2026 INDUSTRIAL SOLUTIONS CHANNEL PARTNER PROGRAM

Together every step of the way



Honeywell
UOP

CHANNEL PARTNER PROGRAM ELIGIBILITY AND CONDITIONS

Every Channel Partner of Industrial Solutions (IS) products is eligible for this program, which has been introduced to drive further engagement and to better reward your efforts.



To participate in the program and receive all its benefits and rewards, a Channel Partner must:

- Work together with Honeywell on a Mutual Action Plan (MAP)
- Have Quarterly Business Reviews (QBRs)
- Provide regular reports, inventory levels and forecast details to Honeywell during the qualifying year

Failure to meet these requirements and report this information will result in disqualification from the program benefits.

BENEFITS

BUSINESS PARTNERSHIP

A Honeywell Channel Manager will conduct regular business reviews with you to track progress against your annual business plan. A review of the business plan will cover the Channel Partner Scorecard, targeted and actual sales, and forecasts. It will also include issue resolution for unmet sales targets.

Honeywell invites Channel Partners in the program to participate in team calls with assigned Account Managers. We believe you deserve to hear directly from us on what we are doing to build trusted cooperation—together every step of the way. This virtual meeting creates an open forum and increases the lines of communication between our organizations.

MARKETING SUPPORT

An important element of our Channel Partner program will be our Channel Partner Hub. This website portal will provide you with access to channel resources including self-service marketing collateral such as editable brochures, flyers and other sales literature. It will also include Honeywell branding guidelines, banners ads and pull-up banners for tradeshows. Honeywell logos, including the Partner Tier Status logo, will be available, as well as product images for product catalogs or webpages.

PRODUCT MANAGEMENT

All Channel Partners will have access to information and tools needed to manage Honeywell products, to make them available on your website and in your product catalogs.

CHANNEL PARTNER PROGRAM LEVELS AND BENEFITS

Program levels are determined by a combination of the IS Channel Partner Scorecard and the capabilities of each participant distributor.

Honeywell IS Channel Partners will have specific Annual Operating Plan (AOP) targets set by the Honeywell Account Manager for revenue. If a target is not set, then the Channel Partner will neither qualify for a rebate nor receive the specific partner level benefits (i.e., Silver, Gold, Platinum, Diamond).

HONEYWELL DIAMOND CHANNEL PARTNER

Annual Sales >$5M Distributor Value-Add: Business Development / Promotion

HONEYWELL PLATINUM CHANNEL PARTNER

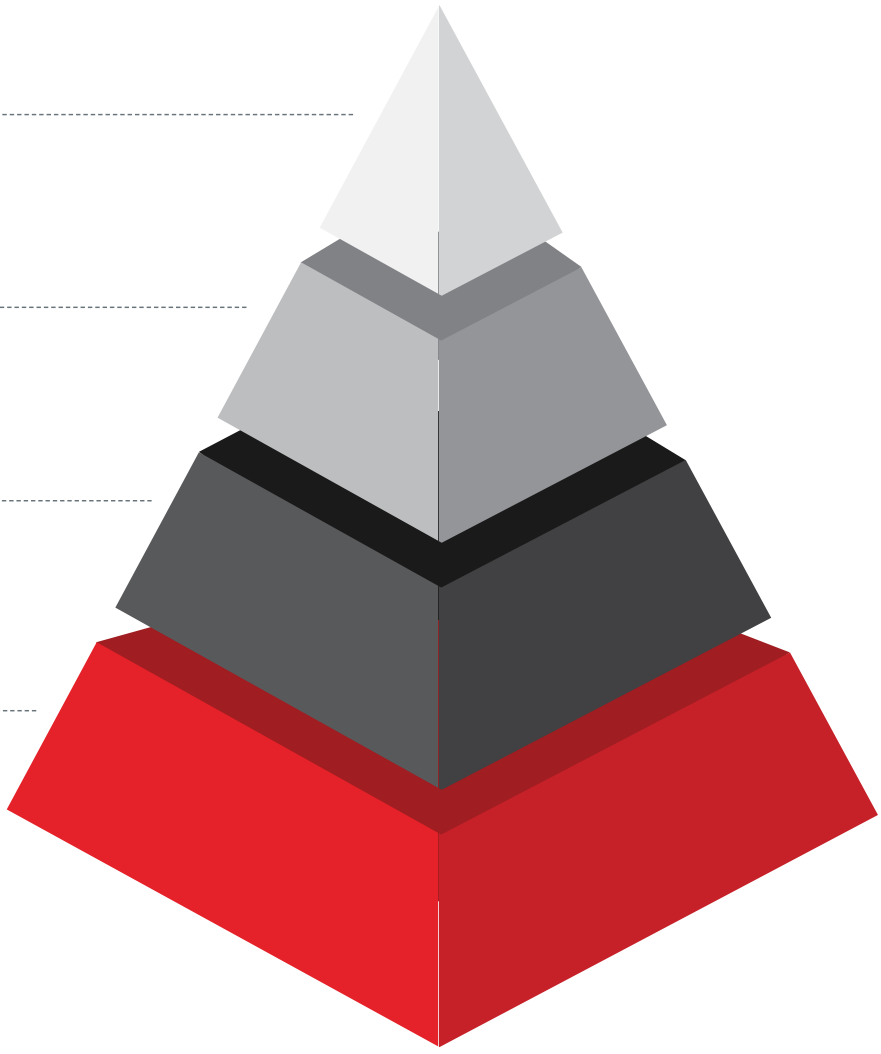
Annual Sales >$2M Distributor Value-Add: Business Development / Promotion

