

Effective Dates: July 1, 2026 – March 31, 2027

A. Program Terms

Program Overview

The Kodak Alaris Marketing Development Funds (MDF) Program helps Partners fund approved sales and marketing activities that drive revenue and customer success. MDF is proposal-based: Kodak Alaris reviews requests and, if approved, reimburses eligible costs for the approved activity. Budgets may be reserved based on expected future opportunities (not past performance). Kodak Alaris may approve or deny any request at its sole discretion, and does not guarantee any request will be approved. This “MDF Program” is governed by and shall be construed in accordance with the Kodak Alaris Partner Program General Terms and Conditions for US and Canada Partners and the KA01 Distributor Terms or KA52 Reseller Terms (as applicable), and such terms and conditions shall be understood to be incorporated herein by reference.

Eligibility

1. Partner Status

Participation is limited to Distributor, Strategic Reseller and Reseller Partners who are in good standing with Kodak Alaris and have agreed in writing to participate in Kodak Alaris’s Partner Program.

2. Compliance Requirement

Partner must be in compliance with all contractual, legal, and financial obligations to Kodak Alaris.

3. Disqualification

Kodak Alaris reserves the right to deny eligibility at its sole discretion, including for reputational, compliance, or performance concerns.

MDF Funding

1. Discretionary Funding

All MDF funding is discretionary. Submission of a request does not guarantee approval or reimbursement.

2. Budget Limits

Funding may be subject to:

- Annual or quarterly caps
- Per-activity limits
- Regional or program-specific restrictions

3. No Entitlement

MDF is not earned, accrued, or vested; it is allocated solely at Kodak Alaris’s absolute discretion.

4. Eligible Activities

Subject to advance Kodak Alaris approval, MDF may be used for activities including, but not limited to:

- Digital marketing campaigns
- Events, webinars, or trade shows
- Advertising and media placements
- Content creation and localization
- Lead generation programs
- Co-branded marketing materials

Kodak Alaris may publish additional guidance defining eligible and ineligible activities at any time and at its sole discretion, which are incorporated herein by reference.

Pre-Approval Requirement

1. Required Approval

All MDF-funded activities must be submitted for and receive written pre-approval from Kodak Alaris prior to execution.

2. Submission Requirements

Requests must include:

- Detailed marketing plan
- Budget breakdown
- Expected outcomes and metrics
- Timeline

3. Approval Conditions

Kodak Alaris may approve, deny, or approve with conditions, including required modifications

Use of Funds

1 Permitted Use

MDF must be used solely for the specific approved activity and budget.

2. Prohibited Use

MDF shall not be used for:

- General operating expenses or overhead
- Entertainment unrelated to marketing
- Political or charitable contributions
- Incentives or rebates to customers without Kodak Alaris's written approval
- Activities violating applicable law or Kodak Alaris policies

3. Reallocation Prohibited

Any material deviation from the approved plan requires prior written approval. Kodak Alaris reserves

the right to reject MDF reimbursement requests for uses of funding that materially deviate from the approved activity.

Reimbursement

1. Reimbursement Model

Unless otherwise agreed, MDF is reimbursed on a post-performance basis.

2. Claim Submission

Partner must submit claims within 60 days of activity completion. In order to be reimbursable, all claims must include the Proof of Claim information specified in Exhibit A to this MDF Program.

3. Audit Rights

Kodak Alaris may request additional documentation and audit submitted claims where good faith concerns exist with regard to the accuracy or legitimacy of a given claim or claims.

4. Payment Terms

Approved reimbursements will be paid within 45 days of Kodak Alaris's receipt of a claim request that meets the requirements set forth herein.

Branding and Marketing Compliance

1. Brand Guidelines

All MDF-funded materials must comply with Kodak Alaris brand guidelines.

2. Approval of Materials

Kodak Alaris reserves the right to review and approve all materials prior to publication.

3. Co-Branding

Use of Kodak Alaris trademarks (including trademarks of Kodak Alaris's Licensors) must comply with applicable trademark usage policies.

