Catalog channel partner order rider

Attach this rider to the named statement of work (SOW). Select one commercial arrangement for the named merchant and order. Both parties sign the rider and SOW before any payment obligation or capacity reservation arises.

Partner legal name

HWC contracting entity

Merchant or operating company

SOW identifier and date

Commercial arrangement

- **Fixed wholesale fee**

  The agency contracts with and invoices its merchant, controls resale pricing and pays HWC the fixed wholesale fee in the SOW. The agency retains its resale margin. This selection carries no separate production or referral share.

- **White-label production with a 20% agency share**

  The agency owns the merchant relationship and obtains source rights. The parties agree on the eligible production fee in the SOW. The agency earns 20% on that fee as it clears and is earned on accepted work. The designated collector uses the settlement rules on page 2.

- **Direct referral with an agreed 15% to 20% share**

  The partner introduces the named merchant and HWC accepts the attribution in writing before contracting. HWC contracts with and invoices the merchant. Enter the exact percentage below. It applies only to eligible fees on this SOW.

Agreed production fee or fixed wholesale fee (USD)

Direct referral rate, when selected (%)

Payment routing

Name the legal entity collecting the merchant payment. For white-label work, the agency collects unless the SOW authorizes HWC to collect for it. For direct referrals, enter HWC. Identify the agreed remittance method without including bank credentials.

Designated collector / legal entity

Remittance method or invoice reference

Settlement and acceptance

How to calculate the share

Use the eligible production service fee stated in the signed SOW for the named merchant. The share applies to amounts both collected in cleared funds and earned on accepted production. Apply advances as the related work is accepted. Each monthly calculation deducts applicable credits, refunds, reversals and unresolved disputes. Release disputed amounts only after recovery.

Exclude pilot fees, taxes, pass-through costs, agency markup beyond the agreed production fee and other service lines. Apply a pilot credit once to its related production invoice. A single order earns one channel share at most.

Who pays whom

When the agency collects on white-label production, it retains its 20% from eligible receipts and remits the eligible balance to HWC. When HWC collects, it remits the share to the agency. HWC also remits the agreed share on a direct referral. Record any amount already retained or paid on the statement and settle only the balance. Separately identify amounts outside the share calculation.

Within 10 calendar days after month-end, the collector sends an itemized statement listing the SOW, invoice, accepted production, receipt date, adjustments, share earned, amount already retained or paid, and balance due. The responsible party settles by day 15 after month-end using the agreed method. Later credits or reversals adjust the next statement. If the order closes, return any overpayment within 15 calendar days of the closing statement.

Delivery, source rights and funding

The signed SOW sets authorized source files and uses, field definitions, acceptance criteria, correction period, staffed dates, any maintenance volume and who may publish. The agency secures merchant permission for HWC to receive, process and return the files under the agreed brand. A direct merchant grants those permissions to HWC. Record any third-party or licensed-source restrictions in the SOW.

Pilots require full payment before work. Production requires at least 50% upfront. Review billing at each 5,000 accepted rows and reconcile the final partial batch, deposit and applicable pilot credit. Each party keeps its signed copy. This revision applies only to the SOW identified on page 1 when signed by both parties. Previously signed orders retain their agreed terms.

Acceptance

Sign and date using your usual electronic signature service or by hand. The names below identify the authorized representatives.

Partner representative / title

HWC representative / title

Partner signature and date

HWC signature and date