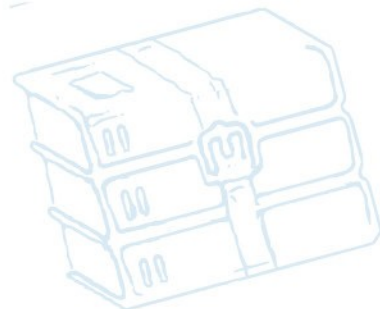
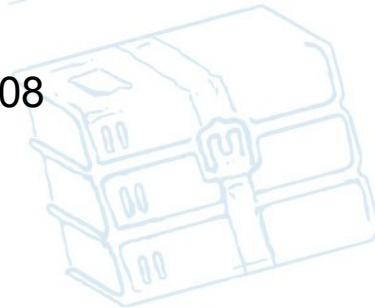


Affiliates' Manual

Last Update: December 2008



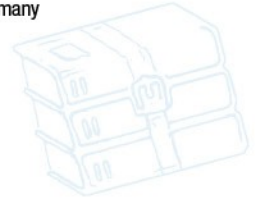
Management
Öncül Kaya
Burak Canboy

HR B-Nr. 109885 B
Amtsgericht Charlottenburg
USt-ID: DE255974207
Steuer-Nr.: 71/601/0246/7

Deutsche Bank AG
Lange Strasse 7-9
27749 Delmenhorst
Germany

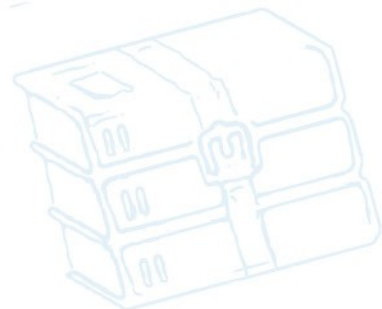
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BLZ: 290 700 24
IBAN: DE12 29070024 0888015500
SWIFT: DEUTDE33HAN33

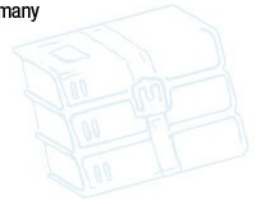
Konto: 8880155 01 (USD)
BLZ: 290 700 24
IBAN: DE82 29070024 0888015501
SWIFT: DEUTDE33HAN33



Index

- 1) **[Preface](#)**
- 2) **[Contacts](#)**
- 3) **[WinRAR at a glance](#)**
 - [WinRAR...](#)
 - [Unique Selling Proposition](#)
 - [Screenshots](#)
 - [Comparison to Winzip](#)
 - [license text & the shareware system](#)
 - [Languages](#)
- 4) **[Distribution network](#)**
 - [Partnership program](#)
 - [Types of distribution partners](#)
- 5) **[WinRAR Pricing Policy and Product Ids](#)**
- 6) **[Accounting](#)**
- 7) **[Generating WinRAR Affiliate Links](#)**
- 8) **[FAQ](#)**





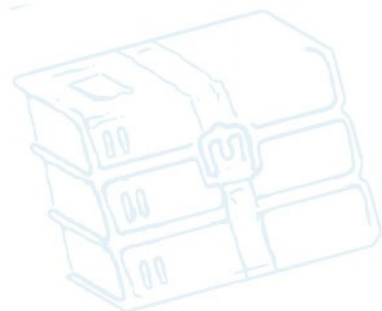
1) Preface

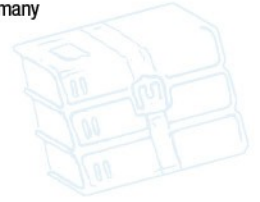
Aim of this manual

The aim of this manual is to provide our distribution partners with all the information they need in order to be able to successfully sell WinRAR. It includes general information about win.rar GmbH and our products, as well as suggestions and guidelines about how to market WinRAR more effectively, and descriptions of the order, payment and accounting process.

The manual is especially directed at new partners, giving them all the information they need in order to become a distribution partner. However, it can also be used as a work of reference for existing and already experienced partners.

If there are any issues which are not mentioned in this document, please feel free to contact us at: partners@win-rar.com.





2) Contacts

General

E-Mail: partners@win-rar.com
Our office: Schumannstrasse 17
10117 Berlin
Germany
Telephone: +49 30 28886758
Fax: +49 30 28884514

Legal Representatives: Burak Canboy, Öncül Kaya

We have made the experience that sometimes it is very difficult to communicate via telephone. Language problems or bad connections may easily lead to misunderstandings. In order to avoid this, we prefer to communicate with our affiliates via e-mail. If you have an urgent case, of course, you can call us.

Who to contact for ...

... technical support:

Gerhard Lühning
Stephan Schütt

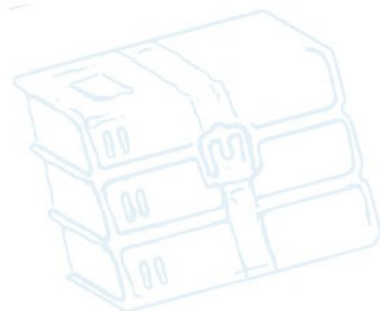
support@win-rar.com

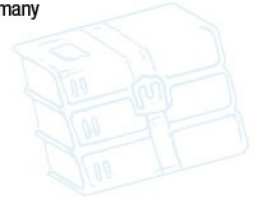
... enquiries about the partner program:

Wattanikha Chenarak, Dimitar Valeriev Tropchev, Davlat Aminov, or Angela Weiske
partners@win-rar.com

... accounting, and payment

Share-it! team
accounting@shareit.com





3) WinRAR- at a glance

WinRAR...

... is a powerful compression tool with many integrated additional functions to help you organize your compressed archives.

