



Exclusive Networks Marketplace

Importance of the Channel Network Influence:
Strategic partners and vendors sales teams are pivotal in enhancing channel collaborations, fostering innovation, and driving overall growth within the Exclusive Networks ecosystem.



Enhance Strategic Influence on the partners, locally and globally



Foster Collaboration within the Channel



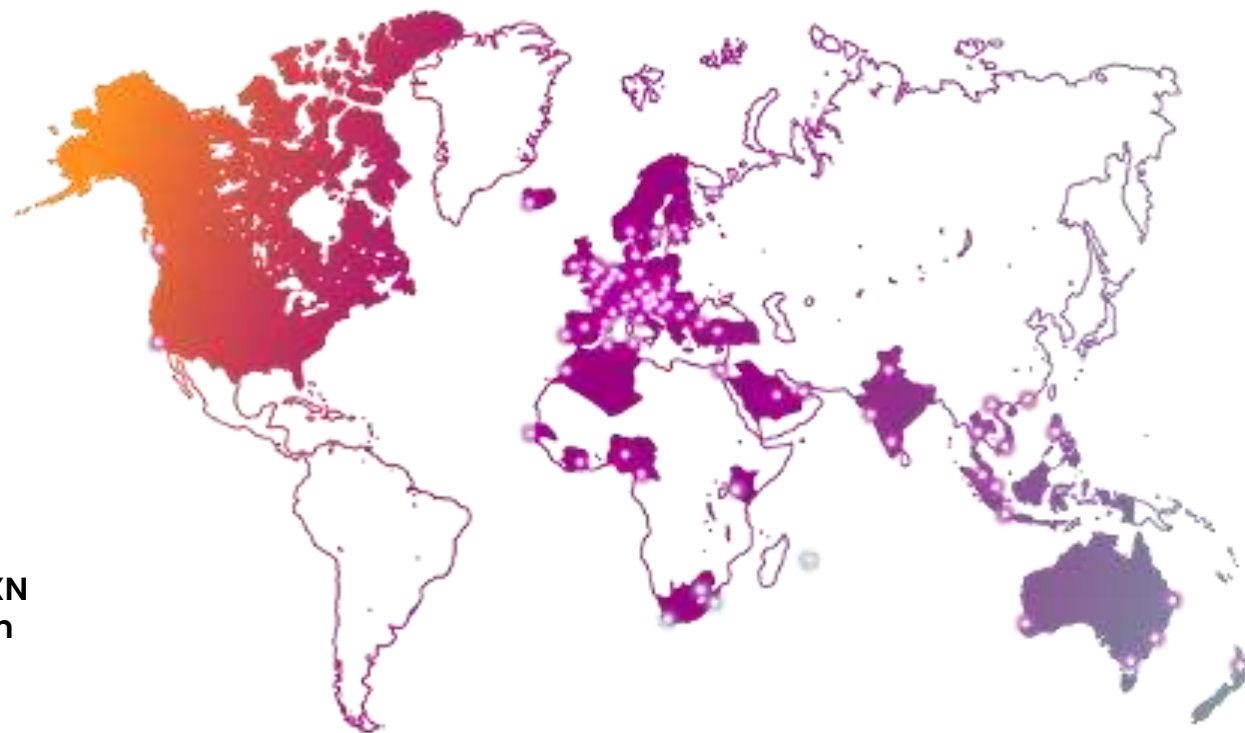
Keep partners in our ecosystem informed and aware of what EXN can offer to them



Promote Results and Partner Recognition



Continued investment and growth of our services and offerings





Why This Matters

The combination of cloud commitments, AI advances, and marketplace buying behaviour is changing how technology is consumed. Distribution is shifting from basic delivery to a key role linking vendors + cloud providers + local market partners.



Cloud & AI Explosion

Enterprise investment in cloud and AI is rapidly increasing, leading to a major change in technology budget priorities and usage.



Marketplace Multiplier

Marketplaces don't replace direct sales—they multiply demand by reducing friction, accelerating procurement cycles, and unlocking committed cloud budgets.



Distribution Orchestration

Distribution serves as the orchestrator, converting marketplace interest into closed deals with our regional expertise, complexity navigation, local partner support and enablement.



Compelling Outcomes

The result: dramatically faster sales cycles, improved margin capture, and scalable recurring revenue models that align with modern cloud consumption patterns.

This is the current stage of channel growth is already changing how top vendors, partners, and hyperscalers work together to seize market opportunities.



