These Go to 11

When others max out, 8x8 keeps going with new uncapped* 11x SPIF.

*For Eligible New Logo 3+ Year Deals Booked: October 1, 2025 to December 31, 2025.

Register and book a deal between Oct. 1 and Dec. 31 and earn a

4-4-X BONUS

on UC L1 and CX License SPIF-eligible MSR

1-99 UC* seats

100+ UC* seats

≥10% CX seats

\$2k+ MSR*

\$5K+ MSR* & ≥10% CX seats

6X SPIF

(On UC L1 License MSR)

8X SPIF

(On UC L1 License MSR)

8X SPIF

(On UC L1 and CX License MSR)

10x spif 11x spif

(On UC L1 and CX License MSR)

(On UC L1 and CX License MSR)



SPIF for all UC L2 Licenses

(2+ year new logo deals only; on UC L2 License MSR)



Two more ways to win:

Include 8x8 ICA, the AI-powered virtual agent solution, that enables businesses to create engaging self-service experiences across both voice and digital channels

Plus 2X Bonus SPIF for ICA

(if sold in a deal qualifying for a 4X-11X SPIF; 1+ year commitment on ICA conversations and 1,000+ committed conversations per month (12,000+ committed conversations per year); on committed-conversation ICA License MSR)

Enhance customer UC and CX messaging capabilities helping to eliminate the reactive nature of customer interactions

Plus LX Bonus SPIF for Proactive Outreach

(if sold in a deal qualifying for a 4X-11X SPIF; 1+ year term only; on Proactive Outreach License MSR)

* For purposes of determining SPIF tier: (1) UC L1 and L2 Licenses count towards seat counts; and (2) MSR is calculated based on UC L1 and CX License MSR. SPIF payouts are uncapped on 3+ year deals with annual prepay. Otherwise, see applicable SPIF payout cap in terms and conditions. 2-year deals may also be eligible, see details on page 2. Copyright 2025 8x8, Inc. or its affiliates. 8x8 and associated logos are trademarks of 8x8, Inc. All rights reserved.



Q3FY26 Global Agency SPIF Promotion

Promotion Overview Terms - please see the Agency SPIF Base Terms and Conditions for further details.

This Q3FY26 Global Agency SPIF (this "SPIF") is offered by 8x8, Inc. or its affiliate ("8x8") and is subject to these terms and conditions, the Q3FY26 Agency Eligible SKU List (the "Eligible SKU List"), and the Agency SPIF Base Terms and Conditions (the "Base Terms"). The Eligible SKU List and the Base Terms are available in PartnerXchange.

2-year Deal Eligibility:

The following SPIFs are available for 2-year new-logo deals:

- ≥\$2k+ UC L1/CX MSR deals...... 8X SPIF (on UC L1 and CX License MSR)
- ≥\$5K+ UC L1/CX MSR & ≥10% CX seats.: 9X SPIF (on UC L1 and CX License MSR)

Eligibility Requirements for the SPIFs:

- Only new logo initial customer orders qualify for this SPIF.
- For each qualifying new logo initial customer order with 8x8, 8x8 will pay according to the highest single SPIF 4X-11X award tier for which it qualifies.
- Consult the Eligible SKU List for further details on what SKUs are in which category.
 - o "UC L1 Licenses" means eligible unified communications level 1 SKUs
 - o "UC L2 Licenses" means eligible unified communications level 2 SKUs
 - o "CX Licenses" means eligible customer experience SKUs
 - o "ICA Licenses" means eligible Intelligent Customer Assistant (ICA) SKUs
 - o "Proactive Outreach Licenses" means eligible Proactive Outreach SKUs

Important Limitations:

- SPIF payouts are uncapped on 36+ month term deals with annual prepay. Otherwise SPIF payouts are capped at USD/CAD/AUD/NZD \$300,000 or GBP £250,000 for a single deal.
- The order must become effective during the eligibility period.
- Deals with effective discounts (including free periods and credits) ≥ 50% are not eligible for these SPIFs (see Base Terms for more details).