... puts you ahead of the crowd when it comes to compression. Consistently creating smaller archives, WinRAR is often even faster than the competition. This will save your disc space, transmission costs AND valuable working time as well.

... has a graphic user interface, supports drag&drop, and can also be integrated into your context menu.

... is ideal for multimedia files. WinRAR automatically recognizes and selects the best compression method. The special compression algorithm compresses multimedia files, executables and object libraries particularly well.

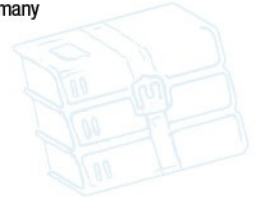
... is also ideal, if you are sending data through the web. Its 128 bit password encryption and its authenticity signature technology will give you peace of mind you are looking for.

... allows you to split archives into separate volumes easily, making it possible to save them on several disks for example.

... repairs even physically damaged archives and an archive may be locked to prevent further changes. Authenticity information may be added for additional security and WinRAR will store information on the last update and name of the archive.

Unique Selling Proposition – Overview

- supports all popular compression formats (RAR, ZIP, CAB, ARJ, LZH, ACE, TAR, GZip and UUE)
- integrated ability to create and change SFX archives (.exe files) using default and external SFX modules (no expensive add-ons needed!)
- extensive range of service functions, such as setting a password, adding archive and



file comments

- runs on Windows 3.x/9x/NT/2000/XP/VISTA. RAR command-line (console mode) versions run on Linux, BeOS, DOS, OS/2 and various flavors of Unix
- supports FAT files and archives up to 4 GigaByte, NTFS-Files of up to 8.589.934.591 GigaByte(!)
- offers you the benefit of industry strength archive encryption using AES (Advanced Encryption Standard) with a key of 128 bits, so that you no longer need to worry about the privacy of your data
- enables you to scan archives for viruses, thus making working with files much more secure
- provides functionality for creating 'solid' archives which can raise the compression ratio by 10% - 90% over more common methods, particularly when packing large numbers of small files

Screenshots

On <http://www.win-rar.com/winrarscreenshots.html> are a few screenshots of WinRAR that you can also show to your customers if they want to know what the WinRAR user interface looks like.

Comparison to Winzip

WinZIP is WinRAR's major competitor product. However, we have reasons to believe that WinRAR is by far the superior product as it offers dozens of functions which WinZIP doesn't. Check the WinRAR-WinZIP comparison on our website <http://www.win-rar.com/winzipcomparison.html> to find out what they are. This comparison can also be used as a good argument to convince customers to use WinRAR.

License and the shareware system

WinRAR is a shareware, thus giving potential customers the chance to thoroughly test it. The program can be used absolutely free of charge for 40 days! If users decide to continue using WinRAR after the trial period expires, they have to purchase a license for the software.

The latest version of WinRAR can be downloaded from our website at <http://www.win-rar.com/download.html> or from the websites of our registered partners.



The following excerpt from the license text for WinRAR covers the most important licensing issues. For the full license text, please refer to the WinRAR folder on the computer that is created upon installation of WinRAR. The license is of course subject to change with new program versions. You can find the current version of the license text agreement on our website at:

http://www.win-rar.com/index.php?id=24&kb=1&kb_article_id=27

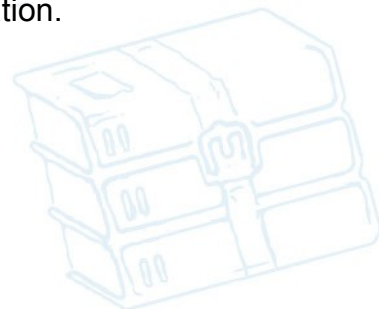
Languages

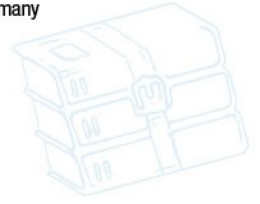
WinRAR licenses are valid for all available languages and platform versions. If customers have purchased several licenses, they can even mix versions just the way they want. WinRAR is currently available in the following 46 language versions:

Africa	English, Spanish, Spanish (Latin American), French, Portuguese
Asia	Arabic, Azerbaijani, Chinese (Simplified), Chinese (Traditional), Hebrew, Japanese, Korean, Persian, Thai, Uzbek, Vietnamese
Australia	English
North and South America	English, Portuguese (Brazilian), Spanish
Europe	Albanian, Belarusian, Bosnian, Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English, Finnish, French, Galician, German, Greek, Hungarian, Italian, Lithuanian, Macedonian, Norwegian, Polish, Portuguese, Portuguese (Brazilian), Romanian, Russian, Serbian (Cyrillic), Serbian (Latin), Slovak, Slovenian, Spanish, Spanish (Latin American), Swedish, Turkish, Ukrainian, Valencian

We welcome it if WinRAR users want to translate WinRAR into their native language, which is not yet in the list. They can download a .rar package with all the necessary resources and instructions from this location <http://www.win-rar.com/rarextras.html>.

Unfortunately, we do not pay for WinRAR translation. However, in exchange for the translation, we can give translators one license of WinRAR for free and they may also add "Translated by <name>" to the "About" box and documentation.





4) Distribution Network

Partnership program

Our distribution partners help us to distribute WinRAR worldwide. On the other side, we help our partners to generate more business and make extra money by selling WinRAR. Together we are working towards our shared main goal: to further spread the popularity of our compression tool.

In addition, our partnership programs enable us to provide our end-customers with local support in their own native language. Our experience has shown that our quick and reliable customer support is one of the factors that customers highly value WinRAR for and that puts us in front of our major competitors.

Further, we finally want to offer long-time WinRAR users and fans the chance to promote their favourite compression software and make money with it. Our fast and well structured distribution network over the Internet is especially suited to meet these goals.

