

INVESTMENT SUMMARY

**BUDGETING & PLANNING TOOL
AS A SERVICE PARTNER**
February 12, 2025



OVERVIEW

Founded in 1990, Configura Sverige AB creates software solutions that help businesses and people around the globe design spaces and sells configurable products in the commercial interiors, material handling and kitchen and bath industries. Configura's software products include CET Commercial Interiors, CET Material Handling, CET Kitchen & Bath, Spec, Design Studio and Stage. Configura also has a growing user community of thousands of designers, engineers' salespeople, dealerships and manufacturers around the globe that use Configura's products.

Headquartered in Linköping, Sweden, Configura has grown to seven offices with commercial operations in Grand Rapids, Michigan, United States; Cincinnati, Ohio, United States; Kuala Lumpur, Malaysia; Shenzhen, China; Tokyo, Japan; and Berlin, Germany. Configura is privately owned with over 280 employees worldwide and annual sales of more than \$30 million USD.

Based on technology created by Configura, CET is an intelligent, highly visual and intuitive space-planning software as a service (SaaS) that simplifies the selling of products used in the commercial interiors, kitchen & bath and material handling industries. CET uses software components to represent manufacturers' products that look and behave like actual products. Users drag and drop components into 2D and 3D virtual environments and behind the scenes, the software tracks components, calculates pricing and prevents user errors. Users can create and generate layouts, quotes, photorealistic renderings, movies, installation drawings, reconfigurations and a complete product list – in other words, everything needed to propose work and place orders. CET is the future of space planning!

Spec by Configura is a product that streamlines the process of specifying for the commercial interiors industry. The Commercial Interiors Library (CIL) bridges CET and Spec facilitating the same data and integration between the two platforms, enhancing efficiency and collaboration in the commercial interiors design process.

We welcome you to our Partner Community. This document was created to provide your organization with the necessary steps to set your business up for success. While it's not meant to be all-inclusive, it will highlight the foundation necessary for investment.

We look forward to growing our community with you!

Cheers,

Your Partner Program Team at Configura

ONBOARDING INVESTMENT

The following items listed below outline the initial investment you should plan for as a Service Partner with Configura. This is the core foundation for success in our mutual partnership and should be planned for appropriately.

Annual Partner Subscription fee

To remain an officially recognized and published Service Partner on Configura's website the annual partner fee of \$995 USD must be paid at invoice.

Publishing & License Incentive Program:

- The annual fee for all Service Partners is \$995 USD, including 1 free license to CET CI, CIL, CET MH, and CET KB, Spec, Twinmotion and Workspace.
 - 2025 combined list price of \$8,115
 - Additional licenses may be purchased at 30% off current list pricing.
 - Licenses provided as part of the Service Partner Bundle may not be used for contract design work.
 - Any licenses needed for contract design work do not qualify for discount.
- Partners receive 2 free tickets to Excellerate (Partner/Manufacturer Meeting).
 - Attendance at Excellerate is restricted solely to individuals affiliated with your business or approved guests.
- Partners receive 1 free ticket to the Experience (AKA CETX).
- All software license discounts are applied to the current list price.

Who: Service Partners

Duration: Calendar year, enrollment year pro-rated, quarterly.

Cost in USD: \$995

INCLUDED

Onboarding Welcome

This is an overview call between Service Partner Leadership and Key Contacts at Configura. It describes how the Configura ecosystem works and the role Service Partners play.

Who: Service Partner Leadership

Duration: 1 hour

Cost in USD: \$0

Introduction to Release

This webinar will review what is upcoming in the latest release.

Who: Program Manager of User Training

Duration: 1 hour

Cost in USD: \$0

Early Access

Early access to RC builds, release notes, and opportunities to provide feedback.

Cost in USD: \$0

Logo and Service Description

Logo and Service description hosted on Configura's website, allowing users to easily find information about the Service Partners business and receive contact information.

Excelerate Workshop Day

This workshop day is facilitated in conjunction with our annual Partner meeting – Excelerate. Participants will get more detailed information and a chance to discuss information delivered at Excelerate. This could include sneak peeks to products currently being developed, workshops on how to promote each other's business' trends in the industry, etc.

