

BETTER TOGETHER.

Welcome to the GEA Partner Program

March 2024



IMPORTANT NOTE:

This presentation is a non-binding introduction to the GEA Partner Program. Only the contractually agreed terms shall have binding effect.

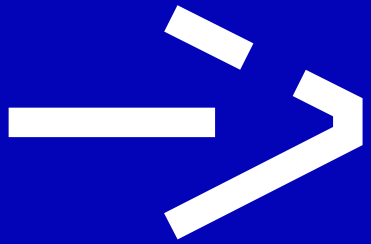
We all do better when we work together.

Collaboration and teamwork are key to success. By joining forces with a partner, we can leverage our combined strengths and expertise to better meet our customers' needs.

The GEA Partner Program is all about working together with partners to deliver value to our customers. And striving to make it even better. In line with our motto "Better together".

In this guide you will find everything you need to know to get started with us as a GEA Partner:

1. What is the GEA Partner program
2. Why is partnering important for us
3. Why partnering with GEA
4. Who can partner with us
5. Our partner levels
6. Partner Benefits & Requirements
7. How to become a GEA Partner



WHAT IS THE GEA PARTNER PROGRAM?

Together we can achieve more.

The GEA Partner program

- is for distributors and service partners, looking to expand their offering and to build expertise in flow components
- empowers partners to drive growth and enhance the customer experience
- provides access to valuable trainings and resources available to help partners expand their technical and sales expertise

3 ways to partner with GEA:

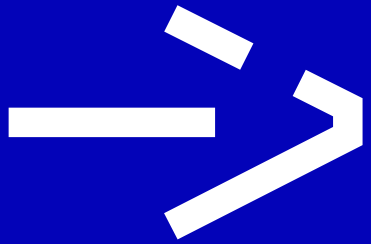
- As a distributor (sell),
- As a service partner (service) and
- As a distribution and service partner (sell and service).

Each partner level has its own set of benefits and requirements.

You want to learn more?

Contact us and discover how we can work together to achieve more!





WHY IS PARTNERING IMPORTANT FOR US?

Why is partnering important for us?

Transparency & Clarity (Reliability)

We have clear and transparent communication and engagement rules to ensure that our partners know what to expect from us and vice versa.

Shared commitment

We expect our partners to share our sense of purpose and willingness to drive joint growth and competitiveness.

Strong, experienced partners

We value partners who act in accordance with our principles – competence, professionalism and quality.

Long-term, sustainable partnership

We want to build and maintain solid, lasting relationships based on mutual trust. Your success is our success.

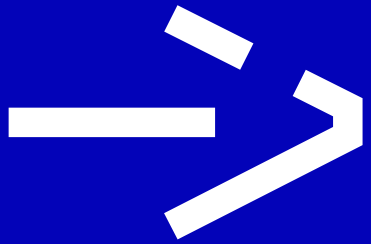
Better customer experience

We can be faster and closer to our customers. And we can deliver first-class service by expanding our global presence with partners.

Win-win situation

We believe that partnering helps everyone involved, because together we can do better.



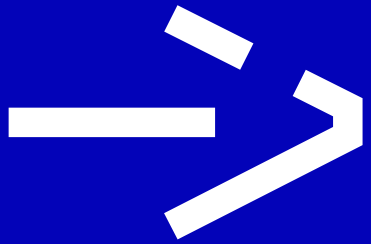


WHY PARTNERING WITH GEA?

Why partnering with GEA?

- Empower your expertise by teaming up with a global technology and market leader
- Strengthen your offering with a comprehensive product portfolio to better serve customer needs
- Get access to trainings, support, tools and resources
- Benefit from lucrative benefits and rewards, including attractive discounts





WHO CAN PARTNER
WITH US?

We are looking for partners who complement our global network and our solutions and services portfolio.

DO YOU FIND YOURSELF HERE?



