



NOVA BROADCASTING GROUP



Rate Card of Nova Broadcasting Group EOOD *effective as of 1 January 2024*

Packages with audience guarantee

| Number of channels | Sold-out advertising inventory | Package | Gross price per rating point /BGN/ | | | |
|--------------------------|--------------------------------|-----------|------------------------------------|--------|--------|--------|
| | | | A18-59 | A25-54 | W25-59 | M18-59 |
| NOVA + 17 niche channels | Up to 40% | Package 1 | 804 | 766 | 712 | 858 |
| NOVA + 12 niche channels | Up to 40% | Package 2 | 868 | 827 | 769 | 927 |
| NOVA + 17 niche channels | From 41% to 65% | Package 1 | 845 | 805 | 748 | 901 |
| NOVA + 12 niche channels | From 41% to 65% | Package 2 | 911 | 867 | 807 | 973 |
| NOVA + 17 niche channels | Over 65% | Package 1 | 887 | 845 | 786 | 946 |
| NOVA + 12 niche channels | Over 65% | Package 2 | 956 | 910 | 847 | 1,022 |

Gross price per spot – Nova Sport

| Time zone | Gross price per spot 30" /BGN/ |
|-------------------|--------------------------------|
| Prime time | 146 |
| Out of prime time | 74 |

Time zone

| Time zone | Monday - Sunday |
|-------------------|-----------------|
| Prime time | 17:30 - 23:59 |
| Out of prime time | 00:00 - 17:29 |

Spot length coefficient

| Length in sec and 0 frames | Coefficient |
|---|-------------|
| ≤ 12 | 0.60 |
| 13-17 | 0.80 |
| 18-22 | 0.85 |
| 23-27 | 0.95 |
| 28-32 | 1.00 |
| 33-37 | 1.20 |
| 38-42 | 1.40 |
| 43-47 | 1.60 |
| 48-52 | 1.80 |
| 53-57 | 1.90 |
| 58-62 | 2.20 |
| 63-67 | 2.38 |
| For lengths greater than the ones specified above please, contact NOVA's Sales Department | |

Time zone for spirits

| Time zone | Monday - Sunday |
|-------------------|-----------------|
| Prime time | 22:00 - 00:59 |
| Out of prime time | 01:00 - 05:59 |

Seasonal indexes

| Month | Index |
|-----------|-------|
| January | 100% |
| February | 120% |
| March | 125% |
| April | 130% |
| May | 130% |
| June | 130% |
| July | 120% |
| August | 100% |
| September | 125% |
| October | 140% |
| November | 140% |
| December | 130% |

Prime time coefficient

| Prime time % | Coefficient |
|--------------|-------------|
| 50% | 0.90 |
| 55% | 0.95 |
| 60% | 1.00 |
| 65% | 1.07 |
| 70% | 1.12 |
| 75% | 1.17 |
| 80% | 1.22 |
| 85% | 1.27 |
| 90% | 1.32 |
| 95% | 1.37 |
| 100% | 1.42 |



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Types of discounts

1. Agency discount – 5%

2. Volume discount

| Net investment 1 January - 31 December 2024 /BGN/ | Discount |
|--|----------|
| 10,000 – 49,999 | 17% |
| 50,000 – 99,999 | 22% |
| 100,000 – 199,999 | 23% |
| 200,000 – 299,999 | 24% |
| 300,000 – 399,999 | 27% |
| 400,000 – 499,999 | 29% |
| 500,000 – 599,999 | 30% |
| 600,000 – 699,999 | 31% |
| 700,000 – 799,999 | 32% |
| 800,000 – 899,999 | 33% |
| 900,000 – 1,199,999 | 35% |
| 1,200,000 – 1,499,999 | 36% |
| 1,500,000 – 1,999,999 | 37% |
| 2,000,000 – 2,499,999 | 38% |
| 2,500,000 – 2,999,999 | 39% |
| Over 2,999,999 | 40% |

3. Incentive discount

| Budget growth by percentage points in 2024 compared to 2023 | Discount |
|--|----------|
| Up to 5% | 3% |
| 6 - 8% | 6% |
| Over 8% | 8% |

