Sales Professionals

**Field Sales Spots: 72**

- **BAE I Spots: 30 - HQ Calculated**
  - Top 30 nationwide by highest % Achievement to a National Quota of $2,600
  - Minimum 100% Achievement of quota to be eligible

- **Sr. BAE Spots: 15 - HQ Calculated**
  - Top 15 nationwide by highest % Achievement to a National Quota of $3,500
  - Minimum 100% Achievement of quota to be eligible

- **Field CAM Spots: 1 - Division Nominated**
  - 1 spot nominated by Division and selected by HQ
  - Minimum 110% Achievement of quota to be eligible

- **CSE Spots: 3 - HQ Calculated**
  - Top 1 CSE per Division by highest % Achievement to annual Target Incentive Comp (TIC)

- **EAE Spots: 12 - HQ Calculated**
  - Top 12 nationwide by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible

- **SEAE Spots: 4 - HQ Calculated**
  - Top 4 nationwide by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible

- **EAM Spots: 4 - HQ Calculated / Division Nominated**
  - Top 1 Field EAM per Division by highest % achievement to Quota
  - 1 spot nominated by Division and selected by HQ
  - Minimum 110% Achievement of quota to be eligible

- **ESE Spots: 3 - HQ Calculated**
  - Top 1 Field ESE per Division by highest % Achievement to annual Target Incentive Comp (TIC)

**Inside Sales Spots: 37**

- **BSR Spots: 12 - HQ Calculated**
  - Top 4 per Division by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible

- **OBSR-Web Spots: 3 - HQ Calculated**
  - Top 1 per Division by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible

- **OBSR-Core Spots: 9 - HQ Calculated**
  - Top 3 per Division by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible
• CAM Spots: 9 - *HQ Calculated*
  - Top 3 per Division by highest % Achievement to Quota
  - Minimum 110% Achievement of quota to be eligible

• RAE Spots: 3 - *Division Nominated*
  - 1 spot nominated by each Division and selected by HQ
  - Rep must achieve minimum Division Renewal target for 2019 to be eligible

• S4B CARE Spots: 1 - *Division Nominated*
  - 1 spot nominated by Division and selected by HQ

**HQ Sales Spots: 7**

• National Enterprise Account Spots (NEAM, NAM, NSR) Spots: 2 - *HQ Selected*
  - 2 spots selected by HQ
  - Minimum 110% Achievement of quota to be eligible

• Strategic National Enterprise Account Manager (SNEAM, SSR) Spots: 1 - *HQ Selected*
  - 1 spot selected by HQ
  - Minimum 110% Achievement of quota to be eligible

• Indirect Partner Sales Manager Spot: 1 - *HQ Selected*
  - 1 spot selected by HQ
  - Minimum 110% Achievement of quota to be eligible

• Carrier / Cell Backhaul (CBH) Spot: 1 - *HQ Selected*
  - 1 spot selected by HQ
  - Minimum 110% Achievement of quota to be eligible

• HQ Sales Engineer Wildcard Spot: 1 - *HQ Selected*
  - 1 spot selected by HQ

• Cloud Desk Wildcard Spot: 1 - *HQ Selected*
  - 1 spot selected by HQ

**Sales Leadership**

**Frontline Sales Leadership Spots: 19**

• FSM / AFSM Spots: 9 - *HQ Calculated*
  - Top 1 per Division by highest % Achievement to National Quota
    - BAE I: $2,600
    - Sr BAE: $3,500
  - Next 6 nationwide by highest % Achievement to National Quota
    - BAE I: $2,600
    - Sr BAE: $3,500
  - Minimum 100% Achievement of quota to be eligible

• ISS Spots: 3 - *Division Nominated*
  - 1 spot nominated by each Division and selected by HQ
  - BSR, OBSR, OBSRW, CAM supervisors
  - Minimum 100% Achievement of quota to be eligible

• RAS Spots: 1 - *Division Nominated*
  - 1 spot nominated by Division and selected by HQ
Supervisor must achieve minimum Division Save Rate target for 2019 to be eligible

- **ESM Spots: 4 - HQ Calculated / Division Nominated**
  - Top 1 per Division by highest % Achievement to quota
  - 1 spot nominated by Division and selected by HQ
  - Minimum 100% Achievement of EAE and SEAE quota to be eligible

- **SEM Spots: 1 - HQ Calculated**
  - Top 1 Field Sales Engineer Manager by highest % Achievement to annual Target Incentive Comp (TIC)