Beverage



Brewery



Dairy & Food



Home & personal care



Pharma



Aseptic valves



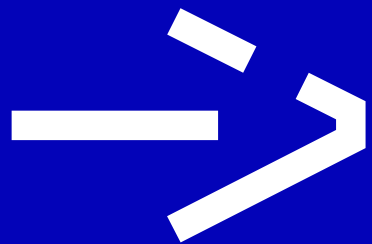
Hygienic pumps



Hygienic valves



Cleaning technology



OUR PARTNER PROGRAM

The GEA Partner program at a glance

Partner program
Master Brand with
approved logo extension



Partner

Partner types

Distribution Partner

Service Partner

Rising degree
of experience

Authorized

Certified

Expert

Authorized

Certified

Expert

GEA Partner
Benefit Package

Profitability

Marketing
Support

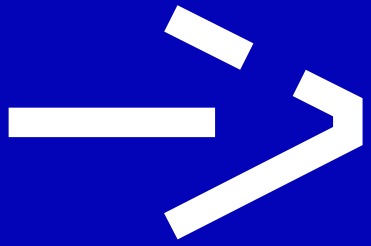
Operational
Excellence

Business
Development

*level specific discount system

Our three official partner types

	Distribution partner	Service partner	Distribution & Service partner
New equipment sales	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Spare parts sales		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Service field support		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<ul style="list-style-type: none"> ▪ Distributors are well established in their industries and markets. ▪ We want to leverage your business by making our top-notch technology available to you. 	<ul style="list-style-type: none"> ▪ Service is key in almost all B2B industries, and especially for mission-critical components such as valves and pumps. ▪ We provide you with a large installed base for service. ▪ This helps your business and our customer satisfaction. 	<ul style="list-style-type: none"> ▪ These partners are already well established in the market and can provide the customer with a comprehensive sales and service offering. ▪ We offer you the best technology and access to a large installed base for service purposes. ▪ This will have a positive impact on your business with the customer and their satisfaction.



PARTNER REQUIREMENTS

You can level-up within each partner type

Take advantage from an individual set of benefits, rewards and opportunities based on your partner level

Authorized Partner

- If you are interested in a business relationship with GEA and your business focus is on sales and/or service, then you are in the right place.
- This partner level es low demands on you. On the other hand, it offers you a limited package of benefits.

Certified Partner

- You strive to deliver excellence in service and/or sales. Then we are ready to reward you.
- This partner level has a higher number of requirements. As a result, it also offers you a greater package of benefits that you are sure to benefit from. You can count on it!

Expert Partner

- You are one of our most experienced partners worldwide. Your deliver world-class service and/or sales to our customers in your area of expertise.
- This partner level has the highest requirements. Accordingly, it offers you a comprehensive package of benefits.

How you can grow with us

Distribution Partner
Sales Staff Focus
Qualification Sales
Warehousing
Marketing support
Product Portfolio

Service Partner
Service offering (Technical resources, phone availability, spare parts express)
Qualification (Service, Back office, Training)
Warehousing
Marketing support

Requirements for a Distribution Partner

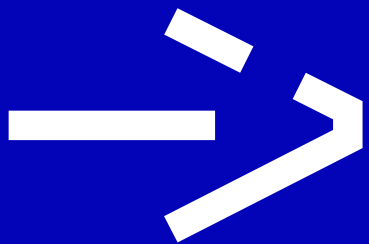
How you can grow with us

	Authorized Partner	Certified Partner	Expert Partner
Sales Staff Focus	<ul style="list-style-type: none"> One employee who reaches our basic training level 	<ul style="list-style-type: none"> One employee who reaches our advanced training level One dedicated sales manager to actively manage our common business and market development strategy 	<ul style="list-style-type: none"> One employee needs to reach our expert training level One dedicated sales manager to actively manage our common business and market development strategy
Qualification Sales	<ul style="list-style-type: none"> Your sales staff who will be our counterparts need to complete our basic GEA Flow Components training program 	<ul style="list-style-type: none"> One person needs to pass our advanced training All employees need to pass the basic training 	<ul style="list-style-type: none"> One person needs to pass our expert training All employees need to pass the basic training
Product Portfolio	<ul style="list-style-type: none"> You are free to combine our products with those of other manufacturers in the market 	<ul style="list-style-type: none"> We want you to focus clearly on our product portfolio 	<ul style="list-style-type: none"> We want you to offer exclusively GEA products
Warehousing	<ul style="list-style-type: none"> Basic spare parts to be on stock for your customers 	<ul style="list-style-type: none"> Basic spare parts Relevant new components to be on stock for your customers Average stock level over the year of at least 10% of yearly spare part and new component OI 	<ul style="list-style-type: none"> Basic spare parts Relevant new components to be on stock for your customers Average stock level over the year of at least 10% of yearly spare part and new component OI
Marketing support	<ul style="list-style-type: none"> Use the GEA branding → Minimum the GEA Partner logo and link to the GEA website 	<ul style="list-style-type: none"> Use the GEA branding → Minimum the GEA Partner logo and link to the GEA website Invest a minimum of € 5,000 p.a. to drive business with our products. We will support your activities financially 	<ul style="list-style-type: none"> Use the GEA branding → Minimum the GEA Partner logo and link to the GEA website Invest a minimum of € 5,000 p.a. to drive business with our products. We will support your activities financially

