

RATE CARD
for broadcasting of advertising forms during the
FIFA World Cup Qatar 2022™

Nova Broadcasting Group EOOD, UIC 205738443 (“**NBG**”) and **Bulgarian National Television**, BULSTAT 000672350 (“**BNT**”) will broadcast advertising forms during the studio programs and the football matches from the FIFA World Cup Qatar 2022™ held in Qatar from 21 November 2022 until 18 December 2022 (“**FIFA World Cup Qatar 2022™**”).

1) Television channels

Advertising time during the FIFA World Cup Qatar 2022™ can be purchased by Advertising Agencies/Advertisers by signing a business agreement with **NBG (“Business Agreement”)**. The advertising forms will be broadcast on the following television channels of **NBG** and **BNT**: main live broadcasts and reruns on the channels BNT1, BNT3, Nova Television, and Diema; parallel live broadcasts and reruns on the channels BNT3, Diema Sport/Diema Sport 2/Diema Sport 3. The advertising forms of each Advertising Agency/Advertiser will be divided equally between the channels of **NBG** and **BNT**.

2) Packages

The advertising forms included in the duration of the co-production – broadcast of football matches from the FIFA World Cup Qatar 2022™ in the territory of Republic of Bulgaria on the television channels of **NBG** and **BNT** – are sold in the form of special packages which include advertising and sponsorship (“**Packages**”) as described in detail in Appendix No 1, which is an integral part of this Rate Card. Advertisers and their advertising forms cannot be associated with the FIFA World Cup Qatar 2022™, but rather only with the broadcast of **NBG’s** and/or **BNT’s** program. The relationship needs to be clearly established between **NBG’s** and/or **BNT’s** programs and its sponsorship. Any association of the Advertisers and their advertising forms with the FIFA World Cup Qatar 2022™ is inadmissible. Each Package is approved in advance by FIFA and has been agreed between **NBG** and **BNT**, and is not subject to changes unless explicitly stated in this Rate Card. **NBG** shall administer the sale process by and on behalf of **BNT**. The placement of the advertising forms shall be performed by **NBG** in accordance with the allocation set out in Appendix No. 1. **NBG** shall plan the broadcast in the order of receipt of the requests from the Advertising Agency/Advertiser. The requests shall be made according to the template of **NBG** and they shall be accepted by email to the address stated in the Business Agreement.

3) Advertising breaks

NBG and **BNT** shall determine the number and the duration of the advertising breaks during the FIFA World Cup Qatar 2022™. Advertising breaks during the FIFA World Cup Qatar 2022™ shall mean the breaks/intermissions before, during and immediately after the official studio program, as well as the breaks/intermissions of the football match itself.

3.1) Special advertising breaks

The “Special advertising breaks” option is only offered to Advertising Agencies/Advertisers who purchased a Premium Package. Special advertising breaks may be featured in the following cases:

- 1) Cooling breaks – such could occur in the event of high temperatures or humidity, and the need for such would be established and declared immediately preceding each specific football match. The expected positions of such cooling breaks are: around the 30th minute of the first half, and around the 30th minute of the second half (i.e. the 75th minute from the start of the match);
- 2) After the regular time and before the extra time, in the event of a draw during the regular time;
- 3) After the extra time and before the penalty shoot-out in the event of a draw after the extra time;
- 4) After the final referee signal and before the award ceremonies (applicable only for the third place playoff and the final).

3.2) Conditions for advertising in Special advertising breaks

- 1) After receiving in advance a written confirmation of intent to purchase, only Advertising agencies/Advertisers who purchased a Premium package are entitled to purchase advertising forms (spots) in Special advertising breaks, and the purchased advertising forms (spots) shall be used for the Advertiser for whom the Premium package was purchased;
- 2) **NBG** and **BNT** shall prepare a complete break of advertising forms (spots) for Advertising agencies/Advertisers who purchased advertising forms (spots) in Special advertising break;
- 3) Advertising agencies/Advertisers who purchased advertising forms (spots) in Special advertising break can specify the number of matches from the group stage, round of 16, and the quarterfinals in whose Special advertising breaks (during a cooling break) their advertising form (spot) shall be broadcast;
- 4) For Special advertising breaks (during a cooling break) in the semi-finals, the third-place playoff, and the final, as well as in the cases specified in Paragraphs 3.1.2, 3.1.3, and 3.1.4 above, **NBG** and **BNT** broadcast the advertising forms (spots) of all Advertising agencies/Advertisers who purchased the option;

