

ONLINE GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENT SERVICES PROVIDED BY M-RTL Zrt. FOR WEBSITES

I. DEFINITIONS AND INTERPRETATION:

Terms used in these OGTC shall have the following meaning:

Parties: the Service Provider and the Client, collectively; and either of them: **Party**.

Advertisement: shall mean any form of commercial communication, public purpose advertisement, announcement of public interest, political advertisement published on any website or application, the Large Screen Platform or the Premium CTV surface.

Sale of advertising: shall mean any advertising organisation, sale activity relating to the Advertisement appearing in any form on the Websites, or in video players embedded in Other Websites, on the Large Screen Platform or the Premium CTV surface.

Websites: shall mean the online website groups as well as applications made for mobile devices, defined in Annex 1, on the pages and interfaces of which the Service Provider has the right to sell advertising.

Other websites: The Service Provider reserves the right to serve advertisements on certain videos embedded in the Other Websites, including, but not limited to the Websites specified in Annex 1.

DSP (Demand-Side Platform): a technology platform that enables Clients to purchase advertising space in an automated manner.

Fullvideo: a pre-midroll video creative which cannot be skipped, ensuring a multiplatform publication. Settlement is by impression. The place of display shall be the Fullvideo+ websites and applications and large-screen platforms specified in Annex 1.

Fullvideo+: a pre-midroll video creative which cannot be skipped, ensuring a multiplatform publication. Settlement is by impression. It also includes the setting of the Hungarian geotarget. The place of display shall be the Fullvideo+ websites and applications and large-screen platforms specified in Annex 1.

Advertiser: shall mean the person in whose name Advertisement is published and/or who orders the publication of an advertisement in their own interest.

List price: shall mean the prices for the publication of Advertisement published by the Service Provider (excluding VAT).

Client: the Agency or, in the case of a person that does not have an Agency, the independent Advertiser, who was registered with the Service Provider upon properly completing the forms concerning the Sale of Advertising (*Advertiser's Data, attached as Annex 3; Agency Registration Form and Declaration, attached as Annex 4*). In the required forms the following data of the Agency or the Advertiser must be given: name, seat/domicile/local office, bank account number, tax registration number/tax identification number, trade directory/registration number, and the name of the Court of Registration keeping the trade directory, mailing address, phone number, email address. Furthermore, the Client shall submit as a supplement the copy of its certificate of incorporation issued by the competent court of registration not earlier than 30 days before submission, a copy of the specimen signature of the persons authorised to sign, and, in the case of a seat registered outside of Hungary, a copy of the bank account contract not older than 30 days before submission or a certificate issued by the bank proving that the Client holds an account with the bank.

Clients already registered as an Agency or as an individual Advertiser, or as a Sponsor or Prize Offeror indicated in the GTC, are subject to a separate registration/notification obligation only if there is a change in the Advertiser Data, and/or in the data provided on the Agency Registration Form and Declaration, or if the registration was made prior to 2023, the party concerned is subject to the notification obligation as set out herein. The Client shall inform the Service Provider of any change in the above data without delay, or within 5 days at the latest. An Agency or an individual Advertiser is obliged to make a

declaration by signing the Advertiser Data and/or the Agency Registration Form and Declaration, even if no order was placed with the Service Provider in the year preceding the given year.

If the Service Provider makes changes to the Advertiser Data, or the Agency Registration Form and Declaration, the Agency and the individual Advertisers are obliged to make a new declaration.

M-RTL: Magyar RTL Televízió Zártkörűen Működő Részvénnytársaság (H-1068 Budapest, Dózsa György út 84/a, Metropolitan Court of Budapest, company registration number: 01-10-043422; VAT number: 12254392-2-44), as the seller of the Websites, the Large Screen Platform and the Premium CTV surface.

Large Screen Platform: the large screen platforms on which the Service Provider has the right to sell. The Large Screen Platforms are specified in Annex 1.

NMHH: shall mean the National Media and Infocommunications Authority.

Net Price: the gross budget provided by the Clients, excluding Value Added Tax and the quantitative discount.

Net – Net price: the gross budget from the Clients reduced by the Value Added Tax and the volume-based and any other pricing factor, as well as the Agency Pricing Factor (15%).

OGTC: shall mean these online General Terms and Conditions for advertising performed by the Service Provider.