- **National Enterprise Sales Director/Sr. Director Spots: 1 - HQ Selected**
  - 1 spot selected by HQ
  - Minimum 100% Achievement of ESAE, NCG and ESSE, SCG quota to be eligible

**Second-Line Sales Leadership Spots: 7**

- **FSD Spots: 3 - HQ Calculated**
  - Top 1 per Division by highest % Achievement to quota
  - Minimum 100% Achievement of quota to be eligible

- **ISM Spots: 1 - Division Nominated**
  - 1 spot nominated by each Division and selected by HQ
  - BSR, OBSR-Web, OBSR-Core, Retention managers
  - Minimum 100% Achievement of quota to be eligible

- **ESD Spots: 3 - Division Nominated**
  - 1 spot nominated by each Division and selected by HQ
  - Minimum 100% Achievement of quota to be eligible

**Region/Inside Sales Center Leadership Spots: 1**

- Top 1 nationwide leaders (Region VP and / or Inside Sales VP)

- **Region VP**
  - Highest overall achievement of 2019 unit and revenue LOB budget for Internet, Voice, TV and SmartOffice, Advanced Voice and Metro-E (minimum 100% achievement required)

- **Inside Sales VP**
  - Highest overall achievement of 2019 sales to LOB budget for Internet, Voice, TV and SmartOffice (minimum 100% achievement required)

**Additional Nominated Spots**

- **All Sales Roles Nominated: 6 – Division/HQ Nominated: HQ Selected**
  - 6 spots nominated by Division/HQ and selected by HQ
  - Can include any Comcast Business Sales role
  - Must meet the minimum President’s Club eligibility requirements for the role

- **Outstanding Contributor Nominated Spots: 6 - Division Nominated/HQ: HQ Selected**
  - Outstanding contributors to the direct success of Comcast Business sales in 2019
  - At least one nomination from each Division must be for a contributor NOT from their Division

- **President Selected**
- President selected individuals for outstanding sales achievements and/or contributions
Rules & Eligibility:

1. Incentive Performance Year - President’s Club 2019 is for fiscal 2019 (December 22, 2018 – December 21, 2019)

2. Sales Professional Eligibility
   a. All Sales Professionals must achieve at least 110% of their monthly net sold quota of the Performance Year for their role to be eligible for President’s Club with the exception of BAE I and Sr BAE. The 110% monthly minimum achievement equates to a yearly minimum net sold quota roll up sum of 1,320% (110% x 12).
   b. BAE I and Sr BAE must achieve at least 100% of the National monthly net sold quota of the Performance Year for their role to be eligible for President’s Club. The 100% monthly minimum achievement equates to a yearly minimum net sold quota roll up sum of 1,200% (100% x 12)
      1. BAE I National Monthly Quota: $2,600
      2. Sr BAE National Monthly Quota: $3,500
   c. A Sales Professional will only receive a maximum of 110% achievement of quota for the month(s) they are on Ramp.
   d. The President’s Club spot that an employee is eligible for is determined by the role that the employee was in for the majority of fiscal 2019.
      i. If an employee served equal time in different roles, that have President’s Club Spots, then the role that the employee was in on December 21, 2019 is the spot they will be eligible for as long as they meet the additional specific eligibility requirements for that President’s Club spot.
      ii. The eligibility requirement for connect revenue will be pro-rated for the time the employee was in the role.

3. Sales Professional Measurement
   a. The measurement for President’s Club 2019 for Sales Professional spots is achievement of monthly net sold quota. The minimum threshold to be eligible is 1,320% of quota for the year. This breaks out to an average achievement of 110% to quota each month in 2019. The minimum threshold for BAE I and Sr BAE is 1,200%, which breaks out to an average of 100% to quota each month in 2019. See example below:

<table>
<thead>
<tr>
<th>Monthly Quota Achievement Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Minimum</td>
</tr>
<tr>
<td>BAE I / Sr BAE Minimum</td>
</tr>
<tr>
<td>Example Rep</td>
</tr>
<tr>
<td>Example Rep</td>
</tr>
</tbody>
</table>

   b. Another way to look at it, to determine eligibility in a given month, is in a rolling monthly total point of view. In a rolling view the minimum quota achievement threshold grows each month by 110% (100% for BAE I / Sr BAE) to reach the total end of year minimum of 1,320% (1,200% for BAE I / Sr BAE). Therefore, the rolling total quota achievement minimum per month, to be eligible, is as follows:

<table>
<thead>
<tr>
<th>Rolling Quota Achievement Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Minimum</td>
</tr>
<tr>
<td>BAE I / Sr BAE Minimum</td>
</tr>
<tr>
<td>BAE I / Sr BAE Minimum</td>
</tr>
</tbody>
</table>

