

## Rules of Engagement Summary and Highlights

Our new Rules of Engagement provide clarity for how our powerful sales channels can partner to drive revenue growth together, including cross-channel and cross-segment sales activities. We'll continue to improve and refine these guidelines as our business changes over time. We've provided a summary below. Reach out to your Regional Channel Manager with questions or for more information.

- ▶ **Prospect accounts** (non-billing) Prospective Commercial/Enterprise/National accounts are unrestricted.
- ▶ **Existing accounts** (billing) Existing Commercial/Enterprise/National accounts are not restricted. In most instances partners may sell incremental services into existing accounts, so long as the new services are separate from and unrelated to existing. Further details:
  - Existing revenue/service is protected, for both indirect and direct teams. Upgrades and renewals of existing services, not originally sold by partner, are not standard compensable actions.
  - Either channel may be approved to sell incremental, new, and separate services into existing customer accounts.
  - Teaming with direct account teams may be required, in instances where recent active opportunities have been initiated.
  - Engagement can be denied in instances where there is determined to be strategic harm to Crown Castle or there is already a contract stage engagement active within the account.
  - All partner engagements require advanced approval, managed by your assigned Regional Channel Manager.
- ▶ **Wholesale and public sector accounts** (federal, state and local government accounts, including publicly funded education-K-12 and higher ed) Opportunities which fall into customer accounts (new or existing) within these segments must be reviewed in advance of engagement. Restrictions may apply or engagement may be denied. All opportunities must be brought to your Regional Channel Manager for review and approval.
- ▶ **Teaming** Although the starting point for all sales opportunities is your Regional Channel Manager (Critical to insure proper confidentiality and compensation), Crown Castle supports and encourages cross-channel teaming in instances where there is clear value and uniform agreement to do so.
- ▶ **Price parity** Crown Castle provides price parity for all “compete” situations where two or more sales entities are engaged in the same opportunity/sales effort.
  - Note: We are implementing both process and system related mechanisms to better insure and control this.
- ▶ **Partner management and support** All channel partner relationships are managed within the National Channel Program. Your Crown Castle Regional Channel Manager is your primary point of contact for all sales related support needs and opportunity engagement, including teaming engagements with direct sales resources.
- ▶ All inquiries and validations must be initiated through your assigned Channel Manager, as unique restrictions, deviations and advanced approvals may apply.