

Smarter technology for all

ISG Europe & META FY27 Channel Promotions

Elena Eremia | April 2026

Lenovo

FY27 ISG Channel Promotions

Lenovo

RePower promo

Sell refurbished & earn cashbacks, ARS rewards, CO₂ credits & marketing funds.

Match & Win promo

Include in your TC Express Servers selected WS licenses & get **up to €350** instant savings.

Storage Express Lane

Bundle TC server and TC Storage & earn big **distributor + seller \$\$\$** rewards.

ThinkAgile Deployment

Deploy your customer's ThinkAgile with Lenovo experts for a smooth, stress-free installation — and enjoy **5% off**.

All you need to boost your earnings!

Nutanix New logo promo

For any new customer win **1/3 free storage + 1 year Nutanix** software free.

StepUp promo

Upgrade services with TC Express & save **up to 15%** when attaching Premier.

Be EPYC with AMD

Sell AMD servers selected in TC Express & earn **up to €100** per CPU.

Health Check promo

Protect every customer with expert risk detection and proactive insights — keep systems safe and **get 5% off**.

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RePower promo

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For those who care about the planet as deeply as we do

Amplify your sustainability message with Lenovo products that deliver greener technology without compromising performance. Lenovo supports your journey to **lower carbon impact** while helping you deliver cleaner, smarter customer experiences..

Turn every Refurbished sale into a high-impact win – cashbacks, bonus support & marketing funds!

Make circular IT your business advantage. High-impact win – cashbacks, bonus support & marketing funds!

Amplify your sustainability impact with cleaner, smarter, more profitable refurbished solutions.

	Volume Cashback	CO ₂ Offset Benefit	Asset Recovery Bonus	Awareness Rewards
First layer	\$ 50 / unit (1–5 units)	10 Metric Tonnes – supported by Lenovo	25 \$ per unit recovered	\$ 500 for webshop page
Second layer	\$ 75 / unit (6–15 units)	20 Metric Tonnes – supported by Lenovo	50 \$ per unit recovered	\$ 500 for email blasts and/or newsletters
Premium layer	\$ 100 / unit (16+ units)	30 Metric Tonnes – supported by Lenovo	75 \$ per unit recovered	\$ 500 for LinkedIn posting (3 issues)

RePower promo

Terms & Conditions



Mechanism:

1. Monthly Catalog & Reward Calculation Flow:

- Lenovo will release the RePowered Monthly Catalog on the 1st day of each month, available on the LPH RePowered Promo Page, the LPH Refurbished Hardware page, the LPH CO₂ Offset Services Page and the LPH Asset Recovery Services page.
- The monthly catalog includes **indicative** refurbished pricing per configuration which may change depending on the final configuration selected during the LBPI transaction.
- After the selection is made, the applicable rewards (cashback, discounts, CO₂ benefits, MDF, ARS bonuses, awareness rewards) will be calculated separately and these incentives will then be deducted from the quote price before the Final Price is established.

2. CO₂ Offset Benefit:

- Lenovo supports the CO₂ Offset tiers listed in the official benefit table (10 MT, 20 MT, 30 MT), aligned with the partner's refurbished volume tier.
- Partners may add additional CO₂ Offset SKUs to their deal if desired; Any additional CO₂ Offset quantities will simply be included in the deal price.
- CO₂ Offset must be attached together with the refurbished hardware within the same LBPI transaction

3. Eligible Products: all qualified products are listed in this excel document :



Refurbished
eligible products

4. Asset Recovery Bonus:

- When eligible Asset Recovery Services (ARS) are added to the LBPI configuration, partners receive a 10% discount applied to the entire deal, including: Refurbished hardware, Support services, ARS services,
- The 10% discount applies regardless of deal size.

5. Eco-MDF Support:

- Partners can receive up to €1,500 Eco-MDF, split into three layers of €500 each, supporting the following activities:
 - €500 for a webshop page
 - €500 for email blasts or newsletters
 - €500 for LinkedIn posting (3 posts)
- Activities must be pre-approved by Lenovo and aligned with refurbished or sustainability messaging.
- Lenovo can provide content and marketing assets upon request.