Recordkeeping

Partner shall retain all records related to MDF activities for at least two (2) years following reimbursement and make them available upon reasonable request.

Termination

1. Termination Rights

Kodak Alaris may terminate or suspend the Program or Partner participation at any time, with or without cause.

2. Effect of Termination

Upon termination:

- All pending requests may be canceled
- Unused funds are forfeited
- Reimbursement may be denied for non-compliant activities

Repayment / Clawback

Kodak Alaris reserves the right to require repayment of MDF funds if:

- Funds were misused
- Claims were inaccurate or fraudulent
- Partner fails to comply with these Terms

Limitation of Liability

Kodak Alaris shall not be liable for indirect, incidental, or consequential damages arising from the MDF Program. Kodak Alaris's total liability in connection with the MDF Program shall not exceed the amount of MDF approved for the applicable activity to which the claim or dispute relates.

B. MDF Request and Reimbursement Process

Submit all MDF requests to Kodak Alaris Sales Manager and get approval before you start the activity. Approval depends on alignment with Kodak Alaris sales and marketing plans and business goals, and on available funds. If approved, Kodak Alaris will notify you and you may proceed.

1. Request MDF (get approval before you start)

- Contact your KA Sales Manager or sign into the PRM Portal, create a new MDF Request
- You will receive an email confirming your request was submitted.
- Your Kodak Alaris Sales Manager reviews and routes the request for approval.
- You will receive an email when the request is approved or denied.

2. Run the activity/event

- Complete the activity/event exactly as approved.
- Keep all receipts/invoices and the proof-of-performance items required for your activity type (see table below).

3. Submit a claim (after the activity/event)

- Create a claim against your approved MDF request either with the KA Sales Manager or PRM Portal
- Either email receipts to KA Sales Manager or claim in the PRM and attach in the Comments section.
- **Deadline: Submit claims within 60 days after the activity/event.**
- If a claim is rejected due to missing/insufficient documentation, resubmit within 30 days of the rejection notice.

4. Get reimbursed

- Kodak Alaris will issue reimbursement within 45 days after receiving a complete, pre-approved MDF claim as account credit.
- You will receive an email when the claim is approved and finalized.

Exhibit A
Proof of Claim Requirements

Category	Activity Type	Proof of Activity must include the following	Value Estimate
Branding/ Awareness	Advertising/Social Media Campaigns	<input type="checkbox"/> Final ad creative (screenshot/photo) <input type="checkbox"/> Invoice(s) <input type="checkbox"/> Engagement Metrics	\$500-\$1500
	Printed Collateral (Sell Sheets, Brochures, Signage, Pull-ups, etc.)	<input type="checkbox"/> Final collateral (PDF/photo) <input type="checkbox"/> Invoice(s)	\$100-\$500
	Google Ads	<input type="checkbox"/> Ad description, Keywords used, Ad Groups and Targeting data Screenshots and Engagement Metrics <input type="checkbox"/> Invoice(s)	\$500-\$1500
Lead Generation	Email / Telemarketing Campaigns	<input type="checkbox"/> Final email blast(s) <input type="checkbox"/> Target Demographics <input type="checkbox"/> Lead list (names + contact information) <input type="checkbox"/> Invoice(s)	\$500-\$1500
	Trade Shows / Webinars/Demo Events/Streaming Events	<input type="checkbox"/> Booth/event photos <input type="checkbox"/> Lead/attendee list (names + contact information) <input type="checkbox"/> Webinar Content <input type="checkbox"/> Invoice(s) <i>Note: Hotel rooms and travel & entertainment (T&E) are not eligible for reimbursement</i>	\$1000-\$5000
	Sales Promotions, Contests, Sales Incentive Programs	<input type="checkbox"/> Program description and rules <input type="checkbox"/> Results summary, including winner list (name/title) and reward earned <input type="checkbox"/> KA Product(s) promoted and corresponding incentive	Varies