystem with Cato-certified aggregators and Service Providers

> A full enterprise-grade security suite with plenty of cross sell opportunities

All Referral Partners

> 15% commission on all New Business Bookings

> Win >70% of POCs

> Unmatched upsell rates

CATO
NETWORKS

Thank You!

08

Appendix

Tier Evaluation and Reallocation

> Partner performance will be evaluated at the beginning of every quarter

- Last four quarters bookings (a 12-month sliding window)

- A snapshot of all valid certifications

- CDSP "False Alarm Rate"

> Upgrades
- Partners who overperformed (met higher tier requirements) for <u>two consecutive quarters</u>

> Downgrades
- Partners who underperformed (failed to meet current tier requirements) for <u>two consecutive quarters</u>

Deal-Registration T&Cs

Register Your Deals and Secure Your Margins

1 All deals must be registered via Cato's partner portal.

2 Partners have 30 Days from "Approval" to advance the opportunity to be BANT Qualified (Budget-Authority-Need-Timeline).

3 If met, DR can be extended for an additional 60 Days.

4 Partners are required to share relevant customer data, actively promote Cato solutions, provide regular updates, and agree to introduce Cato to the customer.

5 A completed and approved Customer Acquisition Plan (CAP) outlining the project details, stakeholders and identifying mutual commitments and timelines may be required.

6 Registration status can be changed at any time if the Partner is actively promoting a competing product, is not meeting the commitments outlined above, or if the customer formally requests a new partner.

7 Additional 30-Day Deal Registration Extensions may be applied, at the sole discretion of Cato, provided the Partner is meeting the requirements outlined above.

CATO
NETWORKS

Rules Of Engagement

1 Deal Registration discounts to be given only on registered deals

2 Only one approved deal registration per customer project

3 Non-Standard-Pricing (NSP) when applicable/needed, is to be approved only on registered deals

4 Cato's sales will not quote end customers on Channel-led deals

5 Partners' Professional Services to be offered first. Cato's PS could be offered if required by the customer and the partner cannot provide them

6 Incumbency policy for all renewals while the contract is still valid

"Freedom without rules doesn't work. And communities do not work unless they are regulated by etiquette."

Judith Martin

Partner Powered by Cato

Not for Resale (NFR) Program

Run your network and security on Cato. Move faster. Be a better advocate
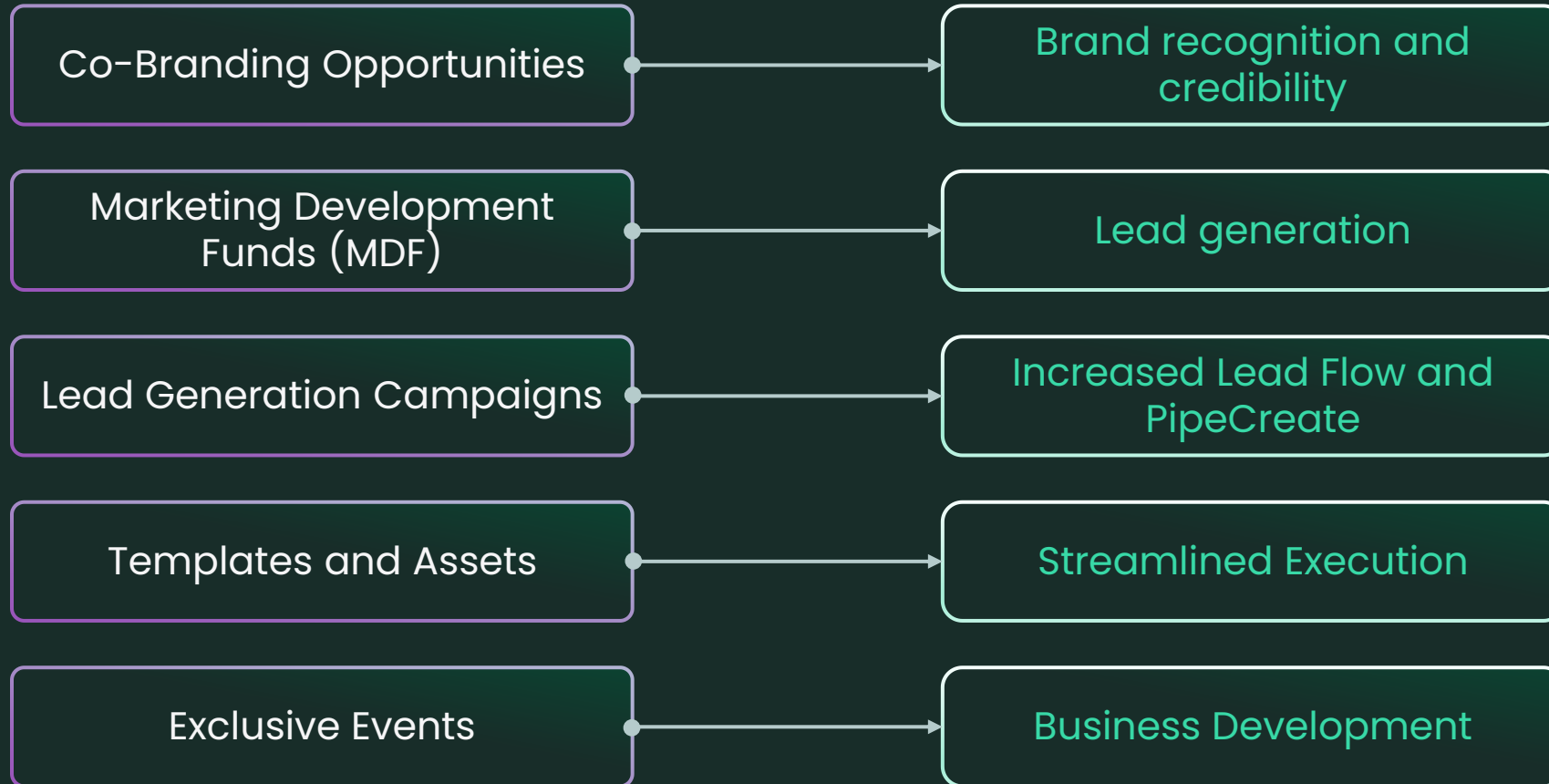
Benefits