6. Volume Cashback Bonus:

- Cashback is based on validated refurbished sell-out volumes:
 - €50 / unit (1–5 units)
 - €75 / unit (6–15 units)
 - €100 / unit (16+ units)
- Cashback is processed quarterly and applies to LBPI transactions only.

Match & Win promotion

Add Windows Server 2025 to Top Choice Express and unlock instant rewards:

Save time!

Save money!

Get instant **exclusive voucher-based discounts** directly in the quote!

No stock. No delays. Just faster attach and faster deployment.

Voucher Values:

- Windows Server 2025 Standard Edition – **€50** voucher
- Windows Server 2025 Datacenter Edition – **€350** voucher
- Windows Server 2025 10 User/Device CAL Pack – **€50** voucher
- Windows Server 2025 50 User/Device CAL Pack – **€300** voucher

Win faster when you match TCE with Microsoft Windows Server !

★ Why Choose Match & Win?

- Clean, compliant OEM — no outdated stock
- Instant discounts with no exceptions
- Predictable, competitive pricing in one box
- Faster quoting and shipping, faster deal closure.

- [Lenovo ISG & Microsoft Sales Portal](#)
- [Regional contacts](#)
- [Microsoft Licensing Calculator](#)
- [Windows Server 2025 Resources](#)

★ Where to Learn More about Lenovo & Microsoft



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**Attach Windows Server.
Win instantly.**

Match & Win promotion

Terms & Conditions



Validity: Promo valid from 1st of April 2026 to 31st of March 2027 across all Europe & META markets and countries.

Availability: Open to all Lenovo ISG registered partners and distributors in Europe & META. Products must be purchased via Lenovo Authorized Partners.

Mechanism: The promotion uses a voucher-based discount model:

- Discount is applied via ReUsable Voucher available to all certified Lenovo distributors. Any missing voucher can be deployed on demand, please contact your PAM or DAM or local Business Manager
- Vouchers apply only when the respective Windows Server 2025 licenses are directly included within a Lenovo Top Choice Express (TCE) server, in the same quote and attached as Feature Codes within the same configuration.
- The vouchers can be reused in as many transactions as needed, as long as they meet the eligibility conditions.
- Discount values are fixed and cannot be modified after contract is issued.
- The promotion cannot be combined with deal support or any other Microsoft-funded offers.

Limits: The promotion applies to Run-Rate deals submitted in LBP External only.

Eligible Products: All qualified products are listed in the official eligible products Excel document published for this promotion.

Voucher Values:

- Windows Server 2025 Standard – **€50 voucher**
- Windows Server 2025 Datacenter – **€350 voucher**
- Windows Server 2025 User or Device 10 CALs – **€50 voucher**
- Windows Server 2025 User or Device 50 CALs – **€300 voucher**

All discounts are allocated in Euro. The LBP system automatically converts the value into local currency for quoting purposes.

Lenovo Rights & Promo Governance

- These discount codes are not applicable to any type of special deals, including FOB or SBO.
- Vouchers cannot be used on any pricing grid other than Demo or Instant Bidding, subject to local market availability.
- The promotion is subject to quarterly performance and impact reviews by Lenovo. Based on these end-of-quarter reviews, Lenovo reserves the right to adjust voucher availability, values, eligible products, or other applicable conditions. Lenovo may also decide not to extend the promotion into subsequent quarters, or to adjust the promotion scope or funding.
- Lenovo reserves the right to recall vouchers at any time and to withdraw any contract where voucher usage is not compliant with the promotion rules or applicable terms and conditions.



Match & Win
eligible products

Storage Express Lane

TC Storage + TC Server bundles will get you rewarded!

Distributors and their sellers can now earn double rewards with eligible Top Choice bundles.

