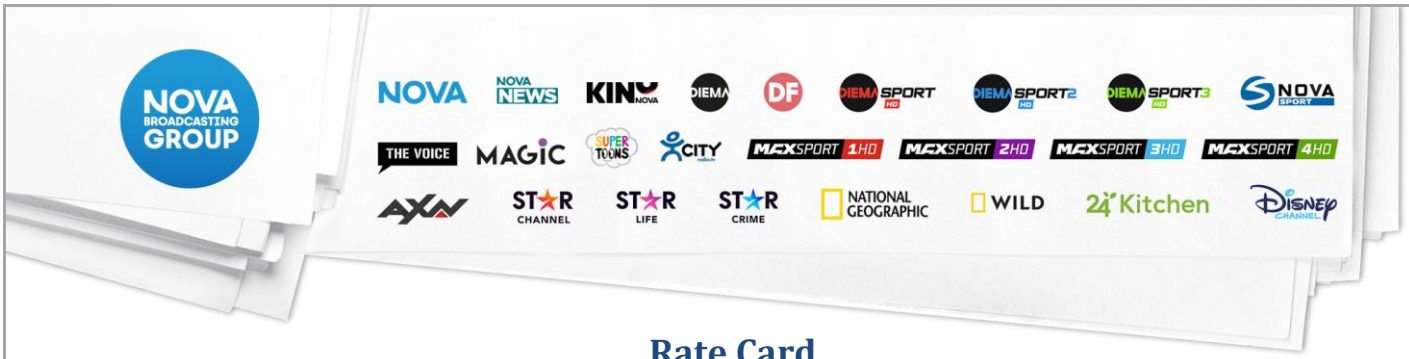

Rate Card
of Nova Broadcasting Group EOOD

effective as of 1 January 2026

STATION AVERAGE PRICE - SAP

Number of Channels with Audience Guarantee	Sold-Out Advertising Inventory	Target Group	Distribution of the Budget in NOVA	Distribution of the Budget in Prime Time	Preferential Positioning of the Purchased Spots	SAP /gross/
NOVA + 17 niche channels	Up to 80%	A18-59	60%	55%	30%	€208
NOVA + 17 niche channels	Over 80%	A18-59	60%	55%	30%	€229

Gross Price per Spot - NOVA SPORT

Time Zone	Gross Price per Spot 30”
Prime Time	€100
Out of Prime Time	€50

Forecasted Advertising Inventory for 2026

Month	Advertising Inventory	Month	Advertising Inventory
January	27%	July	22%
February		August	
March		September	
April	24%	October	27%
May		November	
June		December	

Total for 2026 – 1,355,340 Target Rating Points for A18-59, 30-second clip

Time Zone

Time Zone	Monday - Sunday
Prime Time	17:30 - 23:59
Out of Prime Time	00:00 - 17:29

Seasonal Indexes

Month	Index
January	100%
February	125%
March	130%
April	130%
May	130%
June	130%
July	120%
August	100%
September	130%
October	150%
November	150%
December	140%

Spot Length Coefficient

Length in Seconds 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

Prime Time Coefficient

Prime Time %	Coefficient
50%	0.95
55%	1.00
60%	1.07
65%	1.12
70%	1.17
75%	1.22
80%	1.27
85%	1.32
90%	1.37

Types of Discounts

1. Agency Discount – 5%

2. Volume Discount

Net Investment 1 January - 31 December 2026	Discount
€5,000 – €75,999	10%
€76,000 – €152,999	11%
€153,000 – €254,999	12%
€255,000 – €382,999	13%
€383,000 – €510,999	14%
€511,000 – €663,999	15%
€664,000 – €817,999	16%
€818,000 – €970,999	17%
€971,000 – €1,124,999	18%
€1,125,000 – €1,277,999	19%
€1,278,000 – €1,533,999	20%
Over €1,533,999	21%

3. Incentive Discount

Budget growth by percentage points in 2026 compared to 2025	Discount
Up to 5%	3%
6 - 8%	5%
Over 8%	8%

