Corporate presentation 2013

August 2013

Corporate Overview

Building Networks for People

Established in 1986 with a vision to make technology affordable and to provide an unmatched network experience for everyone.

D-Link®
Building Networks for People

Our business

FY2012 Revenue USD $1,096 million*

Founded 1986 in Hsinchu, Taiwan, D-Link is publicly traded on the TSEC (Taiwan) and the NSE (India) stock exchanges

==189 sales offices in 67 countries==, over 2,714 employees worldwide, regional warehouses in 15 countries; over 300 R&D personnel and 38 RMA centres globally

D-Link is a global market leader:
- Wireless LAN with 33% market share *
- Ethernet Switching with 16.5% market share **

D-Link featured in Gartner's Magic Quadrant for Wireless LAN Infrastructure, positioning the company amongst the industry's elite vendors of Wireless LAN solutions

*Source: Gartner, "Market Share: Enterprise WLAN Equipment, Worldwide, 4Q12 and 2012,"
**Source: Gartner, "Market Share : Enterprise Ethernet Switches, Worldwide, 2012," 28 March 2013"

D-Link®
Building Networks for People

Our core values

Innovation:

designing award-winning, first-to-market products that are based on industry standards that connect you to more

Value:

providing consumers, businesses, service providers and channel partners with the best technology solutions. We also ensure   customers get superior products, with the richest capabilities and smartest technologies
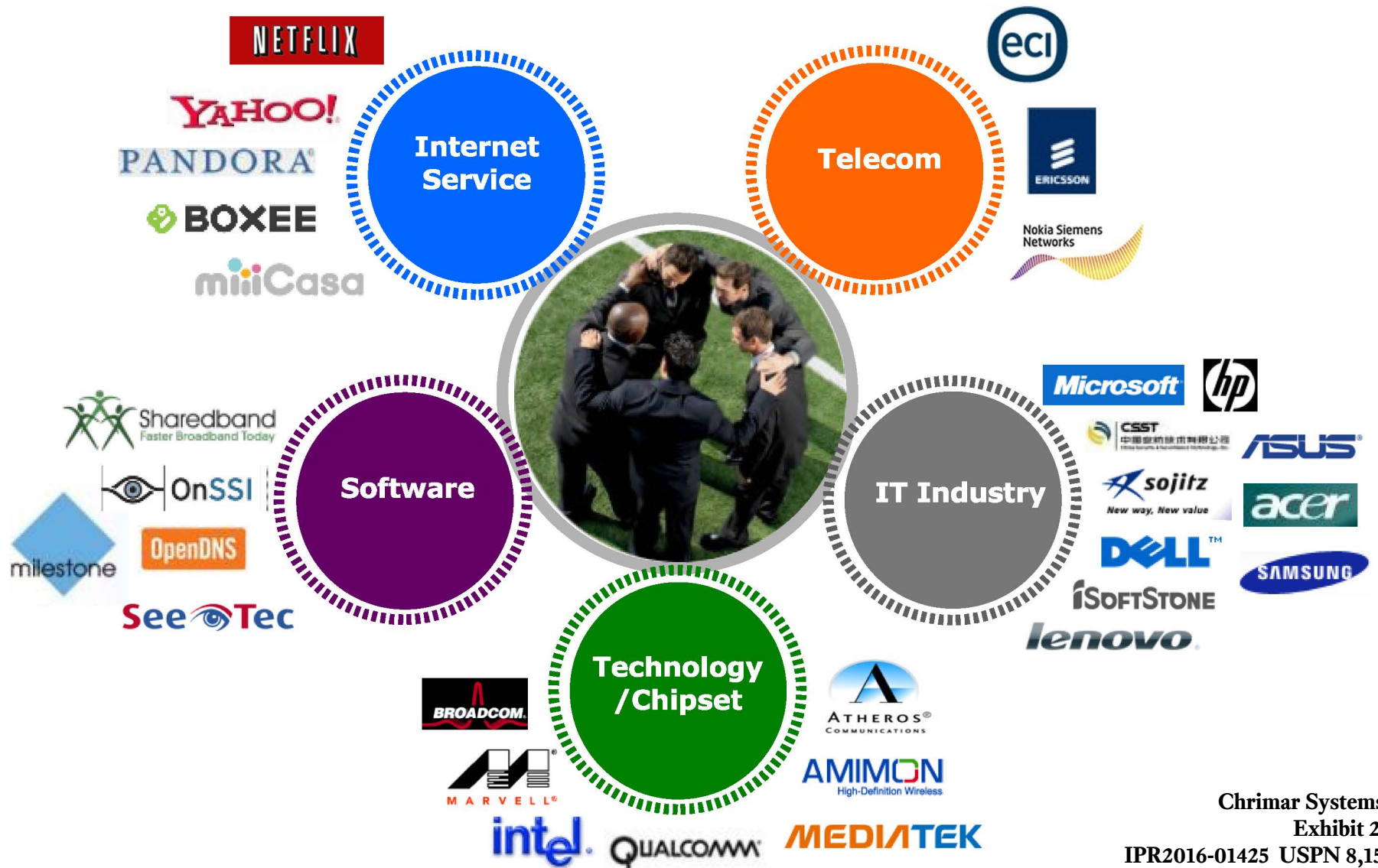at an affordable price

Ease:

developing products with our customers in mind. Products that are easy for consumers to install and use confidently. Products that reduce network complexity for businesses, while offering more capability and interoperability. Products for everyone that deliver quality and reliability

Flexibility:

an extensive product portfolio that provides our customers with the flexibility to adapt, integrate and grow their technology solutions

D-Link®
Building Networks for People

Global Connections: Alliances

Global Connections: Memberships

Global customers

Our organisation

- Global presence, local knowledge
- Effective and efficient organisational structure
- Knowledge-based regional leadership

Our global presence

189 local sales offices in **67** countries with over **2,700** employees. Regional warehouses in **15** countries; over **390** R&D personnel and **4** RMA centres around the globe.

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Revenue (Consolidated)
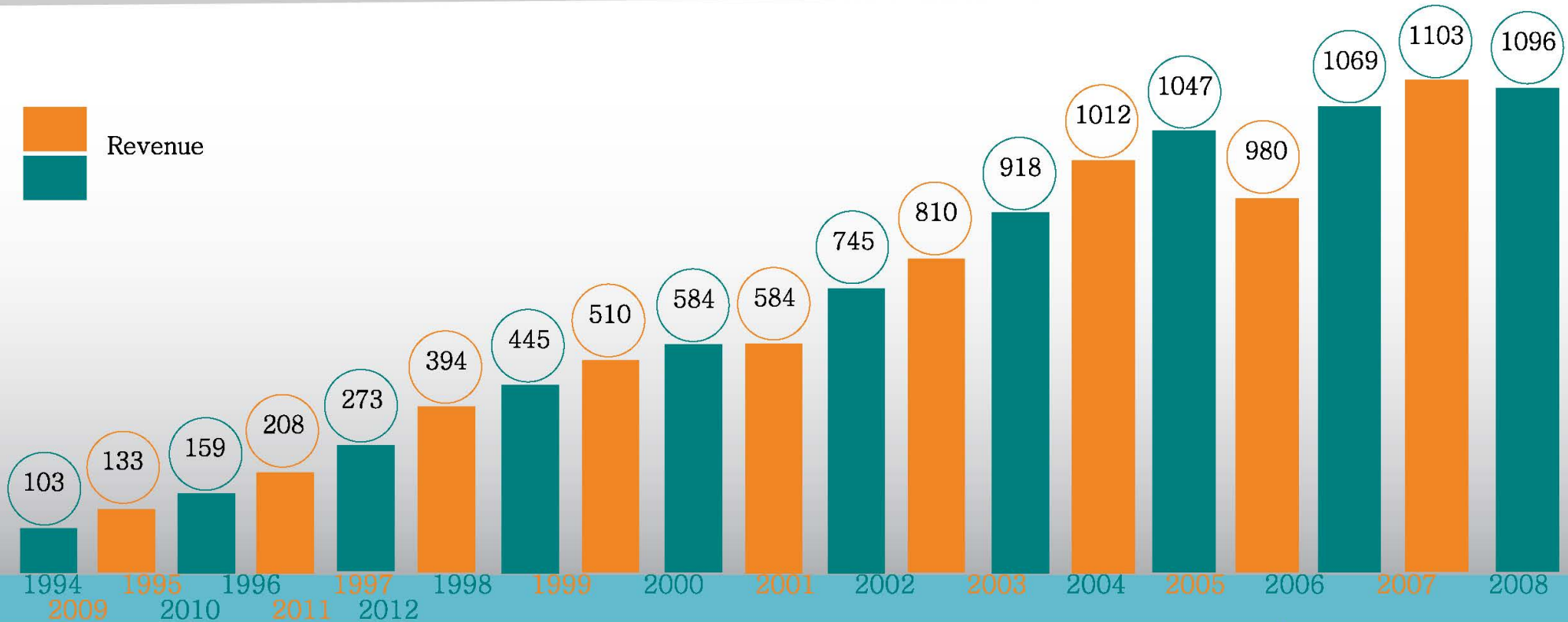
Revenue Breakdown: FY2012