4. Discounts for budget split guarantee

4.1. Discount for budget split guarantee by quarters – 3%

4.2. Discount for budget split guarantee by months – 5%

5. Discount for investment in Alternative Advertising Forms - subject to negotiations but not more than 4%

6. Run by Station (RBS) – subject to negotiations but not more than 10% (considering the volume of the campaigns positioned by NOVA)

7. Combined package discount for advertising on TV and Internet – subject to negotiations but not more than 5% of the net budget allocated for TV advertising

8. Combined package discount for advertising on TV and Radio – subject to negotiations but not more than 2% of the net budget allocated for TV advertising

9. Combined package discount for advertising on TV and Print – subject to negotiations but not more than 1% of the net budget allocated for TV advertising

Additional surcharges and fees

| | |
|--|---|
| 1. Two commercials in the same break | 20% surcharge on the second commercial |
| 2. Co-advertising /additional brands/ | Up to 40% surcharge |
| 3. Combo advertising | 80% surcharge |
| 4. Fixed first or last position in a commercial break | 40% surcharge |
| 5. Fixed second or penultimate position in a commercial break | 30% surcharge |
| 6. Fixed third position in a commercial break | 20% surcharge |
| 7. Fixed first and last position in a commercial break | 45% surcharge on both spots |
| 8. Fixed commercial break | 20% surcharge |
| 9. Fixed commercial break and first/second/penultimate/last position | 50% surcharge |
| 10. Cancellation of booked spots for closed days | 100% of their total net value to be paid |
| 11. Ordering a campaign for closed days (if possible) | 30% surcharge on all spots planned in closed days |
| 12. Delay in delivering the advertising materials | Fixed surcharge of BGN 500 |
| 13. Incorrect spot length for closed days | Fixed surcharge of BGN 500 |
| 14. Time zone selection by advertiser/ advertising agency | 50% surcharge |
| 15. Golden Break | 100% surcharge |



Advertising airtime from Nova Broadcasting Group EOOD, UIC 205738443 (NOVA) may be purchased by advertising agencies and advertisers by signing a Business agreement with a guarantee for a certain budget investment.

I. GENERAL PRINCIPLES

NOVA prices its advertising airtime based on the forecast data for advertising inventory provided by the peoplemetric agency GARB Audience Measurement Bulgaria AD, UIC 203346598 or other peoplemetric agency, appointed by NOVA, reported by NOVA's internal information system. NOVA invoices the advertising agencies/advertisers for the actually delivered rating points.

1. Methodology of selling

Advertising airtime may be purchased in one of the following ways, depending on the methodology of planning for the offered television channels:

- 1) **Packages with audience guarantee** based on TRP 30 (target rating points for a 30" spot) – for the group of channels as a whole or for a package of channels defined by NOVA according to the advertiser's target group. Adherence to the announced channel split is obligatory for all advertisers. Audience delivery shall be guaranteed for campaigns on the channels Nova, Diema, Kino Nova, Diema Family, Nova News, The Voice TV, Magic TV, Disney, Star Channel, Star Crime, Star Life, 24 Kitchen, National Geographic, National Geographic Wild, AXN, City TV and Super Toons. For Nova Sport the budget shall be distributed on a monthly basis with a fixed price per spot;
- 2) **Separately for each channel by the monthly rate cards** – at spot price per program without audience guarantee. There is no limit to the number of channels, which may be purchased this way;
- 3) **Advertising and sponsorship** on the channels DIEMA SPORT, DIEMA SPORT 2 and DIEMA SPORT 3, which are regulated separately in Section III below;
- 4) **Alternative advertising forms** (for the channels in which they are available), which are regulated separately in Section IV below, and/or
- 5) **Advertising in MAX SPORT 1, MAX SPORT 2, MAX SPORT 3 and MAX SPORT 4 channels**, provided that it is offered by NOVA and regulated in a separate rate card published on NOVA's website.

2. Packages with audience guarantee

The advertiser/advertising agency plans, and NOVA positions the campaigns in order for the budget stipulated in the Business agreement to be achieved. If a certain campaign delivers more or less than the planned number of target rating

points, NOVA will respectively remove or add spots within the period of the Business agreement.

NOVA has the right to move (without prior approval of the advertiser or the advertising agency) up to 15% of the total number of ordered spots according to the parameters agreed by the parties. If the monthly channel distribution provided by NOVA is not adhered to, NOVA has the right to move spots in order to attain it.