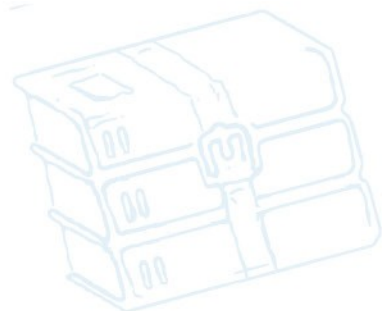
Overview: Types of distribution partners

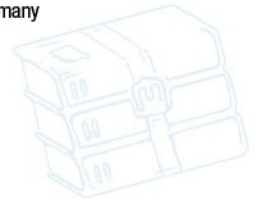
Our distribution network features three different types of distribution partners, who have different requirements and different commissions. On <https://www.win-rar.com/distpartners.html> you can find a quick overview of the three types of distribution partners.

Being an official WinRAR affiliate

The Affiliate program rewards customers who promote WinRAR on their website. Once they have signed up, they will receive a "WinRAR Starter Kit" with the manual how to generate WinRAR download and buy links, and also WinRAR information.

Affiliates place WinRAR download and buy links on their website. If a customer is redirected from your site and makes a purchase you get a 5% commission of the total order amount.





5) WinRAR Pricing Policy and Product IDs

We have implemented the market separation policy to our affiliate program. The policy separates our market into EURO market and USD market.

We have implemented IP-to-Currency to make the market separation possible. When the customers from Europe are redirected from your website, they will see WinRAR price in Euro. While the customers from the rest of the world will see WinRAR price in USD.

In order for you to comply with our IP-To-Currency and get full benefits from all customers, you need to have both WinRAR-USD and WinRAR-EUR product IDs in your affiliate account.

- The Product ID for WinRAR-USD is **300010252**.
- The Product ID for WinRAR-EUR is **300012381**.

How to check your affiliate account and add the product ID

1. Please go to www.shareit.com and choose **"Control Panel"** under the page 'Publisher'.



Adresse <http://www.shareit.com/affiliateintro.html?sessionid=808790203&random=bd5effffe95efb0aa48b14704600751>

Suche im Internet Markieren MeinAsk Zoom

English German Portuguese Spanish Italian French Russian Chinese

share*it!
a service of digital river

HOME PUBLISHER AFFILIATES BUYERS CONTACT US CATALOG

Features Pricing Models Test Order Sign up **Control Panel**

Become an Affiliate!
share-it! enables you to establish business partnerships with software publishers and begin your own product marketing efforts. Every new sale will increase your revenue. As soon as you have been activated as an Affiliate Partner, you will receive an e-mail containing a confirmation and your login information for the Affiliate Control Panel, your personal online information system, including:

- * Detailed information about your business partnerships
- * The option to contact new partners
- * The option to search for products to request authorizations to market products
- * Answers to frequently asked questions (FAQs) about the Affiliate Program

[Register now for free](#) with share-it!'s Affiliate Program!

Affiliate Top Seller Catalog and Key Affiliate Program
We offer two other options as an alternative to the Affiliate Program:

- * **Affiliate Top Seller Catalog**
Generate additional revenue and use our pre-defined catalog with top seller products.
- * **Key Affiliate Program**
In this program, you will find product data for tens of thousands of downloadable software titles for your own download store.

search catalog:
Please enter product name, ID or key word

Control Panel
User ID

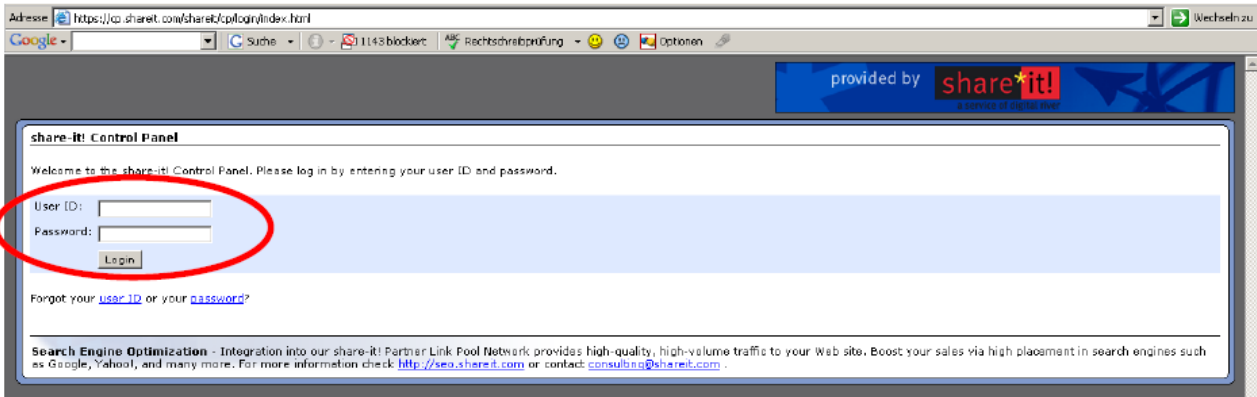
*** new pricing**
flexible delivery
flexible pricing

Customer Service
Answers to questions frequently asked by customers and "My Account"