FY2012 Revenue USD $1,096M
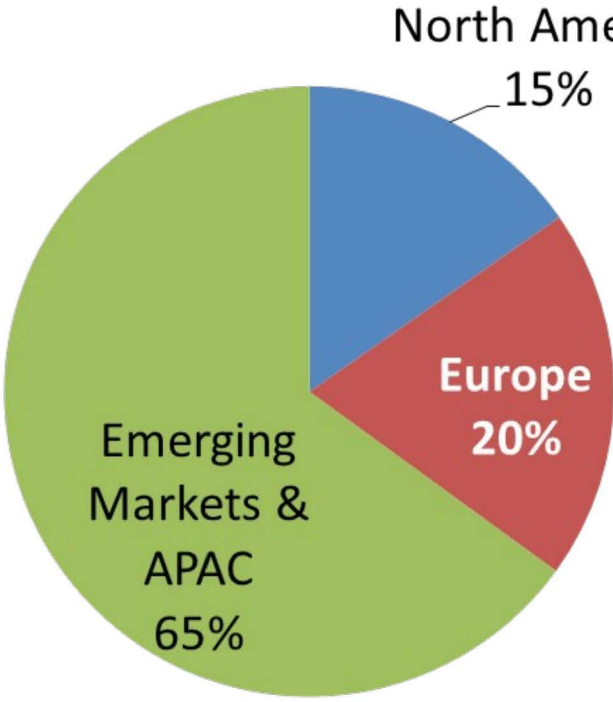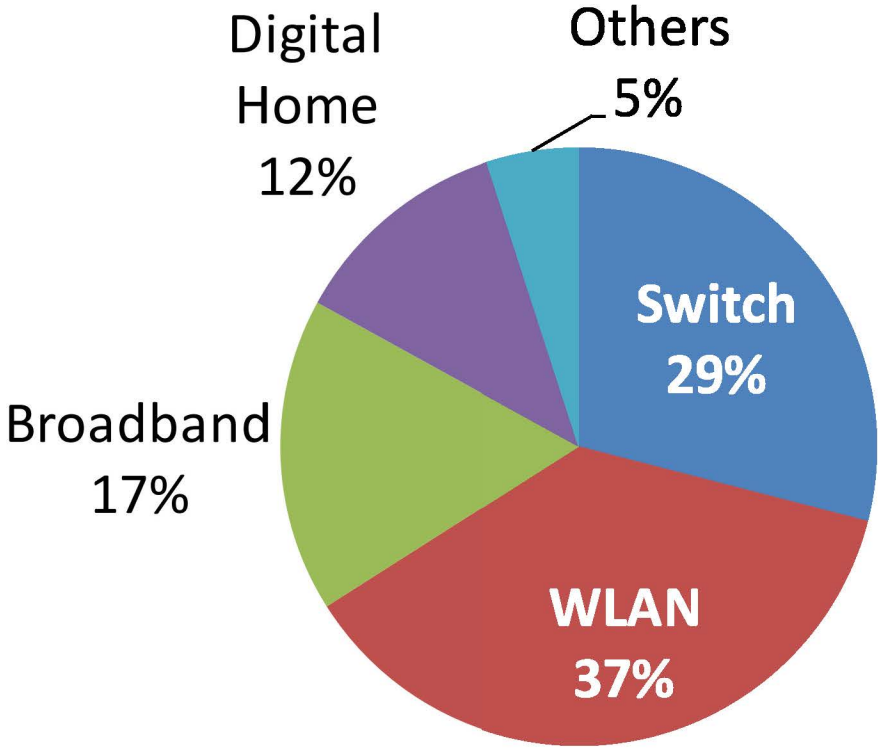
North America 15%

Europe 20%

Emerging Markets & APAC 65%

by Region

Digital Home 12%

Others 5%

Switch 29%

Broadband 17%

WLAN 37%

by Product

D-Link®
Building Networks for People

- # Market Value

Leading in Wireless LAN Stand-Alone Access Points

#1 **WLAN Stand-Alone Access Points: Enterprise Market, Unit Shipments, Worldwide, 2012**
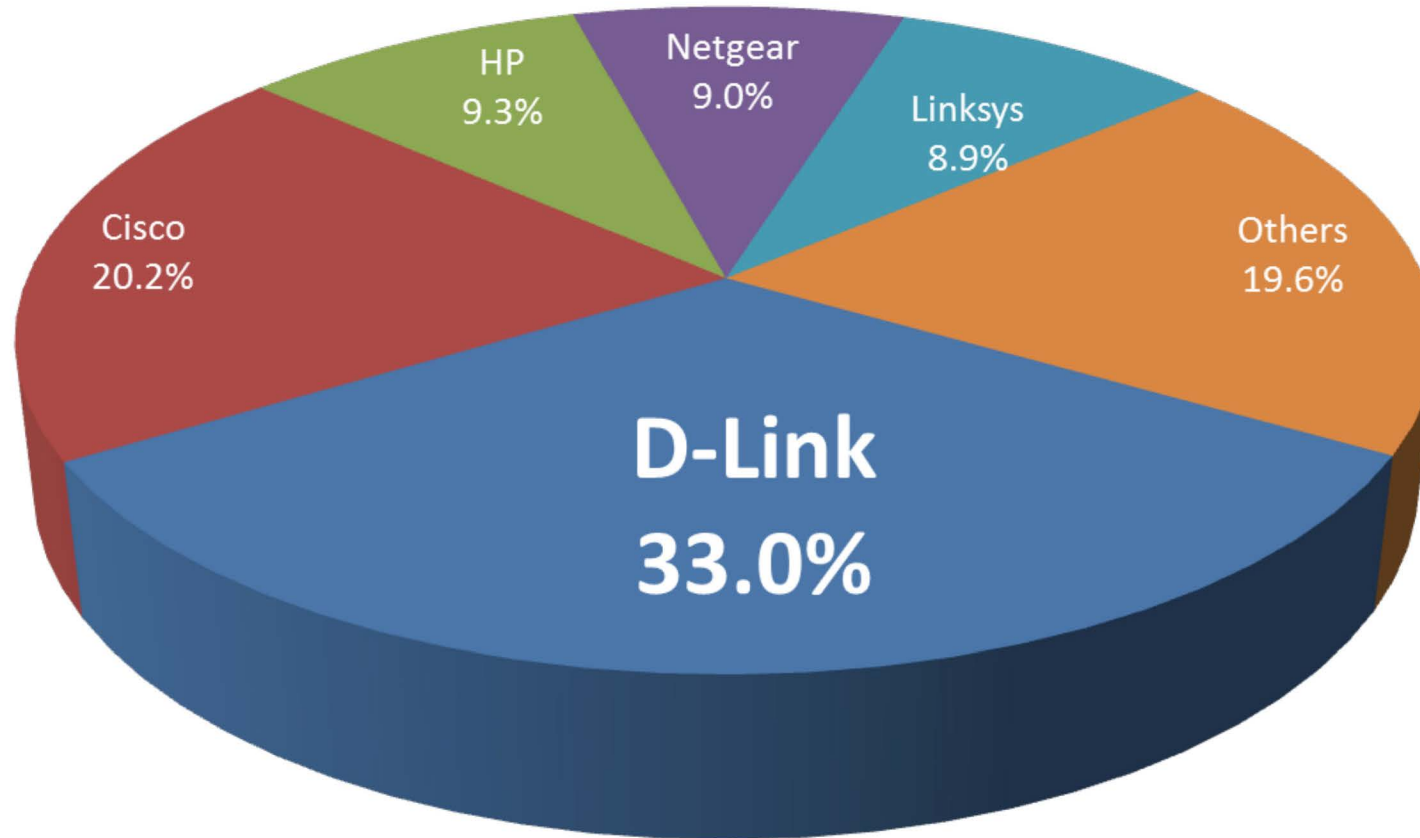
HP
9.3%

Netgear
9.0%

Linksys
8.9%

Cisco
20.2%

Others
19.6%

D-Link
33.0%

Source: Gartner, "Market Share: Enterprise WLAN Equipment, Worldwide, 4Q12 and 2012," 19 March 2013

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Leading in Ethernet Switches