By sending the first order for the current year, or by accepting a quote from the Service Provider, the Client declares that it has received/been provided with a copy of these OGTC and the GTC for the television advertising sales of M-RTL previously sent/provided to it, that their content is known to it, that it has fully understood and expressly accepts their provisions - including the Ratecard and the Annexes, which form an integral part of the OGTC - and in particular any term and condition that grants the Service Provider unilateral entitlements. The current and full text of the OGTC and GTC, the Advertising Price List included in the OGTC and the Annexes are available on the <https://rtlsaleshouse.hu> website.

The Client further declares that it will check the current version of the OGTC and GTC at the above website before placing its future orders, in order to be informed of any changes to the OGTC and GTC.

The Service Provider shall ensure that the OGTC and GTC are known to the Client by separately referring to them, and/or by referring to them in the quote and/or in its other forms.

Premium CTV package: provides non-skippable video advertising on the RTL+ Premium service (streaming platform) "RTL+ Premium with ads" package, Sweet.tv FAST channels, and SkyShowTime Standard subscription with ads platform.

RTL+ Active: a streaming service of the RTL+ on-demand media service that is available with certain television subscription packages at certain broadcasting companies—with a unique activating code received from or made available by the broadcaster—on which the Service Provider has the right to sell advertising.

RTL+ Light: a streaming service of the RTL+ on-demand media service which is fully available with a free registration (with the proviso that visiting the www.rtplusz.hu website and use of the RTL+ Magyarország mobile application do not require registration, however, only certain content of the RTL+ Light service is available without registration), on which the Service Provider has the right to sell advertising.

RTL+ Premium with ads: the subscription package of the RTL+ Premium streaming service for which the Service Provider has advertising sales rights.

SSP (Supply-Side Platform): a technology platform that enables the Service Provider to sell advertising space in an automated manner. The place of display are the Websites specified in Annex 1, the Other Websites, and the RTL+ Light and RTL+ Active service packages of the RTL+ application available on certain set-top boxes and Android TV.

Service Provider: M-RTL.

Agency: shall mean the Client that has made a declaration by signing the *Agency Registration Form and Declaration*, or made a similar declaration not later than in 2023 on the fact that under the applicable rules of law, it is entitled to carry out this activity, and orders Sale of Advertising from the Service Provider on its own behalf but in the interest of the Advertiser represented by it. The Service Provider does not register the Clients as Agencies who act in their own name and in their own interest. Clients already registered as an Agency are subject to a separate registration/notification obligation only if there is a change in the data provided on the Agency Registration Form and Declaration, or if the registration was made prior to 2023, in which case the Agency is subject to the notification obligation as set out herein. Otherwise, the Agency shall inform the Service Provider of any change in the above data without delay, or within 5 days at the latest. The Agency is obliged to make a declaration, by signing the Agency Registration Form and Declaration, even if no order was placed with the Service Provider in the Agency year preceding the given year.

If the Service Provider makes changes to the Agency Registration Form and Declaration, the Agency is obliged to make a new declaration.

Agency Pricing Factor: shall mean the pricing factor provided to the Agency officially registered at the Service Provider for its invoice amount excluding VAT, equalling 15% of the value of the media value of the commercial communication reduced by the volume-based pricing factor and any other pricing factors. The Agency Pricing Factor is not applicable to penalties, production costs, unscheduled handling and technical costs, default interest, additional charges, and other fees in excess of the price of the advertising space and the sponsorship (e.g. royalties), as well as announcements of public interest, public purpose advertisements and political advertisements. Unauthorised application of the Agency Pricing Factor decreasing the Net Price, shall be re-invoiced by the Service Provider. Advertisers who have registered as Agencies, but act in their own name and in their own interest, as well as Agencies in which the Advertiser represented by the Agency has ownership shares may not be entitled to claim Agency Discount. The Agency Pricing Factor may be enforced only and exclusively if the Agency has properly completed and submits the form concerning the Sale of Advertising (*Agency Registration Form and Declaration, attached as Annex 4*) to the Service Provider at the latest by the date of placing the order, or if the Service Provider already has this form with similar content completed by the Agency in 2023 or later. The Agency is obliged to make a declaration, by signing the Agency Registration Form and Declaration, even if no order was placed with the Service Provider in the Agency year preceding the given year. The Agency may declare that it shall not apply the Agency Pricing Factor.