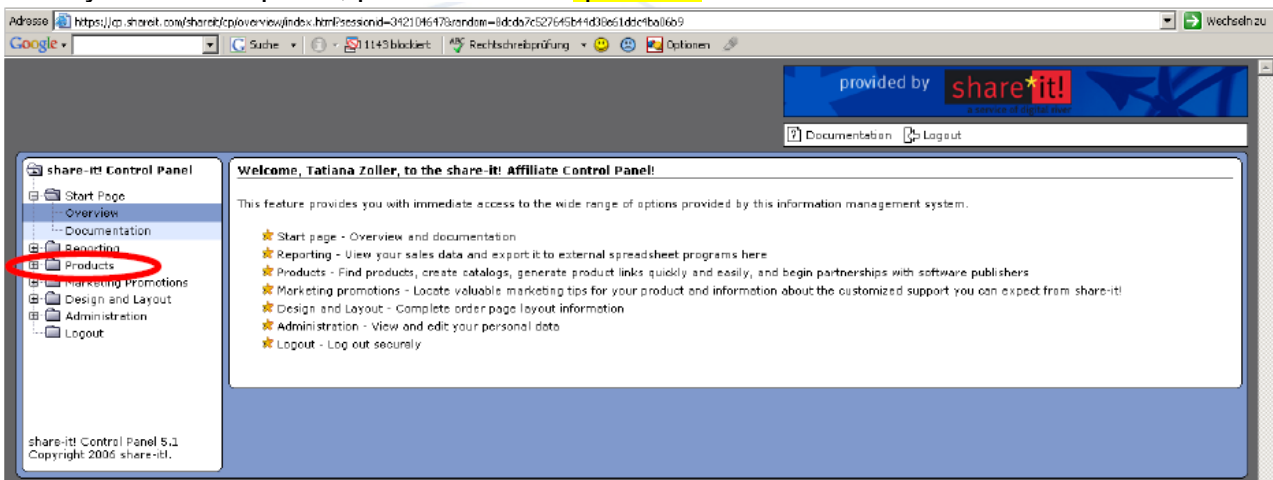
Register Now For Free



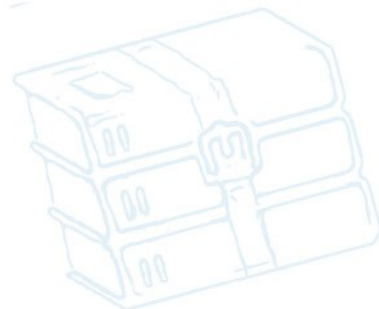
2. The other window will pop-up. Please insert your affiliate ID and password and then click “Login”.