NOVA determines the cost per rating point with audience guarantee for the advertiser/advertising agency, depending on the number of television channels included in the package, as well as on NOVA's available advertising inventory (based on target group A18 – 59) at the time of signing a Business agreement with the advertiser/advertising agency.

When a certain percentage of advertising inventory is sold out, NOVA shall have the right, but not the obligation, to change the cost, notifying the advertisers/advertising agencies thereof by an announcement on NOVA's website, and the new price shall come into effect two working days after the announcement's publishing. A condition for applying the respective cost per rating point is the signing of a Business agreement within the period in which the respective inventory is available (before it is sold out).

The advertiser/advertising agency may buy packages with audience guarantee for the specified target groups. The packages with audience guarantee include the television channels specified in the table below:

| Package | Television channels |
|-----------|--|
| Package 1 | Nova, Diema, Kino Nova, Diema Family, Nova Sport, Nova News, The Voice TV, Magic TV, Disney, Star Channel, Star Crime, Star Life, 24 Kitchen, National Geographic, National Geographic Wild, AXN, City TV, Super Toons. |
| Package 2 | Television channels according to the standard monthly split announced by NOVA for each target group, but no less than thirteen television channels. The package is individual and taking into account the advertiser's target group. |

The costs per point (CPPs) (applicable for a 30" spot) are based on the natural budget distribution by time zones, as follows: 60% in prime time (PT) and 40% - out of prime time. In case of a different split, the respective prime time coefficient shall be applied.

Bonuses provided according to a Business agreement (if any) shall be positioned by NOVA, unless explicitly specified otherwise.

3. Time zones

The standard time zones distribution, valid for all channels, is:

- 60% of the budget - in prime time;
- 40% of the budget - out of prime time.



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Every deviation of 5% from this distribution is subject to an additional increase or decrease of the CPP by applying the respective prime time coefficient. The budget share for advertising materials in prime time cannot be less than 50%.

The budget split by television channels of the group shall be applied to all advertising campaigns, except in the cases of separate channel(s) buying. The distribution by channels shall be communicated by NOVA to the advertiser/advertising agency.

4. Spot length coefficient

When determining the price of every advertising material its length is taken into consideration by applying a spot length coefficient.

5. Seasonal index

When determining the price of the advertising material, the respective month is taken into consideration. The seasonal index is applicable to all channels of NOVA's group. When campaigns are realized in two or more months, the seasonal index is applied to the planned number of rating points/spots in the corresponding month.

II. TYPES OF DISCOUNTS

1. Agency discount

NOVA offers an agency discount to all advertising agencies who purchase advertising airtime from NOVA.

2. Volume discount

NOVA offers a volume discount based on the advertiser's net budget investment.

3. Incentive discount

NOVA offers an incentive discount to each advertiser according to their net budget increase compared to the previous year.

The incentive discount shall be applied in advance, after signing a Business agreement guaranteeing an annual budget growth compared to the previous year. If the guaranteed growth level is increased during the year, the respective higher discount may be granted after signing an amendment to the already signed Business agreement. The new discount shall come into force for the advertising campaigns realized after the date the amendment is concluded, while the budget growth compared to the previous year is calculated for the whole year.

In case at the end of the Business agreement's term the guaranteed budget is not fulfilled, lower Volume and Incentive discounts levels shall be applied corresponding to the budget actually realized within the term of the Business agreement.

4. Discounts for budget split guarantee

4.1. Discount for budget split guarantee by quarters

NOVA offers a discount for advertisers/advertising agencies who, by signing a Business agreement, guarantee a quarterly

budget split with a permissible deviation as specified below. The present discount shall be applied on a quarterly basis. If at the end of the respective quarter the advertiser/advertising agency has not adhered to the guaranteed budget split, the discount shall not be applied, and the cost of the target rating points, or spots aired in the respective quarter shall be recalculated accordingly and paid by the advertiser/advertising agency. The permissible deviation per quarter is defined according to advertiser's budget under the signed Business agreement, as follows:

| Permissible deviation* | Total net investment under the Business agreement /BGN/** |
|------------------------|---|
| 20% | Up to 250,000 |
| 10% | 250,001 – 900,000 |
| 7% | 900,001 – 1,800,000 |
| 5% | Over 1,800,000 |