HONEYWELL GOLD CHANNEL PARTNER

Annual Sales >$1M Distributor Value-Add: Business Development Promotion

HONEYWELL SILVER CHANNEL PARTNER

Annual Sales <$1M Distributor Only





CHANNEL PARTNER PROGRAM LEVELS

SILVER LEVEL

Silver partners regularly deliver on-target business results. They represent Honeywell IS products with technical proficiency.

They invest in new Honeywell products and growth initiatives. They support accounts effectively and introduce Honeywell products to new customers. They have solid management operating systems to drive growth. They stock the Honeywell products necessary to serve their customers.

GOLD LEVEL

Gold partners regularly deliver above-targeted business results. They represent multiple Honeywell IS products with high levels of technical proficiency and add value.

They invest in new Honeywell products and growth initiatives. They support accounts effectively and introduce Honeywell products to new customers. They have solid management operating systems to drive growth. They have high levels of Honeywell products to serve their customer base. Honeywell is among their leading brands with their customers.

PLATINUM LEVEL

Platinum partners consistently deliver outstanding business results. They represent the broadest set of Honeywell IS products and have deep expertise and solution-selling capabilities, including value-adding processes and strong promotion of the Honeywell brand.

They consistently invest in new Honeywell products and growth initiatives. They exhibit a companywide growth culture and focus extensively on new initiatives to get Honeywell products to customers. They have outstanding management operating systems which drive precise and consistent execution and ensure a strong pipeline of new business. They view themselves as an integral part of the Honeywell supply and value chain. Honeywell is their lead brand with their customers.

DIAMOND LEVEL

Diamond Partners are our strategic, top-tier partners characterized by exceptional performance, deep alignment, and exclusive access to Honeywell resources. These elite partners demonstrate the highest levels of commitment and innovation, consistently achieving significant sales growth with Honeywell.

They surpass performance benchmarks and actively contribute to strategic initiatives across various verticals. Diamond Partners offer comprehensive solution capabilities and complex implementation services, complemented by premium customer support models.

Engaged closely with Honeywell, these partners often participate in joint-innovation projects, pilot programs and gain early access to new Honeywell technologies, ensuring they remain at the forefront of market trends and advances.

2026 SCORECARD

The IS Channel Partner Program is built to uphold the highest standards in delivering our products and solutions—across every channel. It ensures partners consistently meet expectations for capability, performance and professionalism, while enabling their business growth through structured support and incentives.