Rewards:

-  **DG/DM** – \$600 rebate for the distributor + \$600 in LEAP points for the seller
-  **DE** – \$300 rebate for the distributor + \$300 in LEAP points for the seller
-  **DB720** – \$100 rebate for the distributor + \$100 in LEAP points for the seller
-  **DB610 / DB710** – \$50 rebate for the distributor + \$50 in LEAP points for the seller

Board the Storage Express Lane and Win Big! 🏔️💰

Eligibility: Bundles must include:

- 1 Top Choice Server
- 1 Top Choice Storage Controller ***or*** 1 Broadcom DB Switch
- Valid for Run Rate transactions only
- Sales In must be completed by the last working day of every quarter
- Rewards paid within 2 weeks after the Sales In reports are final

Let's grow storage together! 💪

[Learn more](#)

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Hop on the Storage Express Lane
– Quick Deals, Big Rewards –

Storage Express Lane

Terms & Conditions

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Validity: Promo valid from 1st of April 2026 to 31st of March 2027 across all Europe & META markets and countries..

Availability: Open to all registered Lenovo ISG distributors and their sellers in Europe & META. Products must be purchased through Lenovo Authorized Partners.

Mechanism: Rewards are assigned per eligible bundle sold (minimum 1 TC server + 1 TC storage controller (DE/DG/DM) or a DB720 / DB610 / DB710) or multiples of the bundle.

- **Distributor will receive:**
 - \$50 back-end rebate per validated sale including a Broadcom DB610 or DB710
 - \$100 back-end rebate per validated sale including a Broadcom DB720
 - \$300 back-end rebate per validated sale including a DE controller.
 - \$600 back-end rebate per validated sale including a DG or DM controller.
- **Seller will receive LEAP points equivalent to:**
 - \$50 per validated sale including a Broadcom DB610 or DB710
 - \$100 per validated sale including a Broadcom DB720
 - \$300 per validated sale including a DE controller.
 - \$600 per validated sale including a DG or DM controller.
- **Sales In** must be reported by 31st September 2025.

- Rewards will be issued by 15th of January 2026 via official communication.

Additional Notes:

- This promotion can be combined with other promotions unless otherwise specified.
- All comms regarding the promotion must be directed to the Lenovo Channel Team.

Eligible platforms: all qualified products are listed in this excel :



Storage Express
Lane products

Limits:

- Promotion is valid for Run Rate transactions only.
- Lenovo reserves the right to validate all claims and adjust eligibility based on supply or pricing conditions.
- Lenovo reserves the right to modify or withdraw the promotion at any time.

ThinkAgile Deployment Promo

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Get an additional 5% discount on ThinkAgile Deployment Services.

Complex infrastructure deployments require specialized skills and expertise — yet many customers lack in-house resources and rely on OEMs and partners to ensure a smooth, risk-free implementation.

Lenovo ThinkAgile Deployment Services deliver rapid set-up in **as little as 2–3 days**, using industry best-practice methodology and full knowledge transfer to your customers' IT teams.

This promo gives partners an extra 5% discount on all eligible ThinkAgile Deployment Services, driving faster deal closure and enabling you to position Lenovo as a trusted advisor.

★ **Promo Benefit:** *5% discount on LBPe pricing*

★ **Eligible Systems:** ThinkAgile HX, VX, MX

Why Attach Deployment?

- Ensure correct installation, configuration & optimization
- Reduce project risk with OEM-led methodology
- Accelerated deployment (as fast as 2–3 days)
- Free internal IT teams to focus on strategic initiatives
- Drive new and repeat business through trusted-advisor positioning

ThinkAgile Deployment Promo

Terms & Conditions

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Validity: Promo valid from 1st of April 2026 to 31st of March 2027 across all Europe & META markets and countries.

Availability: Open to all Lenovo ISG registered partners in the following markets: DACH, France, UK, Iberia, Nordics, Benelux, Italy, MEA.
Products must be purchased via Lenovo Authorized Partners.

Mechanism:

- The discount is applied via a promo ReUsable voucher, can be applied in as many transactions as needed, as long as they meet the eligibility conditions.
- Promo provides an additional 5% discount off LBP External pricing for eligible ThinkAgile Deployment Services that are quoted as stand-alone, with or without the hardware. Excludes Contract-based engagements
- The promo voucher has been deployed to all certified Lenovo distributors. Any additional / missing voucher can be deployed on demand, please contact your PAM or DAM or local Business Manager.

