**PRESS RELEASE**

BullGuard announces Advantage+ programme, offering unrivalled VIP support and significant revenue share to partners

**London, 22nd April 2015:** [BullGuard](http://www.bullguard.com), the award-winning global provider of antivirus and mobile security solutions, has announced the launch of its [Advantage+ partner programme](http://www.bullguard.com/landing-pages/bullguard-advantage.aspx). BullGuard’s new offering is an enhanced channel partner programme designed to provide significant margins and a range of business benefits over and above the existing BullGuard Advantage structure.

The new scheme will run by “invitation only” and only apply to resellers where new customer licence activations exceed 500 per annum. Advantage+ offers VIP access to enhanced revenue share and further practical support to make the most of the joint business partnership. This includes a 5% increased revenue share (up to 30% in total), regular sales account visits, dedicated training, consultation on product beta testing, annual partner events and collaborative marketing campaigns.

BullGuard’s existing Advantage programme has been a real success and has seen €10 million paid out in revenue share in just five years. Advantage+ goes even further to give partners the insights, tools and support they need to deliver the award-winning range of consumer-based security software to their customers. Both programmes offer guidance and resources to help partners stand out, get closer to customers and make the most of the joint business opportunity.

By choosing BullGuard, partners know they have a choice of products that are 100% designed for consumer use and can start improving their bottom line right away. Revenue is shared on renewals for the life of the product while a partner remains actively selling BullGuard. And with up to 85% of customers renewing a BullGuard licence, the revenue received could be substantial.

Advantage and Advantage+ also offer dedicated, 24/7 support and deliver a number of distinct tools to help support partners and maximise their sales and renewal potential, including:

* **Quarterly newsletters** offer essential updates, from the latest industry news to specific developments within BullGuard to offer insights and ideas for customer engagement.
* **Blogs and a social media network** bring interactive, up-to-the-minute industry and BullGuard news and information to help connect with like-minded businesses and share ideas and initiatives.
* **Co-branded insight-driven e-shots** provide security updates and consumer education and advice with instant, resonant marketing to send out to a customer base to aid upgrades and retention.
* **Reseller Resource Kits** deliver practical advice and education for consumers on increasing their families’ security and online protection, and **Calendar Days** such as National Anti-Bullying Day and National Safer Internet Day help to raise awareness with consumers and offer an additional array of engagement opportunities.

Frank B. Andersen, Direktør at LabTech Data A/S commented: “I have had a strongcollaboration with BullGuard throughout the last couple of years. Besides the fact that BullGuard is a rock solid product, I’m also very fond of their revenue share scheme, where we as a reseller, are guaranteed future revenue based on our customers online renewals.

I’m glad to be a part of their Advantage+ program, and is looking forward to further develop our collaboration with our contact person, through regular training sessions and events.”

Once registered on the BullGuard Advantage programme, tracking progress and revenue share is straightforward thanks to the BullGuard Reseller Lounge, an online tool that offers a summary of payments, direct contacts for the BullGuard Sales team and the option to claim available revenue share in just a few steps. Resellers can become a BullGuard Advantage partner after just 10 licence purchases.

“I am delighted with the enhancements that have been made to our existing Advantage scheme, which now allows us to offer even greater rewards to our loyal partners,” said Nedko Ivanov, CEO at BullGuard. “We’ve always valued the vital role they play in our success and are pleased that we can continue to contribute a positive return which can have a significant impact on their business."

The Advantage+ scheme is now live with selected partners being contacted during April 2015 to confirm their new status. For further information, or to sign up as a BullGuard partner, visit <http://www.bullguard.com/advantage> or email [partner@bullguard.com](mailto:partner@bullguard.com).

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**More information:**

**Press Contact**

**About BullGuard**

BullGuard is a fast growing antivirus and mobile security brand. Its award-winning product portfolio includes internet security solutions, antivirus, mobile security, 24/7 identity protection, and social media protection for both home and small business users, including BullGuard Premium Protection - a unique suite that goes beyond the PC to safeguard personal and financial information by continually monitoring the web, social networks, as well as the dark web for stolen and compromised data sources.

BullGuard’s product offering is based on proprietary middleware technology which provides Plug & Play architecture to integrate cutting-edge third-party solutions, along with strong in-house development capabilities.

BullGuard sells its security products online and through retail resellers to a rapidly expanding customer base of 650,000, with an industry leading renewal rate. Its customer base has seen significant growth, with e-Commerce particularly strong at more than 40% year on year growth in 2014.