



## ADDENDUM

### to Rate Card for broadcasting of advertising forms during UEFA EURO 2020™

#### Purchasing of single advertising spots during UEFA EURO 2020™

This Addendum to the Rate Card for broadcasting of advertising forms during UEFA EURO 2020™ (“**Rate Card**”) regulates the terms and conditions for purchasing of single advertising spots during UEFA EURO 2020™ 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 studio programs and the football matches from UEFA EURO 2020™ to be held between June 11, 2021 and July 11, 2021. 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. No single purchase of sponsorship tags and/or Golden Spots shall be offered.

#### 1) Television Channels

Advertisers/advertising agencies may purchase advertising time through single advertising spots during UEFA EURO 2020™ 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. 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 opening match at 22:00 h on June 11<sup>th</sup>, in the Hungary vs. France match at 16:00 h on June 19<sup>th</sup>, and in the final match at 22:00 h on July 11<sup>th</sup>, 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 UEFA EURO 2020™:

- 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 confirming 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 confirming 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 11 “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 May 19, 2021 and is subject to change with a seven-day notice.



## Appendix №1

to

### Addendum to the RATE CARD for broadcasting advertising forms during UEFA EURO 2020™

#### Purchasing single advertising spots

Phase	30" spot
Opening - 1 match in parallel on both televisions	<b>BGN 9,187.50</b>
Initial phase / first 35 games (36 broadcasts)	<b>BGN 4,987.50</b>
1/8 final / 8 games	<b>BGN 5,906.25</b>
1/4 final / 4 games	<b>BGN 7,875.00</b>
1/2 final / 2 games	<b>BGN 12,495.00</b>
Final / 1 game	<b>BGN 13,860.00</b>

Sports programmes before the matches and the official UEFA content	30" spot
Opening - 1 match in parallel on both televisions	<b>BGN 4,593.75</b>
Initial phase / first 35 games (36 broadcasts)	<b>BGN 2,493.75</b>
1/8 final / 8 games	<b>BGN 2,940.00</b>
1/4 final / 4 games	<b>BGN 3,937.50</b>
1/2 final / 2 games	<b>BGN 6,195.00</b>
Final / 1 game	<b>BGN 6,888.00</b>

Highlights programmes - in the end of each match day	30" spot
Studio 23:55	<b>BGN 1,968.75</b>