Partner Collaboration & On boarding Policy

Why ICE Exists?

ICE IS ABOUT PEOPLE.

It's about me, about you, and about everyone else who we work with.

We believe people deserve to be happy, motivated, healthy, and positive - because **life is meant to be experienced**, not just lived. Every workshop, every conversation, and every experience we create is designed to make someone's day, career, and life a little better.

But no meaningful movement is built alone.

ICE is powered by people who believe that when good people come together, great things happen. Our partners are not just trainers or experts - they are change makers who choose to share their knowledge, their expertise to improve lives.

You don't have to know exactly how far ICE will go. You only need to believe that making a positive difference is always worth trying.

Because in life, it's better to look back and say, *"I'm glad I tried,"* than to wonder, *"What if I had?"*

Welcome to ICE. Together, let's create happier workplaces and better lives.

About ICE

ICE (Internal Communication & Engagement) is a specialized vertical of Bizznex, a brand communication company. ICE is designed to enhance employee experience and engagement through structured, scalable, and measurable initiatives across organizations.

ICE connects with employees across three primary touch points:

- **Digital Communication** – Content and campaigns that keep teams connected.
- **Physical Engagement Activities** – Workshops and events that drive real-world interaction.
- **Exclusive Corporate Offers** – Exclusive lifestyle offers and deals across diverse business categories such as food, health, wellness, retail, etc.

ICE delivers these solutions efficiently by collaborating with a curated ecosystem of external specialists and trusted Bizznex clients. Pls visit https://icewebb.com for more details.

Collaboration Philosophy

At ICE, we are committed to forging long-term, mutually beneficial relationships. We intentionally align ourselves with partners who share our core values and dedication to excellence:

Our Core Values: SHLOK

- **Simple**: Be simple and grounded no matter how good or valuable we are.
- **Honest:** Be honest to ourselves, and not for the others. Admit mistakes and offer apology.
- **Learning-and Innovation**: Till our last breath, one thing that we must not leave is learning.
- Ownership: In business – we are paid for the results. Take ownership for your clients success
- **Knowledge-driven Value Creation**: Create value for the clients, and for your teams.

Our objective is to foster a trusted ecosystem that accelerates partner growth and guarantees the seamless delivery of value to our corporate clients.

ICE Offerings - Service Categories

ICE operates across the following service buckets:

- Health & Wellness
- Learning & Development
- Sports & Events
- Corporate Gifting
- Tour & Travel
- Retail and Lifestyle

Partners may operate in one or multiple categories depending on their expertise.

Value Proposition for Partners

By partnering with ICE, partners gain access to:

- A ready network of corporate clients across industries
- Opportunities to conduct workshops, sessions, and activations
- Brand visibility through ICE's communication channels
- Participation in curated campaigns and engagement programs
- Long-term association with a structured engagement platform

ICE acts as a growth enabler by connecting partners with decision-makers and HR teams across organizations.

Watch this video for more details: https://youtu.be/c5mgLOE8SPc

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How to Register with ICE as Partner?

- Professionals must register and submit their profiles with all the details by sign in to the ICE Partner Portal (https://icewebb.com/become-a-partner), provide their reselling pricing, sharing their social media links, a profile video, profile picture, etc.
- Please be advised that your quoted rates will be benchmarked against platform peers before offering you a corporate opportunity by the HR teams.
- Please be informed that ICE will charge a **30% commission** on the price that you quote as platform and referral fee.
- Adjusting your pricing helps maintain your competitive edge and maximizes your chances of winning corporate contracts.

The registration requires:

- Workshop/session content or training material – to be provide on email at partner@icewebb.com
- Introduction video (for internal and marketing use)
- Company legal document and a cancelled cheque copy or bank statement (for payments)
- Minimum **3 marketing videos** (content direction will be provided by ICE)

ICE reserves the right to approve, reject or request modifications to submitted materials

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Business Opportunities & Benefits

B2B Opportunities

1. Session-Based Engagements

- ICE offers a wide range of health and wellness initiatives -including workshops, training sessions, sports events, and other employee engagement programs - at corporate workplaces.
- These initiatives provide qualified professionals such as dieticians, psychologists, therapists, fitness trainers, and coaches with opportunities to conduct their sessions at corporate workplaces and get paid as per their price list once their selection is confirmed by the respective HR teams.