Force Majeure: any kind of event or occurrence which occurs independently from the Service Provider's will, and which the Service Provider is not able to avoid or prevent through the exercise of all due care, and which inhibits or prevents it from performing its contractual duties. Force majeure events shall include in particular: fire, flood, earthquake, landslide, storm, lightning strike, epidemic, quarantine, radioactive radiation, requisition, seizure or nationalisation, closure of infrastructure, war whether declared or not, hostilities, armed conflict or foreign attack, blockade, revolution, rebellion, revolt, civil discontent or violence, national strike, work stoppage, official act, suspension or termination of broadcasting/ services due to technical reasons or official acts, any other events or circumstances which arise from the applicable law, and which could not have been reasonably foreseen at the time of the undertaking of obligations.

Spending Commitment: shall mean the sum, excluding VAT, that the Client spends at the Service provider on Advertisements published on the Websites in any form or on Other websites in video players embedded, or on the Large Screen Platforms or Premium CTV surfaces, in the year concerned (1 January - 31 December), which does not include the following online advertising turnover:

- (a) political advertisements;
- (b) Public Purpose Advertisements;
- (c) barter-based advertising traffic regardless of its form of publication;
- (d) penalties, unscheduled handling costs;
- (e) technical costs;
- (f) production cost.

II. PREAMBLE

1. Exclusively M-RTL shall be entitled to provide Advertising Services.
2. M-RTL is entitled, subject to the notification of the other party in advance, to transfer fully or partially the contract regarding the Sale of Advertising, and its rights and obligations specified therein and relating thereto with unchanged conditions to a third party within the group, in which case it is the third party within the group that orders the advertising space from M-RTL, and it sells such advertising space to third parties on its own behalf, but in unchanged form. By accepting the present OGTC, the Clients grant their explicit consent to the full or partial transfer of the contracts regarding the Sale of Advertising and waive their right to withdraw such statement.

M-RTL is entitled, subject to the notification of the other party in advance, to assign fully or partially its claims specified in the contract regarding the Sale of Advertising or those arising therefrom and relating thereto within the company group.

The Client grants its explicit consent to the takeover of the obligations of M-RTL specified in the contract regarding the Sale of Advertising or those arising therefrom and relating thereto by a third party.

If M-RTL notifies the Clients of this, third parties within the group of companies shall also be entitled to sell advertising on the Websites, the Large Screen Platform, and Premium CTV surface, in accordance with the above.

If the authorisation of the third party within the group to carry out Sale of Advertising is terminated, the contracts not yet performed by the third party within the group shall be transferred to M-RTL pursuant to the above provisions. M-RTL shall notify the Clients about the transfer, and the Clients grant their consent to the transfer, and waive their right to withdraw this statement, by having accepted the present OGTC.

If the Sale of Advertising is carried out by the third party within the group, the Client acknowledges that—in view of the foregoing—the third party within the group renders a mediated service.

3. Unless otherwise agreed by the Parties, the provisions of these OGTC as well as M-RTL's General Terms and Conditions (GTC) for the Sale of Advertisements shall apply to the contract on advertising. Should there be any inconsistencies between the General Terms and Conditions (GTC) of the television advertising of M-RTL and the present OGTC, the provisions of the present OGTC shall prevail. Any statement by the Client excluding or limiting the application of the OGTC is invalid. Any provisions of the OGTC which the Parties may not wish to apply or which they wish to apply with different content in their legal relationship, may be specified in writing in the individual contract. If the Client wishes to apply its own general terms and conditions to the legal relationship of the Parties, this shall only be possible with the express written agreement of the Parties, and only if this is not contrary to the provisions of these OGTC. In case of a Spending Commitment, the commercial communications ordered on the Websites and displayed in a video player embedded on Other websites are included in the performance of the commitment, including the purchase of advertising space based on a so-called Private Deal. Each purchase of advertising space that is carried out using automated, online advertising technology, at individually fixed customer prices is considered as a purchase on a Private Deal basis. Nevertheless, in the case of such deal types, underperformance in the preferred non-guaranteed orders shall not be used as a basis of reference for non-performance of the Spending Commitment.
4. If there are any changes to the Websites, Large Screen Platform, or Premium CTV surfaces, the Service Provider shall notify the Clients thereof. Issues not regulated herein shall be governed by the applicable provisions of the Hungarian rules of law in force, in particular the Act on Media Services and on the Mass Media, Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content, Act XLVIII of 2008 on the Basic Requirements

and Certain Restrictions of Commercial Advertising Activities, as well as the guidelines and resolutions of NMHH and the National Media and Infocommunications Authority or any other competent supervisory body, the Hungarian Code of Advertising Ethics, except where it is obligatory to apply the laws of another country.