#3 **Enterprise Ethernet Switched: Port Shipments, Worldwide, 2012**
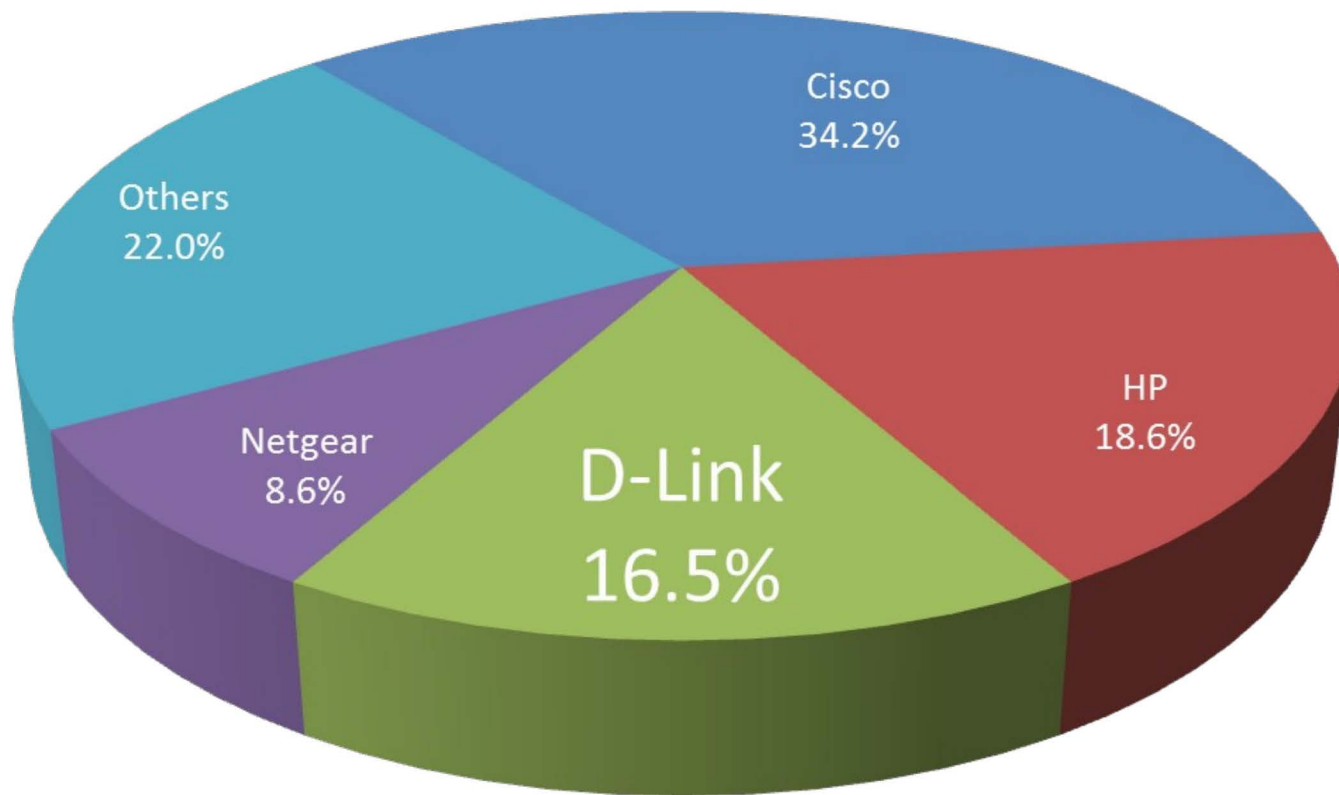
Source: Gartner, "Market Share : Enterprise Ethernet Switches, Worldwide, 2012," 28 March 2013

D-Link in Gartner MQ for Wired and Wireless LAN Access Infrastructure

Ability to Execute →

Challengers

Leaders

Cisco

HP Networking

Dell **D-Link**

Huawei

Aruba Networks

Alcatel-Lucent

Motorola Solutions

Netgear

Adtran

Aerohive Networks

Xirrus

Juniper Networks

Avaya

Fortinet

Enterasys Networks

Niche Players

Visionaries

Completeness of Vision →

Enterprise Wired and WLAN MQ, Source : Gartner September 2013

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D-Link product innovation milestones

1989: Datex successfully designs and mass produces its own Ethernet controller chips, reducing the cost of key electronic components.

1990: Datex introduces its first 10BASE-T Ethernet Hub.

1994: Dataquest ranks D-Link the global leader in unmanaged Ethernet hubs in terms of port shipments.

1996: D-Link releases its first router, the DE-1150.

1996: D-Link releases its first managed Ethernet Switch, the DES-3205.

1996: D-Link releases the world's first Fast Ethernet Switch with ISDN Remote Router in stackable box.

2000: D-Link sets up R&D center in India to focus on e-commerce, VoIP and future products.

2004: D-Link's First Gigabit Gaming Router is introduced.

2006: D-Link DI-524, DI-624, and DI-784 home routers receive *IPv6 Ready* certification from the *IPv6 Forum*.

2007: D-Link becomes the first company in the networking industry to introduce Green Ethernet technology in its Gigabit switches.

2010: D-Link launches first Boxee HD Media Player; the Boxee Box by D-Link.

2012: Breakthrough Zero Configuration.technology
2012: Shareport Technology#
2012: 1st Wireless AC Cloud Router

Year

1986   1995   2000   2005   2010   2011   2012

1995: D-Link releases its first Ethernet switches, the DES-604 and DES-608.

1992: D-Link releases the DE-5000, its first enterprise-class chassis-based network switch.

1988: Datex releases the industry's first peer-to-peer LANSmart Network Operating System.

1987: Datex releases its first Ethernet Adapter for the PC, the DE-001.

2002: D-Link and Texas Instruments enter into extensive collaboration for Wireless LAN products.

2001: D-Link is among the first to release new standard IEEE 802.11a 5GHz Wireless LAN products.

2011: D-Link launches mydlink™ Cloud Services to market, with first Cloud Cameras.

2009: D-Link's xStack DGS-3400 series, xStack DES-3528/52 series, DGS-3610 chassis series, and DES-7200 chassis series switches receive *IPv6 Ready* certification from the *IPv6 Forum*.

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Awards

1994: DE-650CT Ethernet PC card named *Best in Test* by *U.S. World Magazine* (USA).

1995: D-Link's best-selling DE-805TP Ethernet Hub receives *CEBIT's Best Product Award* (Germany).

1995: The DE-530CT PCI Ethernet Adapter is a finalist for *PC Magazine's Technological Excellence Award* (France).

1997: D-Link wins the *National Gold Award of Excellence* for DE-1824 Ethernet Hub series from *CETRA* (Taiwan).

1998: The Multifunction FlexSWITCH DES-5016 wins the prestigious *iF-Product Design Award* (Germany).

2004: The DSA-3100 AirSpot Gateway is selected as *Product of the Year by CRN Magazine.*

2005: The DWL-2700AP AirPremier Outdoor Wireless Access Point wins *CRN Test Center Editor's Choice* and *Best of the Competition from Computer Resellers News.*

2006: D-Link's SECURESPOT™ Internet Security Device wins *Best of Show* by CNET at CES.

2006: The DIR-635 Wireless N Router is awarded *Best Network Product* of the Year by *Computer Shopper* (UK).

2009: The DIR-685 Wireless N Storage Router wins a *red dot Design Award.*

2011: The Boxee Box by D-Link wins a *red dot Design Award* (Germany).

| 1986 | 1995 | **Year** | 2000 | 2005 | 2010 | 2012 |

1999: The DI-106 Remote Router receives the *Best in Test* award from *Mikrodatorn Magazine* (Sweden).

1993: D-Link's industry-first PCMCIA Ethernet Adapter for laptop PC wins a *Quality and Innovative Product Award* (Taiwan).

1992: The DE-809TP MiniHub awarded Best of Connectivity and selected as Editor's Choice by *Byte Magazine* (USA).

1991: LANSmart Network Operating System version 2.0 wins *PC World Magazine's Product of the Year* (USA).

2003: D-Link AirXpert Wireless LAN wins an *Editors' Choice,* out-performing Linksys, Netgear and SMC in *Laptop Magazine's* 802.11a/g Roundup.

2007: The DIR-655 Xtreme N Wireless Router wins the *PC Magazine Editors' Choice Award (USA).*

2008: The DCS-3415 Network Camera wins the *IDEA Award* (USA) for product concept design.

2012: D-Link wins the red dot Design Award for the DNS-320L, DWR-910, DHP-W310AV and DCS-6010L.
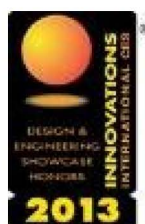
D-Link®
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Awards

Excellent Product Design & Innovation

DIR-508L

DGL-5500

DIR-857

reddot design award winner 2013

DMG-304V

reddot design award winner 2012

DNS-320L

DWR-730

DWR-910

DHP-W310AV

DCS-6010L

DIR-636L

GOOD DESIGN AWARD 2012

Arrow
(Concept Design)

INTERNATIONAL DESIGN EXCELLENCE AWARDS

DAP-1525

DWA-121

D-Link®
Building Networks for People

Global Recognition

CES Major Awards

D-Link impressed crowds and the Judges with its innovative products.

