

ADDENDUM

to Rate Card for broadcasting of advertising forms during FIFA World Cup Qatar 2022™

Purchasing of single advertising spots during FIFA World Cup Qatar 2022™

This Addendum to the Rate Card for broadcasting of advertising forms during FIFA World Cup Qatar 2022™ (“**Rate Card**”) regulates the terms and conditions for purchasing of single advertising spots during FIFA World Cup Qatar 2022™ and is an integral part to the Rate Card. Any and all definitions in this Addendum shall have the meanings set out in the Rate Card, unless explicitly indicated otherwise.

Along with the Packages under the Rate Card, **NBG** and **BNT** offer single advertising spots during the broadcasting of the official studio program and the football matches from FIFA World Cup Qatar 2022™ to be held between 20 November 2022 and 18 December 2022. According to this Addendum, a single advertising spot is an individual advertising spot, which is not part of the Packages under the Rate Card and is broadcasted during an advertising break alongside other advertising spots and “special advertising break” (this option is only offered to Advertising Agencies/Advertisers who purchased a Premium Package). No single purchase of sponsorship tags shall be offered.

1) Television Channels

Advertisers/advertising agencies may purchase advertising time through single advertising spots during FIFA World Cup Qatar 2022™ by signing a Business Agreement with **NBG**. Single advertising spots shall be broadcasted in the following television programmes operated by **NBG** and **BNT**: main live broadcasts in the programmes BNT1, BNT3, NOVA Television and Diema, and parallel live broadcasts in the programmes BNT3, Diema Sport/Diema Sport 2/Diema Sport 3. The advertiser/advertising agency may purchase single advertising spots depending on the availability and until the inventory is sold-out. **NBG** shall book the advertising spots based on the order of the requests received from advertisers/advertising agencies. Requests shall be made in accordance with a sample form provided by **NBG** and shall be sent to the email address indicated in the Business Agreement.

2) Single Gross Prices

The gross prices for broadcasting of single advertising spots are indicated in Appendix No. 1 to this Addendum. For the purchasing of single advertising spots in the following matches: the opening

match on Nov 20th, 2022 (Qatar - Ecuador), the third place final on Dec 17th, 2022, the FIFA World Cup Qatar 2022™ final on Dec 18th, 2022 and the game from the group stage on Nov 27th, 2022 (Spain - Germany), a markup of 30% on top of the gross prices indicated in Appendix No. 1 shall be applied due to the simultaneous broadcasting of these matches on the channels operated by **NBG** and **BNT**. For the above-mentioned football matches, advertisers/advertising agencies that purchase a single advertising spot will get two broadcasts of the same spot – one on a channel operated by **NBG**, and another one on a channel operated by **BNT**.

3) Discounts for Purchasing of Single Advertising Spots

The following discounts shall apply when purchasing single advertising spots for the FIFA World Cup Qatar 2022™:

- 1)** An advertiser who has purchased a Package under the Rate Card and uses the services of an advertising agency: discount depending on the period of confirmation in amount according to the signed Business Agreement for the purchased Package and an agency discount of 5%;
- 2)** An advertiser who has purchased a package under the Rate Card and does not use the services of an advertising agency: a discount depending on the period of confirmation in amount according to the signed Business Agreement for the purchased Package;
- 3)** An advertiser who has not purchased a Package under the Rate Card and uses the services of an advertising agency: an agency discount of 5%;
- 4)** An advertiser who has not purchased a Package under the Rate Card and does not use the services of an advertising agency: no discounts available.

The agency discount shall be applied after calculating the discount depending on the period of confirmation. Advertising agencies shall present to **NBG** an Authorization Letter from their advertisers in a form provided by **NBG**.

4) Payment of Single Advertising Spots

The Advertiser/advertising agency shall make an advance payment to **NBG** in the amount of 100% of the value of the purchased single advertising spots at the signing of a Business Agreement. If the value of the advertising spots is not paid in full before the first broadcast, **NBG** and **BNT** have the right not to launch the broadcasting until full payment of the value of the single advertising spots.

5) Actions Based on the Rate Card

Point 10 “Additional Broadcasts” from the Rate Card shall not apply for the purchase of single advertising spots. All other clauses of the Rate Card shall apply for the purchase of single advertising

spots. In case of any discrepancy between the Rate Card and this Addendum, the Rate Card shall prevail for all matters relating to the Packages, while this Addendum shall prevail for all matters relating to the single purchasing of advertising spots.

This Addendum to the Rate Card has been approved for publication on November 7 20, 2022 and is subject to change with a seven-day notice.

Appendix №1
To Addendum to
the
RATE CARD for broadcasting advertising forms during FIFA World Cup Qatar 2022™

Purchasing single advertising spots

Single Advertising spot		
	Advertising break	Special advertising break (only for Advertising Agencies/Advertisers who purchased Premium Package)
Live games	30" spot	10" spot
Opening game / simultaneously on the channels of both media	10 129.35 BGN	6 367.02 BGN
Group stage / incl. 1 game simultaneously on the channels of both media	5 498.85 BGN	3 456.42 BGN
Last 16	6 512.10 BGN	4 093.32 BGN
Quarterfinals	8 682.45 BGN	5 457.54 BGN
Semifinals	13 776.00 BGN	8 659.20 BGN
Play-off for third place / simultaneously on the channels of both media	14 464.80 BGN	9 092.16 BGN
Final / simultaneously on the channels of both media	15 280.65 BGN	9 604.98 BGN
Official FIFA Studio		
	30" spot	
Opening game / simultaneously on the channels of both media	10 129.35 BGN	
Group stage / incl. 1 game simultaneously on the channels of both media	5 498.85 BGN	
Last 16	6 512.10 BGN	
Quarterfinals	8 682.45 BGN	
Semifinals	13 776.00 BGN	
Play-off for third place / simultaneously on the channels of both media	14 464.80 BGN	
Final / simultaneously on the channels of both media	15 280.65 BGN	
Highlights programmes at the end of each game day		
	30" spot	
Studio	2 170.35 BGN	