5. The Service Provider reserves the right to unilaterally modify these OGTC, including the Advertising Price List and the Annexes, which form an integral part thereof, and the Client expressly accepts this right. The Service Provider shall notify the Client of the amendment of the OGTC at least 10 days prior to its entry into force (including electronic message). This scope of the amendment may not affect the prices specified in the individual contracts on the provision of the ordered and confirmed services, otherwise, it also applies to the already confirmed orders from its date of entry into force. If the amendment contains provisions that are substantially detrimental to the Client, the Client may cancel the order without paying penalties within 5 business days of the written notice on the price change. After such date, the Client shall pay penalties for Cancellation of orders pursuant to Section VII.5. The cancellation must be justified and contain the provisions of the amendment that contain provisions substantially detrimental to the Client and the reasonable and substantiated explanation as to why the given provisions are detrimental to the Client.

It shall not be considered an amendment to the OGTC if the Service Provider needs to correct certain data which do not impact the substantive part of the contract, or to correct a typo, or makes a clarification, and/or if the OGTC have to be amended due to changes to the applicable legislation, which changes would be applicable and become effective even without amending the OGTC, by virtue of the law. Any changes necessary to the OGTC due to changes in the legislation, which are mandatory without the possibility of derogation, shall apply regardless of the effective date of the amendment of the OGTC. The above deadline shall not apply to the requirement for the Service Provider to inform the Client on the amendments made to the OGTC based on the above, or on the OGTC being amended or supplemented due to changes in the law and/or required by an official act. The Client expressly acknowledges and accepts this.

6. The Parties mutually accept that orders, confirmations, cancellations, modifications, etc. may be officially sent in electronic form (email). Long term storage of provided information shall be the responsibility of both Parties. The Service Provider shall not be liable for damages arising from technical errors or any changes in the email address of the Client. The Client shall immediately notify the Service Provider of any changes or technical errors, if possible.

M-RTL's statement in relation to the websites it operates, published in accordance with the statement template, attached to these OGTC as Annex 2 and set forth in Section 3(3) of Act XXII of 2014 on Advertising Tax (hereinafter referred to as the "ATA") shall be issued by M-RTL to the Client at the Client's individual request within 5 working days upon receipt of such request. M-RTL is included in the records separately kept by the national tax authority according to Section 7/A of the ATA. In terms of the advertisement published on the other sites sold by M-RTL, the copies of the declarations made by the taxable persons specified in Section 3(1) of the ATA form an integral part of the individual agreement concluded with the Client (including the order and the Confirmation without restriction), and at the Client's written request, M-RTL shall issue them to the Client within 5 days of the receipt of such request.

III. ORDER

1. The commercial offer sent by the Service Provider to the Client shall not be binding to the Service Provider concerning the amount and time (place) of ad downloads. The Service Provider shall not be obliged to provide the downloading surface/surfaces figuring in the offer. The Client irrevocably undertakes to pay the price, budget and media costs specified in the official order form or confirmation of the ordered Advertisement which has been confirmed by the Service Provider.

Orders for Advertisements shall exclusively be in writing, except for Programmatic advertisements carried out under a preferred deal. The deadline for submitting the order shall

be 5 working days before the start of the campaign. The submission of materials shall occur at least 3 working days before the start of the campaign (in the appropriate form and on the appropriate carrier). In the case of special advertisement forms (where the advertisement material or part of it shall be included in the page or the surface of the Websites), the deadline for submission of advertisement materials shall be at least 5 working days before the start of the campaign. The Service Provider shall not be liable for faulty performance arising from delayed order.

In case of Programmatic advertising carried out under a preferred deal, the deal accepted in the DSP system used by the Client shall be considered as an order.

2. The Client acknowledges and accepts that the Service Provider shall be entitled to reject orders that do not reach a minimum volume of 20,000 AV.
3. The Service Provider shall exclusively accept orders that contain the following:
 - (a) name of the Client,
 - (b) the name of the product or service to be advertised / to be displayed in sponsorship,
 - (c) day / date and time (campaign period) and desired method of the publication of the Advertisement (RON, target group, segment, etc.),
 - (d) form of Advertising / in the case of online spot campaign the length of the spot (max. 30 sec),
 - (e) clear indication of surcharges and discounts,
 - (f) any other information which may be needed by the Service Provider for the flawless completion of the order.