2013 Taiwan Excellence

The D-Link Travel Cloud Router (DIR-505L) was recognised with a Gold Award for its ground-breaking design

2012 Taiwan Top 20 Global Brands

D-Link®
Building Networks for People

Global Recognition: Awards

Over 1,000 professional awards per year

Our solutions

Business market

- **Global vision with local know-how**
  - By drawing on our global resources we can customise our technology and support individual, local needs
- **Intuitive technology**
  - Our cutting-edge technology and extensive feature sets ensure our products meet our customer needs
  - Ease of installation, use and maintenance come as standard with our products
- **Clear business sense**
  - Our price/performance ratio is unrivalled, delivering advanced technology at competitive prices
- **D-Link Green**
  - We were first to market with "green" products in the networking space without adding any price premium and strive to improve this position
  - Our D-Link Green technology offers tangible value, with heat, power and space savings thereby helping the environment & reducing running costs

D-Link®
Building Networks for People

Product Portfolio

Consumer & Digital Home Solutions

Connectivity

- Wired / Wireless Routers
- xDSL Modems / Routers
- Bridge Client/Access point
- Network Adapters
- Desktop Switches
- Powerline PLC Adapters
- MoCA Coax Adapters

Digital Home

- PC TO TV Adapters
- Media Players
- Network Attached Storage
- KVM/USB Hubs

Home Security

- IP Cameras
- Network video Recorders

Business Solutions

Switching

- Network management systems
- Chassis switches
- Layer2/3 managed switches
- Smart switches
- Unmanaged switches

Security

- NetDefend UTM firewalls
- VPN routers

Wireless

- Unified Switches / Wireless Controllers
- Unified N APs
- Standalone APs
- Antennas

IP Surveillance

- Network cameras
- Video encoders
- Network video encoders (NVR)
- Video management systems (VMS)

Storage

- Unified storage (NAS & iSCSI)
- IP SAN

Mobile & Service Provider Solutions

FMC

- Mobile hotspots
- Fixed Wireless Phones
- All in one IADs
- Famtocells

Mobile Broadband

- WCDMA, HSPA+
- CDMA2000, EVDO
- TD-SCDMA
- LTE, TD-LTE
- WiMAX

Mobile Solutions

- Modems / Routers / IADs
- LTE smart Gateways
- LTE enterprise
- LTE OTT Boxes
- Home monitoring
- LTE/3G offload

Multimedia Applications

Carrier Smart Home

- Media Gateways / Video Bridge
- MoCA / HPNA / G,hn
- OSGi
- Remote Management System

Carrier Smart TV

- OTT STB
- Video/Music Streaming
- IP Surveillance

Fix-Mobile Convergence

XDSL

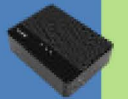- xDSL modems / Routers / IADs
- VDSL Switches

FTTH

- GPON ONT
- GPON Mini ONT

Cable (DOCSIS 3.0)

- Cable modems / Routers
- Cable EMTA

ETTH

- Access / Aggregation Switches
- Carrier Ethernet Switches (MEF)
- D-JEMS (Element Management Systems)

Mobile Data Offload

- Small Cell / HMS
- Wi-Fi Hot Spots / Access Controller
- VoIP Gateways / TA

D-Link
Building Networks for People

Business range

Connect to More

- Managed Switches
- Smart Switches
- Wireless Switches
- Unmanaged Switches
- Chassis Switches
- Pan/Tilt/Zoom Camera
- Fixed Network Camera (wireless)
- Fixed dome camera
- Fixed Network Camera (wired)
- Network Video Recorders
- Service Routers
- iSCSI SAN Solutions
- Unified & Network Attached Storage
- Access Points
- JustConnect Multi-functional NVR

D-Link®
Building Networks for People

Total Solution for Business

Total Solution for Business

Retail

Speed Dome

DCS-6815 (18x)

DCS-6818 (36x)

Internet

8-ch NVR Appliance
DNR-2060-08

Government

Outdoor Bullet
- DCS-7413 (30M IR)

Perimeter security

Outdoor IR Box

DCS-7110 (HD,H.264)

Education

Outdoor Mini Dome

DCS-6210 (FullHD,H.264)

Commercial

Shopping mall

Fixed Box

DCS-3716

(Full HD, H.264)

Wireless Router
DIR-868L
DIR-810L

IP SAN Storage

- DSN-3200-10

(3U, 18-Bay, 8GbE)

Chrimar Systems, Inc.
Exhibit 2039-27
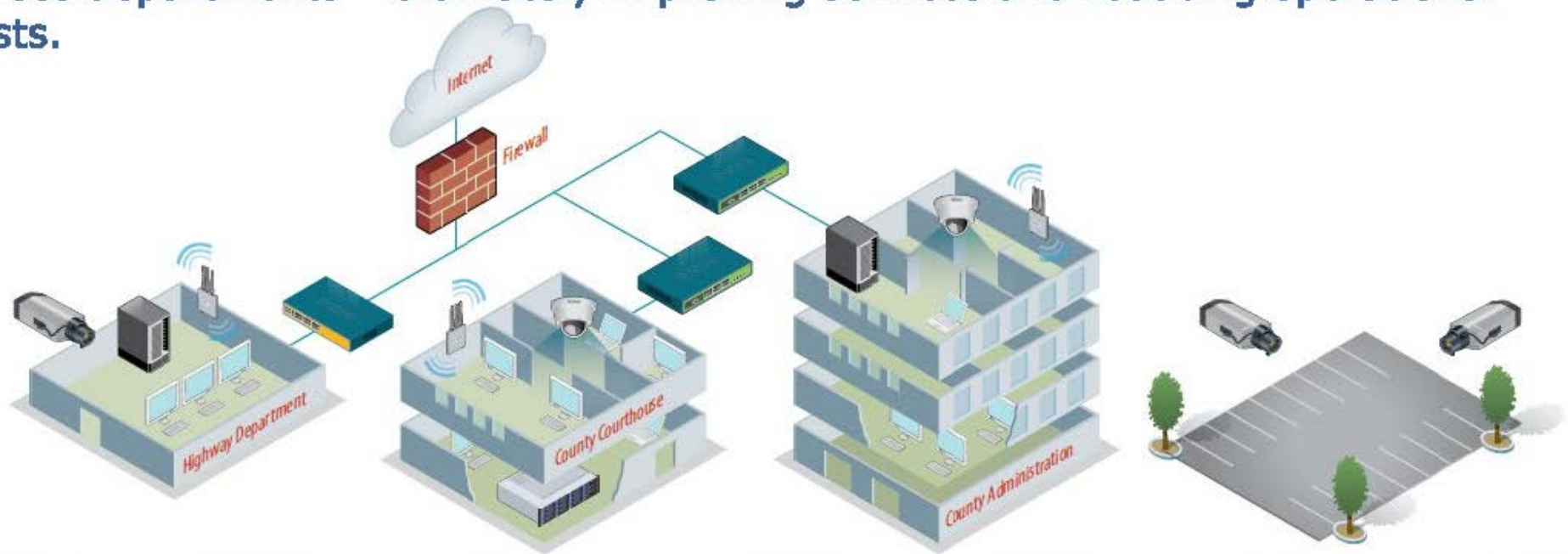IPR2016-01425 USPN 8,155,012

just connect

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Building Networks for People

Total Solution for Business

Business Wireless

D-Link end-to-end solutions deliver the flexibility, ease and affordability businesses need to optimise everything from data centres to disaster recovery – across departments – ultimately improving services and reducing operational costs.