* Percentage of the net investment guaranteed for the respective quarter

** The net investment shall not include the investment in alternative advertising forms

4.2. Discount for budget split guarantee by months

NOVA offers a discount for advertisers/advertising agencies who, by signing a Business agreement, guarantee a monthly budget split with a permissible deviation as specified below. The present discount shall be applied on a monthly basis. If at the end of the respective month the advertiser/advertising agency has not adhered to the guaranteed budget split, the discount shall not be applied, and the cost of the target rating points, or spots aired in the respective month shall be recalculated accordingly and paid by the advertiser/advertising agency. The permissible deviation per month is defined according to advertiser's budget under the signed Business agreement, as follows:

| Permissible deviation* | Total net investment under the Business agreement /BGN/** |
|------------------------|---|
| 20% | Up to 250,000 |
| 12% | 250,001 – 900,000 |
| 9% | 900,001 – 1,800,000 |
| 7% | Over 1,800,000 |

* Percentage of the net investment guaranteed for the respective month

** The net investment shall not include the investment in alternative advertising forms

The discounts under Art. 4.1. and 4.2. are mutually exclusive. A discount chosen by the advertiser/advertising agency shall be applied, in accordance with the budget split guarantee.

5. Discount for investment in Alternative Advertising

Forms – Advertisers who guarantee investment in Alternative Advertising Forms shall be granted a discount subject to negotiations with reference to the volume of the investment.



6. Run by Station (RBS) – NOVA grants an RBS discount based on the percentage of rating points or advertising spots which NOVA has the right to move without prior approval of the advertiser or the advertising agency over the percentage specified in Section I, paragraph 2 above. The RBS discount is applied for campaigns positioned by NOVA, without prior approval of a media plan and without a commitment for airing in specific programs in all channels with audience guarantee and under the following conditions:

- A)** period of the campaign, target group and budget - defined by the advertising agency/advertiser;
- B)** rating points distribution by channels at the chosen target group and for a period, no shorter than four consecutive weeks - defined by NOVA.

7. Combined package discount for advertising on TV and Internet

Advertisers who guarantee advertising investment in the websites specified by NOVA shall be granted a discount subject to negotiations with reference to the volume of the campaigns. The present discount shall be applied only to the TV budget in NOVA.

8. Combined package discount for advertising on TV and Radio

Advertisers who guarantee advertising investment in the radio stations from the corporate group of NOVA (Radio The Voice, Radio Magic FM, Radio Vitoshka and Radio Veselina) shall be granted a discount subject to negotiations with reference to the volume of the campaigns. The present discount shall be applied only to the TV budget in NOVA.

9. Combined package discount for advertising on TV and Print

Advertisers who guarantee investment in print advertising in the print publications from the corporate group of Nova shall be granted a discount subject to negotiations with reference to the volume of the campaigns. The present discount shall be applied only to the TV budget in NOVA.

NOVA and the advertiser/advertising agency may negotiate additional discounts in accordance with agreed specific requirements, which are to be included in the Business agreements, observing the good commercial practices.

The discounts under the current Rate Card are calculated as a sum total (sum of all applicable discounts), unless otherwise specified. In case during the year the advertiser starts using another advertising agency's services for its campaign management, the conditions granted by NOVA under the annual Business agreement shall remain valid and in full force for the advertiser, not for the advertising agency.

The discounts for advertising and sponsorship on the television channels DIEMA SPORT, DIEMA SPORT 2 and DIEMA SPORT 3, sponsorship, product placement and other

alternative advertising forms are defined separately and are listed below.

In case the advertiser/advertising agency does not comply with any of the conditions for granting a discount or due to the actual parameters of the deal with NOVA, should be granted a lower level of a certain discount, NOVA recalculates the discounts granted under the concluded Business agreement, with effect from the commencement of its term.

In case of change in the portfolio of channels, specified in this Rate Card, NOVA notifies the advertisers/advertising agencies on its website, 10 days prior to the respective change's coming into effect whereby the new channels shall be included in the respective Package(s) and the removed channels shall be excluded therefrom.

