

## **PRICE LIST OF FTV Prima**

Annex to CONTRACTUAL COMMERCIAL TERMS AND CONDITIONS for Contracts on Broadcasting Commercial Communications on Channels Operated by FTV Prima, spol. s r. o.

### **1. General Terms**

- a. The Pricelist includes price terms for broadcasting commercial communications in Television Channels (hereinafter only as the „TV Channels“) of FTV Prima, which are, upon the date of issue of this Pricelist, the TV Channels: Prima, Prima Love, Prima Cool, Prima Zoom, Prima Krimi, Prima Max, Prima Star, Prima Show, CNN Prima News. The list of TV Channels is continuously updated at the website of FTV Prima.
- b. The purchase target groups for sale of commercial communications scheduled by the Customer and sale of commercial communications scheduled for „reality“:
- Adults 15-69
- c. The price for the GRP (hereinafter as “CPP”) shall relate to the purchase target group Adults 15-69 and to spots in the length of 30 seconds.
- d. All the amounts in this Pricelist are specified in CZK without VAT.
- e. PRIME TIME (hereinafter as „PT“) is defined as the broadcasting time within the period from 5:30 p. m. to 11:30 p. m.
- f. OFF PRIME TIME (hereinafter only as „OPT“) is defined as any broadcasting time other than PT.
- g. SUPER BREAK (hereinafter only as „SB“) is defined as an exclusive advertising break, exclusively at Prima TV Channel in the time determined by the TV Channel operator for each day in the time round 8:30 p. m., in the length of no more than 1 minute with the permitted shortest length of the spot of 10 seconds. In framework of SB, time-measure indicating time to end of the SB may be displayed. The SB may only be ordered as „for reality“.

### **2. Mode of Commercial Communications Division Ratio (hereinafter only as the „Allocation Mode“)**

For 2023, FTV Prima determines only one Allocation Mode for commercial communications in particular TV Channels, which is:

#### **FTV Prima Bundle Allocation Mode**

The Customer has the option to choose up to 6 Target Groups from those included in the table hereinafter. In framework of the Allocation Mode the same Target Group may not be selected twice. FTV Prima is entitled to additionally add or remove further Allocation Modes or Target Groups. The selected Allocation Mode cannot be changed by the Customer during the validity of the Commercial Contract.

## Alternatives of Choice of Target Groups for FTV Prima Bundle Allocation Mode:

FTV Prima Bundle Allocation Mode for the Target Group Adults 15-69 in particular TV Channels is determined for the defined Target Groups and for the period from 01/01/2023 to 31/12/2023 as follows:

