

## **Cybersecurity Month Promotion for Yubico Channel Partners (October 2023)**

In celebration of Cybersecurity Month, Yubico is running a promotion throughout October on the Yubico webstore and also across our Official E-com Resellers' websites. This promotion will focus on small businesses with up to 200 employees. As part of the promotion, customers will receive a 10% discount on purchases of 10 or more YubiKeys (5-series), with a maximum discount of \$500 or €500.

We are also extending the promotion to Yubico resellers and distributors through a special campaign.

### **Campaign details:**

- Time period: Cybersecurity Month
  - Launch date: October 1, 2023
  - End date: October 31, 2023
- Resellers: SMB deal registration via Distributor possible for 10+ YubiKeys (normally min. 200 YubiKeys)
- Distributors: MOQ per deal registration is 100 YubiKeys, however, bundling of multiple reseller deal registrations is possible.
- Maximum 1 order per customer / organization
- YubiKey 5-Series only

### **Terms and process:**

- Only registered partners of the Yubico Partner Program (Authorized, Certified & Gold) may take part.
- An approved deal registration must be in place. Yubico deal registration rules and guidelines apply (apart from the MOQ).
- The Yubico Distributor can bundle multiple reseller deal registrations into one deal registration submission. Each reseller deal registration within the bundle has to meet the MOQ of 10 YubiKeys.
- The purchase order (PO) must be received by Yubico by Oct 31, 2023, otherwise the discount will no longer apply.
  - The distributor can only place the PO on Yubico once the reseller and end user purchase orders have been received.
  - Proof of the reseller PO has to be submitted to Yubico.

Submitting a deal registration that appears to meet requirements does not guarantee approval. The registering distributor or reseller, as applicable, should not assume approval will be granted as Yubico will need to vet the details; Yubico shall make the determination whether requirements are satisfied.