

**Annex to CONTRACTUAL COMMERCIAL TERMS for contracts for broadcasting
commercial communications on channels represented by FTV Prima, spol. s r. o.**

PRICE LIST

1. General Terms

- a. The Price List contains the price terms for broadcasting commercial communications in the TV Channels of FTV Prima, which, as of the date this price list is issued, are the TV Channels of Prima, Prima COOL, Prima Love, Prima Max, Prima ZOOM, Prima Krimi, CNN Prima News and the internet servers of FTV Prima. The list of TV Channels is continuously updated at the website of FTV Prima.
- b. The target groups for the sale of commercial communications planned by the Customer and sale of commercial communications planned for “reality”
 - Adults 15–69
 - Adults 15-54 – eGRPS 15-54 – no PRIME TIME and OFF PRIME TIME are determined for this purchase target group and this way of performance in framework of audiovisual medial services on demand, considered by the parties to be television broadcasting, and PT and OPT indexes do not apply; the same index applicable to PRIME TIME shall be used instead of them during the entire day.
- c. The price per rating point GRP (hereinafter referred to as “CPP”) applies to the target group of Adults 15–59 or Adults 15-54 (provided that the delivery concerns e-GRP in framework of audiovisual media services on demand) and to spots 30 seconds long.
- d. All of the amounts in this Price List are in CZK without VAT.
- e. PRIME TIME (hereinafter referred to as “PT”) is defined as the broadcasting time between 5:30 p.m. and 11:30 p.m.
- f. OFF PRIME TIME (hereinafter referred to as “OPT”) is defined as any broadcasting time outside PT.
- g. SUPER BREAK (hereinafter only as “SB”) is defined as an exclusive break, exclusively at the Prima channel in the time determined for each day on part of FTV Prima, spol. s r. o. in the time of approx. 8:30 p. m in the length of 1 minute, at the most, with the permitted shortest length of the spot of 20 seconds.

2. Ratio of distribution

The ratio of the distribution modes for individual TV Channels for the period from 01/01/2021 to 31/12/2021 is set as follows: Prima 47.5 %, Prima COOL 11 %, Prima LOVE 6.5 %, Prima ZOOM 7 %, Prima MAX 12 %, Prima KRIMI 13 %, CNN Prima News 1.5 % and Prima Star 1.5%

FTV Prima reserves the right to change the Ratio of Distribution according to this Article:

- a. At any time when the actual ratio of SOV of FTV Prima in the target groups of Adults 15–

- 69 for the previous 4 consecutive calendar weeks is different from the currently valid SOV ratio by more than 30%,
- b. At any time when the currently valid ratio of distribution does not include such a TV Channel of FTV Prima whose average SOV in the target group of Adults 15–69 for 4 consecutive calendar weeks is higher than or equal to 0.1%.
 - c. At any time when the list of TV Channels is changed.

Individual TV Channels may be purchased individually for price-list CPP included in Article 3. Sale of any two channels of the FTV Prima group shall be possible to purchase with a discount of 3 % of the price list for 2021. Sale of any three Channels shall be possible to purchase with a discount of 5 % of the price list for 2021. Sale of four or possibly more Channels of the total package of the TV channels shall be regulated by the conditions of the ratio of distribution into particular channels for 2021.

3. CPP

Unless the relevant Commercial Contract specifies otherwise, the CPP in the target groups of Adults 15–69 for the period from 01/01/2021 to 31/12/2021 and for individual levels of investment of the Customer is set as follows:

Annual Investment in CZK	CPP in CZK
0 – 1 999 999	31 400
2 000 000 – 3 999 999	31 100
4 000 000 – 5 999 999	30 000
6 000 000 – 7 999 999	29 000
8 000 000 – 9 999 999	27 300
10 000 000 - 19 999 999	27 000
20 000 000 - 29 999 999	25 600
30 000 000 - 39 999 999	25 100
40 000 000 - 49 999 999	24 300
50 000 000 - 59 999 999	23 900
60 000 000 - 69 999 999	23 600
70 000 000 - 79 999 999	23 200
80 000 000 and more	Flat

FTV Prima shall not provide any agency commission in 2021, and thus “investment” shall mean the net value of the funds invested at FTV Prima (i.e. the basis for VAT of invoices issued by FTV Prima).

If an Customer does not fulfil the contractually agreed investment volume, it shall be obliged to pay the resulting difference between the actual investment volume and the agreed investment volume to FTV Prima.

If the Customer’s investments are in fact higher than according to the Contract, the CPP level according to the Contract shall apply, i. e. the price shall not be lowered according to this Price List compared to the Contract.

4. Price definitions

The price of a specific campaign is calculated as a combination of CPP and indexes a), b), c), d), e) and f) specified in this chapter.

a. Seasonal indexes

Month	Index level
January	0.80
February	0.95
March	1.30
April	1.40
May	1.40
June	1.40
July	0.80
August	1.00
September	1.40
October	1.45
November	1.45
01-24/12/2020	1.35
25-31/12/2020	0.80

b. Runtime indices

Length of spot in seconds	Index level	Tandem
10 and shorter runtime	0.50	not possible
15	0.77	0.85
20	0.90	1.00
25	1.00	1.20
30	1.00	1.25
35	1.25	1.40
40	1.45	1.60
45	1.60	1.70
50	1.75	1.85
55	1.90	2.00
60	2.00	2.10

c. OFF PRIME TIME index

The OPT index applied only to rating points gained in OPT is set as 0.9, and the Customer's right to use the index shall arise by means of

- o a guarantee of placement of a minimum of 30% of the total guaranteed advertising performance of the Customer (in CZK) to OPT if such a guarantee of advertising performance is in an amount of up to 9,999,999 CZK, not including VAT.
- o a guarantee of placement of a minimum of 40% of the total guaranteed advertising performance of the Customer (in CZK) to if such a guarantee of advertising performance is in the amount of 10,000,000 CZK, not including VAT, or higher.