Requirements for a Service Partner

How you can grow with us

	Authorized Partner	Certified Partner	Expert Partner
Warehousing	<ul style="list-style-type: none"> • Basic wear parts to be on stock for your customers • Target amount of average stock level is 10% of yearly spare and wear part OI 	<ul style="list-style-type: none"> • Basic wear parts to be on stock for your customers • extended commonly used spare parts • Target amount of average stock level is 10% of annual OI 	<ul style="list-style-type: none"> • Basic wear parts to be on stock for your customers • extended commonly used spare parts • Target amount of average stock level is 10% of annual OI
Marketing support	<ul style="list-style-type: none"> • Use the GEA branding → Minimum the GEA Partner logo and link to our GEA website 	<ul style="list-style-type: none"> • Use the GEA branding → Minimum the GEA Partner logo and link to our GEA website • Invest a minimum of € 1,250 p.a. to drive business with our products. We will support your activities financially 	<ul style="list-style-type: none"> • Use the GEA branding → Minimum the GEA Partner logo and link to our GEA website • Invest a minimum of € 1,250 p.a. to drive business with our products. We will support your activities financially
Service offer	<ul style="list-style-type: none"> • At least 2 FSEs with basic qualification 	<ul style="list-style-type: none"> • At least 2 FSEs with basic qualification • At least 1 FSE with advanced qualification 	<ul style="list-style-type: none"> • At least 2 FSEs with basic qualification • At least 1 FSE with expert qualification
<ul style="list-style-type: none"> • Technical resources • Phone availability • Spare parts express 	<ul style="list-style-type: none"> • During normal opening 7 a.m. to 5 p.m. 5 days per week (adjusted to local normal opening times) • Ability to send out urgent spare parts during normal opening hours Lead time < 36 hours 	<ul style="list-style-type: none"> • 12 hours per day, 5 days a week plus 3 hours emergency "service" per day during the weekends • Ability to send out urgent spare parts requests during extended opening hours (12 hours per day, 5 days a week plus 3 hours emergency "service" per day during the weekends) Lead time < 24 hours 	<ul style="list-style-type: none"> • 24 hours, 5 days a week and 12 hours per day during the weekends • Ability to send out urgent spare parts during extended opening hours (24 hours per day, 5 days a week and 12 hours per day during the weekends) Lead time < 24 hours
Qualification	<ul style="list-style-type: none"> • Level 1 training plus score of 90% in corresponding test (all FSE) • Passing basic test • No qualified trainer required 	<ul style="list-style-type: none"> • Level 2 training plus score of 90% in corresponding test (ref. to service offer – technical resources) • Passing advanced test • One employee should have attended a "Train the Trainer" seminar 	<ul style="list-style-type: none"> • Level 3 training plus score of 90% in corresponding test (ref. to service offer – technical resources) • Passing expert test • Minimum one employee should have attended a "Train the Trainer" seminar and given a training sequence (test) under supervision
<ul style="list-style-type: none"> • Service • Back Office • Training 			



YOUR BENEFITS AS A PARTNER

Your efforts will be rewarded:

What you can expect from the GEA partner program

GEA Partner Benefit Package

Profitability

(level-based discount system)

- Attractive discounts based on your level in our partner program
- Improved payment terms

Profitability

Marketing Support

Marketing support

- Partner certification
- Benefit from strong GEA brand
- Branded templates and tools
- Marketing development funds

Operational Excellence

- Priority for your orders
- Warehouse optimization
- Ready-to use sales tools
- Valuable training offering

Operational Excellence

Business Development

Business Development

- Joint strategy dialogue
- GEA Flow Components Tec Days

PROFITABILITY

- Attractive discounts based on your level in our GEA Partner program
- Improved payment terms

1

We support your business with attractive discounts.

