

Tech Provider Program



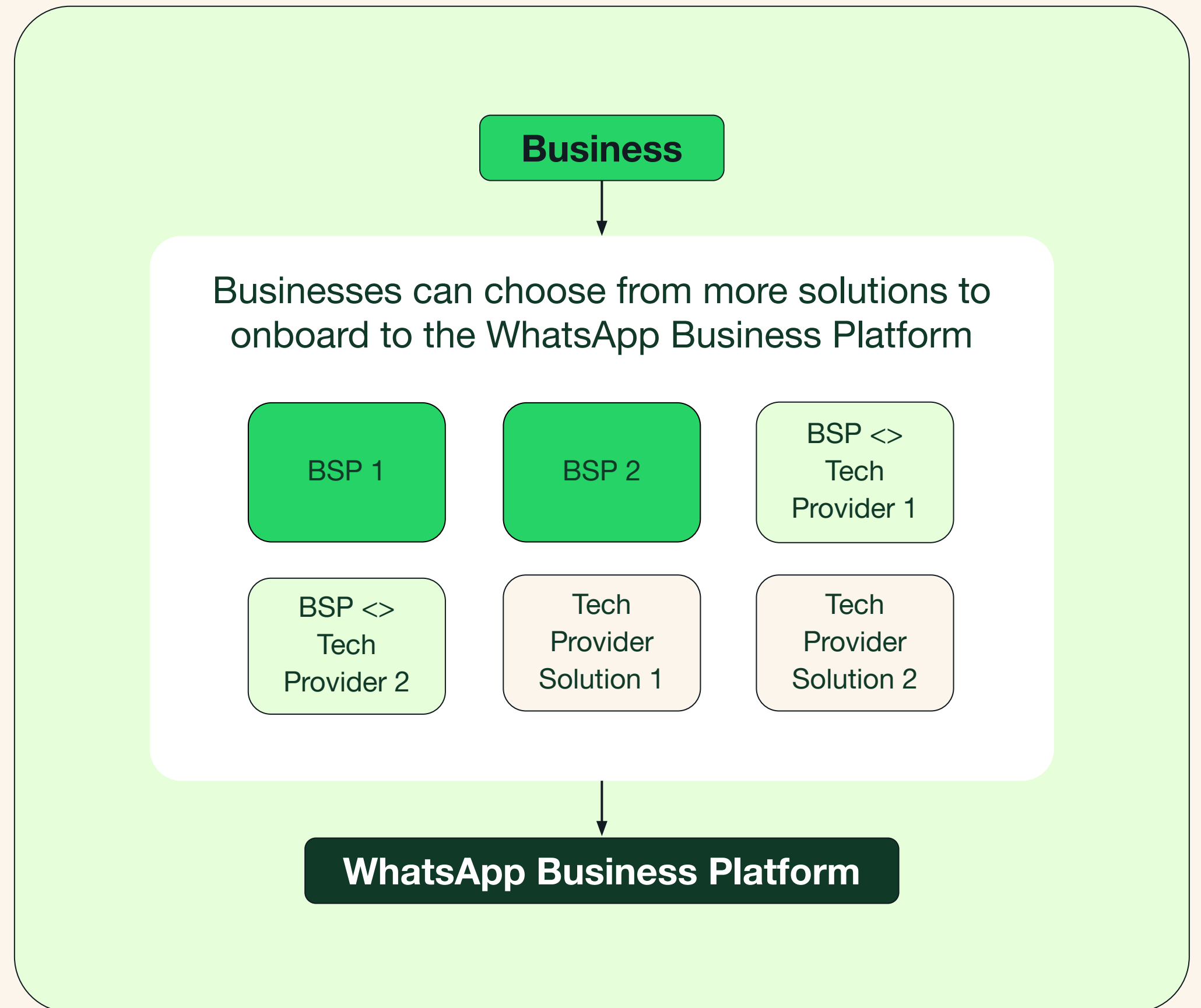
This presentation and materials contained herein may contain forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995 and speak only as of their respective dates. Undue reliance should not be placed on any forward-looking statements made herein.