- 5) If advertising is placed in a Special advertising break during matches broadcast simultaneously in both media groups (opening match, one match from the group stage, the third place playoff and the final), it shall be broadcast in both groups applying a surcharge of 30%;
- 6) At the end of each stage of the tournament (group stage, knockout stage – round of 16, quarterfinals, semi-finals, third place playoff, final), **NBG** and **BNT** shall prepare a report on the Special advertising breaks which were actually broadcast, as well as the advertising forms (spots) appearing in them. Based on this information, **NBG** prepares invoices for the broadcast advertising forms (spots) for each Advertising agency/Advertiser. Payment shall be made by the Advertising agency/Advertiser within 5 (five) business days of issuing the invoice;
- 7) The Advertising agencies/Advertisers shall be entitled to receive the discount under the purchased Premium package (depending on the confirmation period) also for the advertising forms (spots) in the Special advertising breaks, as well as the discount for agencies applicable after the calculation of the discount, depending on the period of confirmation;
- 8) A supplement to this Rate Card which sets out the prices for purchasing advertising forms (spots) in Special advertising breaks shall be published after 7 November 2022;
- 9) Confirmations for the purchase of advertising forms (spots) in a Special advertising break shall be accepted until 11 November 2022;
- 10) The duration of the advertising form (spot) to be broadcast in a Special advertising break is 10 seconds.

4) Duration of the advertising forms

The minimum duration of an advertising spot during the FIFA World Cup Qatar 2022™ is 6 seconds, and the maximum duration is 32 seconds. Sponsorship tags are always sold in pairs of two, with the maximum length of each tag being 7 seconds. **NBG** and **BNT** determine which programs will feature sponsorship. The sponsorship tags included in the Premium package shall be broadcast during the football matches and the official studio before them. The sponsorship tags included in Packages 1, 2, 3, 4, 5, and 5A shall only be broadcast during the official studio.

The sponsorship tags can be transformed into spots (the reverse is also possible), with the option of transforming a maximum of 50% of the sponsorship tags included in the package.

5) Spot length coefficient

The prices set out in Appendix No. 1 are established based on a 30-second advertising spot. If Advertising agencies/Advertisers request spots with duration different than the stipulated duration of 30 seconds, their value shall be calculated in accordance with the following spot length coefficients:

Duration in seconds	Coefficient
6-12	0.60
13-17	0.80
18-22	0.85
23-27	0.95
28-32	1.00

The change in the duration of advertising spots is applicable for the group stage of the FIFA World Cup Qatar 2022™, whereas for the knockout stage a change in the duration is only possible after written approval by the Commercial Department of **NBG** by the end of the group stage and depending on the advertising inventory available.

Spot length coefficients shall not apply to sponsorship tags, as their value is fixed regardless of their duration, but always subject to the limitations set out in Paragraph 4 above.

In the event that the above spot length coefficients are applied, as a result of which the value of the advertising spots to be broadcast:

- 1) is higher than the value of the requested **Package**, the Advertising agency/Advertiser shall pay the difference over the value of the purchased **Package**;
- 2) is lower than the value of the requested **Package**, the Advertising agency/Advertiser shall be entitled to waive the difference under the value of the purchased **Package** in writing or to set different lengths, so that the value of the advertising spots to be broadcast is equal to or higher than the value of the requested **Package** (hypothesis (1) above shall apply).

In the event of indexation of the advertising spots, there shall always be an even number of them.

6) Ratings

NBG and **BNT** do not guarantee rating deliver for the broadcast of advertising forms during the FIFA World Cup Qatar 2022™.

7) Discounts

NBG and **BNT** offer the following discounts for the purchase of advertising time during the FIFA World Cup Qatar 2022™:

- 1) **a discount depending on the period of confirmation** – the amount of this discount varies for the different **Packages** and is set out in Appendix No. 1;
- 2) **discount for agencies** – all Advertising agencies purchasing advertising time during FIFA World Cup Qatar 2022™ will receive a 5% discount on the prices set out in this Rate Card.

The discount for Advertising agencies shall apply after the discount based on the confirmation period is applied. The Advertising agencies shall present to **NBG** a Letter of Assignment from their Advertisers according to the template of **NBG**.