- 60%* discount on recurring Services
- All the benefits of Cato SASE for your company
- Enhanced product knowledge and hands-on experience
- Become a better advisor and advocate

*Except for Services with capped discounts as set in Cato's pricing and discount policy. Hardware, professional services, and managed services are not eligible.

Pipeline with Channel Marketing Programs

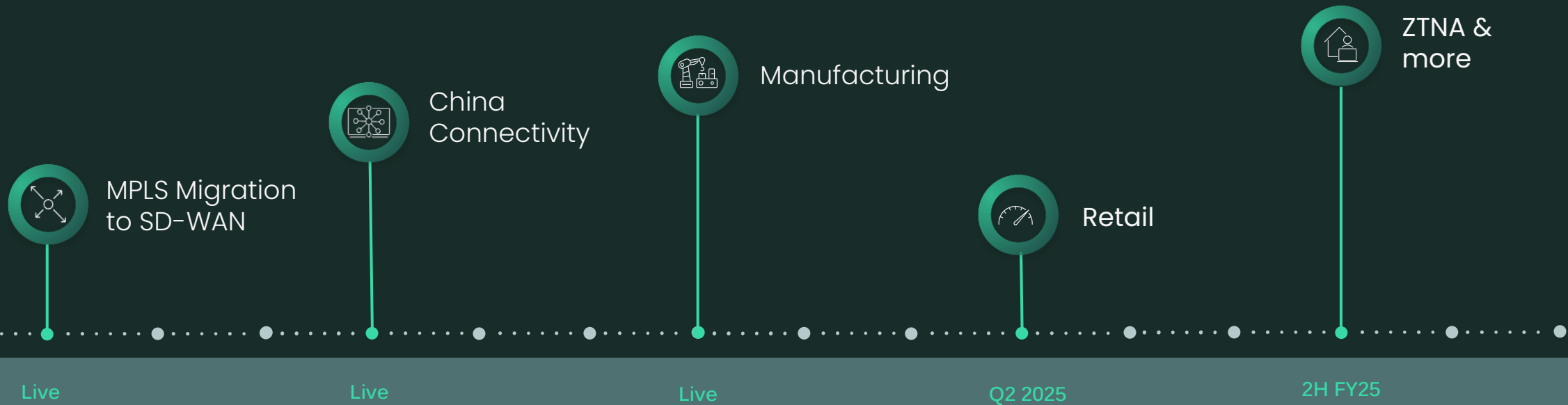**Purpose:** To drive partner success by expanding market reach and accelerating revenue growth

Co-Branding Opportunities	Brand recognition and credibility
Marketing Development Funds (MDF)	Lead generation
Lead Generation Campaigns	Increased Lead Flow and PipeCreate
Templates and Assets	Streamlined Execution
Exclusive Events	Business Development

