

Lumen Big Wins Incentive

Bring Lumen your large deals and earn a **\$20,000+** payout!



Lumen bridges networking, managed services, edge cloud, and security to deliver an exceptional customer experience. **Bring us your biggest deals to earn more while delivering more for your customers!**

Overview

- Earn a one-time payout of **\$20,000** or more with a **1X** match of the incremental MRC of your deal (no maximum)
- Deal must be over \$20,000 incremental MRC to qualify
- Opportunities created prior to April 1, 2026, must be marked "Closed Won" by June 30, 2026
- Opportunities created in Salesforce between April 1, 2026, and June 30, 2026, must be marked "Closed Won" by December 31, 2026, and registered via the following link by June 30, 2026: [Q2 2026 Big Wins Incentive Registration](#)
- Qualified Sales with a minimum Service Term of two years are eligible
- Opportunities may be CIE or NCI
- Not stackable with other incentives
- Sales of the following products are not eligible for this incentive: Dark Fiber, Contact Center, Voice, VoIP, and UC&C

Incentive Period: April 1, 2026 – June 30, 2026

See Page 2 for full terms and conditions.

Contact your Lumen Channel Management Team for full details.

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Terms & Conditions: Lumen Big Wins Incentive

- The Lumen Big Wins Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can earn a one-time payout per billing customer, per Incentive Period. Standard commission rates apply in addition to the Incentive.
- The Incentive applies only to Qualified Sales. A "Qualified Sale" means a sale that meets the following criteria: Opportunities created in Salesforce between April 1, 2026, and June 30, 2026, must be marked "Closed Won" in Salesforce by December 31, 2026 and registered via the following link by June 30, 2026: [Q2 2026 Big Wins Incentive Registration Form](#). Opportunities created prior to April 1, 2026, must be marked "Closed Won" by June 30, 2026. Opportunities must be for new logo customers or for existing customers ordering net-new services (except as stated below, renewals and replacement services will not qualify for the Incentive). Opportunities must include a minimum monthly recurring charge (MRC) of \$20,000 and a minimum two-year Service Term.
- "Eligible Participants" means channel partners who have active Partner Program Agreements or Solution Partner Agreements with CenturyLink Communications, LLC d/b/a Lumen Technologies Group ("Lumen") or its affiliates and such partners' sub-agent business entities.
- Deals must be valued at \$20,000 and above incremental MRC to qualify.
- To qualify for this Incentive, a Qualified Sale must be for a Service billed by Lumen in North America, subject to North American sales recognition guidelines. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The sale must close in the United States of America with the appropriate signed contract or order form. Services may be provided in an international location by Lumen or its affiliates.
- "Incentive Period" means the period beginning April 1, 2026, and ending June 30, 2026, or upon budget depletion—whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- Standard ordering processes apply.
- Payout is based on the incremental MRC stated in a valid customer-signed order accepted by Lumen in accordance with its standard process. Qualified Sales amounts consist of incremental MRC + committed usage charges.
- Incentive payouts will be paid at the partner level (through the regular commission process) approximately 45 days after a Qualified Sale is marked "Closed Won" in Salesforce, provided that such designation occurs on or before December 31, 2026.
- The Incentive will apply to strategic product migrations/replacement services and technology refreshes only if such migrations/replacement services and refreshes qualify for sales recognition under Lumen's Sales Recognition guidelines.
- Sales recognition is based on full value if the service substitution is a strategic product migration (as approved by Lumen Finance/Product).
 - Migration/Replacement Services: Sales recognition is for the net-new revenue generated; if the replacement services are similar, sales recognition will be computed for the incremental amount of revenue increase.
 - In either case, the related disconnect will be netted against the newly installed service to compute the net amount.
- Lumen may modify, suspend, amend or terminate the Incentive at any time and without prior notice to or consent of Eligible Participants. Lumen specifically reserves the right to change the Incentive in a manner that may modify or eliminate the amount of the Incentive.
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 120 days of the Salesforce "Closed Won" date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state or other taxes for the Incentive will be the sole responsibility of the Eligible Participants. Lumen will not be responsible for payment of any such taxes.
- Lumen will review all submitted orders to ensure Incentive criteria have been met before awarding payouts.
- Lumen reserves the right to end, modify or deny any claim under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders canceled prior to installation will not qualify for the Incentive, and Lumen may recover any incentive payouts paid in connection with such orders, including by way of offset against the channel partner's normal commissions.
- Lumen reserves the right to review all Qualified Sales for which Eligible Participants received a payout under this Incentive, up to 24 months from the service installation date, to verify that the requirements for such Qualified Sale are being met. If not, Lumen may recover the payout, including by way of offset against the channel partner's normal commissions.
- The Incentive is void where prohibited.
- The Lumen Big Wins Incentive is not stackable with any other Lumen Partner Incentives
- Check the Lumen Partner Portal regularly for updates to the Incentive.
- This Incentive will apply to channel integrated ("CIE") and non-channel integrated ("NCI") opportunities.
- Sales of the following products are not eligible for this incentive: Dark Fiber, Contact Center, Voice, VoIP, and UC&C.