To promote fairness, transparency and scalability, we've introduced a refined benchmark system for tier allocation. This is based on a core set of key performance indicators (KPIs):

Core KPIs for Tiering:

1. Revenue Targets
   Each tier has progressively graduated, minimum-revenue-attainment thresholds to ensure alignment with growth objectives.
2. Year-over-Year (YoY) Growth
   Measures annual revenue growth (January–December) compared to the previous year, with defined growth targets per tier.

Opportunity Efficiency (Currently Advisory)

This KPI evaluates whether partners generate sufficient opportunities to achieve growth targets. While not yet factored into tiering, this KPI is required and monitored to guide partner development. While not yet factored into tiering, this KPI is required and monitored to guide partner development.

We're committed to helping you grow your business while delivering the highest standards of capability, performance and professionalism. The Honeywell Channel Partner Program provides a clear, transparent framework for success—so you know exactly what's expected and what benefits you'll unlock as you advance through the tiers.

Your Path to Growth

The Scorecard is your roadmap to success. By meeting these KPIs and requirements, you'll unlock more benefits, strengthen your partnership with Honeywell and accelerate your business growth.

	BENEFITS							
Tier	Channel Partner Conference	Preferred Partner for Strategic Deals	Marketing & Demand Gen.	Channel Council	Offering Training	Access to Leadership Team	Marketing Development Funds (MDF)	Growth Rebate
Diamond	✓	✓	✓	✓	✓	✓	✓	5% to 8%
Platinum	✓	✓	✓	✓	✓	✓	✓	3% to 5%
Gold	✓	✓	✓	✗	✓	✗	✓	1.5% to 3%
Silver	✓	✗	✗	✗	✓	✗	✗	0.5% to 1.5%

BUSINESS MANAGEMENT

MUTUAL ACTION PLAN

Overview

This section, which defines the MAP process, applies to all Channel Partners.

Benefits

The MAP provides the following benefits for both Honeywell and our Channel Partners:

- Foundation planning and reviews to drive team selling
- Honeywell and Channel Partner marketing alignment
- Planned joint sales calls
- Alignment of Honeywell and Channel Partner goals
- Increased communication and support from Honeywell

Mutual Action Plan and Quarterly Business Review (QBR) tasks

Notifications will be sent to the Channel Managers responsible for Channel Partners via the Channel Partner Hub.

Channel Managers will conduct the MAP and QBR meetings with their Channel Partners and fill out the prescribed MAP template.



DEADLINES TO COMPLETE THE TASKS ARE SHOWN BELOW:

Mutual Action Plan 2026 deadline

MAP task complete by the end of January 2026

QBRs 2026 deadlines

- Q1BR task complete by the end of APRIL 2026
- Q2BR task complete by the end of JULY 2026
- Q3BR task complete by the end of OCTOBER 2026

Your Honeywell Account Manager will submit on your behalf after joint completion.

MARKETING DEVELOPMENT FUNDS (MDF)



OVERVIEW

- Honeywell designed the MDF program to put funds into the local market for Diamond, Platinum and Gold Channel Partners to significantly grow Honeywell product sales.
- MDFs are available for qualifying Channel Partners who achieve a minimum of **$500K** of annual revenue and must follow the procedures of the Honeywell MDF policy.

Benefits

This program enables Honeywell and Channel Partners to amplify their promotion/channel investments to increase mutual revenue and profits while driving customer loyalty.

Details

MDFs will be made available for all Channel Partners to promote the sale of Honeywell IS products based on their growth performance. The fund helps cover the cost of expenses used in the direct promotion of Honeywell IS products.

These funds are intended to support value-added sales efforts. Therefore, all proposed expenditures should be measurable.

Fund Usage and Procedure

- A Marketing Activity Plan must be submitted in the respective section of the MAP or QBR task for MDF pre-approval
- Pre-approval must be obtained before any investment sharing is assumed
- After the activity takes place, MDF funds need to be requested
- The request and approval process is described in the chart on page 8
- Once approved, Honeywell notifies the Channel Partner

MDF CO-INVESTMENT REQUIREMENT

In launching our MDF framework within the Channel Partner Program, we have implemented a co-investment requirement aimed at enhancing the effectiveness of joint marketing efforts.

