

Referral Credit Program Terms

These Referral Credit Program Terms (these "Referral Terms") describe HowGood's referral credit program for eligible customers. By submitting a referral, the submitting customer agrees to these Referral Terms.

1. Eligibility. Only current customers who are up to date on undisputed invoice payments at the time the referral is submitted ("Referrer") are eligible to participate.

2. How to Submit; Receipt Confirmation. Referrals must be submitted in writing to referrals@howgood.com (or through any referral method HowGood designates) and must include sufficient information for HowGood to contact the prospect (e.g., prospect company name and a contact name plus email/phone) and to reasonably identify the Referrer. HowGood will confirm receipt in writing.

3. Governing Terms Version. HowGood may update these Referral Terms from time to time. Each referral will be governed by the version in effect on the date HowGood confirms receipt of the referral.

4. Qualified Referral (Net-New Prospect Requirement). A "Qualified Referral" means a referred prospect that satisfies all of the following:

a) Not already in late stage pipeline/discussions. As of the date HowGood receives the referral, the prospect has not already received a proposal from HowGood's sales team or is in late stage active sales discussions (as reasonably determined by HowGood's CRM and related sales records).

b) The prospect has not already been referred by another HowGood customer within the last six (6) months.

5. Credit Eligibility. For a Qualified Referral to be eligible for a Referral Credit, the referral must result in both of the following conditions:

a) Direct meeting. The referral results in a scheduled direct meeting between HowGood and the prospect.

b) Sale. The prospect enters into a paid subscription with HowGood for its Latis platform within six (6) months after HowGood confirms receipt of the referral.

6. Referral Credit. For each Qualified Referral, HowGood will issue Referrer a one-time credit of \$1,500 for enterprise companies (companies with \$2B+ in annual revenue) and \$250 for mid-market companies (companies below \$2B in annual revenue) applied to Referrer's next invoice ("Referral Credit"). Referral Credits are non-transferable and not redeemable for cash. Referral Credits may be applied only to future invoices. Unused credits are not refundable.

7. Confirmation and Timing. HowGood will notify Referrer whether a referral qualifies on a quarterly basis after the prospect becomes a customer (or, if denied, within 30 days after HowGood determines the referral does not qualify), and will apply the Referral Credit on the next invoice issued after qualification.

8. Qualification; Review. HowGood may verify whether a referral meets the requirements of these Referral Terms (including whether the prospect was already in HowGood's pipeline or discussions as of receipt) and may decline referrals that do not qualify or involve spam, misrepresentation, or improper conduct. If HowGood declines a referral, it will provide a brief reason (for example: "already in pipeline," "no direct meeting," or "outside the six-month window"). If Referrer believes a decision was made in error, Referrer may request a review by emailing referrals@howgood.com within 15 days of notice, and HowGood will review in good faith.

9. Miscellaneous. These Referral Terms are incorporated into and governed by the HowGood Terms of Service located at <https://legal.howgood.com/#terms-of-service>. Capitalized terms not defined here have the meanings given in the HowGood Terms of Service.