III. ADVERTISING AND SPONSORSHIP ON THE TV CHANNELS DIEMA SPORT, DIEMA SPORT 2 and DIEMA SPORT 3

NOVA offers advertising and sponsorship on the TV channels DIEMA SPORT, DIEMA SPORT 2 and DIEMA SPORT 3 under the following conditions:

1. Gross prices for a spot in an advertising break* and sponsorship (sponsorship tags) in the following championships/races:

| Sports event | Advertising spot up to 7" | Advertising spot 8-17" | Advertising spot 18-32" |
|--|---------------------------|------------------------|-------------------------|
| efbet League, Bulgarian cup season 2023/24 | 2,940 | 3,920 | 4,900 |
| Second Professional League season 2023/24 | 1,320 | 1,760 | 2,200 |
| Premier League, FA Cup, Carabao Cup season 2023/24 | 2,940 | 3,920 | 4,900 |
| English Football League season 2023/24 | 1,320 | 1,760 | 2,200 |
| Bundesliga season 2023/24 | 2,130 | 2,840 | 3,550 |
| 2. Bundesliga season 2023/24 | 1,320 | 1,760 | 2,200 |
| DFB-Pokal season 2023/24 | 1,200 | 1,600 | 2,000 |
| French Ligue 1 season 2023/24 | 1,470 | 1,960 | 2,450 |



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| | | | |
|--------------------------------------|-------|-------|-------|
| Super League Greece 1 season 2023/24 | 1,470 | 1,960 | 2,450 |
| Formula 1 season 2024 | 2,040 | 2,720 | 3,400 |
| NBA season 2023/24 | 1,470 | 1,960 | 2,450 |

| Sports event | Gross price for sponsorship tags 2x7" /BGN/ | |
|--|---|--|
| Premier League, FA Cup, Carabao Cup season 2023/24 | 4,900 | |
| Formula 1 season 2024 | 3,400 | |
| NBA season 2023/24 | 2,450 | |

* Advertising breaks in a championship/race are considered to be all advertising breaks aired up to 15 minutes before the beginning, during, and 15 minutes after the end of the respective championship/race.

2. The maximum length of an advertising break is 256 (two hundred and fifty-six) seconds.

3. The following surcharges shall apply to the prices specified in the first table under Section III, p. 1 above:

- Fixed first or last position in a commercial break* - 40%;
- Fixed second or penultimate position in a commercial break* - 30%;
- Fixed third position in a commercial break - 20%*.

* In all sports events preferential, positions shall be the ones (first/ last/ second/ penultimate and third) which are the closest to the respective live sports content. For instance, in the advertising break before the first half of a football match preferential positions shall be only the penultimate and the last positions before the commencement of the match; in the advertising break after the first half of a football match preferential positions shall be only the first, the second and the third positions after the end of the first half of the match. The number of preferential positions, which the advertiser is entitled to purchase, is subject to limitation and shall be additionally agreed with NOVA's Sales Department.

4. No discounts under the current Rate Card shall be applied to the prices specified in the tables in Section III, p. 1, except for the 5% agency discount.

5. NOVA does not guarantee rating points delivery for the advertising and sponsorship described in the current section.

6. For all other sports programs, different from the ones listed in Section III, p. 1, as well as for programs aired on TV channels different from DIEMA SPORT, DIEMA SPORT 2 and DIEMA SPORT 3, special rates and discounts shall be applied which shall be published on the website www.nova.bg or for which the Sale's Department of NOVA prepares an individual offer.

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. NOVA reserves its right to determine other programs for which special rates and discounts shall apply.

IV. ALTERNATIVE ADVERTISING FORMS

For the programs of Nova, Diema, Kino Nova, Diema Family, Nova Sport, Nova News, The Voice TV and Magic TV NOVA offers all or some of the following alternative advertising forms:

1) Sponsorship tags – form of sponsorship, 7 seconds long, aired before and after the program's separate parts. Sponsorship tags are sold in pairs – opening and closing one;

2) Branded promo – promotes a certain program and contains a sponsorship or an advertising part with a maximum duration of 7 seconds and a promotional part of up to 10 seconds;

3) Branded Break ID – an advertising spot, 5 seconds long, marked with a caption "Advertisement", opening and closing the advertising break. Branded break IDs are always sold in pairs – opening and closing one;

4) Branded bug/cut-in/skyscraper – a short static or dynamic advertising form, 7 seconds long. It is aired during the program's content;

