

**Brother Authorized Partner Program
U.S.**

**Program Guidelines
GOLD AND SILVER RESELLERS**

Brother International Corporation (“Brother”) is pleased to present this opportunity for resellers doing business and selling in the United States of America to participate in the Brother Authorized Partner Program (“BAPP”). The BAPP offers select resellers access to a number of sales and marketing benefits and initiatives when selling Brother’s Business Machine products to end-user customers in the USA (including the US Virgin Islands and Puerto Rico). If a reseller meets the criteria set forth below, they may be eligible to become either a Silver or a Gold level reseller in the Brother Authorized Partner Program. All applicants must agree to the BAPP Terms and Conditions prior to becoming a member of the BAPP. The Terms and Conditions can be found at <https://www.brother-usa.com/partners-terms>. For the purposes of this BAPP, “Brother Authorized Product” is defined as the “Brother Protected Products” listed in the attached Schedule 1 to this guideline and the “Brother Open Products” are the Brother products listed on a Brother product list provided to Reseller by Brother or from a Brother Authorized Distributor* from time to time. This BAPP does not apply to Brother remanufactured hardware.

SILVER

I. GUIDELINES FOR THE BAPP PROGRAM - SILVER

IN ORDER TO QUALIFY TO PARTICIPATE IN THE BAPP SILVER LEVEL, RESELLERS MUST MEET ALL OF THE REQUIREMENTS BELOW:

- The Reseller must have an internal or field-deployed sales force.
- The Reseller’s sales force must have a focus on categories relevant to Brother’s Business Machine product.
- For all sales the Reseller must provide monthly end-user POS (defined below)/ sales-out data in a format acceptable to Brother. The Reseller shall provide Brother or a third party hired by Brother with sell through information in the form of a Point of Sale (“POS”) report within 30 days of the close of the month that such sales were made. POS shall include the following end-user and shipping information: End-user Company Name, Street Address, City, State, Zip, Brother Model number and quantity sold, Serial Number (for hardware) and the source of all of Reseller’s goods. Reseller shall obtain all necessary permission and consent from the end user customers it sells to in order to comply with this condition.
- The Reseller must, upon request by Brother, provide Brother with proof of the source of its Brother product.
- Reseller must disclose all business names, addresses, third-party marketplace seller IDs (i.e Amazon, Walmart, eBay, Newegg, etc.), and URLs that Reseller does business under and shall further have a fully functional company website, phone number, business email address (i.e., johnsmith@companyname.com), commercial address and conduct business out of said address.
- Reseller must maintain combined minimum annual purchases of \$5,000 for Brother hardware and supplies through Brother Authorized Distributors* for the purposes of selling to end-user customers. Eligibility for the current year is based upon prior year’s purchases.
- Under no circumstances shall Reseller be permitted to sell any Brother product to a distributor or

another reseller without the written permission of Brother.

- Under no circumstances shall Reseller be permitted to purchase any Brother product from another reseller without the written permission of Brother.
- The Reseller shall not modify and use any materials obtained from the Brother Partner Authorized Total Hub (PATH) (Partner Portal), unless specifically allowed by Brother.

Failure to comply with any of the requirements set forth above may result in temporary or permanent removal from the BAPP Program.

II. BENEFITS OF PROGRAM - SILVER

Authorization provides reseller access to the following core program elements:

- Access to sell Brother Open Products
- Brother PATH (Partner Portal) access for product and marketing resources
- Brother Knowledge Center (BKC) access for learning resources

Brother maintains a Minimum Advertised price (MAP) Policy for many of its business machines, associated supplies, and protected models. Any violation of Brother's MAP Policy may, in Brother's sole discretion, result in temporary or permanent removal from the BAPP Program.

GOLD

III. GUIDELINES FOR THE BAPP PROGRAM - GOLD

IN ORDER TO QUALIFY TO PARTICIPATE IN THE BAPP GOLD LEVEL, RESELLERS MUST MEET ALL OF THE REQUIREMENTS BELOW:

- The Reseller must have an internal or field-deployed sales force of at least 2 people.
- The Reseller's sales force must have a focus on categories relevant to Brother's Business Machine product.
- The Reseller must maintain in-house technical support.
- The Reseller shall provide Brother or a third party hired by Brother with sell through information in the form of a POS report within 30 days of the close of the month that such sales were made. POS shall include the following end-user and shipping information: End-user Company Name, Street Address, City, State, Zip, Brother Model number and quantity sold, Serial Number (for hardware) and the source of all of Reseller's goods. Reseller shall obtain all necessary permission and consent from the end user customers it sells to in order to comply with this condition.
- The Reseller must provide monthly end-user POS / sales-out data in a format acceptable to Brother for all sales transactions related to (i) the sale of Brother Authorized Product or (ii) all Brother programs including, but not limited to, VPP+ contracts, deal registrations, and/or bid pricing. The Reseller must, upon request by Brother, provide Brother with proof of the source of its Brother product.
- The Reseller must not, in Brother's assessment, have a consumer retail focus or be primarily an internet reseller with the vast majority of sales through a website.
- Reseller must disclose all business names, addresses, third-party marketplace seller IDs (i.e Amazon, Walmart, eBay, Newegg, etc...), and URLs that Reseller does business under and shall further have a

fully functional company website, phone number, business email address (i.e., johnsmith@companyname.com), commercial address and conduct business out of said address.