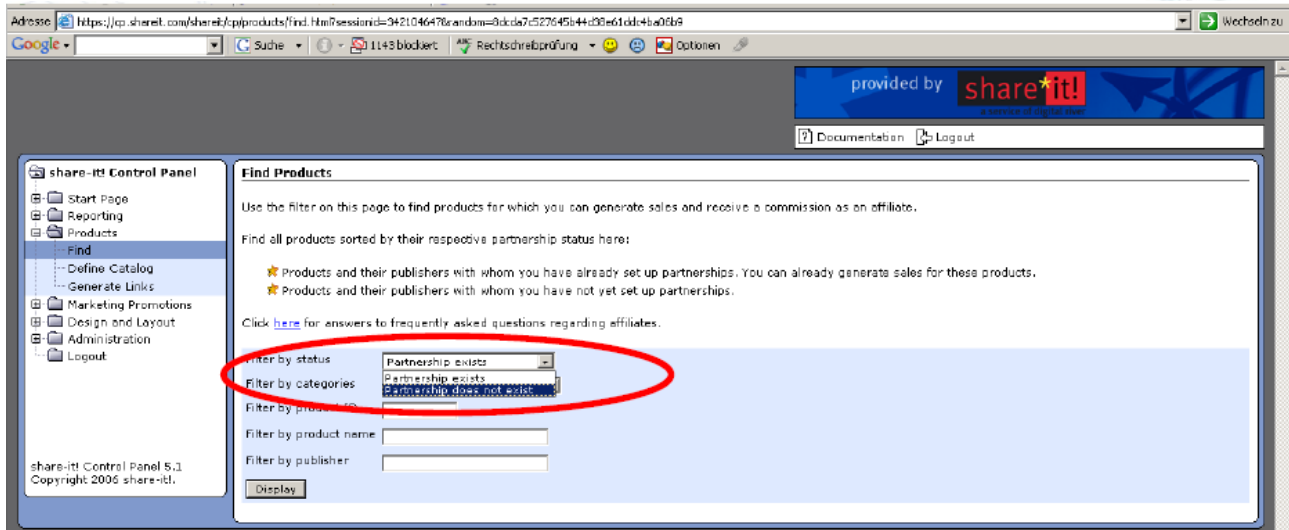


3. On your control panel, please choose “product” on the left hand side.

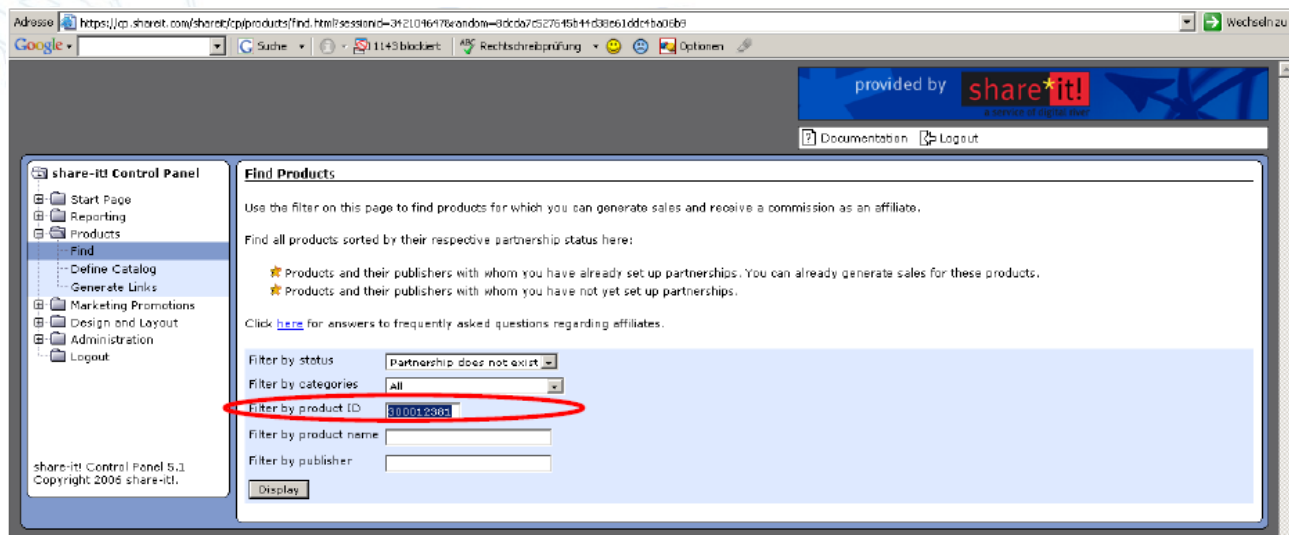


4. Please change “Filter by status” field from Partnership exists to “Partnership does not exist”

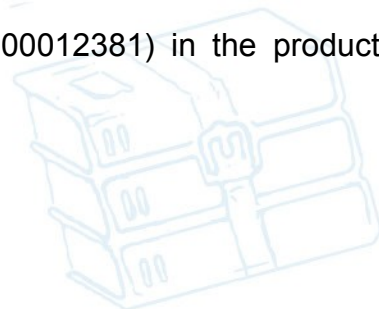




5. Please inserting the number **300010252** (WinRAR-USD) or **300012381** (WinRAR-EUR) in “Filter by product ID” field. Then click “Display”.



6. You will see our product number (#300010252 or #300012381) in the product list. Please click “Submit partnership request”.





Address: https://cp.share-it.com/share-it/cp/products/find.html?sessionId=312096061&random=b667e71f6614d63df80200043c120f

provided by **share-it!**

Documentation | Logout

share-it! Control Panel

- Start Page
- Reporting
- Products
 - Find
 - Define Catalog
 - Generate Links
 - Marketing Promotions
 - Design and Layout
 - Administration
 - Logout

share-it! Control Panel 5.1
Copyright 2006 share-it!

Find Products

Use the filter on this page to find products for which you can generate sales and receive a commission as an affiliate.

Find all products sorted by their respective partnership status here:

- ★ Products and their publishers with whom you have already set up partnerships. You can already generate sales for these products.
- ★ Products and their publishers with whom you have not yet set up partnerships.

Click [here](#) for answers to frequently asked questions regarding affiliates.

Filter by status: Partnership does not exist
Filter by categories: All
Filter by product ID: 300012381
Filter by product name:
Filter by publisher:

To begin a partnership, please click "Submit a partnership request!". The potential partner will be notified of your partnership request by e-mail. However, you cannot integrate links to the partner's products on your Web site until you have been activated by that partner. We will notify you when you have been activated. You can also terminate a partnership in the same way. To do so, please click "Terminate partnership", and the respective partner will receive an e-mail from us with your termination request.

Publisher:	Product ID:	Product name:	Commission:	
win.rar GmbH (#26004)	300012381	WinRAR	5%	Submit partnership request

7. On the next page you will see following question:

“Are you sure that you want to express your wish for cooperation?”

Publisher ID:38102 (or 26004)

Name: win.rar GmbH

Please click “Yes, please express my wish for cooperation!”

share-it! Control Panel - Microsoft Internet Explorer

Adresse: https://cp.share-it.com/share-it/cp/products/coop_request.html?sessionId=312096061&random=b667e71f6614d63df80200043c120f&PUBLISHER_ID=26004

provided by **share-it!**

Documentation | Logout

share-it! Control Panel

- Start Page
- Reporting
- Products
 - Marketing Promotions
 - Design and Layout
 - Administration
 - Logout

share-it! Control Panel 5.1
Copyright 2006 share-it!

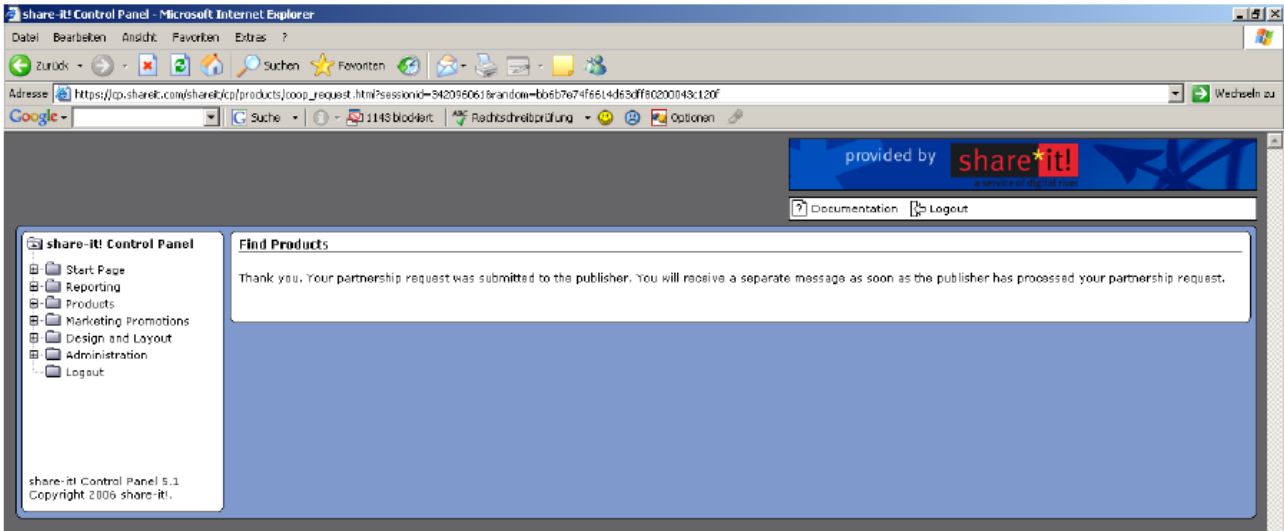
Find Products

Are you sure that you want to express your wish for cooperation?