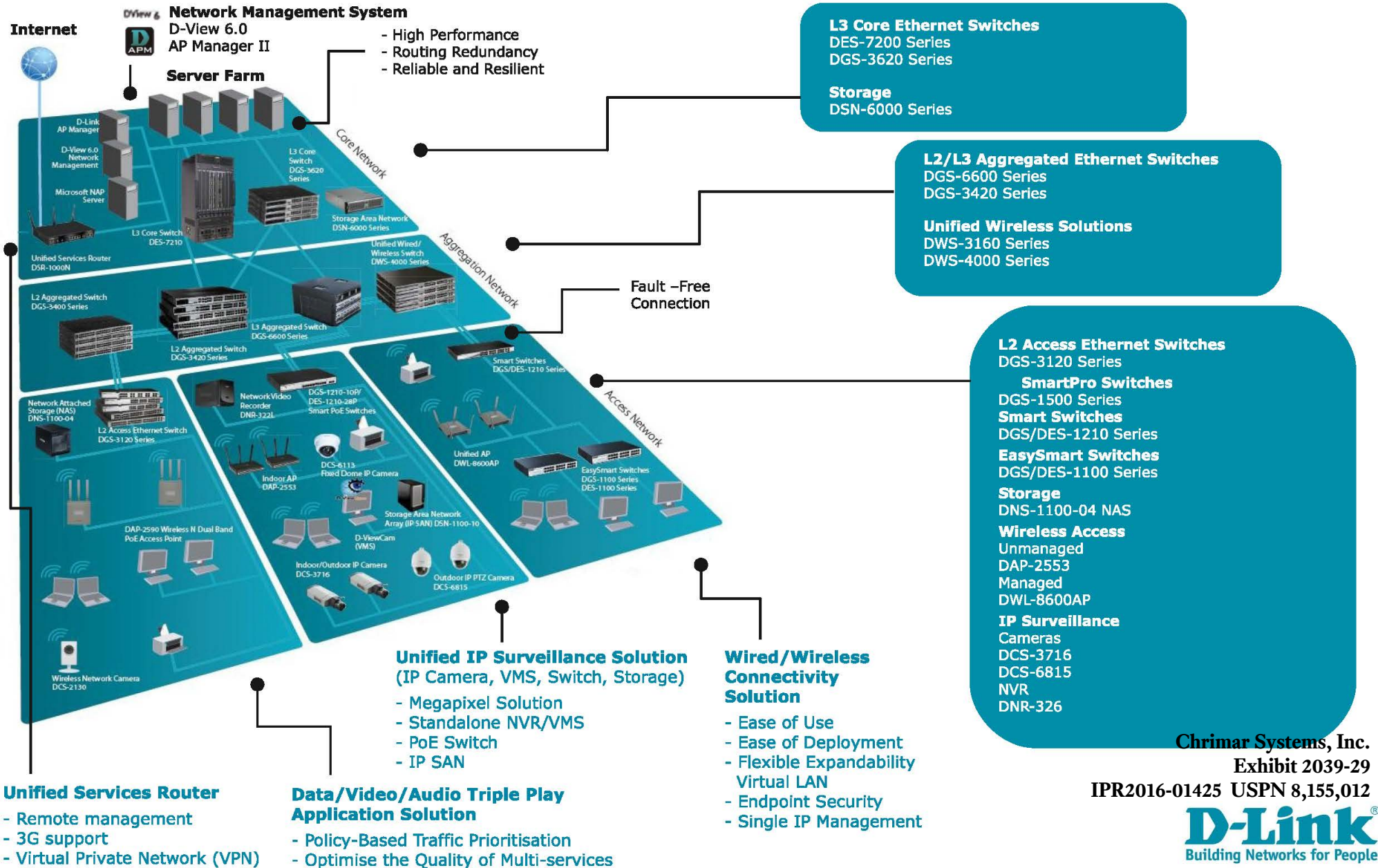| Fixed Dome Camera | Fixed Network Camera | ISCSISAN Array | Unified Network Storage | Unified Wireless Switch | Managed Switch | Wireless AP |

D-Link
Building Networks for People

Total Solution for Business

Internet

DView 6 **Network Management System**
D-View 6.0
AP Manager II

Server Farm

- High Performance
- Routing Redundancy
- Reliable and Resilient

D-Link AP Manager
D-View 6.0 Network Management
Microsoft NAP Server

L3 Core Switch DGS-3620 Series
L3 Core Switch DES-7210
Storage Area Network DSN-6000 Series

Core Network

Unified Services Router DSR-1000N

L2 Aggregated Switch DGS-3400 Series
L3 Aggregated Switch DGS-6600 Series
L2 Aggregated Switch DGS-3420 Series
Unified Wired/Wireless Switch DWS-4000 Series

Aggregation Network

Fault –Free Connection

Smart Switches DGS/DES-1210 Series

Network Attached Storage (NAS) DNS-1100-04
L2 Access Ethernet Switch DGS-3120 Series
Network Video Recorder DNR-322L
DGS-1210-10P/ DES-1210-28P Smart PoE Switches
Unified AP DWL-8600AP
EasySmart Switches DGS-1100 Series DES-1100 Series

Indoor AP DAP-2553
DCS-6113 Fixed Dome IP Camera
Storage Area Network Array (IP SAN) DSN-1100-10
D-ViewCam (VMS)

Access Network

DAP-2590 Wireless N Dual Band PoE Access Point
Indoor/Outdoor IP Camera DCS-3716
Outdoor IP PTZ Camera DCS-6815

Wireless Network Camera DCS-2130

L3 Core Ethernet Switches
DES-7200 Series
DGS-3620 Series

Storage
DSN-6000 Series

L2/L3 Aggregated Ethernet Switches
DGS-6600 Series
DGS-3420 Series

Unified Wireless Solutions
DWS-3160 Series
DWS-4000 Series

L2 Access Ethernet Switches
DGS-3120 Series
  SmartPro Switches
DGS-1500 Series
Smart Switches
DGS/DES-1210 Series
EasySmart Switches
DGS/DES-1100 Series
Storage
DNS-1100-04 NAS
Wireless Access
Unmanaged
DAP-2553
Managed
DWL-8600AP

IP Surveillance
Cameras
DCS-3716
DCS-6815
NVR
DNR-326

Unified IP Surveillance Solution
(IP Camera, VMS, Switch, Storage)

- Megapixel Solution
- Standalone NVR/VMS
- PoE Switch
- IP SAN

Wired/Wireless Connectivity Solution

- Ease of Use
- Ease of Deployment
- Flexible Expandability Virtual LAN
- Endpoint Security
- Single IP Management

Unified Services Router

- Remote management
- 3G support
- Virtual Private Network (VPN)

Data/Video/Audio Triple Play Application Solution

- Policy-Based Traffic Prioritisation
- Optimise the Quality of Multi-services

D-Link®
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Consumer market

- **Enabling a connected Digital Home**
  - We provide **solutions,** not just products, that make tomorrow's connected Digital Home a reality today
  - Our Digital Home solutions are designed to enable our consumers to make the most out of their home network
  - We pride ourselves on empowering our consumers with technology that is easy to use, allowing them to create the ultimate Digital Home experience
  - Our solutions offer great performance and simple set-up, at affordable prices
- **Local support**
  - We not only customise our products for local fit, but our after sales support is local too!
- **D-Link Green™**
  - We were first to market with "green" products and continue to extend our D-Link Green™ technology across the rest of our solutions– helping our customers make a difference!

D-Link®
Building Networks for People

Consumer range

Connect to More

PowerLine

Cloud Routers

USB 3.0 Hub

Cloud Cameras

Print Servers

The Boxee Box By D-Link

SmartBeam™ Routers

Mobile Cloud Companion

Desktop Switch

Cloud Storage

D-Link®
Building Networks for People

Digital Home solutions

Share:
Store, share and back up all your files with ShareCenter™ storage.

ShareCenter™ and ShareCenter™ Cloud Storage

Work:
Stay connected wherever you are.

3G and Mobility

OFFICE

View:
Keep an eye on what matters to you the most, with remote home monitoring.

mydlink™ Cloud Services, Network Cameras

Connect:
Giving you a fast, secure and reliable connection.

Routers, Cloud Routers PowerLine, USB Adapters, Range Extenders and Print Servers

Entertain:
Stream music, movies and more with the Boxee Box by D-Link. The best of the Internet on your HDTV.

The Boxee Box by D-Link

D-Link®
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D-Link's Cloud Vision

- D-Link **Cloud Router**, **Cloud Camera**, and **Cloud Storage** products are part of a revolutionary product series.

- D-Link is making strides into the cloud arena with the groundbreaking Cloud initiative. It is streets ahead of its competitors, and it shows D-Link's commitment to relentlessly pursue innovation.

- By registering D-Link Cloud products to the mydlink™ Cloud Services platform, users can effortlessly enjoy cloud services like never before, without complicated installation process.

D-Link **CLOUD SOLUTIONS**

mydlink **cloud** services

Cloud Router

Cloud Camera

Cloud Storage

D-Link®
Building Networks for People

D-Link's core cloud values

- **Access** your devices and content anywhere
- **Control** your network and devices
- **View** your cameras and your media from wherever you are
- **Share** your digital media and personal digital content

D-Link **CLOUD SOLUTIONS**

mydlink **cloud** services

Access

Control

View

Share
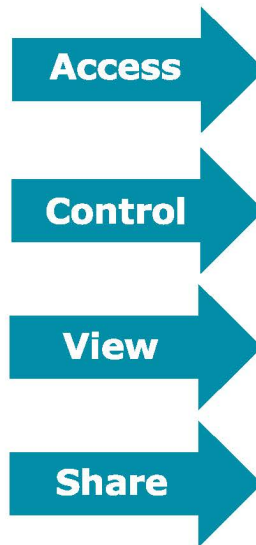
No matter where you are

No matter where your digital content and devices are

D-Link ®
Building Networks for People

Consumer & Digital Home Solution: Accelerate the Future

WiFi Is Changing. It's Time For 11AC.

- Wireless AC, also known as 11AC , is the newest generation of Wi-Fi technology and it promises to bring ultra-fast speeds to wireless networks everywhere.

