

The background of the entire page is a photograph of a business meeting. In the foreground, two men in suits are shaking hands. Behind them, a woman and another man are looking on. The image is overlaid with a blue-to-green gradient. There are several decorative elements: concentric circles in the top right, a dotted circle on the right side, and a circle with diagonal lines in the bottom left.

meridianlink[®] marketplace

Partnering To Help Grow Your Business



BROCHURE

Welcome to the MeridianLink® Marketplace Program

Introduction

At MeridianLink®, we connect financial institutions and fintech companies to better technology, better service, and better solutions, which streamline experiences so your clients can live better lives. We solve complex problems with powerful yet practical solutions.

Since the beginning, we've been a leader in adapting to change with unique, industry-first solutions. We meet opportunities head-on with innovation and drive. We are invested in helping our partners and customers grow and succeed. Our passion for delivering digital lending and account-opening experiences drives everything we do. Simply put, we work to accelerate life's important financial moments.

LET'S BEGIN

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Our technology platform is our core offering, but our success is driven by our mission, vision, and values. These foundational elements help us build a thriving organization where our people are stronger together.



Our partnerships are a critical part of our success, as demonstrated by our commitment to growing the ecosystem, with hundreds of market-leading partners. We continue to invest in technology and relationships with our partners to accelerate growth through platform connectivity. Together with our partners, MeridianLink's

trusted modern software platform powers better business decisions to create better outcomes and build new opportunities for financial institutions and consumers, with innovative solutions that span the entire digital lending journey—from deposit account opening, consumer and mortgage loan origination, credit reporting, data access and verification, business consulting, analytics, collections, and scoring.

Enclosed in this brochure you'll find information on how to become a MeridianLink® Marketplace Partner, the different tier levels available, as well as the benefits of partnering with us.



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GET STARTED!

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What Is the MeridianLink Marketplace?

The MeridianLink Marketplace provides the opportunity for our partners to collaborate with MeridianLink to deliver innovative products and services to our customers that enhance the customer and consumer experience. This connects our partners and customers to get the most out of their relationship and integrations with MeridianLink, expand into untapped markets, and boost profitability.

The Marketplace Partner Program includes four tiers:

- **Standard**
- **Elite**
- **Premier**
- **Platinum** (*by invitation only*)

Each tier has assigned **requirements** and **benefits**, as outlined in this brochure. MeridianLink will evaluate eligibility to upgrade partnership tiers on an annual basis.



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Tier Requirements

Requirements	Standard	Elite	Premier
Signed Contract	✓	✓	✓
Live Integration	✓	✓	✓
Integrated Demo Video or User Guide	✓	✓	✓
Marketplace Profile	✓	✓	✓
User Forum Participation*		✓	✓
Email Campaign		✓	✓
Technical Integration Guide		✓	✓
Partner Sales Training		✓	✓
Mutual Customer Case Study		✓	✓
Integrated Marketing Campaign			✓
Partner Hosted Event			✓
Industry White Paper or eBook*			✓
Business Impact ≥ \$250K or ≥ 250 Mutual Customers			✓

*Biennial Requirement



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Standard Tier Requirements

SIGNED CONTRACT & LIVE INTEGRATION: Each year we will confirm that your company has a valid, current contract with MeridianLink, with at least one approved integration.

INTEGRATED DEMO VIDEO OR USER GUIDE: You will provide an integrated demo video or user guide with detailed step-by-step instructions on how a MeridianLink customer would use your solution within the MeridianLink products. This will be used by our sales and customer support teams to provide information on how to best address integration questions with our shared clients and should be refreshed annually.

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Standard Tier Requirements cont'd

MARKETPLACE PROFILE: The Marketplace is where our customers and partners search for new and innovative solutions. Your company will need to have an active Marketplace profile. Your profile will include a unique description of your company, provided by you, and can be refreshed as needed and requested by your company.

Elite Tier Requirements

Standard requirements plus:

USER FORUM PARTICIPATION: Our annual MeridianLink User Forum provides partners with an opportunity to interact with financial institutions, credit unions, and banks who are using MeridianLink products. To fulfill this requirement, partners must exhibit or become a sponsor of the event at least once every two years.

EMAIL CAMPAIGN: year, your company will submit plans for an email campaign, specific to your MeridianLink integration, that you'll send to MeridianLink prospective customers. The campaign will be managed by your team and could include topics such as: the benefits of using your solution, return on investment statistics, or thought leadership around the value of a new integration. Each submission must be reviewed and approved by MeridianLink before the campaign is launched.

TECHNICAL INTEGRATION GUIDE: Your technical integration user guide should provide detailed instructions on how your integrations work. This document will be leveraged by our internal teams to support clients using the integration and should be refreshed annually.

PARTNER SALES TRAINING: Your company will conduct annual sales enablement training for your integrations, with your internal sales team. MeridianLink will provide you with a partner sales training template for your company and will review the content to be used in the training

MUTUAL CUSTOMER CASE STUDY: Annually, your company will submit a joint case study for consideration. The joint case study can be used by both organizations to promote our partnership, integration, and results from leveraging the solutions.