Market Opportunity

Why Netherlands, Why Now

The Netherlands represents a rapidly expanding cloud ecosystem, with the cloud infrastructure market projected to reach **€17.8 billion by 2030**, growing at a **9.7% CAGR**. This growth is underpinned by strong public-sector digitalization and enterprise migration initiatives, as well as Amsterdam's continued position as one of Europe's largest data center hubs.

AWS's commitment to invest €1.4 billion locally through 2027 further accelerates the country's cloud transformation, unlocking new partner funding opportunities, innovation programs, and visibility across both commercial and public-sector segments.

The Netherlands' accelerating focus on digital sovereignty and the upcoming AWS European Sovereign Cloud launch create a once-in-a-decade window for partners to secure "secure-first" positioning. EXN's cybersecurity expertise and trusted vendor ecosystem perfectly align with AWS's sovereign strategy, enabling rapid entry into regulated sectors and sovereign-ready growth.

EXN's Unique Competitive Position

1

Security Expertise

EXN brings **500+ certified security engineers** to the table—a capability unmatched in the distribution landscape that perfectly positions us to lead the security-first AWS movement.

2

Extensive Partner Network

With hundreds of **cybersecurity vendor partners** already in our network, EXN has the relationship to rapidly scale AWS security adoption across diverse market segments.

3

Training Capabilities

Our Compendium ATP enables training and certification at scale from Day 1, allowing EXN to quickly establish market leadership in partner enablement and skills development.



Let's Think Different

Platforms drive demand by offering convenience, varied options, and smooth delivery.
Fees are balanced by a bigger market, quicker transactions, and new customers.
Success depends on effective distribution to turn interest into sales.

AWS Infrastructure = Uber Ride



Infrastructure as a Service

- Logistics = Distribution
- Vehicles = AWS products consumed as a service
- Drivers = Resellers & MSSPs
- Riders = End customers

AWS Marketplace = Uber Eats



Product Delivery Platform

- Restaurants = ISVs
- Logistics = Distribution
- Drivers = Resellers & MSSPs
- Diners = End customers



Our Hyperscaler Marketplace Presence



AWS via DSOR/CPPO

Global multi-tier model enabling custom contracts with vendors.

Qualifies for AWS programs and spend commitments.