Eligible Products: all qualified products for this promo are listed in this excel document :



TA Deploy eligible
products

Additional Notes:

- Deployment Services accelerate time-to-value and reduce implementation risk.
- Full knowledge transfer included for end-customers.

Applicability:

- Deployment Services for ThinkAgile HX, VX, MX appliances.
- Onsite and Remote deployments for clusters and expansion nodes.
- Promo applies to Run Rate deals only.
- All deals must be submitted via LBPe with a valid voucher applied.

Lenovo Rights & Promo Governance:

- These discount codes are not applicable to any type of special deals, including FOB or SBO.
- The promotion is subject to quarterly performance and impact reviews by Lenovo. Based on these end-of-quarter reviews, Lenovo reserves the right to adjust voucher availability, values, eligible products, or other applicable conditions.
- Lenovo may also decide not to extend the promotion into subsequent quarters, or to adjust the promotion scope or funding.
- Lenovo reserves the right to recall vouchers at any time and to withdraw any contract where voucher usage is not compliant with the promotion rules or applicable terms and conditions.

Nutanix New Logo Promo

Get 1/3 storage capacity FREE and 1 year of Nutanix software FREE for new customers.

Help your customers modernize their infrastructure and simplify their hybrid cloud journey with Lenovo ThinkAgile HX or FX powered by Nutanix. This promotion gives new-to-Nutanix customers exceptional value: reduced first-year cost, lower migration risk, and accelerated time to value — all supported by fast-shipping ThinkAgile Top Choice Express configurations

Step into simplicity and unlock powerful benefits for customers new to Nutanix.

★ Promo benefits	★ Eligible products	★ Why sell Lenovo + Nutanix?
• 1/3 of total storage capacity FREE • 1 year of Nutanix software FREE (NCI, NCM, or NCP, min. 3-year term) • FREE Lenovo Managed Services for 6 months when customers sign a 3-year+ managed services contract (optional)	• Lenovo ThinkAgile HX • ThinkAgile HX Top Choice Express (fast shipping guaranteed) • Lenovo ThinkAgile FX • Nutanix NCI, NCM, or NCP licenses (min. 3-year term)	• Modern HCI platform built for all workloads, including AI • Faster migration with Lenovo + Nutanix toolkits • Lower TCO and simplified IT operations • Ideal VMware alternative for customers seeking dual-vendor or migration strategies

Help your customers modernize their infrastructure and simplify their hybrid cloud journey with Lenovo ThinkAgile HX or FX powered by Nutanix. This promotion gives new-to-Nutanix customers exceptional value: reduced first-year cost, lower migration risk, and accelerated time to value — all supported by fast-shipping ThinkAgile Top Choice Express configurations

Nutanix New Logo Promotion

Terms & Conditions

Validity: Promotion valid from 1 January 2026 to 31 July 2026.

Availability: Open to all registered Lenovo Partners. Promotional pricing applied via LBPe using the designated discount code.

Voucher codes must be obtained from the local Lenovo Business Manager.

Mechanism:

- One-time promotional offer for new ThinkAgile HX/FX and new Nutanix customers only.
- 1/3 storage capacity free via promotional storage SKUs.
- 1-year Nutanix software free (NCI, NCM, or NCP; minimum 3-year term).
- Optional: 6 months of Lenovo Managed Services free with a 3-year+ managed services contract.
- LBPe pricing grids apply with standard zone discounts.

Eligibility:

- Eligible platforms: ThinkAgile HX, HX Top Choice Express, ThinkAgile FX.

- Cluster size limited to 20 nodes, with maximum 8 drives per node.
- Applies only to deals containing Nutanix software entitlements of minimum 3-year term.

Requirements:

- Mandatory OEM deal registration through Lenovo, with Nutanix confirmation of New Logo status.
- Manual validation by the Lenovo/Nutanix Alliance Manager and Geo Storage leadership.
- DCSC flags promotional SKUs as requiring New Logo registration.

Restrictions:

- Cannot be combined with Cost Relief or any other Nutanix promotions.
- Lenovo reserves the right to validate all claims and adjust eligibility based on supply or pricing conditions.
- All deals are subject to Lenovo review and analysis prior to approval.

