

PARTNER PR GUIDELINES & POLICIES

OVERVIEW

As a Fortinet partner we know you are eager to keep your customers and prospects updated with your latest announcements. In this document, we outline the guidelines for all public communications or announcements that include Fortinet.

Below you'll find the details you need on how to include Fortinet in any media-facing communications, including press releases, blog posts or social media updates.

For any questions or additional needs, please contact Annabelle Sou, EMEA Communications Manager at asou@fortinet.com.

We look forward to working with you.

PRESS RELEASES

PARTNER-CREATED AND THIRD-PARTY PRESS RELEASES

For Fortinet partners, we can often approve partner-issued (third-party) press releases that mention or quote Fortinet and the partner's status within the Fortinet Partner program.

What types of announcements will Fortinet support?

- New Fortinet partners
- New Fortinet partner level (e.g. Gold to Platinum)
- Significant joint customer wins that are approved by customer for external communication
- Fortinet partner awards

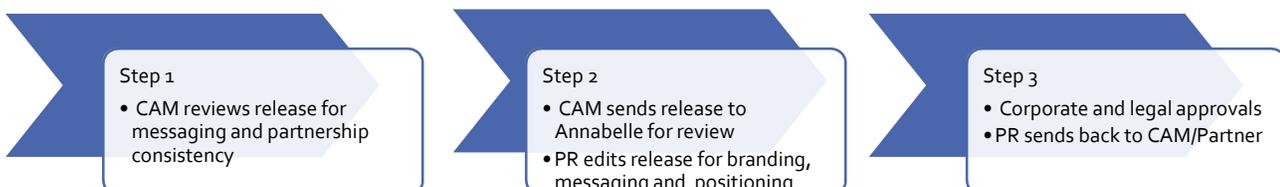
JOINT PRESS RELEASES

Participation in joint press releases is determined by the Fortinet EMEA Communications team on a case-by-case basis. Unless explicitly stated as part of a contractually-binding partnership agreement or deemed mutually beneficial to both parties by Fortinet executive leadership, Fortinet does not typically participate in joint press releases.

REVIEW AND APPROVAL

Fortinet review and approval for press releases can take 7-10 working days, so please allow for this when planning your announcement. We strive to review and approve all partner press releases as quickly as possible, but reserve the right to alter timelines depending on volume of announcements in the queue, as well as internal availability for review and approvals. If there will be a delay with the review of your press release, we will notify you within 3 days of receipt of your draft.

Press Release Approval Process:



PRESS RELEASE REQUIREMENTS

- Once a signed partnership agreement is in place, partners are encouraged to work with their channel account manager (CAM) for initial reviews and approval on press releases.
- All third-party releases that mention Fortinet in any context must be approved by the Fortinet EMEA Communications team.
- Third-party press releases should not include Fortinet's boilerplate, stock ticker or PR contacts. Should the announcement warrant joint-release status, we will work with you on the approval and PR support process.
- Fortinet reserves the right to edit any portion of a release including partner or customer quotes.
- If you would like to quote a Fortinet executive, please include the suggested language in the draft release. Please note that Fortinet executive quotes are not guaranteed and can add time to the approval process.
- An English-language version of the release must be provided for approvals. If the release is to be issued in other languages, all versions must be provided for approval.
- Partners who issue releases not approved by Fortinet will be asked to remove the releases from websites, wires and social media. Other actions may be taken if non-approved releases are issued multiple times.
- All third-party releases must be issued within one month of approval.

PARTNER BLOGS

We appreciate that our partners have successful and thoughtful company blogs. We want to make it easier to promote solutions including Fortinet products in your company's own words and time.

Because blog posts do not need to be reviewed and approved by Fortinet, you can post updates and news as best suits your marketing needs. Due to the volume of partner press release requests, we recommend partners consider the use of blogs and newsletters to share updates with your customers and prospects.

Blog posts including Fortinet should conform to the following guidelines:

- Do not include quotes from Fortinet employees, even if previously published by Fortinet or a media outlet
- Do not include the Fortinet boiler plate
- Do not include the Fortinet stock ticker (FTNT)

If Fortinet identifies a partner blog post that requires changes for accuracy or branding compliance, we ask that you make updates in a timely manner or remove the content from public distribution.

SOCIAL MEDIA

Much like blogs, posts and updates to partners' social media channels (such as LinkedIn, Facebook, Twitter, Instagram) do not require Fortinet approvals. We request you adhere to brand guidelines in social media posts.

"NEW PARTNER" PRESS RELEASE TEMPLATE

We understand that some partners may want to issue a press release when they join the Fortinet Partner Program. To assist partners with the development of a draft, we've included a template below. Once a draft has been created, please send it to Fortinet for review and approval in accordance with the process outlined above.

[Company Name] Joins Fortinet Partner Program

LOCATION – DATE – [Insert Company Name], [Insert company description], today announced that it has joined the [Fortinet Partner Program](#). Fortinet Partners are among the most innovative, industry-leading companies that embrace the [Fortinet Security Fabric](#)'s open platform approach to cybersecurity and ensure customers are connected to the expertise, services and technologies they need.

****Note:** For Partnership level announcements, the headline will shift to “[Company Name] Achieves Fortinet Platinum Partner Status” and the lead will shift to “...today announced that it has achieved Platinum Partner status from Fortinet” plus include the partner level description on page 6 of the Fortinet Global Partner Program handbook [here](#).

[Insert partner quote]

Organizations that join the Fortinet Partner Program are part of an elite group that has achieved the certification and specialization requirements to aid customers on their digital transformation journey and help bridge the cybersecurity skills gap, while focusing on an exceptional customer experience. Fortinet works with its partners to address the most critical security challenges, whether in networked, application, cloud, or mobile environments. For more information on the Fortinet Partner Program, please visit <https://www.fortinet.com/partners.html>.

About [Company Name] – [Insert company boilerplate here]

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PR CONTACTS BY REGION

Please work with your channel account manager (CAM) regarding any initial questions. PR contacts, listed below, will provide final approval on any partner press releases.

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