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Lumen NaaS Incentive

Bring Network-as-a-Service (NaaS) deals to Lumen and earn **\$1,000** per new customer



Activate and deploy internet service in minutes with a single, central network management portal. Customers can easily add new connections or upgrade their network with our intuitive NaaS Manager, extensive APIs, and over-the-top cloud, edge, and security services they can add in the future to build the network they need. **Redefine the networking experience with Lumen® Network-as-a-Service while growing your own business.**

Overview

- Earn a one-time payout of **\$1,000** for every new NaaS customer
- Customer must order a new NaaS Port and activate a new NaaS Service during the Incentive Period
- Earn an additional one-time payout of \$1,000 if your customer completes a Customer Story with Lumen
- Opportunities may be CIE or NCI
- Stackable with the Lumen New Logo & Wavelengths Incentives

Incentive Period: April 1, 2026 – June 30, 2026

See Page 2 for full terms and conditions.

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Terms & Conditions: Lumen NaaS Incentive

- The Lumen NaaS Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can receive a one-time payout of \$1,000 (the "Payout") for every new NaaS customer procured by the Eligible Participant during the Incentive Period, and only with respect to a Qualified Sale. The Incentive can be applied once per billing customer, per Incentive Period. Standard commission rates apply in addition to the Incentive.
- Eligible Participants can receive an additional one-time payout of \$1,000 if the customer agrees via a signed Customer Story Agreement to film a Customer Story about the transaction and service. This will be paid at completion of the Customer Story process. Reference the Customer Story Agreement for details.
- "Qualified Sale" means a sale that meets the following criteria: During the Incentive Period, the customer must (i) place an order for a new NaaS M-UNI Port (provided that Lumen subsequently accepts the order), and (ii) activate a new NaaS Internet on Demand or Ethernet on Demand Service on the NaaS Port within 30 days after installation of such port. Qualified Sales must be billed by Lumen in North America, to a Billing Account Number (BAN) compensable to the partner, subject to North American sales recognition guidelines. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The NaaS Port sale must close in the United States of America with the appropriate signed contract or order form and the opportunity must be marked "Closed Won" in Salesforce prior to the conclusion of the Incentive Period. Services may be provided in an international location by Lumen or its affiliates.
- "Incentive Period" means the period beginning April 1, 2026, and ending June 30, 2026, or upon budget depletion, whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- "Eligible Participant" means a channel partner who has an active Partner Program Agreement (PPA) or Solution Partner Agreement (SPA) with CenturyLink Communications, LLC d/b/a Lumen Technologies Group ("Lumen") or its affiliates, and such partners' sub-agent business entities.
- "Qualified Sale Date" means the date on which the opportunity is marked "Closed Won" in Salesforce.
- Standard ordering processes apply.
- Incentive awards will be paid at the PPA and SPA partner level through the regular commission process.
- The Payout will be disbursed approximately 45 days from the Qualified Sale Date.
- Lumen may modify, suspend, amend or terminate the Incentive at any time and without prior notice to or consent of Eligible Participants. Lumen specifically reserves the right to change the Incentive in a manner that may modify or eliminate the amount of the Incentive.
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 120 days of the Qualified Sale Date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state, or other taxes for the Incentive will be the sole responsibility of the Eligible Participants. Lumen will not be responsible for payment of any such taxes.
- Lumen will review all Qualified Sales to ensure Incentive criteria have been met before awarding payouts. Lumen reserves the right to review all Qualified Sales and Customer Stories for which Eligible Participants received a payout under this Incentive, up to 24 months from the Qualified Sale Date, to verify that the Incentive criteria have been met. If the Incentive criteria have not been met, Lumen may recover any payout previously paid, including by way of off-set against the channel partner's normal commissions.
- Lumen reserves the right to end, modify or deny any claim under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders for new NaaS Ports that are canceled prior to installation will not qualify for the Incentive. Lumen may recover any payouts paid in connection with such orders or Services, including by way of off-set against the channel partner's normal commissions.
- The Incentive is void where prohibited.
- Check the Lumen Partner Portal regularly for updates to the Incentive.
- Except as expressly noted within the terms of another Lumen incentive program, this Incentive may be combined with the Lumen New Logos and Wavelengths Incentives.
- This Incentive will apply to channel integrated ("CIE") or non-channel integrated ("NCI") opportunities.