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StepUp with Lenovo

Upgrade your customers to smarter, faster protection with Premier Support, Premier Support Plus and KYD — now discounted with TC Express SR630 V4 & SR650 V4.

Lenovo Premier Support provides expert technicians on the first call.

Premier Support Plus adds predictive monitoring and proactive care.

Keep Your Drive ensures failed drives stay on-site for total data control.

★ Save More As You Scale

- 5% off services for 1–5 servers
- 10% off services for 6–10 servers
- 15% off services for 11+ servers

Valid for 3YR / 4YR / 5YR Premier Support & KYD

**Faster resolution. Proactive care. Full data control.
Better uptime for customers — better margins for you.**

Help customers reduce downtime, prevent incidents before they occur, and manage risk with OEM-level insight into firmware, lifecycle and platform health.

StepUp gives partners a compelling upgrade path that improves customer satisfaction, strengthens long-term relationships, and opens new follow-up service opportunities.

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StepUp with Lenovo

Terms & Conditions



Validity: Promo valid from 1st of April 2026 to 31st of March 2027 across all Europe & META markets and countries.

Availability:

- Open to all Lenovo ISG partners in markets with Premier Support coverage.
- Reusable voucher discount codes must be obtained from the local Lenovo Business Manager.
- All deals submitted with this promotion are subject to Lenovo review and analysis.

Mechanism:

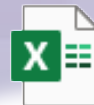
- Promo applies a reusable voucher discount to eligible Premier Support, Premier Support Plus, and Keep Your Drive (KYD) services.
- Voucher can be used for multiple transactions during the promo period.
- Eligible only when these services are purchased together with Top Choice Express SR630 V4 or SR650 V4 systems.
- Premier Support or Premier Support Plus must be present on the configuration for KYD to qualify.

Eligibility:

Eligible hardware: only the TCE models of ThinkSystem SR630 V4 and SR650 V4

Eligible services : complete list attached in excel here:

- 3YR / 4YR / 5YR Premier Support
- 3YR / 4YR / 5YR Premier Support Plus
- 3YR / 4YR / 5YR Keep Your Drive (KYD) - bundled with Premier Support



StepUp eligible
products

Service Discount Tiers:

- 5% off when purchasing services for 1–5 servers
- 10% off for 6–10 servers
- 15% off for 11+ servers

Restrictions:

- Excludes Post-Warranty and Contract services.
- Cannot be combined with other discount programs outside LBPe.
- Lenovo reserves the right to validate all claims and adjust eligibility based on supply or pricing conditions.



Lenovo Rights & Promo Governance:

- These discount codes are not applicable to any type of special deals, including FOB or SBO.
- The promotion is subject to quarterly performance and impact reviews by Lenovo. Based on these end-of-quarter reviews, Lenovo reserves the right to adjust voucher availability, values, eligible products, or other applicable conditions.
- Lenovo may also decide not to extend the promotion into subsequent quarters, or to adjust the promotion scope or funding.
- Lenovo reserves the right to recall vouchers at any time and to withdraw any contract where voucher usage is not compliant with the promotion rules or applicable terms and conditions.

Be EPYC™ with Lenovo and AMD

Earn up to €100 per reseller unit and €20 per distributor unit — just load & sell!

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Take advantage of this exclusive promotion and get rewarded for selling selected AMD EPYC™ CPUs. Simply configure Lenovo Rack servers or ThinkAgile solutions with an AMD EPYC™ processor in the range of 16 to 32 cores.

Eligible servers	Spiff per CPU Reseller	Spiff per CPU Distributor
Think System Racks	€100	€20
Think Agile	€100	€20

- Valid for ThinkAgile Racks & Think Agile portfolio containing AMD processors 16 cores - 32 cores
- Spiff payments will be calculated and processed quarterly based on the CPUs sold per server (Custom to Order [CTO] servers and Top Choice Express configurations)
- Only invoiced transactions are eligible
- Payment is made via LEAP as standard. If you would prefer payment via invoice credit (GTN), please contact your Lenovo sales representative
- The Lenovo Europe & META Channel team manages central reporting

Be EPYC™ with Lenovo and AMD

Terms & Conditions



Validity: Promotion valid 1st of April 2026 to 31st of March 2027 .