Year 1: Encouraging Investment

For the first year, we encourage Channel Partners to invest their own resources alongside the MDF provided by Honeywell. While there is no mandated percentage split for this initial period, we highly recommend that Channel Partners utilize a portion of their own funds whenever investing in MDF initiatives. This practice is designed to amplify the impact of the funds spent and broaden our collective reach in the market.

Year 2: Implementation of Co-Investment Split

Starting in the second year of the program, a structured co-investment requirement will be introduced. The investment split will be set at 70/30, whereby Honeywell will cover 70% of the MDF expense, and the Channel Partner will be responsible for the remaining 30%.

For example, if a Channel Partner decides to spend $5,000 on a marketing activity, the MDF split would be as follows:

- **Total MDF Investment:** $5,000
- **Honeywell Contribution (70%):** $3,500
- **Channel Partner Contribution (30%):** $1,500

Year 3: Revised Co-Investment Split

Beginning in the third year of the program, the investment split will change to 60/40, with Honeywell covering 60% and the Channel Partner responsible for 40%.

Using the same $5,000 investment example:

- **Total MDF Investment:** $5,000
- **Honeywell Contribution (60%):** $3,000
- **Channel Partner Contribution (40%):** $2,000

This structure is intended to foster a stronger partnership dynamic and ensure a shared commitment to marketing efforts that drive business growth.

We look forward to working together with our Channel Partners to maximize the impact of our marketing initiatives.

Conditions for Reimbursement

- Qualifying Channel Partners must comply with existing Honeywell contracts and must be current with their credit to participate
- All eligible activities will be reimbursed up to the maximum reimbursement percentage as determined by Honeywell in the pre-approval process
- Proof of spend is required before funds are issued. Please see the detailed process in the chart below
- Honeywell reserves the right to adjust this percentage if completed activity varies from the pre-approved criteria

MDF AUTOMATED AND STREAMLINED PROCESS



EXAMPLES OF QUALIFYING MARKETING ACTIVITIES			
Activity	**Description**	**Reimbursable Expenses**	**Return On Investment (ROI) Metrics**
Digital marketing campaigns	Online, multi-faceted marketing campaign, designed to increase engagement, leads, web-traffic and income for Honeywell products and solutions.	Fees from third party agencies or creative support related to planning, copywriting, design and execution. Any media inclusion fees including paid social and programmatic advertising.	• Digital: Number of impressions, CTR and CPC. • Print: Number of recipients. • Proof of use (photos, advertising). Must tie into event activities.
Events: Trainings/ Trade Shows/ Conferences	Hosting education and outreach events, including lunch-and-learns, focused on presenting and demonstrating Honeywell products and capabilities to influencers and end users. Attending and displaying at industry and trade events to promote Honeywell products or services.	Meeting room or booth space costs, event costs, and costs associated with food and other amenities if hosting a lunch-and-learn. The event must be 100% Honeywell focused and cannot be shared with other vendors.	• Number of attendees (new versus existing). • Number of leads. • Photos from the event.
Trade Publications	Company listings, print ads, or web banners supporting Honeywell products or services offerings in trade journals/ publications, periodicals, and web environments. Includes Blue Book listings and advertisement.	Third party agency creative fees, associated copywriting, design/layout and production expenses, listing and advertisement placement charges.	• Number of copies distributed (or reach of publication). • Number of leads, artwork and a copy of the listing, advertisement or article.

COMPETITOR LOGO USAGE

Honeywell recognizes that certain marketing activities—such as trade shows, industry events or multi vendor campaigns—may include environments where competitor logos appear alongside the Honeywell logo. To ensure brand integrity and appropriate market representation, all MDF funded activities that include competitor logos must be submitted for review **prior to production or public display.**

Approval of these activities will be handled **on a case by case basis,** and Honeywell reserves the right to request modifications or deny MDF funding if the competitive context is determined to create brand confusion, misalignment or reputational risk.

Channel Partners are responsible for providing clear visuals, mockups or descriptions during the MDF request process so that Honeywell can complete a thorough and timely review.

