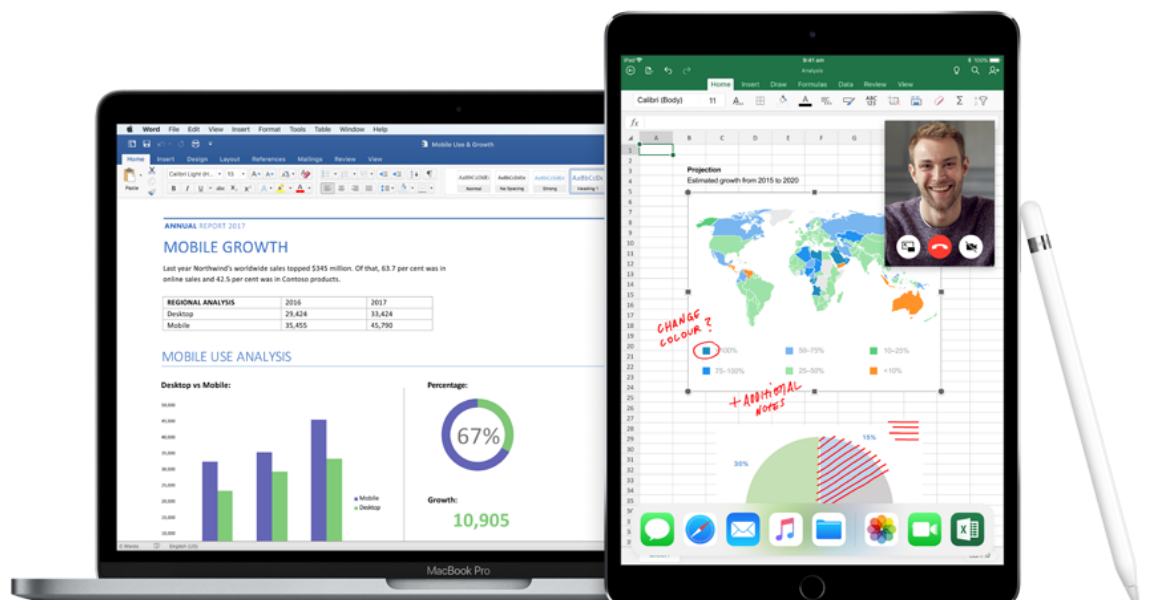


Apple Authorised Reseller (Indirect Reseller)

An electronic form for you to complete, sign and return.



Introduction

Apple revolutionised personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. Apple's four software platforms — iOS, macOS, watchOS and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.

This application gives you the opportunity to tell us about your organisation and why you would like to become an Apple Authorised Reseller.

Application Type

- Business
- Education
- Government
- Retail

Company Details

Tell us about your company.

Company / Legal Name:

Trading as:

ABN:

ACN:

Address:

Phone:

Fax:

Website:

Email:

Company Owner / Director:

Location Details

Tell us about your locations. If you need more room please attach additional locations separately. Please also attach photo(s) of each of your locations.

Business Address (Head Office)

Address:

Phone:

Fax:

What facilities does this location have (tick all that apply)

- Reception Area
- Showroom
- Board Room
- Training Room
- Theatre with capacity for _____ people
- Service Area
- Retail Area

Additional Trading Location

Address:

Phone:

Fax:

What facilities does this location have (tick all that apply)

- Reception Area
- Showroom
- Board Room
- Training Room
- Theatre with capacity for _____ people
- Service Area
- Retail Area

Tell Us About Your Business

Date Founded:

Are you or have you ever been affiliated with organisations that sell Apple products? If yes, please provide details.

Please list other products or services you are authorised to resell.

Manufacturer:

Product:

What were your trading revenues in the last financial year?

How much revenue are you expecting to derive from Apple products and solutions in the next 12 months? (Please break out by Apple and Third Party.)

Does your company specialise in any particular vertical markets, or sell any unique hardware or software solutions that can form part of an Apple solution?

Please list technical support staff and relevant skills and certificates (Apple or others) that support the network integration capabilities of your organisation.

Name:

Certification:

Name:

Certification:

Name:

Certification:

Name:

Certification:

Please attach your company's organisation chart.