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Lumen Wavelengths Incentive

Receive a **1X MRC** payout for each wavelength sale!



Catch the wave with Lumen!
Lumen Wavelengths is a dedicated, ultra-high capacity, low-latency connectivity solution enabling customers to modernize, simplify and scale their core digital network so that their data, applications, and workloads can be distributed securely between their IT instances residing in Strategic Data Centers and Public Cloud.

[Learn about Lumen Wavelengths here!](#)

Overview

- Earn a one-time payout equal to **1X MRC** when you sell any Wavelengths product
- Qualified Sales: Sales of Eligible Products (defined on next page)
- No minimum MRC
- Minimum Service Term of two years on the Eligible Product
- Opportunities may be CIE or NCI
- Stackable with the Lumen NaaS & New Logo Incentives

Incentive Period: April 1, 2026 – June 30, 2026

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Terms & Conditions: Lumen Wavelengths Incentive

- The Lumen Wavelengths Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can earn a one-time payout equal to 1x the product sales value for each new Qualified Sale (defined below), subject to the limitations contained herein.
- The Incentive applies only to opportunities that are:
 - Marked "Closed Won" in Salesforce during the Incentive Period (defined below).
 - New Qualified Sale(s) of Eligible Product(s) (defined below) with a minimum Service Term of two years.
- "Eligible Participants" means channel partners who have active Partner Program Agreements or Solution Partner Agreements with CenturyLink Communications, LLC d/b/a Lumen Technologies Group ("Lumen") or its affiliates and such partners' sub-agent business entities.
- "Eligible Products" means the [Wavelengths](#) products and services provided by Lumen and/or its affiliates and identified as available for sale on the Lumen Channel Partner Portal.
- To qualify for this Incentive, a Qualified Sale must be for a Service billed by Lumen in North America, subject to North American sales recognition guidelines.
- "Incentive Period" means the period beginning April 1, 2026, and ending June 30, 2026, or upon budget depletion, whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- "Qualified Sale" means a sale of Eligible Product(s) in accordance with the channel partner's Partner Program Agreement or Solution Partner Agreement with Lumen or a Lumen affiliate (and any terms contained therein), where such related order is accepted by Lumen. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The sale must close in the United States of America with the appropriate signed contract or order form. Services may be provided in an international location by Lumen or its affiliates.
- Standard ordering processes apply. Sales must provide a Lumen countersigned contract, if applicable.
- Payout is based on the monthly recurring charge(s) ("MRC") stated in a valid customer signed order that is deemed a Qualified Sale and accepted by Lumen in accordance with its standard ordering process(es) and any committed usage associated with such accepted order.
- Incentive payouts will be paid at the partner level (through the regular commission process) approximately 45 days after a Qualified Sale is marked "Closed Won" in Salesforce, provided such designation occurs prior to the conclusion of the Incentive Period.
- Lumen may modify, suspend, amend or terminate the Incentive at any time and without any prior notice to, or consent of, Eligible Participants.
- Lumen specifically reserves the right to change the payout structure and/or criteria of the Incentive in a manner that may modify or eliminate the amount of the Incentive payout(s).
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted to Lumen within 120 days of the Salesforce "Closed Won" date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state, or other taxes related to the Incentive are the sole responsibility of the Eligible Participants. Lumen is not responsible for payment of any such taxes.
- Lumen will review "Closed Won" opportunities to ensure Incentive criteria have been met before awarding payouts.
- Lumen reserves the right to end, modify or deny any claim for a payout under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders canceled prior to installation will not qualify for the Incentive and Lumen may recover Incentive payouts associated with such orders, including by way of off-set against the channel partner's normal commissions.
- Lumen reserves the right to review all Qualified Sales for which Eligible Participants received a payout under this Incentive for 24 months from the Service installation date to verify that the requirements for such Qualified Sale are being met. If not, Lumen may recover the incentive paid, including by way of offset against the channel partner's normal commissions.
- The Incentive is void where prohibited.
- Check the Lumen Partner Portal regularly for updates to the Incentive.
- Except as expressly noted within the terms of another Lumen incentive program, this Incentive may be combined with the Lumen NaaS and Lumen New Logo Incentives.
- This Incentive will apply to channel integrated ("CIE") and non-channel integrated ("NCI") opportunities.