North Star Vision

Goal: We want to make it easier for partners to scale growth through ISVs, increasing the total number of messaging solutions that businesses can choose from.

- We are opening up our ecosystem to third party developers (ISVs) who build value added solutions on top of the WhatsApp API. These developers will onboard as part of our new Tech Provider construct and can integrate directly with partners on our platform.
- Businesses will be able to onboard to the WhatsApp Business Platform through our existing Solution Partners (BSPs) and/or through Tech Providers. In the future, we will also enable businesses to work with multiple partners and providers, giving them more choice and flexibility to find solutions that fit their needs.



Tech Providers

Tech Providers will have access to the same technical capabilities as Solution Partners (BSPs), but differ in billing and partner status

- Like Solution Partners (BSPs), Tech Providers will be able to onboard clients directly through embedded signup and call our API to send and receive messages. These are crucial to offering high-quality experiences to businesses.
- Unlike Solution Partners (BSPs), **Tech Providers do not have the right to resell usage of their WhatsApp Business Solution** by extending a line of credit to businesses or charge any markup on conversation fees.
- Tech Providers can upgrade to Tech Partners after demonstrating consistent performance and may become eligible for partner benefits.

	Solution Partner (BSP)	Tech Provider
Key Features	<ul style="list-style-type: none">• Host embedded signup for client onboarding• Ability to call WhatsApp Cloud API	<ul style="list-style-type: none">• Host embedded signup for client onboarding• Ability to call WhatsApp Cloud API and/or BSP API to send/receive messages
API Billing	<ul style="list-style-type: none">• Extend line of credit to businesses• Charge markup on conversation fees	<ul style="list-style-type: none">• Businesses can be billed directly by Meta or through a Solution Partner (BSP) depending on the solution setup.• Tech Providers cannot extend a line of credit to businesses
Partner Status	All Solution Partners (BSPs) are partners and may be eligible for partner incentives	Tech Providers may earn the option to upgrade to Tech Partners and become eligible for partner incentives <i>(coming soon)</i>
Onboarding	Solution Partner (BSP) application process limited to selected partners	Tech Providers can self-serve onboard through the Meta Developer Portal
GTM	“Official Meta Partner”	“Official Meta Tech Provider”

Tech Provider Program and Account Sharing

We're making it easier for partners to scale growth through ISVs and offer new solutions to end customers

- With account sharing, Tech Providers can **collaborate with a partner to offer a single solution** to end clients
- **Tech Providers can host embedded sign up** for the joint solution, so that end customers can onboard to the API directly through the Tech Provider's website
- **Both the Solution Partner (BSP) and Tech Provider will be able to manage the WhatsApp Business Account (WABA)** (e.g. Tech Provider manages templates, while Solution Partner (BSP) manages message sending and billing)

Benefit to Solution Partners (BSPs)

- Simplified integration and joint solution creation to enable scaled growth through Tech Providers
- Conversations sent via joint solution attributed to both Solution Partner (BSP) and Tech Provider, and counted toward partner leveling
- Billing may continue to be fully managed by Solution Partner (BSP) and only Solution Partners (BSPs) may resell the WhatsApp Business Solution
- Easily set up and manage billing connections with Tech Providers