Business Plan

As Apple continues to define the future of mobile media and computing devices with Mac and iPad, it is important that we understand your business plan around these technologies. As part of your reseller application we would like you to attach a business plan which addresses the following specific questions:

1. How are you embracing Apple products and specifically mobility within your own business?
2. What markets (verticals) do you intend to focus on with Apple products?
3. What solutions do you intend to offer in those markets?
4. What partnerships and certifications do you have that will assist you address this market opportunity?
5. How do you intend to market Apple products and services to your customers and associated market opportunity?
6. How many sales and technical staff will you be focusing on upskilling around Apple products?

Expectations of Authorised Resellers

To qualify as an Apple Authorised Reseller, the applicant must meet, agree to and abide by the following criteria:

1. Authorised Reseller agrees to abide by the Apple Identity Guidelines for Channel Affiliates at http://images.apple.com/legal/certification/docs/logo_guidelines.pdf and the Guidelines for Using Apple Trademarks and Copyrights at www.apple.com/legal/trademark which provides instructions on the use of the Apple Channel designations, permitted usage of Apple Trademarks & Signatures and Apple product photography and other related subject matter.
2. Authorised Reseller will provide a level of expertise on Apple products relevant to their market.
3. Authorised Resellers are expected to have a minimum turnover of \$30,000 of Apple product per quarter.
4. Authorised Reseller agrees to purchase and keep current demonstration product. For iPad this would be one (1) iPad from the range. For CPUs this would be at least one (1) notebook and one (1) desktop per location.
5. Authorised Reseller commits to attend training events and marketing updates relevant to their market hosted by Apple in their state.
6. By including your contact information on this Application Form you are agreeing to be added to our Channel communication email database. From time to time Apple will contact you by email or otherwise with communications on Apple Products and Services and information on the Apple Channel.
7. This application is for authorisation as an Apple Authorised Reseller to operate at the locations that you have nominated in this application. In the event these locations are changed or replaced, you must seek the approval of Apple.
8. Becoming an Authorised Reseller is not a technical certification of Apple Products. Information about technical workshops and joining the Apple Consultants Network can be found at <https://consultants.apple.com/au/>.

Apple Authorised Distributors

Please indicate the Apple Authorised Distributor(s) you will be utilising:

Australia

Distributor: **Ingram Micro**
Telephone: +61 1300 651 124
Website: www.ingrammicro.com.au
Email: appleteam@ingrammicro.com.au

Distributor: **Sektor**
Telephone: +61 1300 273 586
Website: www.sektor.com.au
Email: sales@sektor.com.au

Distributor: **Synnex Australia**
Telephone: +61 1300 100 100
Website: www.synnex.com.au
Email: sales@au.synnex-grp.com

Distributor: **Tech Data**
Telephone: +61 1300 362 525
Website: au.techdata.com
Email: aus-sales@techdata.com

New Zealand

Distributor: **Ingram Micro**
Telephone: +64 9 414 0100
Website: <http://nz.ingrammicro.com>
Email: sales@ingrammicro.co.nz

Distributor: **Exeed**
Telephone: +64 9 302 2144
Website: www.exeed.co.nz
Email: sales@exeed.co.nz

Disclaimers

1. Apple will not consider applications that do not meet the Authorised Apple Reseller program requirements.
2. Meeting program requirements does not guarantee acceptance into the program.
3. Apple reserves the right to reject any application without comment.
4. Apple will not consider applicants that use Apple trademark terms as part of any company name or web pages. For more information, please go to www.apple.com/legal/trademark/.
5. Your privacy is important at Apple. To review how Apple safeguards your personal information, please see the www.apple.com/privacy/.
6. Apple will process and store the information submitted in this Application, including any updates.

Signature

As the person submitting this application form, you represent and warrant that you have the authority to provide the information required and to submit this application and the list disclaimers. The statements provided in this application and in the attached documents are true and complete to the best of my knowledge. I also understand that information submitted in the application will be treated as commercial in confidence by Apple Pty. Ltd. and that my providing inaccurate and / or false information may be grounds for Apple to terminate any future business arrangements. I acknowledge that if this application is approved that I will need to sign an Apple Authorised Reseller Agreement.

Name:

Title:

Signed:

Date:

Apple Pty. Ltd. reserves the right to decline or remove a reseller from the program at its own discretion.

Please return the completed form to your nominated Apple Distributor.