MDF REQUEST SUBMISSION DEADLINE

Annual MDF Submission Cutoff

To ensure timely processing, budget management and year end program reconciliation, Honeywell will not accept or review new MDF funding requests submitted after **December 1, 2026.** Any requests received after this date will be automatically declined and must be resubmitted under the following program year (if eligible).

Channel Partners are encouraged to plan activities early and submit requests well in advance of the deadline to avoid delays or funding limitations.

GROWTH REBATE

1. OVERVIEW

The Rebate Program aims to accelerate growth by offering financial rewards for achieving specific growth targets. This program incentivizes partners to drive higher performance, creating mutual benefits through enhanced revenue and success.

The program is available to all tiers.

2. BENEFITS & CRITERIA

Program Elements

- Revenue performance against plan: Rebate results are based on performance measured against predetermined revenue targets
- Annual performance evaluation: Performance is reviewed on a yearly basis to assess eligibility and payout
- Channel Partner conduct: Channel Partners are expected to demonstrate and uphold best Honeywell practices
- Payment as credit. The rebate is issued as credit to the partner's account

Program Qualification Criteria

- Active contract: Maintain an active contract for the specific year
- Revenue target achievement: Meet or exceed the annual revenue target set in the AOP
- Credit standing: Ensure no credit blocks exist on accounts receivable during the year

Definition & Rules

- Performance and payouts are measured yearly against the AOP
- The payment of all benefits achieved will be paid after the year closes, during Q1 of the following year
- The program defined in this guide applies only to Honeywell Industrial Solutions and replaces any local incentives currently in place
- Large, highly competitive bids may be excluded from rebate calculations

ADDITIONAL DETAILS & EXCEPTIONS

Details

Rebates will be calculated on Channel Program onboarded Line of Business (LOB) revenue performance within the year against the yearly AOP established by Honeywell.

Rebates will be paid based on the revenue target achievement of the Channel Partner's purchases of Honeywell IS products during this period.

To be eligible, you must purchase Honeywell IS products for more than one year, with a total of at least $500,000 USD in annual revenues and be in good financial standing with no late payments.

Final numbers for payment and attainment are based on orders that are fully invoiced in the calendar year.

Exceptions

Highly discounted orders shall be excluded from rebates calculations. Honeywell determines if the AOP requires adjustment and Honeywell reserves the right to disqualify any Channel Partners from receiving rebates and the number of rebates given. The accepted period for closing out reconciliations is one quarter after the previous year ends.

GROWTH ABOVE BUSINESS TARGET	DIAMOND	PLATINUM	GOLD	SILVER
>1-10%	5.00%	3.0%	1.5%	0.5%
>10-25%	6.50%	4.0%	2.0%	1.0%
>25%	8.00%	5.0%	3.0%	1.5%

Below are examples of the calculation of growth rebates under four different scenarios. Eligibility is determined by overall revenue growth and partner tier, as per the table above.

PARTNER	2026 TIER ATTAINED	TARGET 2025 REVENUE ($)	ACTUAL 2025 REVENUE ($)	GROWTH ($)	GROWTH	ELIGIBILITY	REBATE	REBATE ($)
Partner A	Platinum	$5,500,000	$7,500,000	$2,000,000	36%	Yes	5%	$100,000.00
Partner B	Gold	$5,500,000	$6,750,000	$1,250,000	23%	Yes	2%	$25,000.00
Partner C	Silver	$5,500,000	$6,250,000	$750,000	14%	Yes	1%	$7,500.00
Partner D	Silver	$5,500,000	$5,549,500	$49,500	0.9%	No		

CHANNEL PARTNER HUB

Your One Place for Partnership Clarity and Momentum.

The Channel Partner Hub is a secure workspace in our partner portal that brings together the essentials you need to manage and grow our joint business: Contract visibility, joint planning, performance tracking, and brand-ready marketing assets—all in one convenient location.