4. Discount for Investment in Alternative Advertising Forms – subject to negotiations but no more than 5%

5. Run by Station (RBS) – subject to negotiations but no more than 5% (*considering the volume of the campaigns positioned by NOVA)*

6. Combined Package Discount for Advertising on TV and Internet and/or Radio and/or Print – subject to negotiations but not more than 5% of the net budget allocated for TV advertising

Additional Surcharges and Fees

Type	Amount
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 €255
13. Incorrect spot length for closed days	Fixed surcharge of €255
14. Time zone selection by advertiser/ advertising agency	50% surcharge
15. Golden Break	100% surcharge
16. Technical fee for servicing of booked media plan	1% of the value of the booking

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 forecasted data on the demand for television advertising and the available advertising inventory in 2026. When calculating the inventory for 2026, NOVA has forecasted a decrease of 2% in the total television viewership across the active-age population (18-59 years). NOVA invoices the advertising agencies/advertisers for the actually delivered rating points on a monthly basis according to the data provided by the people-metric agency GARB AUDIENCE MEASUREMENT BULGARIA AD, UIC 203346598 or another people-metric agency appointed by NOVA, as reported by NOVA's internal information system.

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) **With audience guarantee** based on the gross STATION AVERAGE PRICE – SAP for the group of the channels as a whole for Target Rating Point 30'' for target group A18-59 (all people aged between 18 and 59 years). Audience delivery shall be guaranteed for the following 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. Audience Guarantee

The advertiser/advertising agency plans, and NOVA positions the campaigns in order for the budget set out 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 provides the gross STATION AVERAGE PRICE – SAP to the advertiser/advertising agency which shall be valid for target group A18-59 and for all television channels with audience guarantee as a whole, as well as in accordance with the remainder of the quality parameters set forth in this Rate Card. Any changes to the respective parameter shall result in change of the gross STATION AVERAGE PRICE – SAP as detailed below.

After 80% of the forecasted advertising inventory for 2026 is sold-out, NOVA shall be entitled, but not obligated, to increase the gross STATION AVERAGE PRICE – SAP as provided for in the beginning of this Rate Card by notifying the advertisers/ advertising agencies of the changed price via announcement on NOVA's website. The new price shall come into effect two working days after publishing the announcement. A condition for applying the respective gross STATION AVERAGE PRICE – SAP is the signing of a Business Agreement within the period in which the respective inventory is available (before it is sold out).

3. Number of and Distribution within Channels

The gross STATION AVERAGE PRICE – SAP shall apply in case of buying and booking of the following channels in accordance with the following natural yearly distribution of the budget across channels:

Channel	Distribution of the Budge
NOVA	60%
DIEMA	8.9%
KINO NOVA	8.4%
DIEMA FAMILY	7.1%
NOVA NEWS	3.7%
THE VOICE TV	0.9%
MAGIC TV	0.4%
DISNEY	0.9%
STAR CHANNEL	2%
STAR CRIME	2.8%
STAR LIFE	1%
24 KITCHEN	0.4%

NATIONAL GEOGRAPHIC	1.5%
NATIONAL GEOGRAPHIC WILD	0.6%
AXN	0.3%
CITY TV	0.5%
SUPER TOONS	0.2%
NOVA SPORT	0.4%

The distribution of the budget across the channels shall be binding for all advertisers except in cases of separate buying of individual channel(s). If the advertiser/advertising agency wishes to buy a fewer number of channels, the approval of NOVA shall be acquired in advance in which case the gross STATION AVERAGE PRICE – SAP shall be increased proportionally to the share of the channels not booked (as detailed in the table above). In any case no more than 5 (five) channels may be dropped out of the distribution.

4. Time Zones

The standard time zone distribution which the gross STATION AVERAGE PRICE – SAP is based on, and which applies to all channels is:

- 55% of the budget in Prime Time;
- 45% of the budget out of Prime Time.