2. Client Conversion (B2B)

- If a partner acquires a corporate client, through ICE initiatives remain exclusive to the ICE platform.
- Partners agree to share up to **10 - 30%** of the revenue with ICE as a **Referral Fee**.
- The applicable percentage may vary based on the nature, scope, and duration of the service. For example, when a mind-set coach or psychotherapist enters into an annual engagement

with a corporate for conducting regular sessions, the corporate account remains under ICE, with the engagement and billing managed through ICE.

3. Client Conversion (Personal) - B2C

- If a partner secures business with individual employees of a corporate client (through ICE-led exposure, the partner will share 15- 30% of the remuneration with ICE.
- The actual percentage will be decided on case to case basis.
- This ensures a fair exchange of value for the lead generation and brand leverage provided.

4. Product-Based Businesses Opportunities (ICE Gifts Portal)

- Gift Partners can sell their products to corporate HR using ICE Gift Portal (IGP)
- The partners offering gift products must:
    - Enter into a **prior commercial** agreement with ICE
    - Maintain consistency in pricing across external platforms and ICE listings

B2C Opportunities

1. ICE Marketplace on Mobile App

- ICE generates and facilitates new business enquiries through its mobile app, available on the Google Play Store and Apple App Store
- The app is accessed by employees of corporate organizations partnered with ICE, enabling participating businesses and service providers to reach a relevant and engaged audience and generate new business opportunities
- The ICE App provides corporate employees with access to exclusive offers and privileges across diverse categories such as food, health and wellness, retail, lifestyle, and more.
- These curated benefits help employees maximize savings and enjoy greater value on their everyday purchases and transactions
- ICE charges its partners a platform and collaboration fee, typically ranging from 10% to 30% of the transaction value, depending on the nature of the partnership and service
- In addition to exclusive offers and discounts, ICE provides employees with cash back on eligible transactions, further enhancing the value and savings available through the platform

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Operational Guidelines

- ICE will coordinate event scheduling in consultation with the partner
- Once the event is confirmed by both the parties (corporate and the partners), sessions are **binding and cannot be rescheduled or cancelled**
- In the event that a partner **fails to report or cancel** the assigned work, the partner will be subject to a penalty amounting to **twice the value** of the confirmed booking fee.
- Partners are expected to maintain professionalism, punctuality, and quality of delivery
- ICE will collect feedback from clients to ensure service quality standards which will be used for future opportunities to the vendor and their payments

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Payment Terms

- Payments will be processed **after 15 - 45 working days** (depending upon the corporate payment structure) after session completion
- Payment shall be processed subject to:
    - Successful and satisfactory delivery of the session, event, service, or product.
    - The client's confirmation and approval of the quality of delivery, which shall be considered final and binding.

Branding & Marketing Usage

- ICE reserves the right to use partners content (videos, images, testimonials) for marketing and promotional purposes
- Partners may also be featured across ICE campaigns, digital platforms, and client communications without any prior approval or intimation

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Code of Conduct and Discontinuation

Partners are expected to:

- Represent ICE and Bizznex professionally
- Maintain transparency in pricing and service delivery
- Avoid direct solicitation of ICE clients without disclosure
- Adhere to agreed commercial and operational terms
- Will not commit anything to any client without written consent from ICE
- Either party can withdraw from this agreement by giving a 60-days written notice to the other party
- In the event of any disagreement or dispute, both parties shall make every effort to resolve the matter amicably and internally, without involving external parties or sharing the matter on social media platforms.
- Any non-compliance with the agreed terms and standards may result in removal from the ICE panel at the sole discretion of ICE, without prior notice.
- In cases involving unnecessary disputes, misconduct, non-performance, or any behaviour deemed detrimental to the association, ICE reserves the right to terminate the agreement with immediate effect, without prior notice.

Disclaimer

This document constitutes the standard on boarding and collaboration guidelines for ICE. The Company reserves the right, at its sole discretion, to update, modify, or amend any policies, commercial terms, and engagement models at any time, without prior notification. ICE will not be responsible for Force Majeure situations. All disputes are subject to Mumbai jurisdiction only.