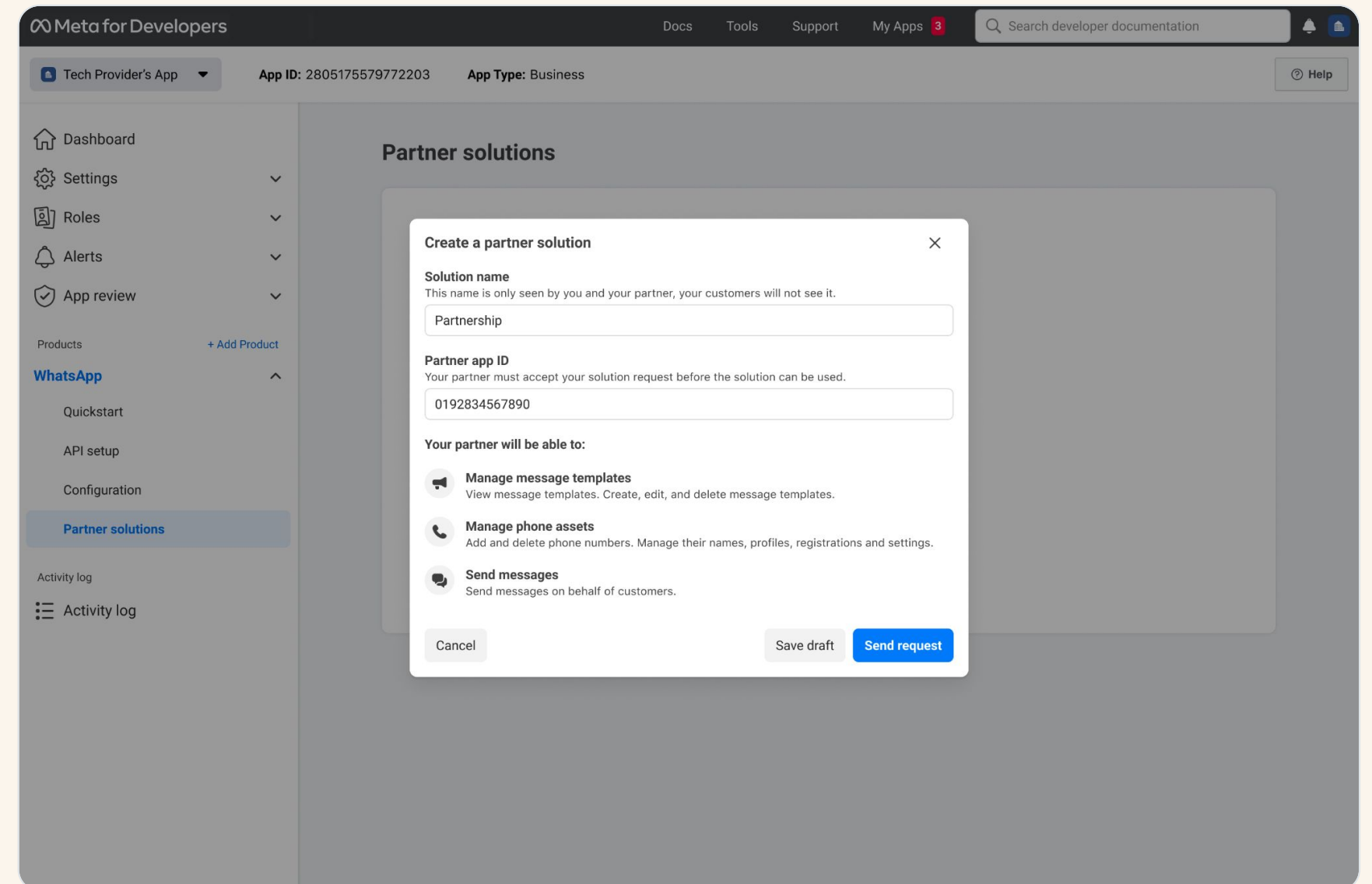
Benefit to ISVs (Tech Providers / Tech Partners)

- Self serve onboarding to upgrade from developer to Tech Provider
- Tech Providers can onboard clients directly without redirecting to Solution Partner's (BSP's) embedded signup
- Direct access to Meta support channels
- Eligible Tech Providers can upgrade to Tech Partner designation and secure listing in Meta Partner Directory

Solution Partner (BSP) <> Tech Provider Joint Solution Creation

Joint partner solutions can be initiated by either a Solution Provider (BSP) or Tech Provider:

