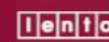


# MAX Sport Sales Policy

August 2021

NOVA BROADCASTING GROUP

ЗАЕДНО СМЕ №1



# Sport Content



## Football

UEFA Champions League /all Tuesday games + Final/

UEFA Europe League

UEFA Europe Conference League

Spanish Football Championship – La Liga

Italian Football Championship - Serie A

Coppa Italia

Coupe de France

Turkish Cup

Copa Libertadores / Copa Sudamericana

Dutch League - Eredivisie

Beach Soccer

MLS (американска сокър лига)

International Champion's Cup

## Tennis

ATP World Tour 1000 Masters series

ATP World Tour 500 series

ATP World Tour 250 series

ATP Next Gen

ATP Cup

Mubadala World Championship

## Motor sports

MotoGP

Nascar Sprint Cup

FIM Speedway World Championship

V8 Supercars

WRC

## American football

NFL (The National Football League)

## Volleyball

FIVB Volleyball Nations League

FIVB Club World Championship

## Basketball

National Basketball League (Bulgaria)

Bulgarian Cup

Bulgarian Supercup

Euroleague

EuroCup

## MMA & Boxing

UFC

Frank Warren Boxing

Cage Warriors

## Golf

PGA European Tour

The Open Championship

US Open Championship

PGA Championship

## Hockey

National Hockey League - NHL

## Athletics

Diamond League

**TV programs (proposal can be prepared upon request)**

„Pred Banyata“ / „Break point“ / „Skorost na MAX“

# Rate Card season 2021/2022



<b>UEFA Champions League playoffs and group stage</b>	<b>BGN 3 200</b>
<b>UEFA Champions League playoffs and group stage BG team</b>	<b>BGN 12 100</b>
<b>UEFA Champions League playoffs and group stage studio</b>	<b>BGN 650</b>
<b>UEFA Champions League playoffs and group stage studio BG team</b>	<b>BGN 2 650</b>
<b>UEFA Champions League Last 16</b>	<b>BGN 7 300</b>
<b>UEFA Champions League Last 16 studio</b>	<b>BGN 1 200</b>
<b>UEFA Champions League Quarterfinals</b>	<b>BGN 8 900</b>
<b>UEFA Champions League Quarterfinals studio</b>	<b>BGN 1 900</b>
<b>UEFA Champions League Semifinals</b>	<b>BGN 10 600</b>
<b>UEFA Champions League Semifinals studio</b>	<b>BGN 2 255</b>
<b>UEFA Champions League Final</b>	<b>BGN 12 100</b>
<b>UEFA Champion League Final studio</b>	<b>BGN 2 640</b>
<b>La Liga /Spanish football/</b>	<b>BGN 1 600</b>
<b>Serie A /Italian football/</b>	<b>BGN 1 300</b>
<b>Coupe de France</b>	<b>BGN 1 100</b>
<b>Turkish Cup</b>	<b>BGN 1 100</b>
<b>Copa Libertadores</b>	<b>BGN 800</b>
<b>Copa Sudamericana</b>	<b>BGN 550</b>
<b>Eredivisie &amp; other football tournaments</b>	<b>BGN 550</b>
<b>Tennis tournaments</b>	<b>BGN 350</b>
<b>Tennis tournaments with Bulgarian participation</b>	<b>BGN 600</b>
<b>Motor sports</b>	<b>BGN 250</b>
<b>MMA*</b>	<b>BGN 190</b>
<b>Volleyball*</b>	<b>BGN 140</b>
<b>Basketball</b>	<b>BGN 110</b>
<b>Golf</b>	<b>BGN 70</b>
<b>Hockey on ice</b>	<b>BGN 70</b>

\* 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.



# Rate Card season 2021/2022



<b>UEFA Europe League group stage</b>	<b>2 200 BGN</b>
<b>UEFA Europe League group stage BG team</b>	<b>10 100 BGN</b>
<b>UEFA Europe League group stage studio</b>	<b>500 BGN</b>
<b>UEFA Europe League group stage studio BG team</b>	<b>2 400 BGN</b>
<b>UEFA Europe League – knockout round play-offs</b>	<b>4 800 BGN</b>
<b>UEFA Europe League – knockout round play-offs студио</b>	<b>700 BGN</b>
<b>UEFA Europe League Last 16</b>	<b>6 100 BGN</b>
<b>UEFA Europe League Last 16 studio</b>	<b>1 000 BGN</b>
<b>UEFA Europe League Quarterfinals</b>	<b>7 600 BGN</b>
<b>UEFA Europe League Quarterfinals studio</b>	<b>1 700 BGN</b>
<b>UEFA Europe League Semifinals</b>	<b>9 200 BGN</b>
<b>UEFA Europe League Semifinals studio</b>	<b>2 055 BGN</b>
<b>UEFA Europe League Final</b>	<b>10 600 BGN</b>
<b>UEFA Europe League Finals studio</b>	<b>2 440 BGN</b>
<b>Coppa Italia</b>	<b>1 100 BGN</b>

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# Rate Card season 2021/2022

**MAXSPORT**

<b>UEFA Europe Conference League group stage</b>	<b>1 700 BGN</b>
<b>UEFA Europe Conference League group stage BG team</b>	<b>9 600 BGN</b>
<b>UEFA Europe Conference League group stage studio</b>	<b>400 BGN</b>
<b>UEFA Europe Conference League group stage studio BG team</b>	<b>2 200 BGN</b>
<b>UEFA Europe Conference League - knockout round play-offs</b>	<b>4 300 BGN</b>
<b>UEFA Europe Conference League - knockout round play-offs студио</b>	<b>600 BGN</b>
<b>UEFA Europe Conference League Last 16</b>	<b>5 600 BGN</b>
<b>UEFA Europe Conference League Last 16 studio</b>	<b>800 BGN</b>
<b>UEFA Europe Conference League Quarterfinals</b>	<b>7 100 BGN</b>
<b>UEFA Europe Conference League Quarterfinals studio</b>	<b>1 500 BGN</b>
<b>UEFA Europe Conference League Semifinals</b>	<b>8 700 BGN</b>
<b>UEFA Europe Conference League Semifinals studio</b>	<b>1 855 BGN</b>
<b>UEFA Europe Conference League Final</b>	<b>10 100 BGN</b>
<b>UEFA Europe Conference League Final studio</b>	<b>2 240 BGN</b>
<b>NFL – regular season games</b>	<b>450 BGN</b>
<b>NFL – play-off games</b>	<b>700 BGN</b>
<b>NFL – Superbowl</b>	<b>1 000 BGN</b>

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# 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:

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

## Additional surcharges

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

*\*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.