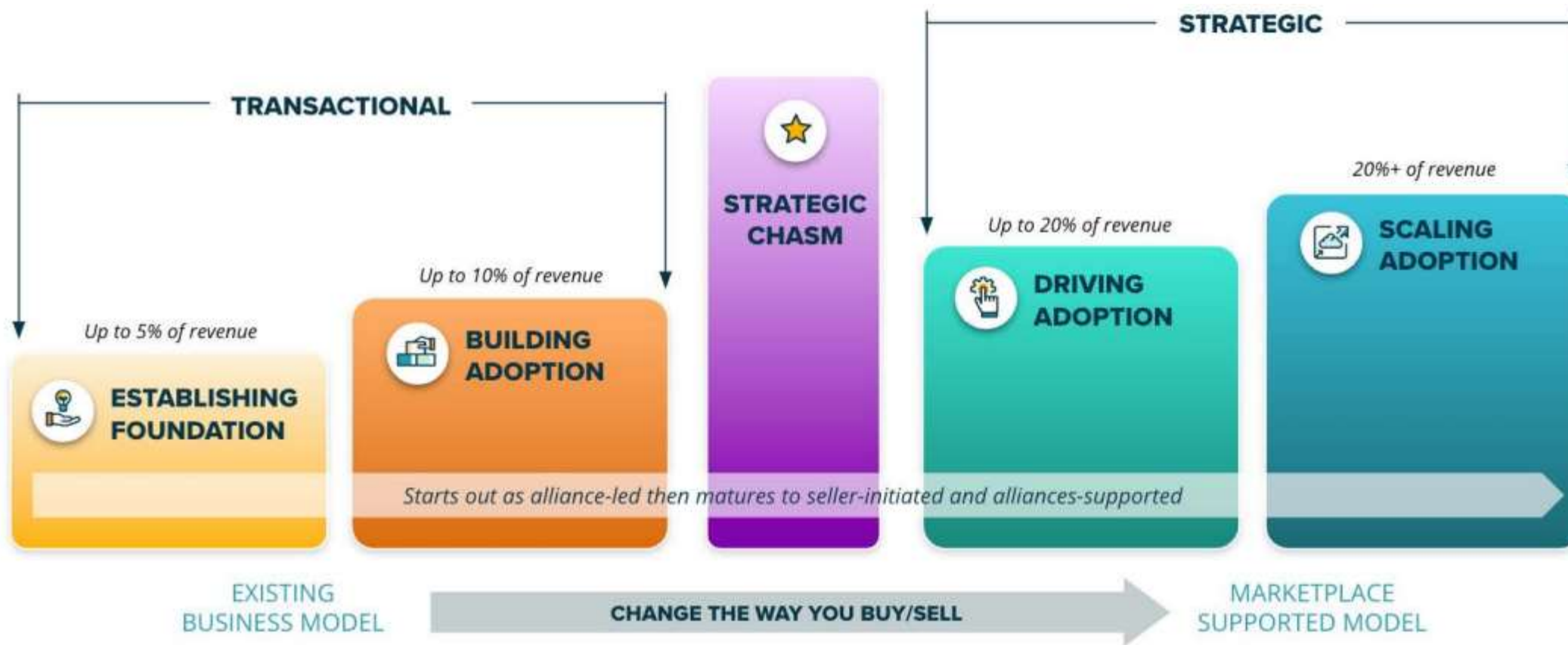
GCP via MCPO

Global multi-tier system with discounts to EXN.

Negotiation occurs outside the marketplace.



The Marketplace Maturity Ladder: Advance from transactional to strategic





Reseller benefits and engagement use cases

Benefits

Top-line Revenue Recognition

EXN can support KYC verified Resellers with top-line revenue recognition and VAT recovery from AWS

Local currency & invoicing

Local currency disbursements to Resellers (USD, GBP, EUR)

Invoicing and VAT compliance for domestic (in the same country) deals

Partner Use case

Reseller not active on CPPO

EXN can act on behalf of the reseller on AWS Marketplace for EXN registered partners

Reseller margin paid by EXN as a referral (outside of AWS Marketplace)



Partner Use cases

AWS verified CPPO Reseller

Enables top-line revenue recognition pathways

Invoice AWS in your local country (EU region) and collect VAT back from the transaction

Non-KYC verified CPPO Reseller

Able to recognize margin from the transaction

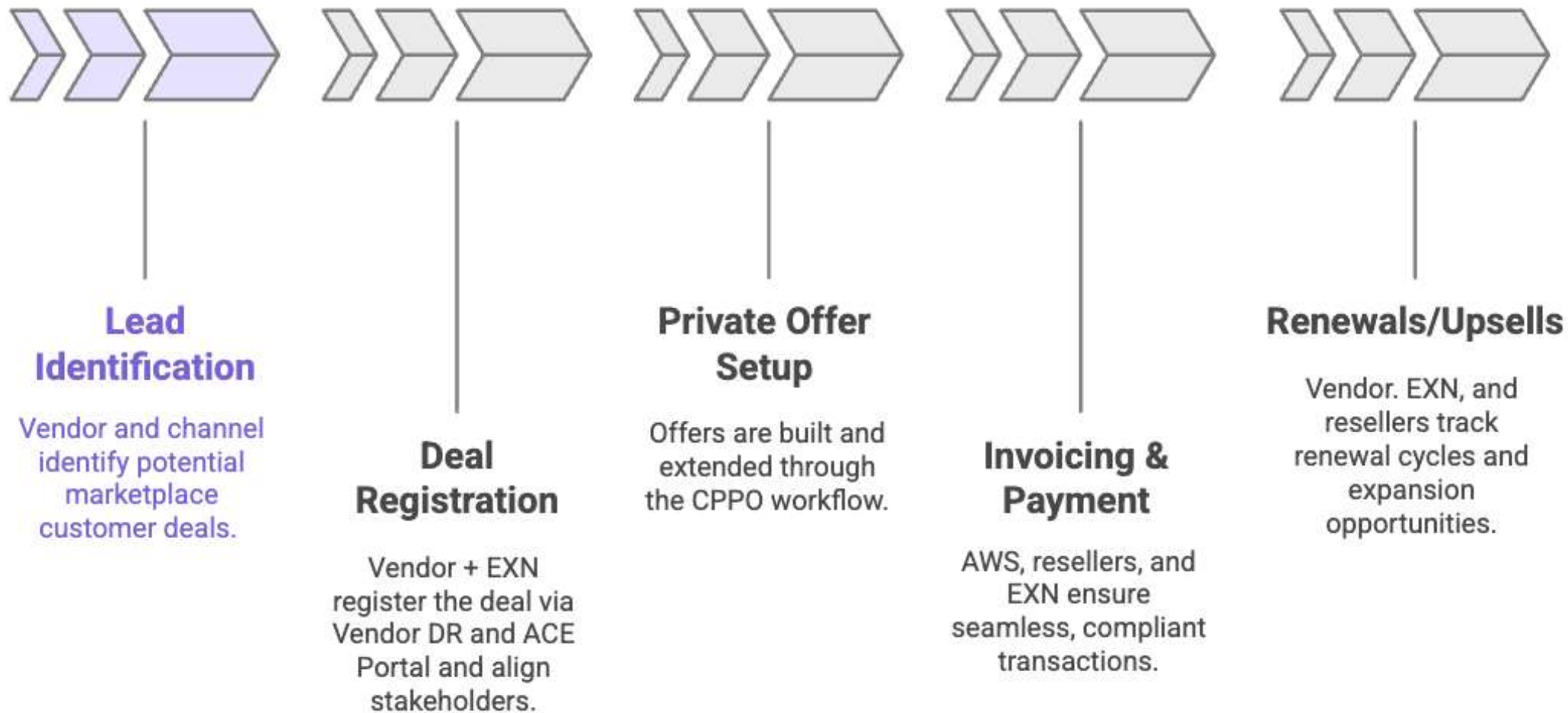
Bundle product + services + training in the transaction