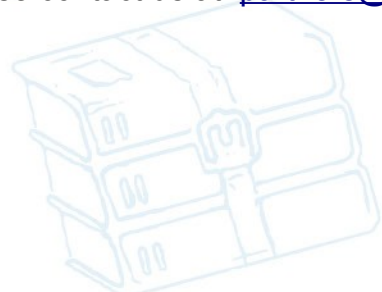
Publisher ID: 26004
Name: win.rar GmbH

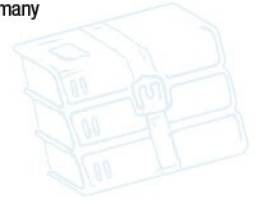


8. A confirmation, that your request was submitted, will be displayed on the next page.



9. Your request will be sent to us. After we accept it, you will receive a confirmation message from share-it!. This might take a few days, please be patient. If you do not get any confirmation message after 1 week, please contact us at: partners@win-rar.com.

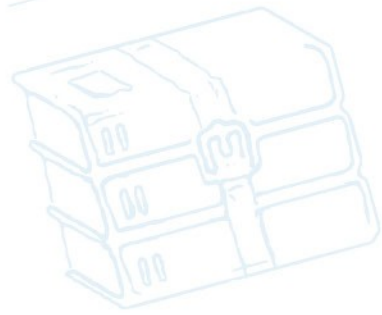
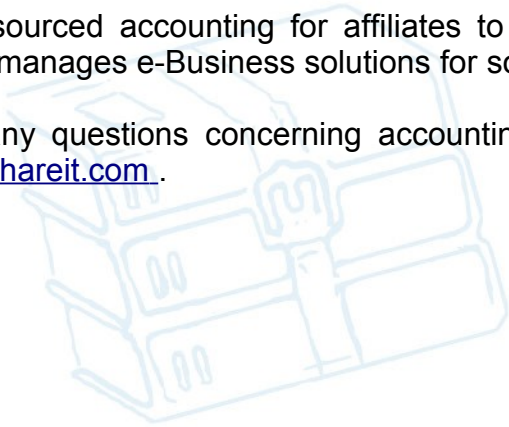


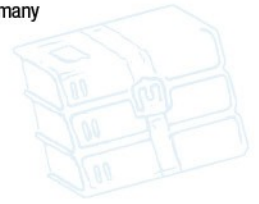


6) Accounting

We have outsourced accounting for affiliates to element 5 / share-it!, a company that develops and manages e-Business solutions for software publishers.

If you have any questions concerning accounting matters, please feel free to contact accounting@shareit.com.





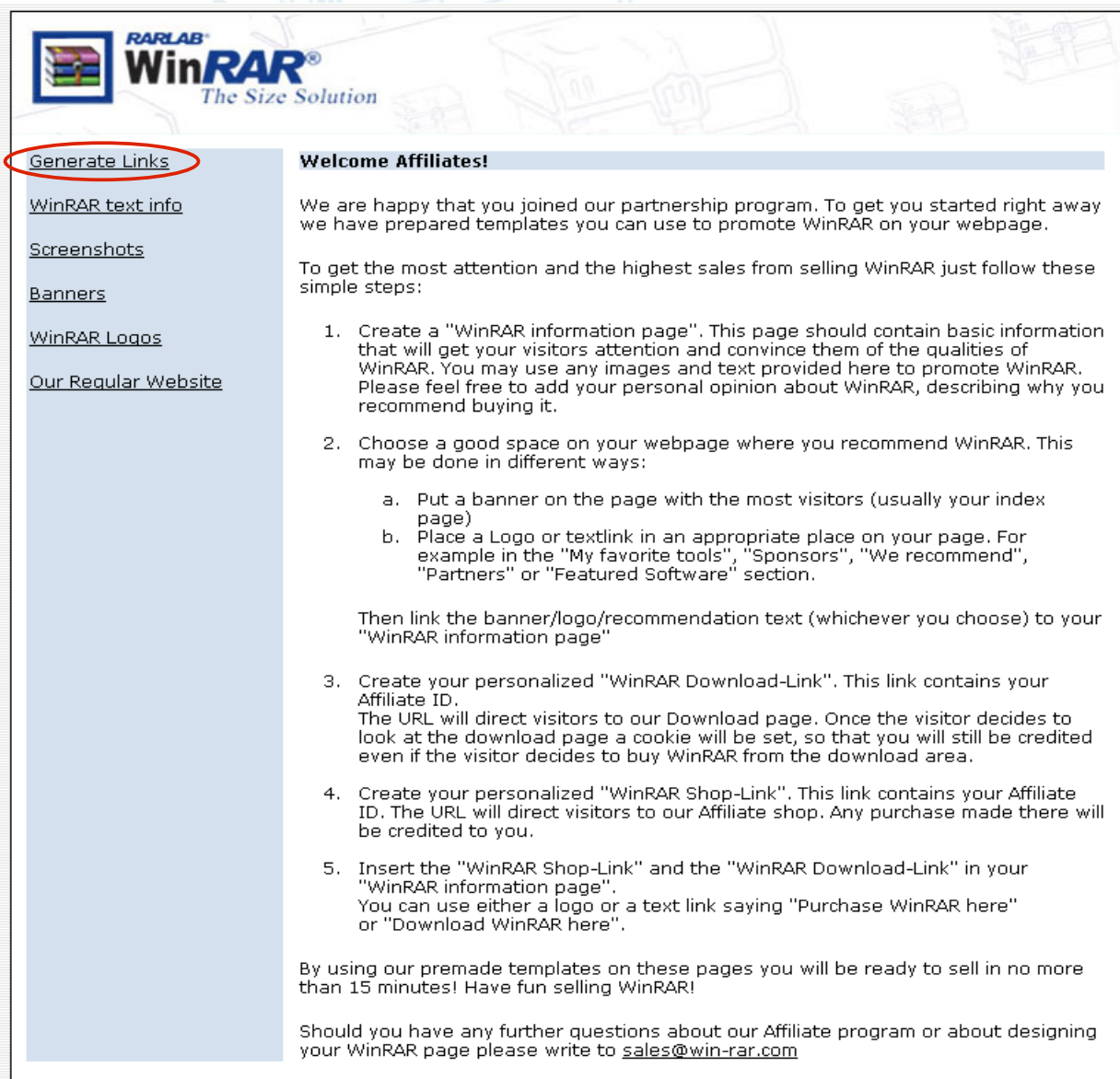
7) Generating WinRAR Affiliate Links

Please follow the steps below to create your own links for purchasing and downloading WinRAR.