- o If the share of GRP in OPT on the order is over 50%, 2 percentage points surcharge will be applied on the OPT index. (i.e. application of OPT index 0,92)
- d. PRIME TIME index
PT index applied only to rating points gained in PT is set as 1.1.

If the GRP share exceeds 70 % of the order, the surcharge of 2 % shall be applied to the PT index (i. e. PT index 1,12 shall apply).
- e. Special surcharge for a position in the advertising slot
A surcharge in the amount of 10% of the price of the relevant spot shall be invoiced for each requested position in the advertising slot;
- f. Automatic surcharge for alliance partner(s) in a spot
A surcharge in the amount of 5% of the price of the relevant spot shall be invoiced for each additional Customer/brand presented in the relevant advertising spot. Presentation of each additional Customer/brand shall not exceed 20% of the length of the advertising slot.
- g. Booking surcharge (2 %)
In case of specific booking requests, the surcharge of 2 % shall be applied for each request.
- h. Surcharge for placement of a spot in the SUPER BREAK (10%)
In case of placement of a sport in the SUPER BREAK, the surcharge of 10% shall be applied.
- i. Surcharge for not-settled music rights (0,5%)
The surcharge of 0,5% shall be charged, unless the Customer, within the period for delivery of the Materials for broadcasting, proves that: a) no sound record issued for commercial purposes (§ 72 par. 2 of the Copyright Act) is included in the spot, and also b) the Customer acquired by itself and settled all the necessary usage rights for music works/records/artistic performance included in the spot, including proving of exclusion of the effects of the collective agreement in case of extended collective administration (§97e of the Copyright Act).

5. Limits for GRP volumes

FTV Prima reserves the right to not accept or not guarantee to carry out orders whose volume exceeds the specified limits.

The limits are set for individual ordering parties and individual campaigns according to the following table where:

- A month means 1 calendar month March, April, May, June, September, October, November and December on dates 01–24/12/2021.
- A week means 7 calendar days (even interrupted).
- A day means 1 calendar day.

CS	Monthly limit	Weekly limit	Daily limit
Target Group 15-69	1,163	291	42

The following indices will be used in order to recalculate limits for spot runtime other than 30 seconds:

Spot runtime in seconds	Index level
10	3.00
15	2.00
20	1.50
25	1.20
30	1.00
35	0.86
40	0.75
45	0.67
50	0.60
55	0.55
60	0.50

6. Discount for early signing, individual client discount, discount for other media

- a. If the Customer concludes a written contract, whereby it undertakes to order broadcasting of commercial communications within a certain financial volume for the calendar year of 2021 by 10/12/2020, the OFF PRIME TIME index at the level of 0.85 and also the PRIME TIME index at the level of 1.05 will be applied. If the Customer concludes a written contract, whereby it undertakes to order broadcasting of commercial communications within a certain financial volume for the calendar year of 2021 by 15/01/2021, the OFF PRIME TIME index at the level of 0.9 and the PRIME TIME index at the level of 1.05 will be applied.
- b. Depending on the specific agreed volume, the Customer's history and other special parameters of cooperation, FTV Prima and the Customer may agree on an individual client discount.
- c. If the Customer undertakes in writing to invest, from the financial volume that it is bound to order from FTV Prima, the portion specified below in sponsorship, product placement or other commercial communications different from advertising or commercial communications on the Internet servers of FTV Prima, spol. s r. o. or in the Print Titles issued by FTV Prima, spol. s r. o. (hereinafter as "Other Media"), it shall become entitled to a discount from CPP pursuant to Article 3 of this Price List as follows:

Portion of volume of other media in total volume	Discount compared to CPP pursuant to Article 3
10%	3%
20%	8%
30%	13%

Unless determined otherwise, the total budget split to other media is divided in following ratio: 55 % (classic sponsorship, sponsorship – injections, special formats of communication, Product Placement), 40 % (online products, HbbTV), 5 % (print).

The advertising performance broadcasted in videospots at Internet servers included in e-GRP shall not be considered to be fulfilment of the obligation to investment in further media.

7. Confidentiality

In case the Customer (an Agency or a Client) provides information listed in a commercial offer or a contract with FTV Prima or information relating to a commercial offer or a contract, which is covered by a confidentiality obligation according to a contract or the Commercial Terms, or makes it available to a third party different from the client, the surcharge of 10 % shall be applied to CPP; any penalties according to a contract or the Commercial shall not be thereby affected.

If the Customer is an Agency, provision of or making available of information by its Client to a third party shall be considered to be the act of the Agency, as if it provided or made the information available by itself.

The provisions included directly in the text of contracts shall prevail over the Price list in case of discrepancies.

If not stated otherwise, the Price list shall apply to contracts with effectiveness in the period as of 01/07/2021 and later.

FTV Prima reserves the right to change the Price list.