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Lumen New Logo Incentive

Introduce Lumen solutions to new customers and earn up to **\$20,000**



When you introduce Lumen solutions to new customers, you can earn up to \$20,000 per billing customer. Lumen helps partners build a strong customer base with the extraordinary capabilities of our platform and the strength of our global fiber infrastructure.

Overview

- Earn a one-time payout equal to **1X MRC**, up to **\$20,000** per billing customer, when you sell any Eligible Product to a new logo customer (defined on page 2)
- Minimum \$1,000 MRC on the Qualified Sale
- Minimum Service Term of two years on the Eligible Product
- Opportunities may be CIE or NCI
- Stackable with the Lumen NaaS & Wavelengths Incentives
- Sales of the following products are not eligible for this incentive: Dark Fiber, Contact Center, Voice, VoIP, and UC&C

Incentive Period: April 1, 2026 - June 30, 2026

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Terms & Conditions: Lumen New Logo Incentive

- The Lumen New Logo Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can earn a one-time payout equal to 1x MRC of the Salesforce opportunity for each Qualified Sale (defined below) to a new logo customer, with a maximum payout of \$20,000 per billing customer, subject to the limitations contained herein.
- The Incentive applies only to new Qualified Sales of Eligible Products (defined below) that are:
 - Marked "Closed Won" in Salesforce during the Incentive Period (defined below);
 - To new logo customers, and;
 - For a minimum monthly recurring charges ("MRC") amount of \$1,000 or more and a minimum Service Term of two years for the Eligible Product(s) purchased.
- "Eligible Participants" means channel partners who have active Partner Program Agreements or Solution Partner Agreements with CenturyLink Communications, LLC d/b/a Lumen Technologies Group ("Lumen") or its affiliates and such partners' sub-agent business entities.
- "Eligible Products" means the products and services provided by Lumen and/or its affiliates and identified as available for sale on the Lumen Channel Partner Portal.
- To qualify for this Incentive, a Qualified Sale must be for a Service billed by Lumen in North America, subject to North American sales recognition guidelines.
- "Incentive Period" means the period beginning April 1, 2026, and ending June 30, 2026, or upon budget depletion, whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- A "new logo customer" means a customer that has no historical sales and no historical revenue at the Bus Org and Ultimate Customer levels for the previous six months (according to Lumen records).
- "Qualified Sale" means a sale of Eligible Product(s) in accordance with the channel partner's Partner Program Agreement with Lumen or a Lumen affiliate (and any terms contained therein), where such related order is accepted by Lumen. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The sale must close in the United States of America with the appropriate signed contract or order form. Services may be provided in an international location by Lumen or its affiliates.
- Standard ordering processes apply.
- This Incentive can be applied once per billing customer during the Incentive Period. Standard commission rates apply in addition to the Incentive.
- Incentive payouts will be paid at the partner level through the regular commission process.
- Incentive payouts will be paid approximately 45 days after a Qualified Sale for an Eligible Product is "Closed Won" in Salesforce, provided the sale is marked as such prior to the conclusion of the Incentive Period.
- Lumen may modify, suspend, amend, or terminate the Incentive at any time and without any prior notice to, or consent of, Eligible Participants. Lumen specifically reserves the right to change the payout structure and/or criteria of the Incentive in a manner that may modify or eliminate the amount of the Incentive payout(s).
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 120 days of the Salesforce "Closed Won" date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state, or other taxes related to the Incentive are the sole responsibility of the Eligible Participants. Lumen is not responsible for payment of any such taxes.
- Lumen will review all submitted orders to ensure Incentive criteria have been met before awarding payouts.
- Lumen reserves the right to end, modify, or deny any claim for a payout under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders canceled prior to installation will not qualify for the Incentive and Lumen may recover Incentive payouts associated with such orders, including by way of off-set against the channel partner's normal commissions.
- Lumen reserves the right to review all Qualified Sales for which Eligible Participants received an Incentive payout under this Incentive for 24 months from the Service installation date to verify that the requirements for such Qualified Sale are being met. If not, Lumen may recover any Incentive paid, including by way of off-set against the channel partner's normal commissions.
- The Incentive is void where prohibited.
- Check the Lumen Partner Portal regularly for updates to the Incentive.
- Except as expressly noted within the terms of another Lumen incentive program, this Incentive may be combined with the Lumen NaaS and Wavelengths Incentives.
- This Incentive will apply to channel integrated ("CIE") and non-channel integrated ("NCI") opportunities.
- Sales of the following products are not eligible for this incentive: Dark Fiber, Contact Center, Voice, VoIP, and UC&C.

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