5) L-Screen – a static or dynamic advertising form, 7 seconds long, constituting the squeeze back of the program's content and the visualization of the advertising message on the left and the lower side of the screen (in the shape of "L");

6) Squeeze Center – a static or dynamic advertising form, 7 seconds long, constituting the squeeze back of the program's content and the visualization of the advertising message as a frame around the content;

7) Branded menu – an advertising form integrating the advertiser's graphic elements into the channels' program menus. The total duration of the form is up to 15 seconds.

| Advertising form | Index to 30" spot price | Maximum duration in seconds |
|-------------------------------|-------------------------|---|
| 2 x 7" sponsorship tags | 100% | 14" |
| Branded promo | 90% | Up to 7" of the advertising/ sponsorship part |
| 2 x 5" break IDs | 120% | 10" |
| Branded bug/cut-in/skyscraper | 60% | 7" |
| L-Screen | 130% | 7" |
| Squeeze Center | 160% | 7" |
| Branded menu | 120% | 15" |

NOVA prices alternative advertising forms as described in the table above, in accordance with the current monthly rate card for the channels Nova, Diema, Kino Nova, Diema Family, Nova Sport, Nova News, The Voice TV and Magic TV.



Alternative advertising forms are offered without rating points guarantee. If necessary, for the analysis of an advertising campaign that includes alternative advertising forms, the spot length coefficients according to this Rate Card shall apply for the purposes of equating to target rating points for 30" spot.

Upon request and for an additional payment, NOVA may offer the production of each of the alternative advertising forms listed above.

NOVA reserves its right to determine programs for which special rates and discounts for alternative advertising forms shall apply.

Discounts for campaigns containing alternative advertising forms

1. Agency discount

NOVA offers an agency discount in the amount of 5% for all advertising agencies who purchase alternative advertising forms.

2. Volume discount

NOVA offers a volume discount based on the advertiser's net investment in alternative forms for each separate campaign. If during the year a net investment corresponding to a higher level of volume discount is reached, the respective higher discount may be granted after signing an amendment to the Business agreement already concluded. The new discount comes into force for the advertising campaigns realized after the date the amendment is signed.

| Net investment 1 January - 31 December 2024 /BGN/ | Volume discount |
|--|-----------------|
| Up to 15,000 | 25% |
| 15,001 - 30,000 | 30% |
| 30,001 - 50,000 | 35% |
| 50,001 - 100,000 | 40% |
| Over 100,000 | 45% |

Additional surcharges and fees

Every month NOVA announces the deadlines for placing orders and sending advertising materials for each separate channel.

"Co-advertising/additional brand" exists when up to 30% of the total length of the advertising message feature goods and/or services and/or trademarks which are not property of the advertiser to the Business agreement, or which the advertiser is not licensed to use under an Exclusive License Agreement according to the Trademarks and Geographical Indications Act by virtue of which no person or entity, including the IP holder, has the right to use the licensed trademark/-s. The Exclusive License Agreement shall be considered evidence, only if it is duly registered with the State register to the Patent Office of Republic of Bulgaria. The

surcharge applies to every additionally included good, service and/or trademark.

"Combo advertising" exists when more than 30% of the total length of the advertising message feature goods and/or services and/or trademarks which are not property of the advertiser to the Business agreement, or which the advertiser is not licensed to use under an Exclusive License Agreement according to the Trademarks and Geographical Indications Act by virtue of which no person or entity, including the IP holder, has the right to use the licensed trademark/-s. The Exclusive License Agreement shall be considered evidence, only if it is duly registered with the State register to the Patent Office of Republic of Bulgaria. The surcharge applies to every additionally included good, service and/or trademark.

"Golden Break" means commercial break positioned by NOVA in prime time which includes only one advertising spot.

Every deviation from the spot length indicated in the media plan is considered an incorrect length.

All amounts specified in the current Rate Card, as well as in a Business agreement with NOVA, are in BGN, VAT excluded, unless explicitly specified otherwise.

NOVA's Rate Card for 2024 was approved for publishing on 18 October 2023. It is subject to change with a 20-days' notice, and it regulates the terms for commercial communications aired after 24:00 on 31 December 2023 unless a different effective date is specified for the respective amendment.

In case of discrepancy between the English and Bulgarian versions of the present Rate Card, the Bulgarian version shall prevail.