1. When generating the affiliate links, please click on the following link:

<http://www.win-rar.com/partners/affiliates/>

2. When you get to this page click on : Generate Links:



WinRAR®
The Size Solution

Generate Links

[WinRAR text info](#)

[Screenshots](#)

[Banners](#)

[WinRAR Logos](#)

[Our Regular Website](#)

Welcome Affiliates!

We are happy that you joined our partnership program. To get you started right away we have prepared templates you can use to promote WinRAR on your webpage.

To get the most attention and the highest sales from selling WinRAR just follow these simple steps:

1. Create a "WinRAR information page". This page should contain basic information that will get your visitors attention and convince them of the qualities of WinRAR. You may use any images and text provided here to promote WinRAR. Please feel free to add your personal opinion about WinRAR, describing why you recommend buying it.
2. Choose a good space on your webpage where you recommend WinRAR. This may be done in different ways:
 - a. Put a banner on the page with the most visitors (usually your index page)
 - b. Place a Logo or textlink in an appropriate place on your page. For example in the "My favorite tools", "Sponsors", "We recommend", "Partners" or "Featured Software" section.

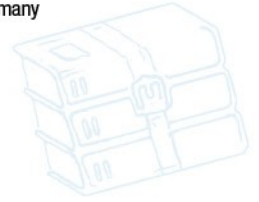
Then link the banner/logo/recommendation text (whichever you choose) to your "WinRAR information page"

3. Create your personalized "WinRAR Download-Link". This link contains your Affiliate ID. The URL will direct visitors to our Download page. Once the visitor decides to look at the download page a cookie will be set, so that you will still be credited even if the visitor decides to buy WinRAR from the download area.
4. Create your personalized "WinRAR Shop-Link". This link contains your Affiliate ID. The URL will direct visitors to our Affiliate shop. Any purchase made there will be credited to you.
5. Insert the "WinRAR Shop-Link" and the "WinRAR Download-Link" in your "WinRAR information page". You can use either a logo or a text link saying "Purchase WinRAR here" or "Download WinRAR here".

By using our premade templates on these pages you will be ready to sell in no more than 15 minutes! Have fun selling WinRAR!

Should you have any further questions about our Affiliate program or about designing your WinRAR page please write to sales@win-rar.com