Comcast Confidential
c. In the example below the Rep catches the minimum Quota Achievement threshold in April:

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Minimum</td>
<td>110%</td>
<td>220%</td>
<td>330%</td>
<td>440%</td>
<td>550%</td>
<td>660%</td>
<td>770%</td>
<td>880%</td>
<td>990%</td>
<td>1,100%</td>
<td>1,210%</td>
</tr>
<tr>
<td>BAE I / Sr BAE Minimum</td>
<td>100%</td>
<td>200%</td>
<td>300%</td>
<td>400%</td>
<td>500%</td>
<td>600%</td>
<td>700%</td>
<td>800%</td>
<td>900%</td>
<td>1,000%</td>
<td>1,100%</td>
</tr>
<tr>
<td>Example Rep</td>
<td>93%</td>
<td>207%</td>
<td>295%</td>
<td>452%</td>
<td>609%</td>
<td>789%</td>
<td>989%</td>
<td>1,189%</td>
<td>1,397%</td>
<td>1,612%</td>
<td>1,802%</td>
</tr>
</tbody>
</table>

d. Enterprise Sales Engineer
   i. Highest achievement against the Annual Target Incentive
   ii. Tie breaker will be highest total net sold revenue by supported teams
   iii. In the event of a regional tie due to all ESEs supporting all teams within a region, the Regional Vice President will determine the tie breaker

e. SMB Client Solutions Engineer
   i. Highest achievement against the Annual Target Incentive
   ii. Tie breaker will be highest total net sold revenue by supported teams
   iii. In the event of a regional tie due to all CSEs supporting all teams within a region, the Regional Vice President will determine the tie breaker

4. SMB Frontline & Second-Line Sales Leader Eligibility
   a. Frontline Sales Leader is defined as the leadership position that manages a team of sales professionals. This role is typically a Manager for field sales reps and a Supervisor for inside sales reps.
   b. Second-Line Sales Leader is the position that manages Frontline Sales Leaders. This role is typically a Director for the field sales channel and a manager for the inside sales channel.
   c. Minimum 100% quota achievement against the Annual Target Incentive
      1. BAE I National Monthly Quota: $2,600
      2. Sr BAE National Monthly Quota: $3,500
   d. Minimum 100% quota achievement by SMB Second-Line Sales Leaders to be eligible.
   e. Frontline Sales Leaders assigned headcount will be audited and quotas towards President’s Club may be recalculated.
   f. SMB Frontline Leaders achievement of quota percentage calculations will not include any components of Coaching Effectiveness.
   g. The President’s Club Spot that an employee is eligible for is determined by the role that the employee was in for the majority of fiscal 2019. If an employee served equal time in different roles, that have President Club spots, then the role that the employee was in on December 21, 2019 is the spot they will be eligible for as long as they meet the additional specific eligibility requirements for that President’s Club spot.

5. SMB Frontline & Second-Line Sales Leader Measurement
   a. The measurement for President’s Club 2019 for Sales Leadership spots is Achievement of National Quota for the role. The minimum threshold to be eligible is 1,200% of Quota for the year. This breaks out to an average Achievement of 100% to Quota Each Month in 2019. See example below:

<table>
<thead>
<tr>
<th>Leader</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Annual % to Quota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>1,200%</td>
</tr>
<tr>
<td>Example</td>
<td>93%</td>
<td>120%</td>
<td>104%</td>
<td>140%</td>
<td>152%</td>
<td>180%</td>
<td>100%</td>
<td>100%</td>
<td>108%</td>
<td>115%</td>
<td>190%</td>
<td>220%</td>
<td>1,622%</td>
</tr>
</tbody>
</table>

a. Frontline Sales Leader is defined as the leadership position that manages a team of sales professionals. This role is typically a Manager for Field Sales Reps and a Supervisor for Inside Sales Reps.
b. Second-Line Sales Leader is the position that manages Frontline Sales Leaders. This role is typically a Director for the Field Sales channel and a Manager for the inside sales channel.
c. Minimum 100% quota achievement by Enterprise Frontline Sales Leaders to be eligible
d. Minimum 100% quota achievement by Enterprise Second-Line Sales Leader to be eligible
e. Frontline sales leader’s assigned headcount will be audited and quotas towards President’s Club may be recalculated.
f. Ramp: a frontline sales leader will only receive a maximum of 100% achievement of quota for the months they are on ramp.

