

# Lumen NaaS Incentive

Bring Network-as-a-Service (NaaS) deals to Lumen and earn \$500 per customer



Activate and deploy internet service in minutes with a single, central network management portal. Easily add new connections or upgrade your network with our intuitive NaaS Manager, extensive APIs, and over-the-top cloud, edge, and security services you can add in the future to build the network you need. Redefine the networking experience with Lumen® Network-as-a-Service while growing your own business.

## Overview

- Earn a one-time payout of \$500 for every new NaaS customer
- Customer must order a new NaaS Port or activate a new NaaS service during the Incentive Period
- Opportunities may be CIE or NCI
- Earn an additional one-time payout of \$1,000 if your customer completes a Customer Story with Lumen
- Stackable with other Lumen incentives (except Big Wins Incentive)

Incentive Period: July 1, 2025 – September 30, 2025

See Page 2 for full terms and conditions.

Contact your Lumen Channel Management Team for full details.

[lumen.com/partners](https://lumen.com/partners) | [partners@lumen.com](mailto:partners@lumen.com)

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## Terms & Conditions: Lumen NaaS Incentive

- The Lumen NaaS Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can receive a one-time payout of \$500 (the "Payout") for every new NaaS customer procured by the Eligible Participant during the Incentive Period, and only with respect to a Qualified Sale. The Incentive can be applied once per billing customer, per Incentive Period. Standard commission rates apply in addition to the Incentive.
- Eligible participants can receive an additional one-time payout of \$1,000 if the customer agrees via a signed Customer Story Agreement to film a Customer Story about the transaction and service. This will be paid at completion of the Customer Story process. Reference the Customer Story Agreement for details.
- A "Qualified Sale" means a sale that meets the following criteria: During the Incentive Period, customer must either (i) place an order for a new NaaS Port (which Lumen subsequently accepts), or (ii) activate a new NaaS Service (such as Lumen IPVPN On-Demand, Ethernet On-Demand, or Lumen Internet On-Demand Service) on an existing eligible port. Qualified Sales must be placed through Lumen's digital platform and billed by Lumen in North America, to a Billing Account Number (BAN) compensable to the partner, subject to North American sales recognition guidelines. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The sale must close in the United States of America with the appropriate signed contract or order form and the opportunity must be marked "Closed Won" in Salesforce prior to the conclusion of the Incentive Period. Services may be provided in an international location by Lumen or its affiliates.
- "Incentive Period" means the period beginning July 1, 2025 and ending September 30, 2025, or upon budget depletion, whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- "Eligible Participant" means a channel partner who has an active Partner Program Agreement (PPA) or Solution Partner Agreement (SPA) with CenturyLink Communications, LLC d/b/a Lumen Technologies Group ("Lumen") or its affiliates, and such partners' sub-agent business entities.
- "Qualified Sale Date" means the date on which the opportunity is marked "Closed Won" in Salesforce.
- Standard ordering processes apply.
- Incentive awards will be paid at the PPA and SPA partner level through the regular commission process.
- The Payout will be disbursed approximately 45 days from the Qualified Sale Date.
- Lumen may modify, suspend, amend or terminate the Incentive at any time and without prior notice to or consent of Eligible Participants. Lumen specifically reserves the right to change the Incentive in a manner that may modify or eliminate the amount of the Incentive.
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 120 days of the Qualified Sale Date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state, or other taxes for the Incentive will be the sole responsibility of the Eligible Participants. Lumen will not be responsible for payment of any such taxes.
- Lumen will review all Qualified Sales to ensure Incentive criteria have been met before awarding payouts. Lumen reserves the right to review all Qualified Sales and Customer Stories for which Eligible Participants received a payout under this Incentive, up to 24 months from the Qualified Sale Date, to verify that the Incentive criteria have been met. If the Incentive criteria have not been met, Lumen may recover any payout previously paid, including by way of off-set against the channel partner's normal commissions.
- Lumen reserves the right to end, modify or deny any claim under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders for new NaaS Ports that are canceled prior to installation will not qualify for the Incentive. Lumen may recover any payouts paid in connection with such orders or Services, including by way of off-set against the channel partner's normal commissions.
- The Incentive is void where prohibited.
- Check the Lumen Channel Partner Portal regularly for updates to the Incentive.
- This Incentive may be combined with other incentives offered by Lumen.
- This Incentive will apply to channel integrated ("CIE") and non-channel integrated ("NCI") opportunities.

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