New-EXN Onboarded Reseller

EXN can support new partners with onboarding guidance within our vendor ecosystem and on AWS CPPO Program



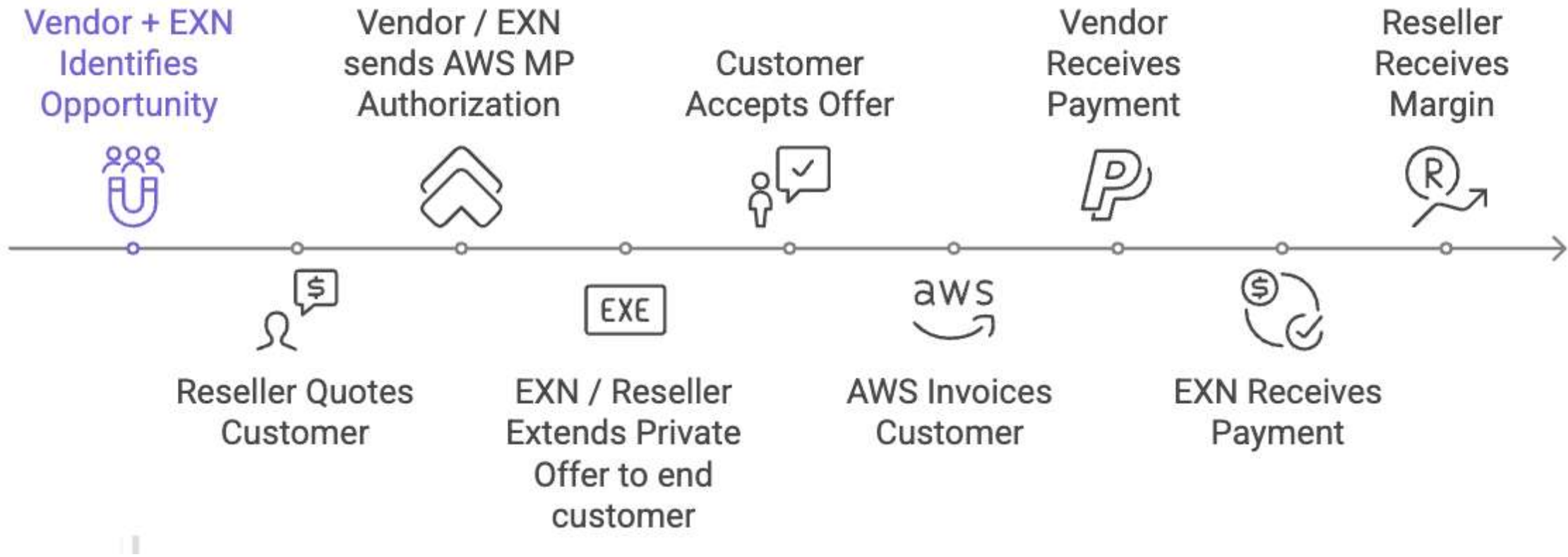
GTM Process Flow for Vendor + EXN + Channel