The Service Provider shall accept orders if the data concerning the Client are accurately provided.

Campaign period is the uninterrupted period during which a material advertising a product or service is displayed.

If within one order more than one advertising form or banner is displayed, the exact time of their display shall have to be clearly indicated.

Damages and liabilities arising from breach of the above or failure to comply with the above shall be borne by the Client.

4. The Client acknowledges that orders shall be considered accepted by the Service Provider if the Service Provider confirms the order in writing. The Service Provider shall not be liable for the non-completion of orders which have not been confirmed. In the case of orders which have not been confirmed, the Service Provider shall not be bound by the offer.
5. Should the technical size of the Advertisement intended to be displayed exceed the maximum size specified in the media offer, and the maximum advertisement size specified in the technical specification, and the Client uses the advertisement hosting server at the Service Provider, the Service Provider shall be entitled to apply a surcharge.

IV. PROVISION OF ADVERTISING SPACE

1. The Service Provider undertakes to provide the Client with the ordered and last confirmed advertising spaces. The Service Provider shall be entitled to refuse publication if the Advertisement
 - (a) potentially violates law;
 - (b) violates the business interests or internal policies of the Service Provider or the persons operating the Websites, the Large Screen Platform or the Premium CTV surfaces;

- (c) is not compatible with the image of M-RTL or the given Website, Large Screen Platform or Premium CTV surfaces;
- (d) is incompatible with the norms of advertising ethics, the Code of Conduct;
- (e) is disapproved, either officially or informally, by the NMHH, the Media Council or any other competent body; or
- (f) breaches any of the provisions of these OGTC and GTC.

In the cases specified in this Section, the Service Provider shall not be liable for the damage. The acceptance of advertising materials shall not exempt the Client from the obligations specified in the present OGTC or other contracts concluded between the Client and the Service Provider.

2. If the ordered Advertisement is not published or published defectively due to technical or other reasons attributable to the Service Provider, the Service Provider, after consulting with the Client, shall compensate the Client by providing other advertisement spaces, the gross value of which cannot exceed the cancelled or defectively performed advertising space. If the technical or other error may not be attributable to the Service Provider, that is the Service Provider acted as it is reasonable to expect, the Service Provider shall not be liable for the errors towards the Client.
3. The Client shall inform the Service Provider about its claim for damages justified on the basis of the above within 5 business days from the time and date of the non-performance of the display of the advertising material. Failing this the Service Provider shall not accept the claim for damages, and it excludes its liability for damages according to the provisions of the Civil Code in the scope which can be legitimately excluded.
4. If Fullvideo-, Fullvideo+, Fullvideo+Wallpaper, Videobanner, Masthead video, spot campaigns are ordered, films with a length of 60 seconds or longer will only be accepted by the Service Provider based on individual assessment. The price of films that are longer than 30 seconds increases at a linear rate compared to the price of a 30-second spot. If Premium CTV spot campaigns are ordered, films with a length of more than 30 seconds will only be accepted by the Service Provider based on individual assessment.
5. In the case of length-based fix advertisements, the Service Provider does not undertake quantitative (AV, CT) guarantee for the advertisements.
6. The Advertiser acknowledges that the placement of the Advertisement is determined by the Service Provider in its own competence, on the entire inventory, as appropriate to the specifics of the campaign. In this case, the distribution of the appearance shall be automatic among the Webpages, Other Webpages, Large Screen platforms and Premium CTV surfaces sold by the Service Provider, which means that AdServer distributes the advertisements on the available surfaces in an ad-hoc way.
7. The Client further acknowledges that it may have no claims towards the Service Provider concerning the visual and textual environment of the Advertisement.
8. The Client acknowledges that the Service Provider shall display the Advertisements subject to free inventory within the ordered campaign period, which might influence the intensity and uniformity of phasing within the campaign. The Service Provider undertakes to perform the ordered and confirmed volume during the entirety of the campaign period, regardless of the weekly breakdown.
9. The placement of the same or different products / services of the same Client/Advertiser on the same page may not be excluded or subject to objection.
10. In the case of Programmatic campaigns, the Service Provider shall provide the services in the form of preferred guaranteed and preferred non-guaranteed deals. In the case of Programmatic Preferred Deal campaigns, the figures measured in Google Ad Manager or the Smartclip's smartx SSP system shall be used for fulfillment and settlement purposes.

