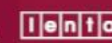


MAX Sport Sales Policy

December 2020

NOVA BROADCASTING GROUP

ЗАЕДНО СМЕ №1



Sport Content

MAX SPORT

Football

UEFA Champions League / all Tuesday games +
UEFA Champions League Final game/
Spanish Football Championship – La Liga
Italian Football Championship - Serie A
Coupe de France
Turkish Cup
Copa Libertadores
Copa Sudamericana
Dutch League - Eredivisie
Beach Soccer

Tennis

ATP World Tour 1000 Masters series
ATP World Tour 500 series
ATP World Tour 250 series
ATP Next Gen (2020)
WTA International Events
Mubadala World Championship

Motor sports

MotoGP
Nascar Sprint Cup
FIM Speedway World Championship
FIA World Rallycross Championship
V8 Supercars

Volleyball

FIVB Volleyball Nations League

Basketball

Euroleague
EuroCup

MMA & Boxing

UFC
Frank Warren Boxing

Golf

PGA European Tour
The Open Championship
US Open Championship
PGA Championship

Hockey

National Hockey League - NHL

Athletics

Diamond League

Rate Card season 2020/2021



UEFA Champions League playoffs and group stage	BGN 2 900
UEFA Champions League playoffs and group stage BG team	BGN 11 000
UEFA Champions League playoffs and group stage studio	BGN 600
UEFA Champions League playoffs and group stage studio BG team	BGN 2 400
UEFA Champions League Last 16	BGN 6 600
UEFA Champions League Last 16 studio	BGN 1 100
UEFA Champions League Quarterfinals	BGN 8 100
UEFA Champions League Quarterfinals studio	BGN 1 700
UEFA Champions League Semifinals	BGN 9 600
UEFA Champions League Semifinals studio	BGN 2 050
UEFA Champions League Final	BGN 11 000
UEFA Champion League Final studio	BGN 2 400
La Liga /Spanish football/	BGN 1 450
Serie A /Italian football/	BGN 1 200
Coupe de France	BGN 1 000
Turkish Cup	BGN 1 000
Copa Libertadores	BGN 700
Copa Sudamericana	BGN 500
Eredivisie & other football tournaments	BGN 500
Tennis tournaments	BGN 300
Tennis tournaments with Bulgarian participation	BGN 550
Motor sports	BGN 220
MMA*	BGN 170
Volleyball	BGN 120
Basketball	BGN 100
Golf	BGN 60
Hockey on ice	BGN 60

* In case of Bulgarian participation in any of the tournaments, the indicated price may be indexed

In case of purchasing the broadcasting rights for championships/events different from the listed above, the corresponding conditions will be further added in the present Rate Card.

All indicated prices are for 30-second (thirty-second) spots in BGN, VAT excluded.

For advertising spots with length different from 30 (thirty) seconds, spot length coefficients according to Nova Broadcasting Group's rate card shall be applied.

Advertising spots in the channels MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4 are without guaranteed audience reach.

Some of the sports events are subject to specific requirements/limitations for sponsorship and advertising of certain products and services, according to the contracted conditions with the respective licensors.

The present rate card is a subject to change with a 30-days notice.



Discounts and surcharges for buying advertising time in MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4

Agency discount

All advertising agencies who purchase advertising time are granted a 5% discount from the Rate Card prices.

Volume discount

Discount for annual net investment as it follows:

Up to 15 000 BGN	25%
15 001 - 30 000 BGN	30%
30 001 - 50 000 BGN	35%
50 001 - 100 000 BGN	40%
Over 100 000 BGN	45%

Additional surcharges

(amnd. on 02.12.2020)

Two commercials in the same break	20% surcharge is applied to the second commercial
Co-advertising /additional brands/	Up to 40% surcharge
Combo advertising	80% surcharge
Fixed first or last position in a commercial break*	30% surcharge
Fixed second or penultimate position in a commercial break*	15% surcharge

**NB! In all sport events, for premium positions are considered only those first/last and second/penultimate positions, that are closest to the live content. For example, in the advertising break before the first half of a football match, premium positions are only the penultimate and the last before the match. In the advertising break after the first half of a football match, premium positions are only the first and second after the match.*

The investments of agencies and/or advertisers in the channels MAX Sport 1, MAX Sport, MAX Sport 3 and MAX Sport 4 are not and cannot be a part of their investments in Nova Broadcasting Group EOOD's TV channels.