7. Enterprise Frontline Sales Leader Measurement

a. The measurement for President’s Club 2019 for Enterprise sales leadership spots is achievement of national quota for the leadership role. The minimum threshold to be eligible is 100% per month for Frontline Sales Leader. This breaks out to roll-up total quota of 1,200%.
b. Sales leaders with both an EAE and SEAE team will NOT be credited over 300% achievement towards their SEAE Component in a given month.
c. Leaders with both an EAE and SEAE team will have a weight applied (70% to EAE and 30% to SEAE team) in the final calculation of their total President’s Club Performance, as illustrated in the example below:

<table>
<thead>
<tr>
<th>Leader X</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teams</td>
<td>Jan</td>
<td>Feb</td>
<td>Mar</td>
<td>Apr</td>
</tr>
<tr>
<td>EAE</td>
<td>93%</td>
<td>120%</td>
<td>104%</td>
<td>140%</td>
</tr>
<tr>
<td>SEAE</td>
<td>101%</td>
<td>94%</td>
<td>120%</td>
<td>150%</td>
</tr>
</tbody>
</table>

Weighted Calculation

<table>
<thead>
<tr>
<th>Per Team Total Quota Attainment</th>
<th>Weight</th>
<th>Per Team Weighted Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1622%</td>
<td>70%</td>
<td>1135%</td>
</tr>
<tr>
<td>1597%</td>
<td>30%</td>
<td>479%</td>
</tr>
</tbody>
</table>

Leader X total President's Club performance percentage: 1615%
Minimum eligibility President's Club performance percentage: 1200%

8. Division Sales Center Leader is the senior most leader of one of the Business Services Division Sales Centers; West, Central or Northeast. This is typically the Sr. Director or VP of the Sales Center.

9. Region Leaders Spots are HQ Calculated
   a. Region Leader must achieve a minimum of 100% of their specific FY-2019 line of business unit and revenue budget for Internet and Voice to be eligible.
   b. Region Leadership spot is the senior most leader of Business Services for a specific region. This is typically the VP of Business Services.
   c. Based on highest Achievement of FY-2019 line of business unit and revenue budget for Internet, Voice, TV and Advanced Voice.

10. Monthly Revenue: Total Net qualified monthly recurring Primary and Ancillary charges (i.e. Revenue), inclusive of discounts. All non-recurring charges are excluded from Monthly Revenue.

11. Net Sold Revenue: The sum of Monthly Compensable Revenue for Sales credited during the current Performance Month and which have not been Canceled by the last day of the following Performance Month: (a) less any Monthly Compensable Revenue for Sales that occurred at any time during the last six month period and which were Canceled during the current Performance Month; (b) less any Monthly Compensable Revenue for Sales because Non-Connects during the Performance Month and which have not yet Connected; (c) less any Monthly Compensable Revenue for Sales that Disconnected in the current Performance Month where a payment was never received from the customer; (d) plus any Monthly Compensable Revenue for Sales that became Late Connects in the current Performance Month; (e) less any Balance Carryforward.

12. Large sales (as defined in the compensation plan) will be audited by leadership and may be ineligible for President’s Club.
13. Results for Frontline leaders with teams of four (4) or less reps in a specific role will be subject to additional review by the President’s Club Selection Committee.

14. Any employee in a front line Business Services Sales role who moves to a Business Services Leadership role will not be eligible for a calculated spot, but they will be eligible for a nominated spot.

15. All data for calculated spots will be tracked and calculated by the HQ Comcast Business Compensation team.

16. All organizational data regarding the effective dating of job codes, positions, teams, team hierarchy and reporting relationships will be based on SAP data as represented in iCoMP.

17. Winners of the President’s Club Event must be an active Comcast Business employee in good standing at the time the event occurs in order to attend.

18. An employee who violates Comcast’s Code of Conduct or the Sales Integrity and Ethics guidelines at any time during the performance year or subsequent performance quarter immediately leading up to the Comcast President’s Club Event will be ineligible to participate at the event.

19. An employee under a Comcast Corrective Action Plan at any time during the performance year or subsequent performance quarter immediately leading up to the Comcast President’s Club Event may be ineligible to participate at the event.

20. Employees who are represented by a labor union may, or may not, be eligible for the Comcast Business President’s Club event. The eligibility of represented employees for the Comcast Business President’s Club event may be governed by the applicable collective bargaining agreement(s) and/or be subject to collective bargaining.

21. The President’s Club Selection Committee has final approval and decision on who attends the event.

22. All results are subject to audit.

23. There is no cash value option in lieu of attending the event.

24. Individual prizes, travel, events and awards are subject to applicable taxes.

25. Comcast reserves the right to modify or cancel this contest at any time.

Dana Point, California

2019 Performance