CATO
NETWORKS

31

Hunting Use Cases

Technical, Business, & Vertical Use-Case Packages with **Tailored, Ready-to-Use Content**

Package Content Example

- Video-on-demand
- Customer presentation
- Presentation recording
- Blog
- Email template

MPLS Migration to SD-WAN

China Connectivity

Manufacturing

Retail

ZTNA & more

| Live | Live | Live | Q2 2025 | 2H FY25 |

Enablement & Certifications

CATO
NETWORKS

Cato Partner Enablement Stands Above Industry Standards

No Cost to Partners
- Full access to training and resources without fees

Time-Efficient Learning
- Minimal time investment (7-15hrs)
- Designed to fit busy partner schedule

Comprehensive Learning Experience
- Cato offering and Industry Trends
- Insight into market shifts and technology advancements

Customized to Your Learning Style
- Self-paced
- Cato Academy on the Road
- Different Modalities

Always Fresh Content
- Continuously updated on real-world experiences
- Evolving best practices to stay ahead of Industry changes

CATO
NETWORKS

The Value of CATO Enablement

LEARN

Get Certified
Sales & Presales
Learning Paths

Get SASE Knowledge
from the SASE experts

MASTER

Enter the Academy
Get curated learning
pathways for skills and
knowledge

Master Security,
Networks technical and
selling skills

LEVERAGE

Leverage new skills to
get new and more
rewarding business

Create new services
and new business
opportunities

Content constantly updated and based on field
experience and best practices

Learn the Value of CATO

LEARN

Get Certified
Sales & Presales
Learning Paths

Get SASE Knowledge
from the SASE experts

- Cato Cloud **Certified** Sales Professional
- Cato **Certified** Associate
- Managed SASE Training
- Test-Drive Enablement
- POC **Certification**
- Cato Distinguished Support Associate **Certification**

CATO
NETWORKS

Apply and Master the Value of CATO Enablement

MASTER

Enter the Academy
Get curated learning
pathways for skills and
knowledge

Master Security,
Networks technical and
selling skills

- Discovery and Qualification Training

- BANT MEDDPICC CATO Sales Cycle

- MSASE Demo Accounts

- Expand CATO Use Cases

- Competitive Battlecards

- Selling for Outcome

- Technical Bootcamps

Back to TOC

Leverage the Value of CATO Enablement

LEVERAGE

Leverage new skills to get new and more rewarding business

Create new services and new business opportunities

- Create NOC and SOC capabilities
- Support Knowledge Base
- Troubleshooting Enablement
- Cato Distinguished Support Expert Certification
- Guided Support Session

Back to TOC

New Certification 2025

CATO Certified Associate – Presales / SE Certification – Get to know the CATO Platform and how to manage and configure its features

CATO Cloud Certified Sales Professional – Sales Certification – Learn how to position, qualify and sell the CATO solutions in an effective and proficient way

CATO Distinguished Support Associate – Support Certification – Learn how to position, qualify and sell the CATO solutions in an effective and proficient way

CATO Distinguished Support Expert –Support Certification - Empower your Support efforts to proficiently assist your end customers.

CATO Proof of Concept Certification – - Presales Certification - Differentiate your Support offering with best-in-class troubleshooting knowledge

CDSP
Cato Distinguished Support Provider

Why Become a CDSP?

Official accreditation by Cato

Free, online, and on-demand training courses

Differentiation - Less than 10% of our partners will be CDSP accredited, globally

Automatic Tier escalation with Cato support engineers

Product early availability (EA) access

Lead/deal sharing priority

Enjoy higher discounts on your 'managed services' deals

CDSP Partner Accreditation

CDSP Certified

CDSE Bage

CDSP Prerequisites

	Certified engineers		Prerequisites
	Customers	CCA	
CDSP Certified	1 to 10	2	• Experienced network engineer (>4 years)
	11 to 25	3	• Experience with cloud platforms & VoIP
	26 to 50	4	• Experience with troubleshooting tools
	51 or more	5	• Availability (regional business hours)

CDSP partners provide tier-1 support to their customers

CDSP partners will be measured on their ability to minimize "false alarm" tickets. A "false alarm" is a ticket that the CDSP partner should have had the tools and the knowledge to handle independently.

If the false alarm rate will be higher than the criteria set by Cato from time to time, the partner will have the opportunity to improve its performance over the next quarter.

If the partner fails to improve its performance, its status and certifications might be compromised and/or it might be asked to retake the training in order to bridge the knowledge gap.