8) Surcharges

The following surcharges shall apply to the gross prices for purchasing advertising time during the FIFA World Cup Qatar 2022™:

1. *For a fixed position in an advertising break* – 30% for first, second, penultimate, and final position in an advertising break. Advertising agencies/Advertisers shall not be entitled to choose positions in Special advertising break;
2. *For additional trademark in a similar industry (for the first one and each one after that)* – 20% for each additional trademark in a similar industry featured in the advertising forms during the FIFA World Cup Qatar 2022™;
3. *For additional trademark (for the first one and each one after that)* – 30% for each additional trademark featured in the advertising forms during the FIFA World Cup Qatar 2022™.

The similarity of industry under this paragraph 8 shall be decided at the discretion of **NBG** and **BNT**. The discounts and the surchargers under this Rate Card shall apply in the following order: first, the surcharge to the gross price of an advertising form shall be applied, followed by the application of the respective discount.

9) Payment for the Packages

The Advertising agency/Advertiser shall make advance payment to **NBG** of a minimum of 20% of the price of the **Packages** purchased at the signing of a Business Agreement. The full amount according to the Business Agreement shall be paid one month before the start of the FIFA World Cup Qatar 2022™ (by 21 October 2022). If the price of the advertising forms under the Business Agreement with an Advertising agency/Advertiser is not paid in accordance with the foregoing, the discount based on confirmation period shall be reduced accordingly until full payment of the agreed price. If the price of the advertising forms is not paid in full before the first broadcast in accordance with the respective **Package**, **NBG** and **BNT** shall be entitled to not launch the broadcast until full payment of the price of the advertising forms.

10) Additional broadcasts

Advertising agencies/Advertisers will receive additional broadcasts of the advertising forms (spots) included in the live programs during two reruns of each football match on a television channel of **NBG** and **BNT**. **NBG** and **BNT** reserve the right to determine when such reruns will be broadcast.

11) Requirements for the advertising forms. Right to suspend broadcast

The Advertising agency/Advertiser shall provide the finished advertising forms ready for broadcast no later than 5 business days before their broadcast. The advertising forms shall be provided by the Advertising agency/Advertiser in accordance with the technical means specified by **NBG**, and all expenses in this regard shall be borne by the Advertising agency/Advertiser. The advertising forms shall meet the technical requirements of **NBG** (available on the web page of **NBG** – <https://nova.bg/advertising>) and **BNT**, available at <https://p.bnt.bg/t/e/tehnicheski-iziskvania-reklamni-formi-bnt-429268.pdf>.

Any change in the technical parameters of the advertising forms to make them compliant with the technical requirements specified above shall be at the expense of the Advertising agency/Advertiser. **NBG** and **BNT** shall be entitled to refuse to broadcast specific advertising forms if they do not meet the General Terms of **NBG** and **BNT** or the requirements of the licensor of the FIFA World Cup Qatar 2022™.

12) Objections

Objections to the parameters of the broadcast and paid **Packages** shall be admissible until 15 January 2023. If **NBG** receives no objection by this date, this right shall be precluded for the Advertising agency/Advertiser.

13) Purchase of single advertising spots during the FIFA World Cup Qatar 2022™

A supplement to this Rate Card which sets out the terms and conditions for purchasing single advertising spots during the FIFA World Cup Qatar 2022™ will be published after 7 November 2022.

All prices in this Rate Card are in BGN and VAT exclusive. Any matters not settled in this Rate Card shall be governed by the General Terms for realization of commercial messages (advertisement, sponsorship and other advertising forms) by Nova Broadcasting Group EOOD published on the website of **NBG** – <https://nova.bg/advertising>. In the event of a conflict between the General Terms and this Rate Card, the Rate Card shall prevail.

This Rate Card was drafted in Bulgarian language and thereafter translated in English language. In case of discrepancy between this English version of the Rate Card and the original Bulgarian version, the Bulgarian version shall prevail.

This Rate Card was approved for publishing on 31 March 2022 and it is subject to change via a seven-day notice.

Appendix No. 1
to Rate Card for broadcasting of advertising forms during the
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PACKAGES