AWS Marketplace Deal Flow

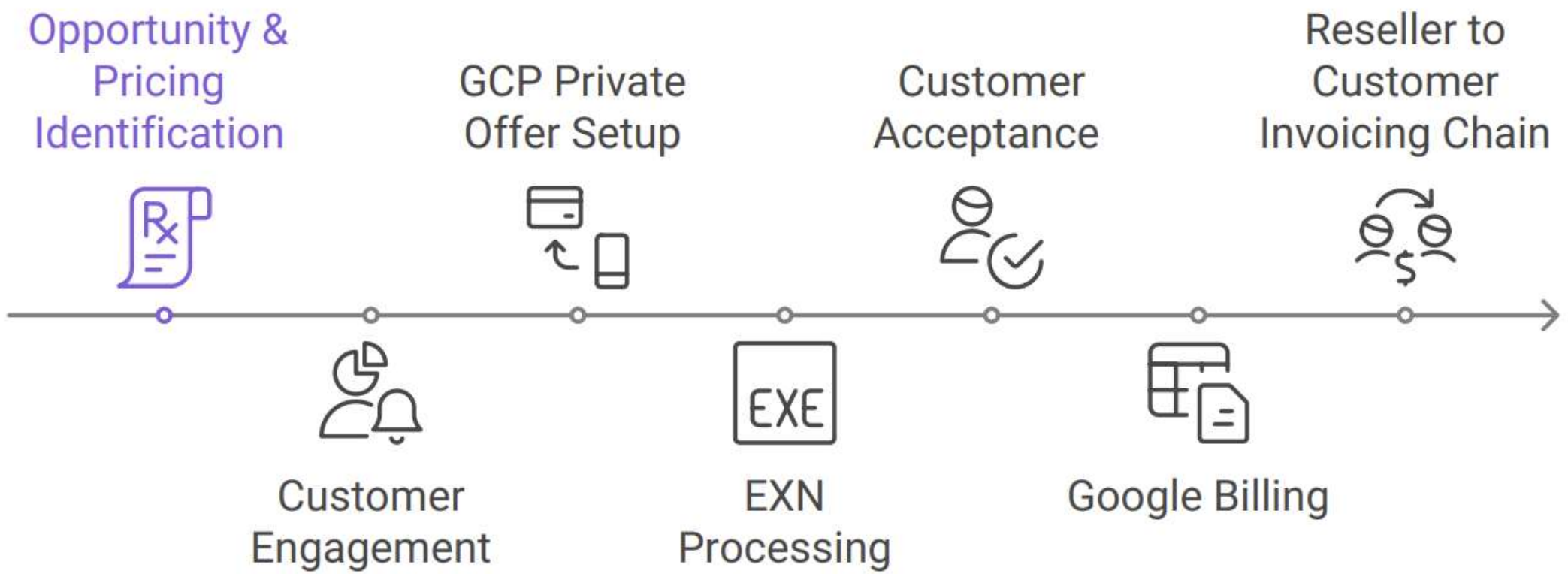
#WeAre**Exclusive**





Google Marketplace Deal Flow

#WeAre**Exclusive**





Exclusive Networks Is the Value Multiplier

Let's Orchestrate the Next Wave Together

The marketplace is changing rapidly, and success depends on who is adapting the go-to-market strategies and who is not.

The Multiplication Effect

Each variable in the formula multiplies rather than adds. Strong orchestration without reach limits scale. Great reach without orchestration creates chaos.

Why It Works

Marketplaces generate demand and simplify buying, partners provide expertise and dependability, and distribution links them efficiently.

Partner ROI

This framework shows how we achieve exponential returns by aligning all three multipliers together.

Turn opportunity into Recurring x Scalable x Revenue

We provide access to the infrastructure, local knowledge, and partner support that turn marketplace presence into a reliable source of scalable revenue.

Global x Scalable x Local GTM beyond just the USA.

We specialize in managing co-sell relationships, meeting program requirements, and supporting partners in over 100 markets, allowing you to focus on your product while we handle coordination.

The time to act is NOW

Early marketplace leaders are building strong advantages as partners prioritize distributors and vendors based on readiness and customers changing buying habits. First-mover advantage is key.

This framework shows why some strategies work while others fail, highlighting the importance of all elements aligning under expert guidance from a market leader like Exclusive Networks.