- D-Link offers the widest range of Wireless AC Cloud Routers on the market, from the fully-loaded DIR-868L, which boasts maximum performance and an industry-leading set of features, all the way

Speed & Stability :

11AC work on the 5 GHz frequency, is up to four times faster than Wireless N and provides a more reliable connection.

Mydlink™ Cloud:

with mydlink™ Cloud services and you can easily control, access, view and share your home devices remotely

SPEED CLOUD

STABILITY CONTROL

Wireless AC

D-Link
Building Networks for People

Service Provider Solution: Framework
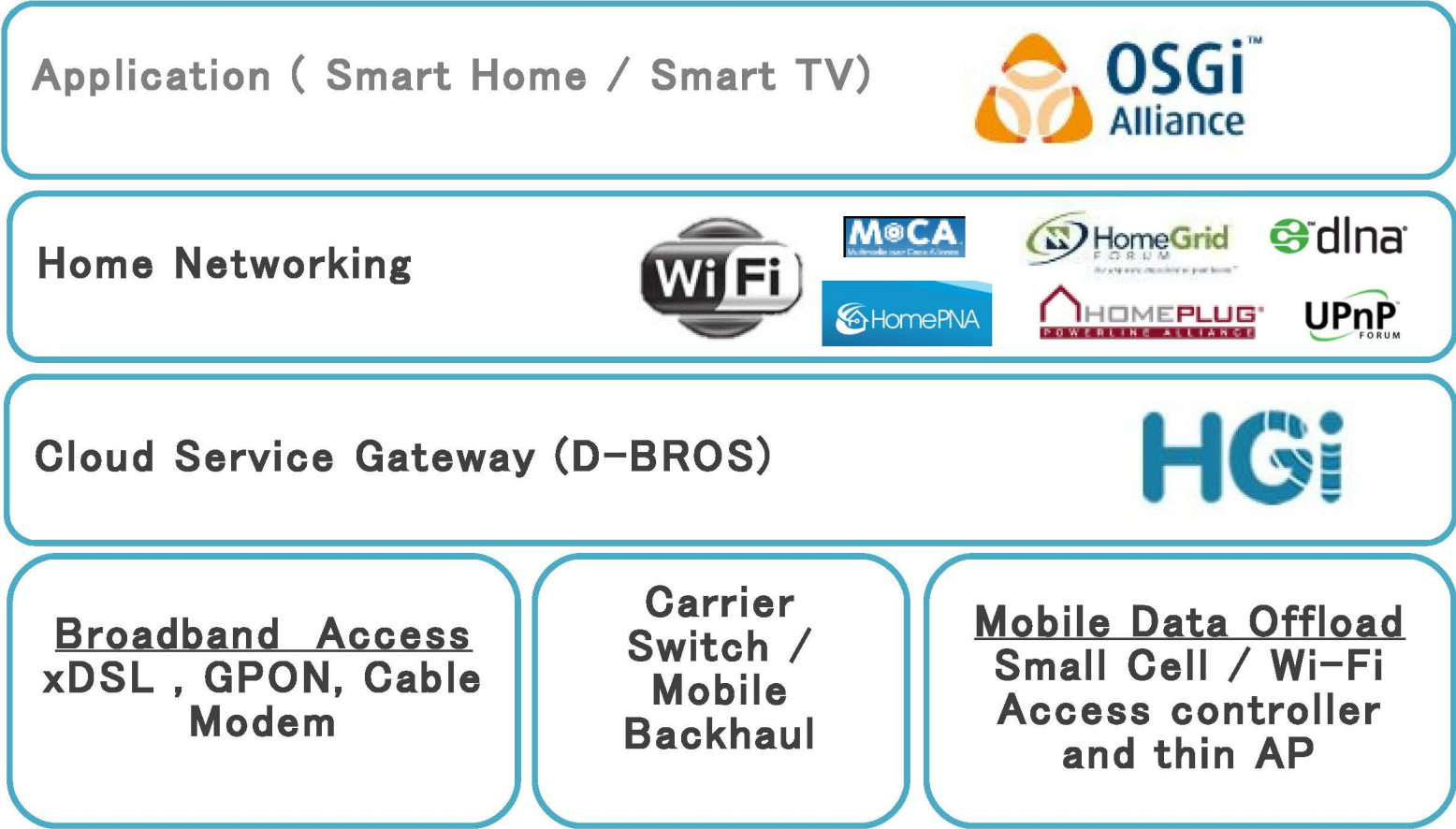
broadband forum

Application (Smart Home / Smart TV) — OSGi Alliance

Home Networking — Wi Fi, MoCA, HomePNA, HomeGrid FORUM, HOMEPLUG POWERLINE ALLIANCE, dlna, UPnP FORUM

Cloud Service Gateway (D-BROS) — HGi

Broadband Access xDSL , GPON, Cable Modem

Carrier Switch / Mobile Backhaul

Mobile Data Offload Small Cell / Wi-Fi Access controller and thin AP

Management (D-RSS, TR-069, D-JEMS)

ITU International Telecommunication Union · CableLabs · IEEE · MEF · Wireless Broadband Alliance · 3GPP · SMALL CELL FORUM · tmforum

D-Link Building Networks for People

Mobile Service Provider Solution: framework

Technologies

IPv6, VoIP, Voice over GSM, VPN, Load Balance, 3G Failover, MIMO, Smart Antenna, Android

Mobile Broadband HSPA , EVDO, LTE, WiMAX, TD-SCDMA

Certification GCF, PTCRB, CDG, CCF

Fixed Mobile Convergence
Mobile Hotspot, Femtocell

Applications

Mobile enterprise, Mobile IP surveillance, 3G IPPBX

Smart FMC Gateway, LTE Tablet, LTE OTT Box, Home Monitoring and Energy Saving, FMC Unified Communication

Cloud Management & Services (TR-069, AAA, SaaS, Contents)

D-Link®
Building Networks for People

D-Link in Europe

Our European network

European HQ

UKI
- - - - - - - - - - - - -
UK
Ireland

Southern Europe
- - - - - - - - - - - - -
France
Spain
Italy
Greece
Portugal
Albania,
Bosnia-Herzgovina
Croatia
Macedonia
Montenegro
Serbia
Slovenia

Northern Europe
- - - - - - - - - - - - -
Denmark
Finland
Netherlands
Norway
Sweden
Belgium
Luxemburg

Central Europe
- - - - - - - - - - - - -
Germany
Switzerland
Austria

Eastern Europe
- - - - - - - - - - - - -
Bulgaria, Poland,
Romania,
Slovakia,
Czech Republic
Hungary

- European headquarters in London
- 27 offices across Europe
- 320 staff across Europe
- 20% of global revenue in 2012
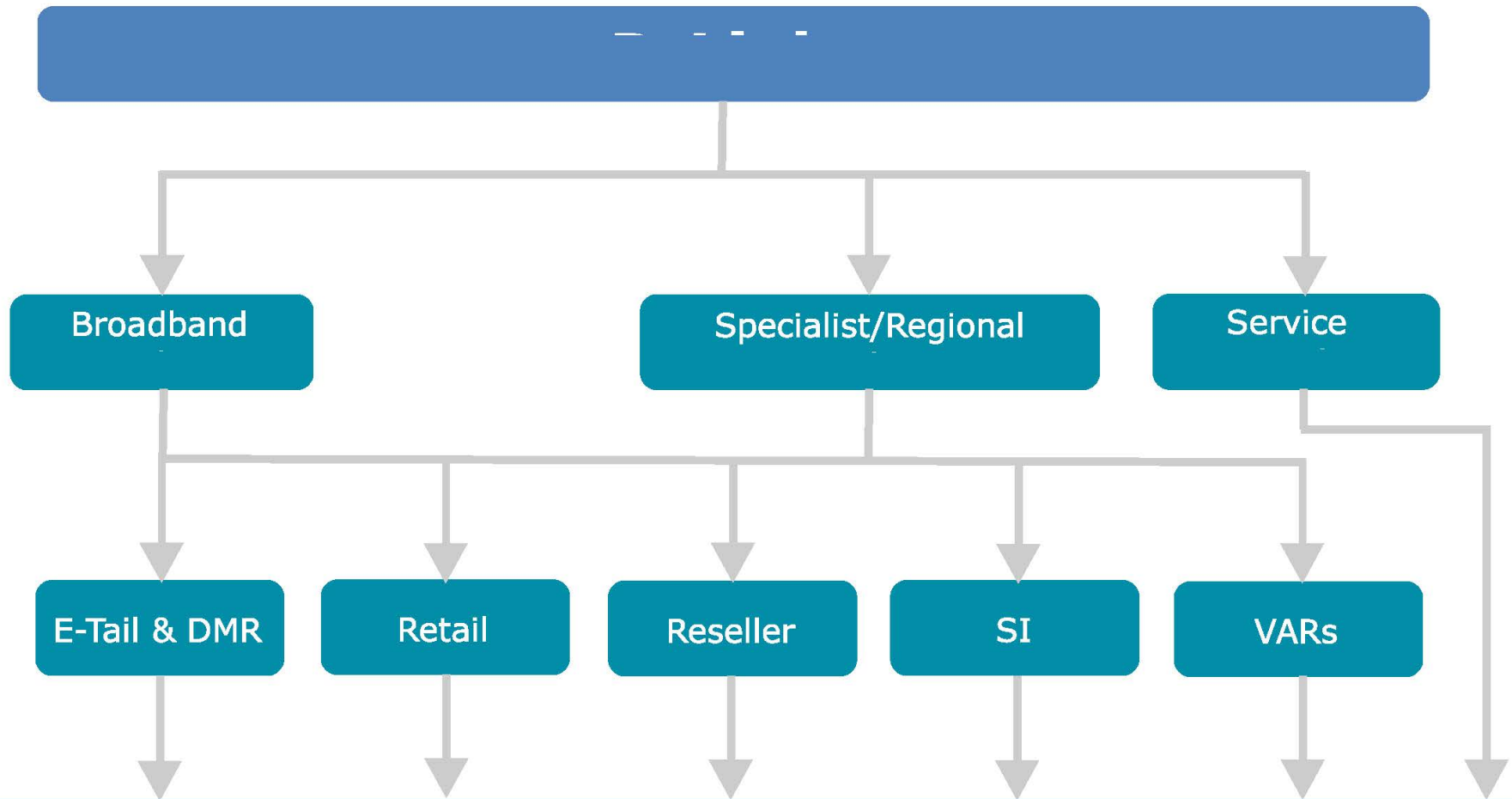
D-Link®
Building Networks for People