	Premium package
Advertisement - live games	<i>TV spots - 30 sec.</i>
Opening game	4
Group stage / first 48 games	98
Last 16 / 8 games	20
Quarterfinals / 4 games	8
Semifinals / 2 games	6
Play-off for third place / 1 game	4
Final / 1 game	4
Singular gross prices	978 493.00 BGN
Sponsorship - Live matches and Official FIFA Studio	<i>Sponsorship Tags Sets! - 2 x 7 sec.</i>
Group stage / first 48 games	32
Last 16 / 8 games	8
Quarterfinals / 4 games	4
Semifinals / 2 games	4
Play-off for third place / 1 game	2
Final / 1 game	2
Singular gross prices	376 523.00 BGN
Advertisement - re-runs	<i>BONUS SPOTS! Guaranteed 2 re-runs for every live game on the channels of both media groups (BNT & NBG)</i>
Advertisement and Sponsorship / Highlights programmes at the end of each game day	
Advertisement	32
Sponsorship sets	16
Singular gross prices	103 944.00 BGN
TOTAL GROSS in leva, without VAT	1 458 960.00 BGN
TOTAL NET with maximum package discount (in leva, without VAT)	729 480.00 BGN
<i>Discounts according to confirmation period</i>	
till 15 June 2022	50%
NET in leva, without VAT	729 480.00 BGN
16 June - 31 July 2022	45%
NET in leva, without VAT	802 428.00 BGN
1 August - 15 September 2022	35%
NET in leva, without VAT	948 324.00 BGN
16 September - 20 November 2022	30%
NET in leva, without VAT	1 021 272.00 BGN
From 21 November 2022	0%
NET in leva, without VAT	1 458 960.00 BGN

	Package 1	Package 2	Package 3	Package 4	Package 5	Package 5A
Advertisement - live games	<i>TV spots - 30 sec.</i>					
Opening game	4	2	2			
Group stage / first 48 games	90	48	36	18	14	10
Last 16 / 8 games	12	8	8	2		2
Quarterfinals / 4 games	6	4	2	2		
Semifinals / 2 games	4	2	2			
Play-off for third place / 1 game	2	1				
Final / 1 game	2	1				
Singular gross prices	743 094.00 BGN	407 931.00 BGN	300 220.00 BGN	123 208.00 BGN	73 318.00 BGN	64 774.00 BGN
Sponsorship - Official FIFA Studio	<i>Sponsorship Tags Sets! - 2 x 7 sec.</i>					
Group stage / first 48 games	18	8	2	2	4	3
Last 16 / 8 games	6	4	2	2		
Quarterfinals / 4 games	2	2	2			
Semifinals / 2 games	2	2				
Play-off for third place / 1 game	1					
Final / 1 game	1					
Singular gross prices	202 585.00 BGN	109 482.00 BGN	39 416.00 BGN	22 878.00 BGN	20 948.00 BGN	15 711.00 BGN
Advertisement - re-runs	<i>BONUS SPOTS! Guaranteed 2 re-runs for every live game on the channels of both media groups (BNT & NBG)</i>					
Advertisement and Sponsorship / Highlights programmes at the end of each game day	<i>This packages can choose only games in the first 12 days / group stage!</i>					
Advertisement	32	16	6	4	0	4
Sponsorship sets	16	10	4	4		
Singular gross prices	99 216.00 BGN	53 742.00 BGN	20 670.00 BGN	16 536.00 BGN	0.00 BGN	8 268.00 BGN
TOTAL GROSS in leva, without VAT	1 044 895.00 BGN	571 155.00 BGN	360 306.00 BGN	162 622.00 BGN	94 266.00 BGN	88 753.00 BGN
TOTAL NET with maximum package discount (in leva, without VAT)	522 447.50 BGN	342 693.00 BGN	234 198.90 BGN	113 835.40 BGN	68 814.18 BGN	66 564.75 BGN
Discounts according to confirmation period						
till 15 June 2022	50%	40%	35%	30%	27%	25%
NET in leva, without VAT	522 447.50 BGN	342 693.00 BGN	234 198.90 BGN	113 835.40 BGN	68 814.18 BGN	66 564.75 BGN
16 June - 31 July 2022	45%	35%	30%	25%	23%	23%
NET in leva, without VAT	574 692.25 BGN	371 250.75 BGN	252 214.20 BGN	121 966.50 BGN	72 584.82 BGN	68 339.81 BGN
1 August - 15 September 2022	35%	25%	20%	15%	13%	10%
NET in leva, without VAT	679 181.75 BGN	428 366.25 BGN	288 244.80 BGN	138 228.70 BGN	82 011.42 BGN	79 877.70 BGN
16 September - 20 November 2022	30%	20%	15%	10%	8%	5%
NET in leva, without VAT	731 426.50 BGN	456 924.00 BGN	306 260.10 BGN	146 359.80 BGN	86 724.72 BGN	84 315.35 BGN
From 21 November 2022	0%	0%	0%	0%	0%	0%
NET in leva, without VAT	1 044 895.00 BGN	571 155.00 BGN	360 306.00 BGN	162 622.00 BGN	94 266.00 BGN	88 753.00 BGN