Our discounts are available at all partner levels. The amount of your discount depends on the classification, which we make according to various criteria. The discounts are granted to distributors as well as to service partners.

The higher your (business) volume, the better your GEA discount.

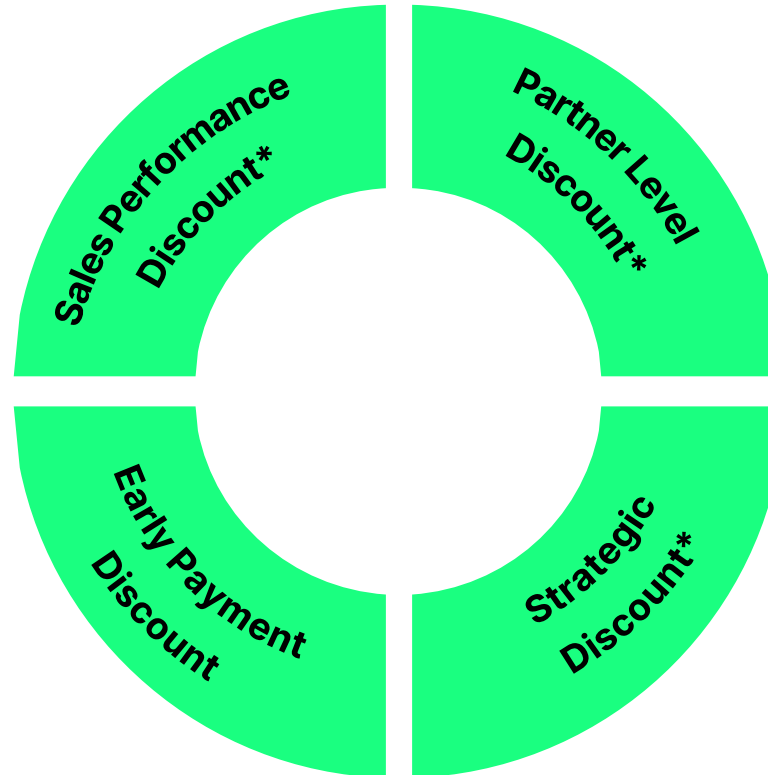
Depending on your annual volume of business with GEA in the previous year you will benefit from a (sales) performance discount.

Early pay creates economic value.

As a member of our GEA partner program, you have two payment options:

- 30 days net at the end of the month
- within 14 days.

If you choose the second option, you will receive an additional discount on your invoice.



All your efforts count towards your discounts.

We reward partners who are most aligned with our objectives with a specific partner level discount. The levels available correspond to our different partner tiers (Authorized / Certified / Expert Partner).

Every partner is unique.

We reward exceptional business potential with an exclusive discount. That's why our GEA employees, who are in regular contact with you and support the coordination, will evaluate this together with you.

* Distribution partners are granted: Discount on new machine products. Service partners will be granted partner level discount on service / spare and wear parts + cross-selling discount on new machine products.

MARKETING SUPPORT

- Partner certification
- Benefit from strong GEA brand
- Branded templates and tools
- Marketing development funds

2

Partner Certification

- Our preferred partners receive an official partner certificate that clearly indicates the partner level achieved and the scope of the partnership.
- This partner certificate is a connecting expression between GEA and our partner. The partner level will be revised on a yearly basis. Accordingly, the partner certificate will also be renewed annually.

GEA

Engineering
for a better
world.