3. Please enter your Affiliate ID and press the „Generate links“ button



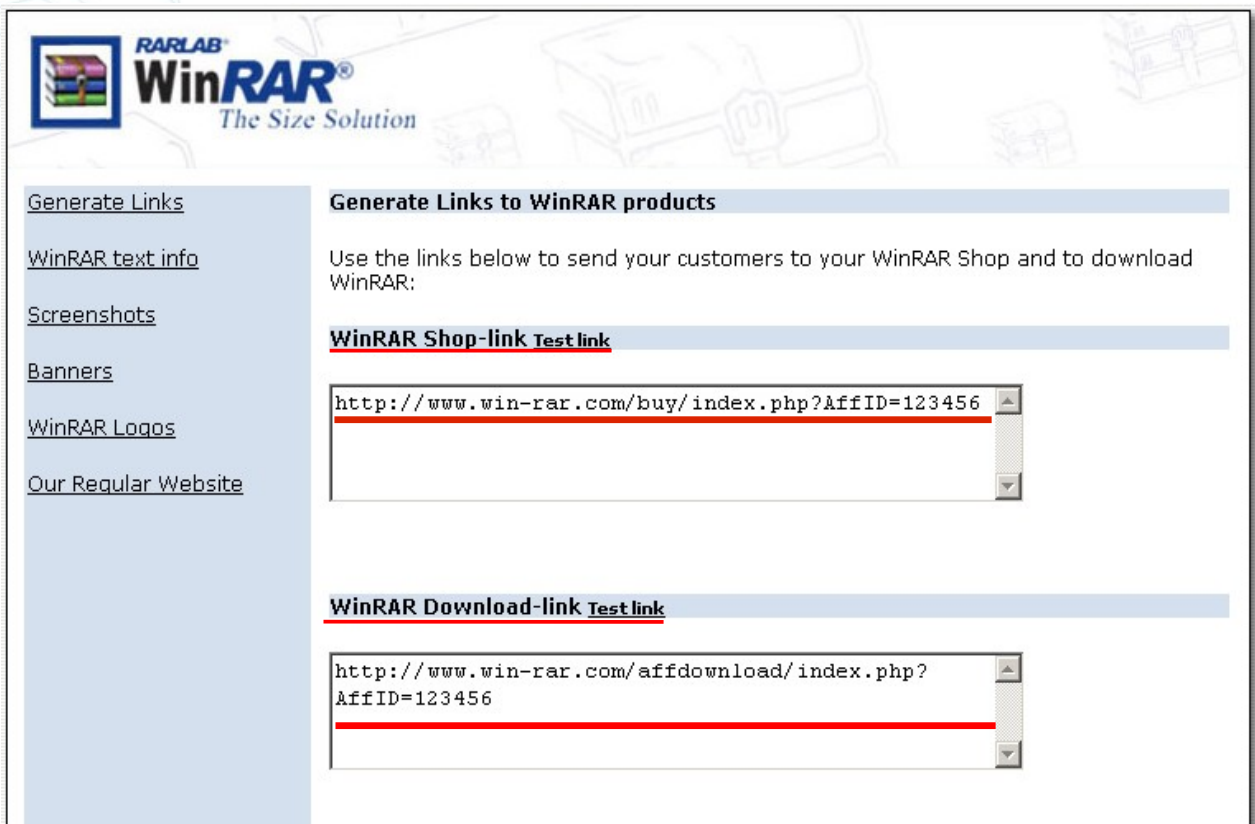
RARLAB® WinRAR®
The Size Solution

Generate Links to WinRAR products

Please enter you Affiliate ID and press the 'Generate links' button to create WinRAR product links that direct customers to your shop and provide a link to download the software.

Your Affiliate ID:

4. You'll find your both links on the next page: One for purchasing and one for downloading WinRAR. Just copy them and add to your website:



RARLAB® WinRAR®
The Size Solution

Generate Links to WinRAR products

Use the links below to send your customers to your WinRAR Shop and to download WinRAR:

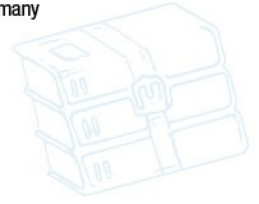
WinRAR Shop-link Test link

<http://www.win-rar.com/buy/index.php?&ffID=123456>

WinRAR Download-link Test link

<http://www.win-rar.com/affdownload/index.php?AffID=123456>





8) FAQ

Affiliate website and affiliate links

How should I promote WinRAR products?

You need to put WinRAR affiliate links anywhere on your Web site. It is typically a good idea to place them with complementing products or related topics to help generate referrals. Since you have a lot of flexibility with the links, you can also try out different locations of the links on your Web site to gauge their effectiveness.

Do I have to have WinRAR affiliate links on my website?

Yes, as our affiliate you have to have two WinRAR affiliate links on your website, which are „Buy link“ and „Download link“.

How do I generate WinRAR affiliate links for my website?

Please go to [section 7](#) (Generating WinRAR Affiliate Links) on this document.

What is the difference between the WinRAR affiliate link, which I generate from your website, and the one, which I generate from share-it! Control Panel?

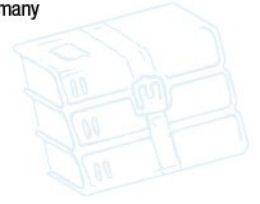
The link, which you generate from Share-it Control Panel, contains a specific product number and your affiliate ID, and it will redirect customers directly to share-it online shop. While WinRAR affiliate link contains only your affiliate ID. Your visitors will be redirected to our website in order to determine their IP and give them the right product number. Since we have implemented IP-to-Currency to separate our USD and EUR markets, we would like to ask you to use the affiliate link, which you generate from our website.

What is the proper way of spelling WinRAR?

The proper way of spelling the name of the product is: **WinRAR**. If you add any additional information, concerning WinRAR to your website, please make sure that the spelling is correct.

Where do I get WinRAR banners and logos for my website?

Please feel free to use any of our banners and logos: <http://www.win-rar.com/banner.html>



You can also visit our pressroom: <http://www.win-rar.com/press/> You need to register there first. Once you login, go to Image Gallery. There you can find more logos. Just choose one of them, download and add it to your website.

What happens if I put a direct link to your website?

Your customers might decide to go directly to our online shop and order WinRAR licenses there. This way you will lose your potential customers and will not get your affiliate commissions.

That is why we ask you to put only your WinRAR affiliate links, which contain your affiliate ID, on your website (no other links leading to our website).

Commissions, Fees and Payments

How much commission will I receive?

Our standard commission rate for affiliates is 5%.

Is there a minimum amount I have to earn in order to receive payment?

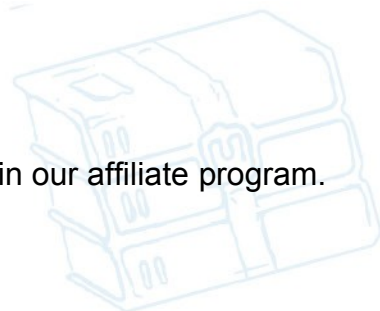
Yes, you must earn a minimum of 100 EUR/USD or 70 GBP in commission before payment can be made. If the minimum amount is not reached, the total is carried over to the next month.

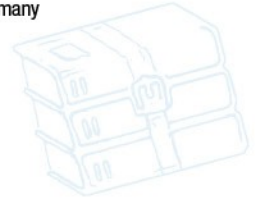
When will I be paid my commission?

Our partner share-it! sends out Payment Reports to affiliates on the 8th of the each month for the previous month's sales. Payment is then made on the 15th for the previous month's earnings, if you reach the minimum payment amount of 100 EUR/USD or 70 GBP in commission earnings.

Are there any costs participating as an affiliate?

There are no monthly or fixed costs to you for participating in our affiliate program.





Termination of the partnership

How can I terminate our partnership?

In your Affiliate Control Panel, you can display all your partnerships in the section "Products". Simply filter by "Partnership exists". For each partnership, you will find a button "Terminate partnership". After you submitted your termination request, simply remove the links from your Web site.

Can I add your product back to my affiliate account if I terminate/delete it by mistake?

If you terminate your partnership with us by mistake (or if you delete one of our two WinRAR products by mistake), first, please send us an email notifying us about it. However, you will not be able to add our product back to your affiliate account yourself. For this, you should contact Share-it at affiliate@shareit.com, provide them with the product ID, which you have terminated/deleted by mistake and ask them to add this product back to your account.

