

Proposed agreement: **Reseller**

Exotake is a specialized professional service group with several affiliates and geographically distributed entities.

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is to support technology providers in the Media Entertainment Technologies (M.E.T.) universe in developing business, establishing sales and managing recurring revenue streams in overseas markets including Latin America.

We are specialists, operating exclusively in the M.E.T. segments of interest, namely:

Acquisition and Production

- Capture accessories, devices and Software**
- Metadata capture**
- Telecollaboration**
- Digital news solutions**

Distribution and Delivery

- Advertising | Analytics | Media sale solutions**
- Connected TV | Streaming Media devices**
- OTT | Hybrid | IPTV**
- Streaming media devices | Mobile TV apps**
- Content delivery Networks**
- Content Discovery Solutions**
- User Experience | GUI**
- Streaming | Webcasting**
- Test and measurement equipment | QoS**

Management Systems

- Digital asset management and storage**
- Digital Rights Management | Content Protection**
- Search | Metadata Software | Applications**
- Workflow Software and Solutions**
- Video Content Servers | Video Processing**
- IaaS | PaaS | SaaS for media delivery**



Exotake is a pure play professional services company, thus differentiating ourselves from generic intermediaries and third parties.

We are NOT “consultants”: we will not limit ourselves to supplying recommendations to you. We are tooled and skilled to carry out all the typical tasks of accomplished technical sales managers, sales directors, product managers, account managers, software developers.

Under certain circumstances it will be mutually beneficial to have the professional services efforts associated with a reseller agreement – notably when hardware sales are an important part of the total contract value or where exotake considers that a certain technology can become integral part of the solutions we bring.

We are a reseller for strategic products only, mostly as IaaS, SaaS, PaaS providers to enable our customers to operate in a legal framework set by each country’s regulator.

We will make use of our logistics, legal and local manufacturing partners if needed under all types of reseller arrangements we will reach with you.

Our strength lies in representing the technology supplier DIRECTLY, thus creating the necessary channel of trust with the buying prospects in the region: the reseller agreement is a maximization of this advantage and one we are ready to exploit

We have 10 years of established operations in the LATAM region, counting on an extensive network of collaborators and partners.



Services Offered

- Sales , tied to a reseller agreement
- Services that are deployed to produce sales: Marketing, Business development, campaigns results ,competitors intelligence .The results of our actions can be shared for information with our customer and solely at Exotake's discretion.



Scope and Responsibilities

- Scope of work is decided after aligning with our client on the target prospect segments .
- Technical support , solution training to be provided to Exotake by our client as well as demo ,demo sw account access,samples if applicable
- Re-selling our client solution in line with all local regulations.



Territory

- Latin America : Choose countries from the following list:
Chile, Brazil,Uruguay,Mexico,Colombia
- Target customer segments: depending on the product itself.
- No exclusivity of territory is requested - there can be other resellers or System Integrators serving you in the same region.
- You may choose to have your direct sales in the same countries where we are your reseller



Remuneration

- Based on delta between transfer price and resale price with guidelines that are established at the beginning of the contract period.
- Exotake will assess country by country the need of preliminary work to comply with regulations and invoice a one-off set-up fee.



Duration - Termination -Service evolution

- Minimum 18 month required duration .Termination of agreement upon client communication .
- Evolution towards market advisory services,ad hoc product development as well as full managed services contracts