Partner

CERTIFICATE

Partner Name

has the right to refer to itself as

GEA Flow Components
(Distributor/Service/ Engineering ...)
Partner

Business Scope:

Sales of new machines,
Service and wear parts
and Service

Authorized Territory:

Mainland China

Authorized Products:

Hygienic & Aseptic
Valves, Pumps &
Fittings, Cleaners

Validity Period:

From select start date
to select end date

Partner Name

has the right to refer to itself as

GEA Flow Components
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Authorized Products:

Hygienic & Aseptic
Valves, Pumps &
Fittings, Cleaners

Validity Period:

From select start date
to select end date

Place, date

Name of signee
Function

Place, date

Name of signee
Function

Bilingual version
(English & local language)

GEA

Engineering
for a better
world.

Partner

CERTIFICATE

Partner Name

has the right to refer to itself as

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Validity Period:

From select start date to select end date

Place, date

Name of signee
Function

English version

GEA

GEA Partner program

GEA INTER

25

Benefit from strong GEA brand

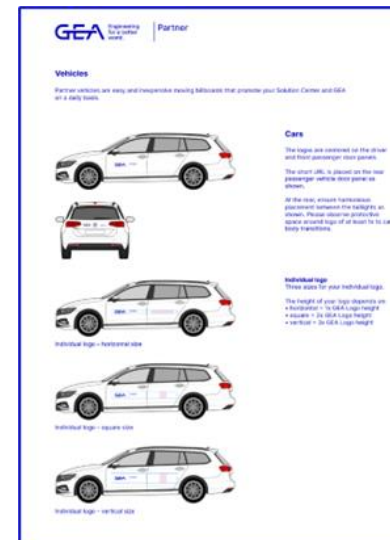
What you get from us

- GEA Partner logo
- A holistic branding concept for your marketing activities, building, vehicle and workwear branding (see right side)
- Clear branding guidelines on how to use the GEA brand
- A branded marketing toolkit to get started
- We want you to be proud to display our brand to your end customers.

– Logo with claim



– Logo without claim



Marketing development funds

Take advantage of market development funds.

- As a member of our GEA Partner program, you will benefit from financial support for your market and business development activities for GEA Flow Components.
- Depending on your annual order intake, we will support your marketing (promotional) activities with up to EUR 10,000 per year. Pre-condition: You must secure a minimum investment of 5,000 EUR per year.
- Marketing activities can include trade shows, advertising, marketing collateral, promotional materials and more.

Yearly order intake	Maximum marketing support by GEA*
• EUR 1 - 149,999.99	EUR 2,500
• EUR 150,000 - 249,999.99	EUR 5,000
• > EUR 250,000	EUR 10,000