- Reseller may feature and resell Brother Authorized Products on its primary website only. Advertising and selling of Brother Authorized Products on third party/marketplace websites is strictly prohibited and enforced. Reseller may sell Brother Open Products on third party/marketplace websites.
- Reseller must maintain combined minimum annual purchases of \$25,000 for Brother hardware and supplies through Brother Authorized Distributors* for the purposes of selling to end-user customers. Eligibility for the current year is based upon prior year's purchases.
- Under no circumstances shall Reseller be permitted to sell any Brother product to a distributor or another reseller without the written permission of Brother.
- Under no circumstances shall Reseller be permitted to purchase any Brother product from another reseller without the written permission of Brother.
- The Reseller shall not modify and use any materials obtained from the Partner Portal, unless specifically allowed by Brother.

Failure to comply with any of the requirements set forth above may result in temporary or permanent removal from the BAPP Program.

IV. BENEFITS OF PROGRAM - GOLD

Authorization provides a GOLD reseller access to the following core program elements:

- Access to sell Brother Authorized Product and Brother Open Products
- Deal Registration Program
- Brother PATH (Partner Portal) which provides product and marketing resources
- Value Print Plus Program (VPP+) for qualified end-user opportunities
- Big Deal Program (must meet minimum requirements)
- Volume Incentive Program (must meet minimum requirements)
- Brother Major Account Opportunity Sales Support (must meet minimum requirements)
- Brother Knowledge Center (BKC) access for learning resources
- Evaluation Units (End User Opportunities)
 - 30 Day Trial – requires engagement with Major Account Sales team and opportunity must meet minimum quantity requirements

Brother maintains a Minimum Advertised price (MAP) Policy for many of its business machines, associated supplies, and protected models. Any violation of Brother's MAP Policy may, in Brother's sole discretion, result in temporary or permanent removal from the BAPP Program.

PROCESS

V. PROCESS FOR BAPP PROGRAM QUALIFICATION (Silver and Gold)

- All applicants must complete and submit the online BAPP application and agree to the Terms and Conditions of the BAPP Program.
- Brother will promptly review and notify applicants regarding admission to the BAPP and whether they qualify as a Silver or Gold.

- Brother will work with Brother Authorized Distributors* to maintain a list of approved resellers which will be updated and circulated weekly. The Reseller will register with the applicable Brother Authorized Distributors as necessary to purchase Brother product.
- If applicable, Brother will verify Reseller eligibility for the current calendar year based upon prior year's annual purchases. Reseller agrees, upon request, to provide support that they met the minimum sales for the prior year.
- Brother will notify BAPP partners of any changes to their BAPP status each year.

BROTHER RESERVES THE RIGHT TO MODIFY OR DISCONTINUE THIS BAPP PROGRAM AT ANY TIME.

*D&H, Distribution Management (DM), Essendant, Ingram Micro, SP Richards, TD Synnex.

Schedule 1

Brother Protected Products <i>(as of 08/25/2025)</i>	
Supplies and Accessories	Hardware
Model #	Model#
CB1000	MFCJ5955DW
DR433CL	MFCL2980DW
DR890	MFCL5715DW
DR890P	MFCL6915DW
DR925	MFCL8395CDW
LT325CL	MFCL9570CDW
LT7100	MFCL9630CDN
MX4000	MFCL9670CDN
MX7100	HLL2865DW
SB7100	HLL5215DW
SF4000	HLL6415DW
SR100	HLL6415DWT
TC4100	HLL8245CDW
TN339BK	HLL9310CDW
TN339C	HLL9430CDN
TN339M	HLL9470CDN
TN339Y	MFCL2759DW
TN439BK	HLL2379DW
TN439C	HLL6250DW
TN439M	HLL6400DWG
TN439Y	HLL6400DWT
TN815BK	
TN815C	
TN815M	
TN815Y	
TN835	
TN880G	
TN890	
TN890G	
TN925	
TNE80BK	
TNE80C	
TNE80M	

TNE80Y	
TNE90	
TT4000	
VST6000	
HC05BK	