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

5. Preferential Positioning

Preferential positioning is the positioning of an advertising material on first, second, third, penultimate or last position in an advertising break. The gross STATION AVERAGE PRICE – SAP shall be valid for 30% (thirty percent) preferential positioning of the purchased spots. In case the advertiser/advertising agency wishes additional preferential positioning (over the specified in the preceding sentence), the respective surcharges shall apply.

6. Monthly Distribution of the Budget

In connection with the limited advertising inventory of NOVA and the proper servicing of the advertising campaigns by NOVA, the gross STATION AVERAGE PRICE – SAP specified in this Rate Card shall apply only to the monthly budget guaranteed by the advertiser/advertising agency at the time of conclusion of the Business Agreement.

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

7. Spot Length Coefficient

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

8. 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. 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.

5. Run by Station (RBS) – NOVA offers 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 and budget of the campaign - defined by the advertising agency/advertiser;
B) rating points distribution by channels for a period, no shorter than four consecutive weeks - defined by NOVA.

6. Combined Package Discount for Advertising on TV and Internet and/or Radio and/or Print

Advertisers who guarantee advertising investment in internet advertising in the websites from the corporate group of NOVA and/or radio advertising in the radio stations from the corporate group of NOVA (Radio The Voice, Radio Magic FM, Radio Vitosha and Radio Veselina) and/or print advertising in the print publications from the corporate group of NOVA shall be offered 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 natural distribution across channels and the removed channels shall be excluded therefrom. NOVA shall update the natural yearly distribution across channels accordingly.

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

(Amnd. in effect from 01.07.2026) 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	Ad Spot up to 7''	Ad Spot 8-17''	Ad Spot 18-32''
efbet League and Sesame Bulgarian Cup *season 2026/27*	€1,620	€2,160	€2,700
Mr Bit Second League *season 2026/27*	€720	€960	€1,200
Premier League, FA Cup and Carabao Cup *season 2026/27*	€1,620	€2,160	€2,700
English Football League *season 2026/27*	€720	€960	€1,200
Bundesliga *season 2026/27*	€1,200	€1,600	€2,000
2. Bundesliga *season 2026/27*	€720	€960	€1,200
DFB-Pokal *season 2026/27*	€660	€880	€1,100
French Ligue 1 *season 2026/27*	€840	€1,120	€1,400
Super League Greece 1 *season 2026/27*	€840	€1,120	€1,400
Formula 1 *season 2026*	€1,350	€1,800	€2,250
Formula 2, Formula 3 *season 2026*	€1,020	€1,360	€1,700
NBA *season 2026/27*	€840	€1,120	€1,400

Sports Event	Gross price for sponsorship tags 2x7''
Premier League, FA Cup and Carabao Cup *season 2026/27*	€2,700
Formula 1 *season 2026*	€2,250
Formula 2, Formula 3 *season 2026*	€1,700
NBA *season 2026/27*	€1,400

** 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	90%	7"
Squeeze Center	120%	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 audience 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 2026	Volume Discount
Up to €7,500	25%
€7,501 - €15,000	30%
€15,001 - €25,000	35%
€25,001 - €50,000	40%
Over €50,000	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 which includes only one advertising spot.

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

Technical Fee

Every advertising campaign (booked media plan) is subject to a technical fee for servicing in the amount of 1% (one percent) of the booking value of the respective advertising campaign (booked media plan). The discounts under this Rate Card and the concluded Business Agreement shall not apply to the technical fee whereas the technical fee shall not form a part of the guaranteed budget of the respective advertiser.

All amounts specified in the current Rate Card are in EUR, VAT excluded, and in a Business Agreement with NOVA, are in EUR, VAT excluded, unless explicitly specified otherwise.

NOVA's Rate Card for 2026 was approved for publishing on 5 November 2025 and last amended on 21 June 2026. It is subject to change with 20-days' notice, and it regulates the terms for commercial communications aired after 24:00 on 31 December 2025 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.