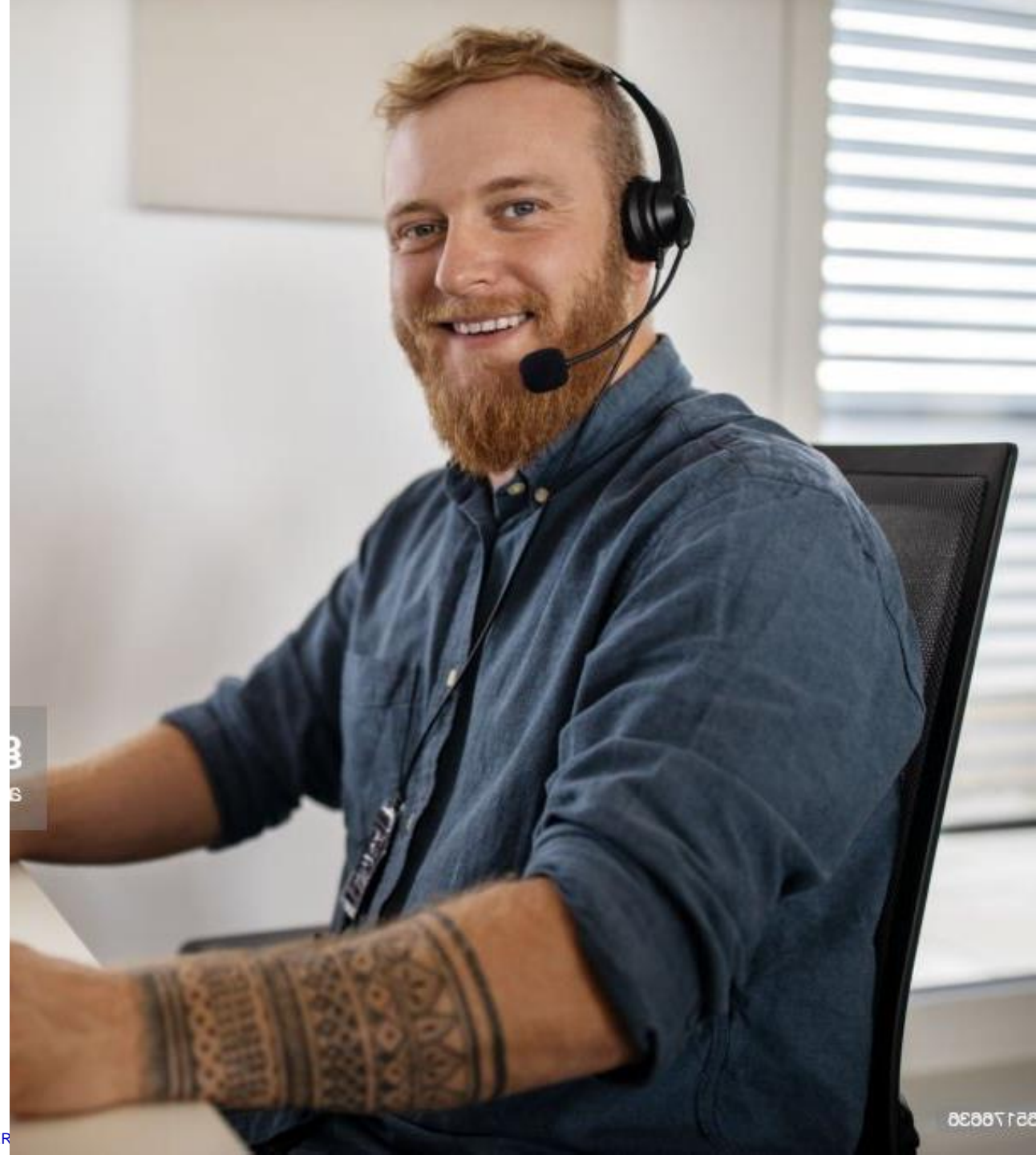
OPERATIONAL EXCELLENCE

- Priority for your orders
- Warehouse optimization
- Sales efficiency tools
- Valuable training system

3

Priority for your orders

- If you want to serve your end customers professionally, you rely on our availability and professional support.
- Technical and commercial requests from the members of our GEA Partner program will receive priority in our order management.
- We put your needs first, because you are our strategic partner in the market! Whenever we receive your order, enquiry or technical request, we will prioritize your requirements.



Warehouse optimization

- One of our requirements from our partners is to have a minimum stock of parts available. This supports our joined end customers in critical situations (e.g., valve break down) and enables you to deliver the fast-moving products in an appropriate time.
- You as our partners receive clear recommendation from us on the most relevant products for your stock, also considering the relevant local installed base. We have long experience in optimizing warehouses and want our partners to benefit from this.

		Requirements Basic Level		Requirements Advanced Level		Requirements Expert Level	
		New Equipment	Wear parts	New Equipment	Wear parts	New Equipment	Wear parts
Hygienic Valves	ECOVENT® N,U,W	✗	✓	✓	✓	✓	✓
	VARIVENT® N,U,W	✗	✓	✗	✓	✗	✓
	VARIVENT® D,B,R	✗	✓	✓	✓	✓	✓
	BFV T-Smart®	✗	✓	✓	✓	✓	✓
	Others TBA	!	!	!	!	!	!
Cleaning Technology	Static	✗	✗	✓	✗	✓	✗
	Rotating Orbital	✗	✓	!	✓	!	✓
Hygienic Pumps	Smart Pump® TP/TPS/Duriel	✗	✓	✓	✓	✓	✓
	HYGIA	✗	✓	✗	✓	✗	✓
	CONTRA	✗	✗	✗	✓	✗	✓
	SIPLA	✗	✗	✗	✓	✗	✓
	MAXA	✗	✗	✗	!	✗	!
Aseptic Valves	NOVALOBE	✗	✗	✗	!	✗	!
	D-Tec® N,W,P	✗	!	✗	!	✗	!
	AV, UV, GD, RV, AF	✗	!	✗	!	✗	!
	LV, DK	✗	!	✗	!	✗	!
	DDK, AXV	✗	!	✗	!	✗	!