Eligibility:

Valid for ThinkSystem racks and ThinkAgile portfolio containing AMD processors 16–32 cores

Eligible for both CTO and Top Choice Express configurations

Only invoiced transactions are eligible

Spiff Structure: €100 per CPU for resellers + €20 per CPU for distributors

Payment & Processing:

Spiffs calculated and processed quarterly based on CPUs sold per server

Paid via LEAP as default mechanism

Partners may request invoice credit (GTN) instead by contacting their Lenovo sales representative

Central reporting managed by the Lenovo Europe & META Channel team

Additional Conditions:

Lenovo reserves the right to adjust the eligible CPU list depending on supply conditions

All standard Lenovo terms apply

Health Check Promo

Boost uptime, uncover hidden risks, and unlock new revenue with Lenovo Health Checks — the smartest way to protect every customer.

Get an additional 5% discount on Lenovo Infrastructure Health Checks for any:

- ThinkAgile HX, VX, MX
- ThinkSystem Servers (Low End & High End)
- ThinkSystem DM/DG/DS Storage

4 steps to keep your customers protected:

- ✓ Step 1: **Identify risks** using expert diagnostics that reveal vulnerabilities, outdated firmware, lifecycle gaps and performance issues long before they become outages.
- ✓ Step 2: **Turn insights into metrics** with clear, evidence-based data that quantifies exposure and highlights where risk is building.
- ✓ Step 3: **Prioritize what matters** through actionable recommendations that reduce outages, avoid forced refresh, and guide smarter, cost-effective decisions.
- ✓ Step 4: **Strengthen customer safety** by helping them optimize uptime, secure their environment, and plan modernization with OEM-grade confidence.

Lenovo's Health Checks turn complex infrastructure data into clear, proactive actions — helping you protect your customers, boost uptime, and deepen every services conversation

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Health Check Promo

Terms & Conditions

Validity: Promo valid from 1st of April 2026 to 31st of March 2027 across all Europe & META markets and countries.

Availability: Open to all Lenovo ISG registered partners in the following markets:
DACH, France, UK, Iberia, Nordics, Benelux, Italy, MEA.

Offer applies to Health Checks purchased with hardware at point-of-sale or as standalone services.

Mechanism:

- Promotion provides an additional 5% discount on Lenovo LBPe pricing for eligible Infrastructure Health Checks.
- Promo provides an additional 5% discount off LBPe pricing for eligible ThinkAgile Deployment Services.
- Discount is applied via Promo Discount Voucher available to all certified Lenovo distributors.
- Any missing voucher can be deployed on demand, please contact your PAM or DAM or local Business Manager
- Offer excludes Contract-based Health Check engagements.

Eligibility:

 eligible Health Checks include:

- ThinkAgile HX, VX, MX
(Remote Health Check; with or without Update)
- ThinkSystem Servers (Low End & High End;



HC eligible
products

Onsite/Remote; with or without Update)

- ThinkSystem DM/DG/DS Storage
(Health Check & Performance Tuning; Semi-Annual services)

Additional Notes:

- Health Checks provide risk identification, firmware and lifecycle insights, and actionable recommendations for reducing operational risk.
- Recommended service frequency varies based on hardware lifecycle and update cadence.
- Lenovo reserves the right to modify or withdraw the promotion at any time.
- Lenovo reserves the right to cancel the promotion at any time.



Lenovo Rights & Promo Governance:

- These discount codes are not applicable to any type of special deals, including FOB or SBO.
- The promotion is subject to quarterly performance and impact reviews by Lenovo. Based on these end-of-quarter reviews, Lenovo reserves the right to adjust voucher availability, values, eligible products, or other applicable conditions.
- Lenovo may also decide not to extend the promotion into subsequent quarters, or to adjust the promotion scope or funding.
- Lenovo reserves the right to recall vouchers at any time and to withdraw any contract where voucher usage is not compliant with the promotion rules or applicable terms and conditions.

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thanks.