Who: Service Partner Leadership

Duration: 8 hours

Cost in USD: \$0

Monthly Updates

Update from Service Partner Leadership on what is happening at Configura, and how we can support each other.

QUARTERLY meeting with Configura Leadership

Joint Marketing

Joining marketing efforts with Configura provides service partners with numerous benefits, including increased visibility, enhanced credibility, access to valuable resources, lead generation opportunities, and mutual growth potential. By aligning with Configura's brand values and committing to collaboration, service partners can amplify their marketing reach and impact, positioning themselves as trusted industry experts. Effective communication and coordination ensure that partners maximize the benefits of joint marketing initiatives, driving customer engagement, accelerating business growth, and gaining a competitive edge in the market. Overall, partnering with Configura in joint marketing efforts enables service partners to strengthen their market presence, expand their network, and deliver greater value to their customers. Service partners may participate in 3 joint marketing efforts a year. Below are outlined some examples of marketing activities that may be participated in. These activities offer diverse opportunities for Service Partners to engage with Configura and showcase their expertise while promoting mutual growth and success. We're open to discussing additional ideas and customizing the co-marketing activities based on partner preferences and objectives. All joint marketing efforts must be approved by both parties prior to publication.

| ITEM | DESCRIPTION |
|--------------------------------------|---|
| Instagram Takeover | Provide images/videos to Configura about your business where we post them for 1 week on our Configurans Instagram page. |
| Tip Tuesday | Each Tuesday Configura produces a "Tip Tuesday" for users to learn efficiencies in our programs. Service partners can supply a maximum of 2-minute screen recording (Configura will add appropriate co-branding) of a hot tip or efficiency |
| Guest Blog Posts | Contribute guest blog posts on Configura's website covering topics relevant to y our expertise and industry insights, positioning you as an industry expert and thought leader |
| Joint Workshops or Seminars | Co-host a workshop or seminar focused on specific aspects of space planning, design, specification, product configuration, etc. |
| Collaborative Social Media Campaigns | Engage in a joint social media campaign, such as a product showcase, a series of challenges, or a themed contest series. |

OPTIONAL INVESTMENT OPPORTUNITIES

The following components are not mandatory at this time but are suggested for those interested in learning more. Depending on the Service Partner offering with the ecosystem, these investments may become necessary.

Beginner CET

This training covers all topics for using the software: navigation, drawing architectural items, placing furniture, rendering, printing, interface with Auto CAD and using SPEC symbols in CET.

Duration: 10 hours

Cost in USD: \$400/pp

Intermediate CET

Now that you know the basics of CET and how to complete a simple project from start to finish, let's add in the tools, features and functionality that will allow you to become more efficient and effective while working in CET.

Duration: 10 hours

Cost in USD: \$400/pp

Advanced CET

The purpose of this course is to become fully proficient in CET. Topics that were taught in Intermediate CET will be expanded upon, new functionality will be introduced, and real-world scenarios will be worked through using the advanced functionality learned in the course

Duration: 15 hours

Cost in USD: \$500/pp

SPEC

In this course, you'll become familiar with how Spec functions as a stand-alone specification program as well as how it works in conjunction with other commercial interiors industry software to prepare specification documents such as quotes and orders.

Who: Sales and Development

Duration: 6 hours

Cost in USD: \$300/pp

CET User Certification

(Required for all training partners)

CET Commercial Interiors Certification is a live test with a Configura trainer which endorses proficiency independently by completing a project utilizing basic and advanced tools within CET. Please ensure that you are competent with the following topics prior to registering AutoCAD import, Favorites, Schemes, Blocks, Alternatives, Dimensions, Styles, Categorization/Visibility Settings, Edit Graphics/Specials, Materials, Part Tagging, Calculations, Discounting, Architectural elements, Rendering, Paper View & Print Reports. Upon registration, you will receive an email with a link to schedule.

Who: Configura

Duration: 2 hours

Cost in USD: \$0 for all Training Partners

PLEASE NOTE: Prices in this document are estimates to assist your organization in budgeting your CET Investment. These prices are in no way fixed and are subject to change. It is with earnest attempt that Configura will notify Partners of changes as promptly as possible.