Our channel

Broadband

Specialist/Regional

Service

E-Tail & DMR

Retail

Reseller

SI

VARs

D-Link ®
Building Networks for People

The Value in Partnership⁺ Channel Programme

> **The Value in Partnership⁺ Programme represents our commitment to growth through channels.**

D-Link is dedicated to developing programmes and business processes that help you grow your business, increase profitability and provide excellent value to your customers.

Value in Partnership⁺

- **The D-Link Value in Partnership⁺ Programme:**
  - Complements our channels unique value-add capabilities;
  - Accelerates partner productivity;
  - Enhances partner profitability and;
  - Ensures customer needs are met continually.

- **D-Link strives to enable our partners to deliver best-in-class Networking, Security, Storage and IP Surveillance solutions and services to the market through:**
  - Breadth of product solutions
  - Training & certification
  - Proactive technical support
  - Business collaboration

D-Link®
Building Networks for People

Why become a D-Link Partner?

- The Programme is designed to help you build a sustainable and ever more successful business selling D-Link products and added value services

- Every aspect of the programme is focused on helping you sell more, at healthy profit margins

- The opportunity to diversify your solution portfolio and add real value to your customers with solutions from networking to IP Surveillance

- New revenue streams and increased profitability

D-Link®
Building Networks for People

Channel value proposition

Our Commitment to our partners includes:

Technology
Broad product portfolio – innovative and highly competitive products that range from network edge offerings to the very core of the enterprise, giving partners a true alternative to high priced solutions for their customers.

Ease
D-Link is committed to the success of our channel partners and customers as evident in our processes, organisational structure and open standards solutions which are fully interoperable. Partners no longer have to be locked into one vendor.

Financial
Significant revenue upside from multiple sources: programmes margin, hardware, software and related services = Profitability.

D-Link®
Building Networks for People

Channel value proposition

Our commitment to our partners includes:

Collaborative Business Development
D-Link and its partners will work more closely together to uncover opportunities, create solutions and boost revenue.

Commitment
Commitment to the channel is driven from D-Link's President to our individual inside and field sales representatives.

Support
Proactive enterprise-class pre-sales and post-sales technical support through our call centre as well as online access to comprehensive technical resources.

D-Link®
Building Networks for People

Business Solution: D-Link Academy

D-Link® Academy
Growth Through Networking Education

Switching

Security

Wireless

Surveillance

Storage

Professional

DCP
D-Link®
Certified Professional

DCS
D-Link
Certified Specialist

DSS
D-Link
Sales Specialist

Sales Track   **Engineer Track**

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Programme structure

- Partners can differentiate themselves and earn benefits based on training in specific product categories
- All partners enter the programme at the Registered level
- From there, they can attain various levels within the programme that will position their capabilities to end users and add layers of benefits

GOLD

SILVER

REGISTERED

Storage
Preferred

IP Surveillance
Preferred

Managed Service
Preferred

D-Link®
Building Networks for People
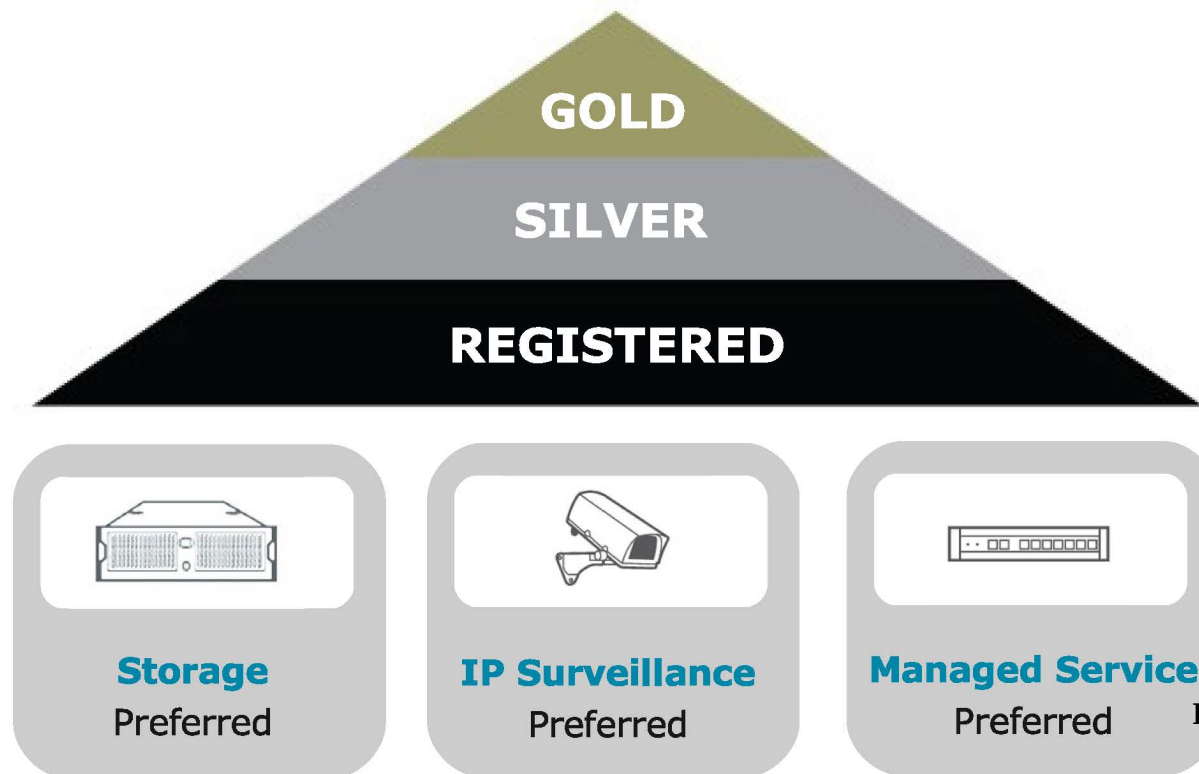
Partnership levels

Gold Partner

Our most highly trained and technically certified partners on D-Link's core products (Switching and Wireless technologies); capable of delivering complex D-Link solutions and fully engaged with D-Link to ensure customer satisfaction. Gold partners receive all the benefits of Silver and Registered partners plus earn our highest quarterly VIR rebates and have top priority for qualified leads.

Silver Partner

Partners that have demonstrated a solid understanding of D-Link's core products (Switching and Wireless technologies). D-Link works closely with these partners to deliver best-in-class solutions. Silver partners receive all the benefits of Registered partners plus quarterly VIR (rebates) and are eligible for qualified leads.