- Solution creation is initiated on platform within Meta Developer Portal
- Solution creator can review permissions granted to the partner (Note: Solution Partner (BSP) by default will have exclusive rights to send messages and manage billing)
- Solution request is sent to respective partner, who must accept the solution to activate
- Solution creator hosts embedded signup to onboard customers to the joint solution



How To Get Started As A Tech Provider

Tech Provider onboarding is open to any developer via Meta Developer Portal, and requires four main steps:

1. Create a Meta App via Meta Developer Portal
2. Complete Business Verification as a prerequisite to host embedded signup
3. Set up and host embedded signup in order to onboard end businesses directly to a Tech Provider solution
4. Submit for App Review in order to receive and send messages on behalf of end businesses

Scan to get started



How To Go From Tech Provider To Tech Partner

Tech Providers that have successfully (in addition to signing up as a tech provider):

- completed the [Meta for Developers](#) onboarding process,
- accepted the Tech Provider agreement,
- enrolled as a [Meta Business Partner](#),
- onboarded at least 10 clients (WhatsApp Active Businesses) through their software solution,
- enable more than 2,500 WhatsApp Average Daily Conversations, and

will be able to enroll as a Tech Partner.

New Tech Partners must also sign the **Business Messaging Accelerate Program Agreement**, elect to participate in the Tech Partner track as a Registered partner, and enroll as a Meta supplier.

Benefits to Tech Partners

- Eligibility to become a Badged Meta Business Partner and be included in the [Meta Partner Directory](#)
- Access to marketing and training resources through the [Business Messaging Partner Portal](#)
- Early access to product roadmap through the [Business Messaging Partner Portal](#)
- Eligibility for future partner incentives