CHANNEL / TARGET GROUP	Prima	Prima COOL	Prima LOVE	Prima ZOOM	Prima MAX	Prima KRIMI	CNN Prima News	Prima STAR	Prima SHOW
A 15+	51,9%	4,7%	6,8%	7,9%	7,6%	12,8%	3,4%	3,0%	1,9%
A 15-54	49,0%	10,4%	5,0%	8,1%	10,8%	9,7%	2,3%	2,3%	2,4%
A 15-69	48,3%	7,1%	5,5%	9,0%	9,2%	13,1%	3,3%	2,4%	2,1%
A 15-35	48,3%	18,2%	4,9%	7,3%	9,6%	4,7%	2,3%	2,1%	2,6%
A 18-30	51,6%	17,6%	5,1%	6,8%	9,3%	4,7%	1,4%	1,7%	1,8%
A 25-55 ABC	48,9%	9,1%	4,8%	8,5%	11,1%	10,9%	2,5%	1,9%	2,3%
A 25-55 BCD	50,5%	9,8%	4,9%	8,1%	10,7%	9,8%	2,0%	2,1%	2,1%
A 15-50	48,7%	11,9%	5,0%	7,9%	10,9%	8,6%	2,3%	2,2%	2,5%
A 25-55	49,1%	9,7%	4,9%	8,4%	10,7%	10,0%	2,8%	2,2%	2,2%
A 30+	51,7%	4,4%	6,9%	8,0%	7,5%	13,2%	3,5%	3,1%	1,7%
Families with children 0-14	55,7%	10,0%	4,8%	7,9%	9,8%	6,3%	1,5%	1,8%	2,2%
Housewives 18+	51,1%	3,7%	7,8%	6,6%	6,9%	14,8%	3,5%	3,4%	2,2%
Housewives 18-50	46,9%	9,2%	6,2%	6,6%	11,5%	11,0%	2,7%	2,5%	3,4%
Housewives 25-55	48,5%	7,6%	6,0%	6,3%	11,0%	12,4%	2,5%	2,7%	3,0%
M 15-35	48,0%	23,6%	2,7%	9,9%	8,7%	2,7%	1,4%	2,0%	1,0%
M 15-50	46,8%	15,9%	2,7%	11,6%	11,1%	6,4%	2,7%	1,4%	1,4%
M 18-30	49,1%	23,5%	2,9%	9,1%	7,9%	2,6%	1,2%	2,9%	0,8%
M 25-55	45,5%	14,5%	2,6%	12,5%	11,9%	7,5%	3,2%	1,1%	1,2%
M 15+	46,7%	7,9%	3,5%	13,6%	9,2%	12,1%	4,4%	1,8%	0,8%
W 15+	53,6%	3,3%	8,6%	4,8%	6,4%	14,5%	2,6%	3,8%	2,4%
W 15-35	50,6%	12,7%	6,7%	4,7%	10,5%	6,6%	2,2%	2,1%	3,9%
W 15-50	49,6%	8,0%	7,2%	5,1%	11,0%	10,6%	2,1%	2,8%	3,6%
W 18+ with children 0-14	55,4%	7,4%	6,9%	4,7%	10,5%	8,3%	1,5%	2,3%	3,0%
W 18-30	52,7%	14,0%	6,6%	4,6%	10,6%	6,3%	1,7%	0,9%	2,6%
W 25-55	48,7%	6,6%	7,0%	5,5%	10,6%	12,7%	2,5%	3,2%	3,2%

Explanation: A – Adults, M – Men, W – Women

FTV Prima reserves the right of change of division of particular TV Channels in the Allocation Mode according to this clause:

- a. Anytime in case that TV share of a TV Channel in FTV Prima Bundle Allocation Mode in the Target Group Adults 15-69 differs in the previous 4 subsequent calendar weeks by more than 30 percent from TV share of the TV Channel for the last 12 ended calendar months preceding the day of issue of the Pricelist.
- b. Anytime in case that the actually valid Allocation Mode does not include such TV Channel of FTV Prima, if its average SOV in the Target Group Adults 15-69 for the period of 4 subsequent calendar weeks is higher or equal to 0.1 %.
- c. Anytime in case that the list of TV Channels of FTV Prima changes.

Particular TV Channels of FTV Prima may be purchased individually for pricelist CPP included in clause 3. Sale of any two TV Channels of TV Channels of FTV Prima may be purchased with the

discount of 3 % from the pricelist CPP for 2023. Sale of any three TV Channels of TV Channels of FTV Prima may be purchased with the discount of 5 % from the pricelist CPP for 2023. Sale of any four and eventually more TV Channels of the total amount of TV Channels of FTV Prima shall be governed according to the conditions of FTV Prima Bundle Allocation Mode for 2023.

### 3. CPP

Unless it is agreed otherwise in the particular Commercial Contract, CPP in the purchase Target Group A 15-69 for the period from 01/01/2023 to 31/12/2023 and for particular levels of investments of the Customer are determined as follows:

The Investment in the Entire Year in CZK	CPP in CZK
0 – 1 999 999	38 400
2 000 000 – 3 999 999	38 100
4 000 000 – 5 999 999	37 300
6 000 000 – 7 999 999	36 400
8 000 000 – 9 999 999	34 800
10 000 000 - 19 999 999	34 500
20 000 000 - 29 999 999	33 300
30 000 000 - 39 999 999	32 900
40 000 000 - 49 999 999	32 200
50 000 000 - 59 999 999	32 000
60 000 000 - 69 999 999	31 900
70 000 000 - 79 999 999	31 700
80 000 000 and more	Flat

In 2023 FTV Prima does not provide agency commission, the investment therefore means the net value of invested means at FTV Prima (i. e. the base for VAT of invoices issued on part of FTV Prima).