What You Can Do in the Channel Partner Hub

- **See your active contract**
  Review current terms, scope and status so commercial decisions are always made with the latest information at hand.
- **Own the plan with Mutual Action Plans**
  Access and update your MAP—including the activities agreed upon during Quarterly Business Reviews.
- **Track agreed objectives after QBRs**
  Consult your AOP and monitor progress on the goals we set together and keep actions visible between reviews, supported by scorecard dashboards and a consolidated Channel Analytics view.
- **Promote the brand with ready to use marketing collaterals**
  Find co-branding guidelines, approved visuals and campaign-in-a-box assets, so your teams can move fast while staying on brand.
- **Access MDF requests and usage information**
  Submit MDF pre-approvals and post-executions reimbursement requests, track your MDF usage and access MDF guidelines.

Access and Navigation

- **Where to find it:** The Channel Partner Hub lives **here**. Bookmark it for daily use.
- **Coming enhancements:** New capabilities will be added to the Channel Partner Hub throughout the year, giving you access to even more assistance and features.

FAQs

Q: What is the Channel Partner Program?

A: The Channel Partner Program is built to uphold the highest standards in delivering our products and solutions across every channel. It ensures Channel Partners consistently meet expectations for capability, performance and professionalism, while supporting their business growth.

Q: Who is eligible?

A: All Industrial Solutions distributors who comply with Channel Partner Program requirements.

Q: What are the requirements for eligibility?

A: Requirements for eligibility are a fully executed Distribution Agreement and a complete Mutual Action Plan for the current year.

Q: What are the key benefits?

A: Enhanced Incentives: Performance-based rewards and marketing support motivate Channel Partners and boost their success.

Streamlined Onboarding: Improved onboarding processes reduce time-to-market, allowing for a faster Channel Partner sales initiation.

Comprehensive Support Resources: Access to training materials, sales tools and dedicated support enhances Channel Partner capabilities.

Internal Team Benefits: Clearer processes, better communication and measurable outcomes improve internal team efficiency.

Q: Where can I find resources?

A: Honeywell Industrial Solutions Channel Hub
https://uop.honeywell.com/en/products-and-services/hsp-adsorbents/channel-excellence

Q: Who do I contact for support?

A: Channel Excellence: Daniela Delgado (Daniela.Delgado@Honeywell.com)

Channel Strategy and Business Development: Zoeb Merchant (Zoeb.Merchant@Honeywell.com)

Channel Marketing: Catherine Zimmerman (Catherine.Zimmerman@Honeywell.com)

Channel Operations: Xiaolin Hu (Xiaolin.Hu@Honeywell.com)

Channel Analytics: Maceo Jenkins (Maceo.Jenkins@Honeywell.com)

Q: How do I apply for rebates?

A: The Honeywell Channel Excellence Team will automatically initiate the rebate process after the end of the current fiscal year based on your eligibility. You do not need to apply.

Q: How long will it take to get my MDF credit memo?

A: Depending on how quickly after your marketing activity concludes, the process could take up to 45 days for approval and processing.

Q: Where do I go to submit an MDF pre-approval request and post-execution reimbursement?

A: The pre-approval and post-execution process forms live within the Channel Hub, here: https://uop.honeywell.com/en/products-and-services/hsp-adsorbents/channel-excellence. There are two separate forms, one for pre-approval requests, and one for post-execution reimbursements which, as a reminder, come in the form of credit memos.

Q: As a Channel Partner, is there a required investment from me for marketing activities?

A: No. During the first year of participation in the program, investment from the Channel Partner is not required. However, contributing your own investment is strongly encouraged, as it can help amplify the impact of MDF spend. Please note that a percentage of required investment may be introduced in future years.

Q: Can I use MDF for a marketing project that involves displaying a Honeywell competitor's logo?

A: These requests will be handled on a case-by-case basis. Please reach out to Catherine Zimmerman Catherine.Zimmerman@Honeywell.com with your specific request.

Q: Is there a timeframe in which I must submit my credit memo request after completing a pre-approved marketing activity?

A: It is up to you to submit the post-marketing activity credit memo request form after completing a marketing activity. The sooner you submit, the sooner you will receive your credit memo. The cutoff for submitting credit memo requests for 2026 is December 1, 2026.

For more information
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