✓ Required
✗ Not required
! According to identified installed base and customer market focus vs PLs

Remarks: Target level of stock as guideline should be minimum approximately equivalent to 1 month of annual turnover of the customer



GEA SalesPro

Digital sales and configuration platform for Flow Components

What can you expect

- Selection, configuration and ordering of process components and spare parts
- Interactive user interface with recommended products and guided selection modules that assist you through the selection process
- Product specifications, CAD data and operating instructions directly available
- Online trainings for new customers/partners

Transparent & smart

- Information on quote and order status as well as order history available 24/7
- Customer specific pricing
- Mobile availability for all devices



SalesPro Webshop

Performance at your fingertips.

Valuable Training System

- Training and qualification is one of the most important levers to provide you with the latest knowledge about our products and solutions.
- GEA offers you training in our GEA Academy
- Your employees will be trained by our GEA trainers
- You and your employees will have to pass partner-level specific written and practical tests
- All training courses take place at GEA locations so that you and your staff get to know the local facilities – often this can even be the GEA factories in Europe
- We want to get to know you: Our training courses are face-to-face
- Training costs are covered by GEA*
- You only have to pay for travel

* If you successfully participate in our GEA Partner program



BUSINESS DEVELOPMENT

- Joint strategy dialogue
- GEA Flow Components Tech Days

4



Joint strategy dialogue

We evaluate your needs every year.

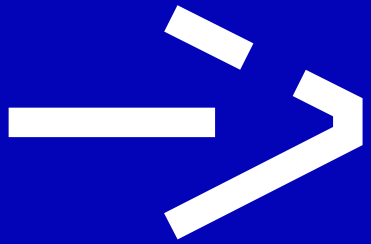
- For us, partnership means developing the joint business in a way that is beneficial and profitable for all parties involved: the end customer, the partner and GEA.
- To chart a common path and assess the needs at partner level, we review the partnership once a year. This review roadmap touches on the most important topics for business development.
- During this discussion, the GEA Flow Components specialists and the partner market experts will share their insights and leverage their combined market expertise.
- Partner leveling takes place on an annual basis to maintain your current tier or to progress at a higher partner level.

GEA Flow Components Tech Days

Meet, connect and learn from experts.

- The GEA Flow Components Days is our annual partner-dedicated event. Meet and connect with experts from across the world, share experiences and expertise.
- We strive on creating a close lasting relationship with our partners. The partners' market experts and the GEA Valves and Pumps specialists have to know each other very well.
- Here you can learn more about our new products and the facilities to deepen the understanding for each other and for the latest developments, products and strategies.





**YOU WANT TO JOIN AS A
GEA PARTNER?**

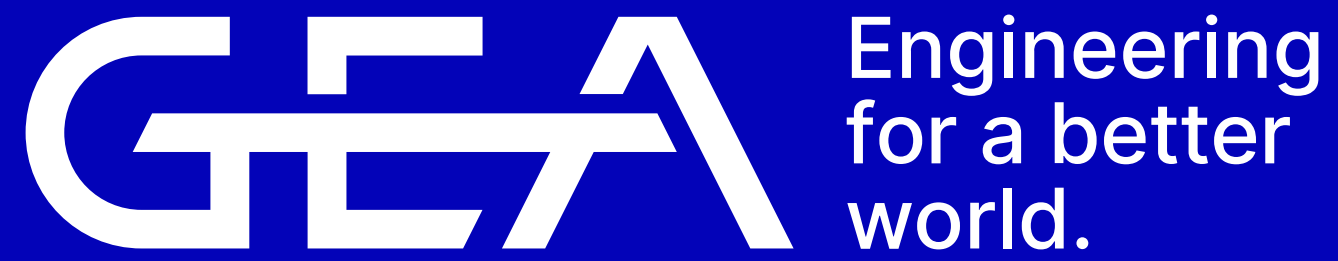


Contact us

to learn more and find out how you can take your business to the next level.



Name, Surname
Function



GEA.com