If the Customer does not fulfil the contractually agreed volume of the investment, it shall be obliged to pay FTV Prima the occurred difference between the realized volume of the investment and the agreed volume of the investment.

The Customer is not entitled to increase, without prior written agreement with FTV Prima, the investment above the level agreed in the Commercial Contract. FTV Prima provides fulfilment for that part of the investment, which is higher than the amount of the investment agreed in the Commercial Contract, only if:

- a) The Customer informed FTV Prima of its intent to increase the investment at least 3 months in advance and also
- b) Concluded either a new Commercial Contract or an amendment to the actual Commercial Contract with FTV Prima in advance, as regards the investment, which is higher than the agreed amount in the Commercial Contract.

FTV Prima is not obliged to accept increase of the investment by the Customer. The Customer is not entitled to decrease of the amount of CPP according to the pricelist, if it increased the investment compared to its agreed amount in the Commercial Contract with FTV Prima.

#### 4. Definition of the Price

CPP of a particular campaign is calculated as a combination of CPP according to para 3, the price indexes and surcharges according to particular clauses: a), b), c), d), e), f), g), h), i) included in para 4 and according to particular clauses a), b), c) included in para 5.

##### a. Seasonal Indexes

<b>Calendar Month</b>	<b>The Amount of the Index</b>
January	0,80
February	0,95
March	1,30
April	1,40
May	1,40
June	1,40
July	0,85
August	1,05
September	1,45
October	1,45
November	1,45
01–24/12/2023	1,40
25–31/12/2023	0,80

##### b. Footage Indexes

<b>Length of the Spot in Seconds</b>	<b>The Amount of the Index</b>	<b>The Amount of the Tandem Index</b>
10 and shorter	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

OPT index applied only to rating points realized in OPT is determined in the amount of 0.9 and the claim of the Customer to use of the index occurs either:

Upon guarantee of placement of at least 30 % of the total guaranteed advertising fulfilment of the Customer (in CZK) into OPT in case of the Customer, where such guaranteed advertising fulfilment is in the amount of CZK 9,999,999.00 without VAT

or:

Upon guarantee of placement of at least 40 % of the total guaranteed advertising fulfilment of the Customer (in CZK) into OPT in case of the Customer, where such guaranteed advertising fulfilment is in the amount of CZK 10,000,000.00 without VAT or higher.

If the share of GRP to OPT at an order is higher by 50 %, a surcharge of 2 percentage points (i. e. application of the OPT index of 0.92) shall be applied to the OPT index.

The guarantee of placement into OPT is binding for the Customer and the Customer is obliged to comply with the placement of commercial communications according to the Guarantee for each campaign/order.

d. PRIME TIME Index

PT index applied only to rating points realized in PT is determined in the amount of 1.1.

If the share of GRP to PT at an order is higher by 70 %, a surcharge of 2 percentage points (i. e. application of the PT index of 1.12) shall be applied to the PT index.

The guarantee of placement into PT is binding for the Customer and the Customer is obliged to comply with the placement of commercial communications according to the Guarantee for each campaign/order.

e. Automatic Surcharge for a Position in the Advertising Block

The surcharge in the amount of 10 % of the price of the given particular spot is charged for each requested position in the advertising block.

f. Automatic Alliance Surcharge

The surcharge in the amount of 5 % of the price of the given particular spot is charged for each further customers / brand(s) presented in the given advertising spot. Presentation of each further customer / brand may not exceed 20 % of the length of the advertising spot.

g. Surcharge for Booking (5 %)

In case of specific requirements for booking, a surcharge in the amount of 5 % shall be applied for each particular requirement.

h. Surcharge for Placement of the Spot into SUPER BREAK (25 %)

In case of placement of the spot in the SUPER BREAK, the surcharge of 25 % shall be applied.

i. Surcharge for Unsettled Music Rights (0.5 %)

The Surcharge in the amount of 0.5 % shall be applied in case the Customer does not contemporaneously prove within the period for delivery of Materials for broadcasting, that a) no sound record issued for commercial purposes (§72 para 2 of the Copyright Act) is included in the spot and also b) the Customer itself acquired and settled all the necessary usage rights to music works/records/artistic performances included in the spot, including proving of exclusion of the effects of the collective agreement in case of the extended collective administration (§ 97e of the Copyright Act).