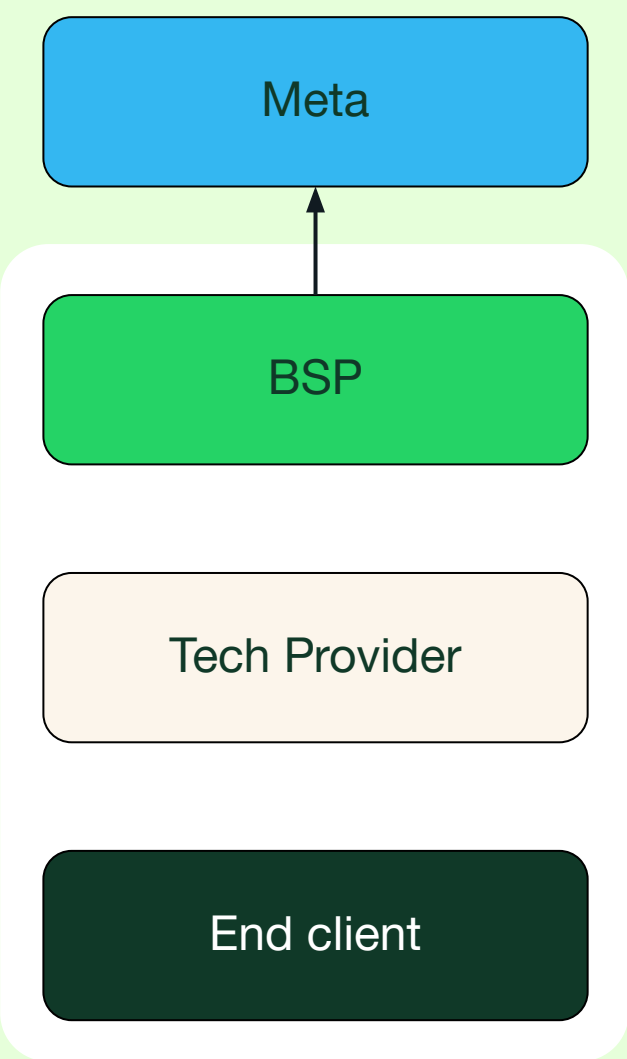
What You Can Expect Next

	For BSPs transitioning to “Solution Partner”	For ISVs transitioning to “Tech Provider”
[Early October]	Preview of the Solution Partner track terms; available to view in partner portal before launch	-
[October]	<ul style="list-style-type: none">• Enablement materials and technical documentation shared with you; share with your ISVs to ensure a smooth transition• Accept revised BMA and new Solution Partner track terms (click to accept)• Provide list of existing ISVs to Meta that BSP wants to continue to utilize (due within 14 days of the notice of termination)	New Tech Provider/Partner construct announced broadly; opening up applications, deprecation of ISV Addendum to BSP agreement for new entities
[January 2024]	<ul style="list-style-type: none">• Old BSP terms to be deprecated by the end of this period (you will receive a notice of termination)• Encourage existing ISVs to migrate to the Tech Provider construct	<ul style="list-style-type: none">• Any ISV not on the Beta already will be able to sign up• Onboard on to the WhatsApp API and submit app for app review• Connect with desired BSP(s) for billing
[December 2024]	Continue to encourage any remaining existing ISVs to migrate to the Tech Provider construct	Deprecation of ISV terms, deadline to migrate to new construct and accept new Tech Provider Terms

Note: BSPs who transition to Solution Partners timely, will continue to be able to work with their existing ISVs under the current ISV Addendum terms until the ISV transitions to a Tech Provider or through December 2024, whichever is first to occur, provided that the BSP provides a list of these ISVs to Meta as described in the notice of termination for the old BSP terms. These existing Solution Partner (BSP)-ISV integrations will continue to operate as status quo until December 2024.

Billing Paths for Tech Providers

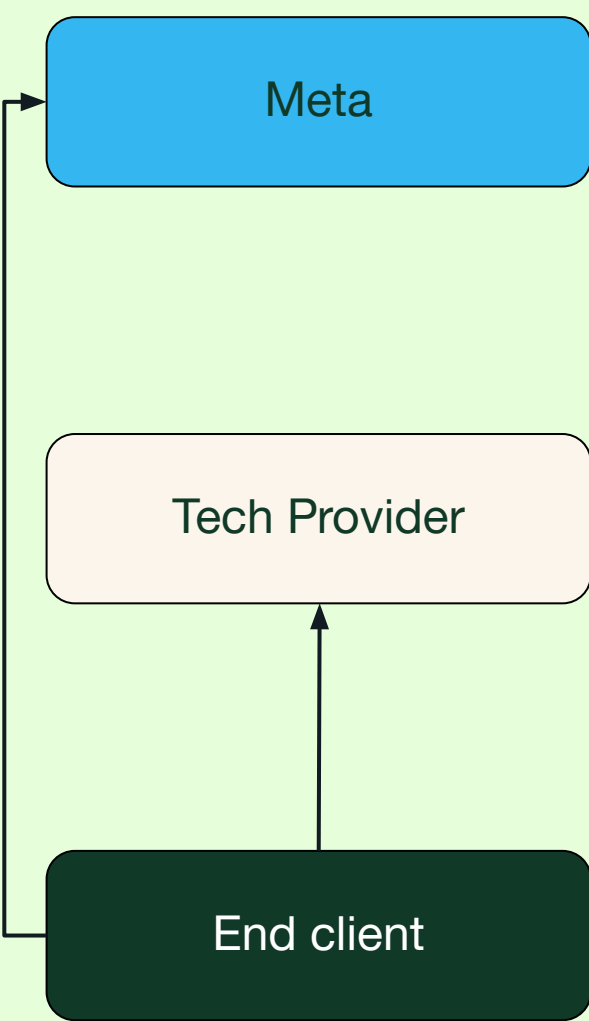
Path 1: BSP <> Tech Provider



BSP pays Meta directly for **conversation charges**

Billing arrangement between end client, Tech Provider, and BSP is specific to each solution

Path 2: Tech Provider Only



End client pays Meta directly for **conversation charges**

End client pays Tech Provider separately for **value added solution**