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Premier Tier Requirements

Elite requirements plus:

INTEGRATED MARKETING CAMPAIGN: Each year, your company will provide an integrated marketing campaign that outlines the marketing activities and channels you plan to leverage, ensuring messaging and communications are consistent across our organizations. This can include thought leadership, sales enablement, and client engagement campaigns. Each submission must be reviewed and approved by MeridianLink before the campaign is launched.

PARTNER HOSTED EVENT: Your company will host an annual event or networking meeting that MeridianLink could participate in, focused on our integrated solutions. This could include an in-person event, a webinar, or podcast. Proposals for the event should be submitted to the Partner Marketing Manager for collaboration and planning.

INDUSTRY WHITE PAPER/EBOOK: Every two years, your company will refresh an industry whitepaper or eBook that consists of relevant industry topics, information for improving ROI, and material data for your solution and the MeridianLink product integration.

BUSINESS IMPACT: Annually, we'll examine the business impact of our integrated solutions. The qualifying criteria for this tier include earned revenue ≥ \$250k (as measured over the last twelve months) or ≥ 250 mutual customers.

Platinum Tier Requirements

By invitation only

MeridianLink assesses the Platinum Level Partner Tier invitations based on synergies between our organizations to improve upon and revolutionize the digital lending journey. We look at several industry and economic factors including, but not limited to, industry trends, consumer expectations, annual priorities, and customer feedback.



Questions? Reach out to a MeridianLink Marketplace Business Development Manager today!

marketplace@meridianlink.com

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Partner Benefits

Benefits	Standard	Elite	Premier
Partner Designation Logo	✓	✓	✓
Co-branded Marketing Templates & Style Guide	✓	✓	✓
Partner Blog Post or Template Press Release	✓	✓	✓
Marketplace Profile	✓	✓	✓
Joint Press Release		✓	✓
Partner Spotlight Recording in Marketplace		✓	✓
Expanded Profile in Marketplace		✓	✓
Partner Content in Sales Library		✓	✓
Syndicated Content with Blog Posts or Social Media		✓	✓
Participation in Partner Webinar		✓	✓
Customized Press Release			✓
Marketplace Front Page Profile			✓
Participation in Partner Event			✓
Early Access to User Forum			✓
Partner Showcase/Spotlight			✓
Joint Webinar			✓
Beta Partner, Early Access			✓



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Standard Tier Benefits

PARTNER DESIGNATION LOGO: Promote your integration with MeridianLink using our partner logo.

CO-BRANDED MARKETING TEMPLATES & STYLE GUIDE: A variety of marketing templates will be made available to your company, along with the style guide to assist you in your marketing efforts.

PARTNER BLOG POST OR TEMPLATE PRESS RELEASE: Your company will have the opportunity to submit a blog post, or you can use the MeridianLink press release template to draft a press release. Each submission must be reviewed and approved by MeridianLink before being published.

MARKETPLACE PROFILE: You will be able to utilize the MeridianLink Marketplace to showcase your solution and our partnership integration so that financial institutions, credit unions, banks, lenders, and fintech's of all sizes can easily find your company.



Elite Tier Benefits

Standard benefits plus:

JOINT PRESS RELEASE: Using the MeridianLink press release template, our organizations will work together to create a single press release announcing our partnership and solution integration.

PARTNER SPOTLIGHT RECORDING IN MARKETPLACE: Using the MeridianLink supplied template, we'll record a video where we'll ask you 5 questions for 5 answers in 5 minutes. The videos will be posted on the MeridianLink Marketplace.

EXPANDED PROFILE IN MERIDIANLINK MARKETPLACE: Your company will have the option to have a more detailed description within the MeridianLink Marketplace, including links to a video or white paper.

PARTNER CONTENT IN MERIDIANLINK SALES LIBRARY: You will have access to our MeridianLink Marketplace Sales Library where your company can store product marketing documents, videos, and technical guides.

SYNDICATED CONTENT WITH MERIDIANLINK BLOGS AND SOCIAL MEDIA: Your company can draft and share a blog with us that consists of relevant industry

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topics and material data for your solution and the MeridianLink product integration. Upon MeridianLink content approval, we'll post it to our blog and share the content through our social media pages.

PARTICIPATION IN PARTNER WEBINAR: Once per year, MeridianLink will participate in a webinar hosted by your company on a topic to be determined.

Premier Tier Benefits

Elite benefits plus:

CUSTOMIZED PRESS RELEASE: You will have the opportunity to draft and submit a press release of our partnership. In support of this, MeridianLink will supply a quote and press release approval.

MARKETPLACE FRONT PAGE PROFILE: Your company's profile will be included on the front page of the MeridianLink Marketplace website.

PARTICIPATION IN PARTNER EVENT: MeridianLink will supply a representative to participate in your partner-hosted event.

EARLY ACCESS TO USER FORUM: You'll get early access to the User Forum Vendor Showcase, which means previewing the sponsorships available before the full market launch.

PARTNER SHOWCASE/SPOTLIGHT: Your company will be highlighted with our sales team as a partner spotlight or potential showcase.

JOINT WEBINAR: MeridianLink will participate in or host a joint webinar with your company, showcasing our partnership and the value of our integrated solutions.

BETA PARTNER, EARLY ACCESS: When MeridianLink plans a new product launch, we'll consult with your team about early access or participating in the rollout as a Beta Partner.

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