## 5. Motivation for Timely Signature, Individual Client Discount, Discount for Further Media

a) In case the Customer concludes a written contract, whereby it shall be obliged to order broadcasting of commercial communications in certain financial volume for the calendar year 2023, until 01/12/2022, at the latest, the OFF PRIME TIME index shall be applied at the level of 0.85 and also the PRIME TIME index at the level of 1.05. In case the Customer concludes a written contract, whereby it shall be obliged to order broadcasting of commercial communications in certain financial volume for the calendar year 2023, until 12/01/2022, at the latest, the OFF PRIME TIME index shall be applied at the level of 0.9 and also the PRIME TIME index at the level of 1.05.

b) Depending on the particular agreed volume, history of the Customer and further special parameters of cooperation, FTV Prima and the Customer may agree on an individual client discount.

c) In case the Customer binds in writing that it shall invest the hereinafter specified share out of the total guaranteed volume, which it is obliged to order at FTV Prima, into sponsoring, product placement or other commercial communications different from the advertising, or in commercial communications at the internet servers of FTV Prima or in printed titles issued by FTV Prima (hereinafter only as „Further Media“), it shall receive the title to discount from CPP according to Art. 3 of this Pricelist in the hereinafter specified amount:

<b>Share of the Volume of Further Media in the Total Guaranteed Volume</b>	<b>Discount from CPP according to Art. 3</b>
12 %	3 %
15 %0	5%
20 %	8 %
30 %	13 %

Unless expressly agreed otherwise in the Commercial Contract or unless the Client expressly agreed otherwise with FTV Prima, the total investment in further media is divided in the approximate share: 60 % (classic sponsoring, sponsoring – injections, special formats of communication, product placement), 35 % (online products, HbbTV) and 5 % (print). The exact share of further media division shall be determined by FTV Prima, provided that the real difference may not exceed five percentage points compared to the ratio included in the previous sentence.

## 6. Limits for GRP Volumes

FTV Prima reserves the right not to accept or not to guarantee fulfilment of orders, the volume of which exceeds the following limits, provided that in case of concurrence of more campaigns of one Customer, which exceed in summary the specified limits, these limits shall be decreased by 20 %.

The limits are determined for one Customer, individual campaign according to the following table and for footage of the commercial communication in the length of 30 seconds provided that

- A month shall mean 1 calendar month
- A week shall mean 7 calendar days (even interrupted)
- A day shall mean 1 calendar day

<b>Bundle</b>	<b>Monthly Limit</b>	<b>Weekly Limit</b>	<b>Daily Limit</b>
<b>FTV Prima Bundle</b>	1 120	280	40

The following indexes shall be used for recalculation of limits in case of other footage of spots than 30 seconds:

<b>Footage of the Spot in sec</b>	<b>The Amount of the Index</b>
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

## **7. Confidentiality**

In case the Customer (the Agency or the Client) provides or discloses information included in the commercial offer or agreement with FTV Prima or information relating to the commercial offer or contracts, which is covered by the obligation of confidentiality according to the contract or the Commercial Terms and Conditions, to a third party different from the Client, the surcharge of 10 % shall be applied to CPP; the sanctions according to the contract or the Commercial Terms and Conditions are not affected thereby.

In case the Customer is the Agency, the Agency shall be liable for provision or disclosure of information according to the previous sentence by the Client to a third party, as if this information was provided or disclosed by the Agency.

**The provisions included directly in the text of contracts shall in case of differences prevail over the Pricelist. Unless specified otherwise, the Pricelist shall be valid for dissemination of commercial communications in the period from 01/01/2023 and thereafter.**

**FTV Prima reserves the right to change the Pricelist.**