Registered Partner

Established lines of communication with D-Link; Partners enjoy access to restricted D-Link information, product training, and programmes. Benefits include eligibility for Special Pricing Agreement (SPA) pricing, Deal Registration Programme, Government and Education discounts, Access to Marketing Support and Campaigns Material and priority access to technical support.
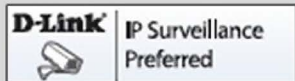
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Technology specifications

Storage Preferred

Thoroughly trained and aligned with D-Link on complete Storage solutions

IP Surveillance Preferred

Thoroughly trained and aligned with D-Link on complete
IP Surveillance solutions

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Technology specialisations

STORAGE SPECIALISATION	STORAGE PREFERRED
BENEFITS	
Up-front Discount off all Business-class Storage Products	**5%**
Positioning and Branding as D-Link Storage Preferred	**Yes**
Priority eligibility for Storage Leads	**Yes**
REQUIREMENTS	
Storage D-Link Certified Specialist Pre-Sales Technical Exams	**2**
Storage D-Link Certified Specialist Post-Sales Technical Exams	**2**

IP SURVEILLANCE SPECIALISATION	IP SURVEILLANCE PREFERRED
BENEFITS	
Up-front Discount off all Business-class IP Surveillance Products	**5%**
Positioning and Branding as D-Link IP Surveillance Preferred	**Yes**
Priority eligibility for IP Surveillance Leads	**Yes**
REQUIREMENTS	
IP Surveillance DCS-Pre-Sales Technical Exams	**2**
IP Surveillance DCS-Post-Sales Technical Exams	**2**

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Requirements and benefits summary

BENEFITS	Solution Provider Benefits		
	REGISTERED	**SILVER**	**GOLD**
Full Access to Online Partner Portal	Yes	Yes	Yes
Eligible for SPA Pricing	Yes	Yes	Yes
Priority Technical Support	Yes	Yes	Yes
Access to Pre- and Post-Sales Engineering for Configuration Services	Yes	Yes	Yes
Deal Registration Programme	Yes	Yes	Yes
Online no-cost Training	Yes	Yes	Yes
Eligibility for Technology Specialisations	Yes	Yes	Yes
Government and Education Discount Programme	Yes	Yes	Yes
Quarterly Value in Partnership+ Webinar	Yes	Yes	Yes
D-Link Campaigns	Yes	Yes	Yes
Quarterly Volume Incentive Rebate Programme		Yes	Yes +
Eligible for Sales Leads		Yes	Yes +
Proposal-based Market Development Funds		Yes	Yes +
Dedicated Account Management		Yes	Yes +
Quarterly Product Roadmap Briefing		Yes	Yes +

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Some of our European customers

Some of our European customers

Our European Service Centre

- Our European-wide logistics service delivers real efficiency and distribution performance– enabling market-leading levels of customer service

Our statistics include:

- 85,000 sq ft fully racked warehouse serving the whole of Europe

- Dedicated distribution service to 29 European countries

- 98.6% delivery success rate throughout Europe

- 00:7:45 European customer service call average handling time

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Our difference

Our environmental commitment

- **We develop energy-saving technology that doesn't sacrifice operational performance**
  - Our D-Link Green™ range leads the market, with energy savings of up to 75%
  - We never use materials considered hazardous. All our products comply fully with the EU's RoHS Directive to protect both our customers and the environment
  - We are committed to recycling, embracing the EU's WEEE initiatives
  - Our products comply with regulations ahead of the field, such as the Eco-design Directive for Energy-using Products (EuP)
  - We were the first networking company to become registered as Energy Star partners, ensuring that our power adapters comply with strict energy-efficiency guidelines
  - We take a green approach to our packaging, with minimal plastic usage, reduction in weight and volume of our boxes, use of reprocessed paper and eco-friendly soy ink printing
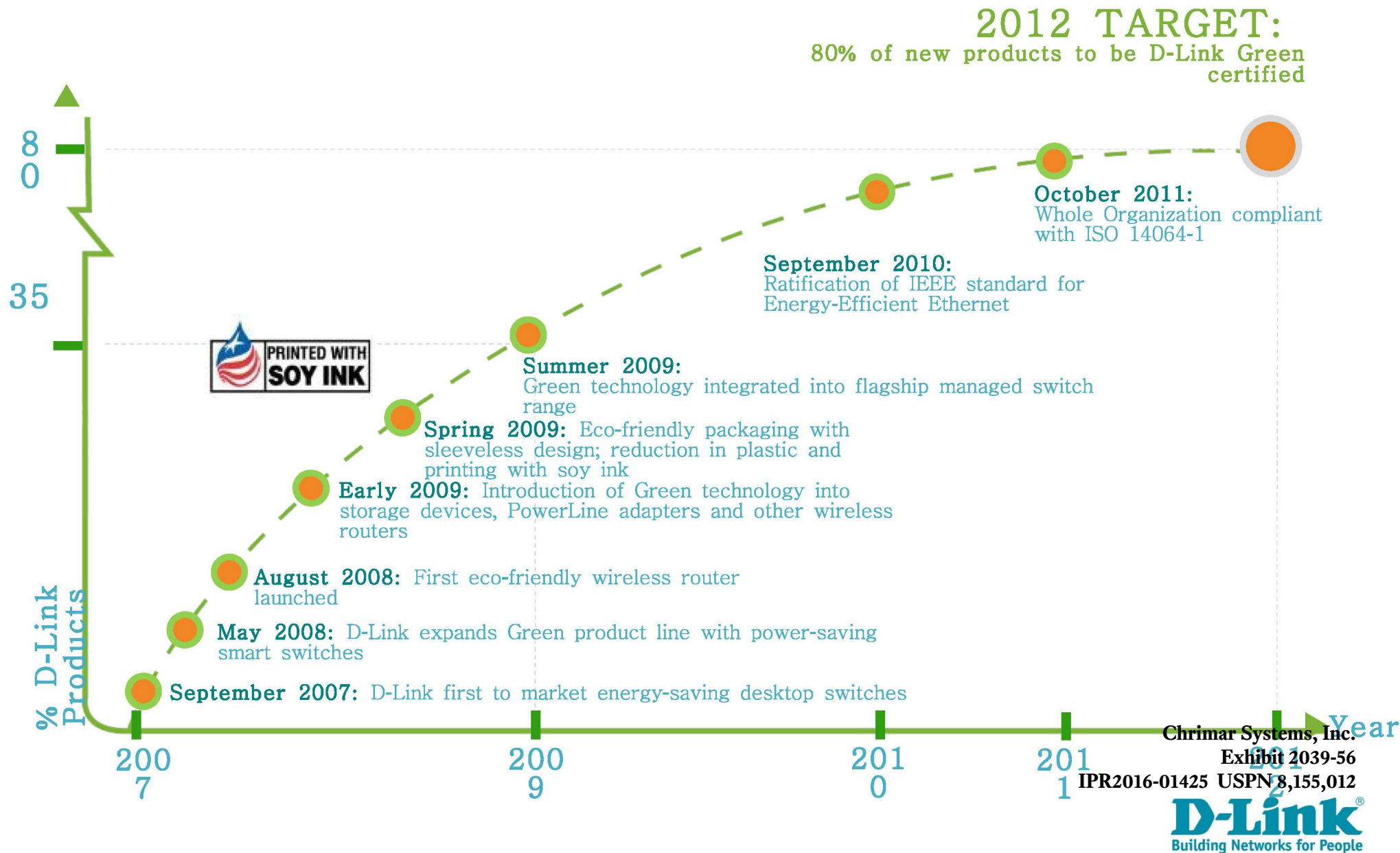 - Our European Service Centre recycles 90% of its waste

D-Link Green Roadmap

2012 TARGET:
80% of new products to be D-Link Green certified

80

35

% D-Link Products

October 2011: Whole Organization compliant with ISO 14064-1

September 2010: Ratification of IEEE standard for Energy-Efficient Ethernet

Summer 2009: Green technology integrated into flagship managed switch range

PRINTED WITH SOY INK

Spring 2009: Eco-friendly packaging with sleeveless design; reduction in plastic and printing with soy ink

Early 2009: Introduction of Green technology into storage devices, PowerLine adapters and other wireless routers

August 2008: First eco-friendly wireless router launched

May 2008: D-Link expands Green product line with power-saving smart switches

September 2007: D-Link first to market energy-saving desktop switches

Year

2007   2009   2010   2011

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Our difference

- **D-Link: flexible, accessible and cost-effective**
  - We have a track record of 27 years of successful development and marketing of networking solutions
  - We have in-depth end-to-end knowledge of networking and offer the widest portfolio in the market
  - Our 'Think Global, Act Local' approach ensures that we tailor solutions to the specific needs of local markets and sectors
  - World class innovation at our R&D centres enables rapid development of new technologies including Wireless N and D-Link Green™
  - We are market leaders in green technology and continue to be committed to investing resources into improving both our green products and processes
  - We are experts in standardised technologies enabling complete interoperability
  - Our strong local market presence, enables complete round the clock support and service to both B2B and B2C sectors

D-Link®
Building Networks for People

Long Term Commitments

Corporate Social Responsibility

- Ongoing Eco-friendly Enhancements
- Rigid Adherence to OECD Guidelines

Building Network for People

- Affordability
- Ease of Connectivity
- Human Touch

Be the World's Leading Networking Company

- Innovation
- Global/Local Approach
- Individualised Service

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Thank you