11. When using preferred guaranteed campaigns, the Service Provider shall provide an opportunity for targeting in which the 1st party data of the Service Provider shall be applied.
12. In case of preferred non-guaranteed campaigns, the Service Provider shall not guarantee the performance of the campaigns.
13. The Service Provider does not accept any claim for damages and does not bear any obligation to provide compensation for damage in the case of publication which has been cancelled or performed defectively due to a Force Majeure event. The Service Provider shall not issue an invoice for the display of advertisement to the Client if the advertisement has been cancelled or has been performed defectively due to a Force Majeure event or for technical or any other reasons attributable to the Service Provider.

V. DELIVERY OF ADVERTISING MATERIALS

1. In the case of Programmatic Preferred Deal campaigns, the advertising material shall be uploaded to the DSP system used by the Client.
2. In case of a banner display the creative materials are delivered via email.
3. In case of commercial films, sponsorship films and public purpose advertisements, the Client may send the materials required for publication to the Service Provider through the Adstream file sending service operated by XR Global (Hungary) Kft., or through the file transfer service of BRISK Digital Hungary Kft.

For further details regarding the Adstream (XR Global (Hungary) Kft.) and BRISK service fees, and for technical information please contact us at:

Adstream (XR Global (Hungary) Kft.)

hu.delivery@extremereach.com
+36 1 881 6505
+36 70 318 6457

BRISK

hello@brisk.digital
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4. The Client acknowledges that the Service Provider is not obliged to retain the delivered materials to be published once they have been recorded.
5. In order to identify the commercial films, the Client shall determine the film code identifying the commercial film in accordance with the following encoding method. The letters of the Hungarian alphabet without accentuated letters must be used for encoding. Method of encoding:
 - (a) the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to the Agency);
 - (b) the 4th and 5th digits of the Film Code for the current year (e.g. 25 refers to 2025);
 - (c) the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to the Advertiser);
 - (d) the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);
 - (e) the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and
 - (f) the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).

An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 – Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

The Film Code of commercial films shall be verified before making an order.

The Client shall provide the Film Code when submitting the order but at the latest together with the other components of the creative to be used during the campaign (measuring code, landing page).

6. If the Client / Advertiser provides an incomplete or incorrect Film Code, the Service Provider undertakes no responsibility for any damage arising from faulty broadcast.
7. If an order includes more than one commercial, it has to be unambiguously indicated when each commercial should be published.
8. The Client / Advertiser shall provide a landing page in every case where a clickable space is applied. If the landing page submitted by the Client / Advertiser for the creative is faulty, the Service Provider undertakes no responsibility for any damage arising from faulty publishing. The Client acknowledges that in the event of a delay / faulty delivery due to reasons attributable to the Client, the Service Provider cannot guarantee the display of the ordered amount of advview, however, the ordered amount will be invoiced.
9. The Client / Advertiser shall send the fully completed video identification sheet attached as Annex 5 (in case of commercial film) to every film uploaded for publication (commercial film, sponsorship film or public purpose advertisement) through the Adstream (XR Global (Hungary) Kft.) or BRISK file sending service, or shall provide the data submission according to the data sheet regarding the used musical compositions and/or literary works (in case of sponsorship film and public purpose advertisement), or shall deliver the video identification sheet attached as Annex 5 (in case of commercial film) or the data sheet (in case of sponsorship film and public purpose advertisement) as a separate formal document not later than 8 days within the acceptance of the film. The Client shall provide the author's consent regarding the use of musical compositions / literary works or shall guarantee that such consent exists, and shall include the following copyright data:
 - (i) the composers of the used musical compositions / the writers of the used literary works;
 - (ii) the title, original title of the used musical compositions / literary works;
 - (iii) the lyricists of the musical compositions used;
 - (iv) the revisers and translators of the used musical compositions / literary works;
 - (v) Hungarian sound recording (yes/no);
 - (vi) the performer of the used musical compositions / literary works;
 - (vii) the publisher of the musical compositions or voice recordings;
 - (viii) the year of publication;
 - (ix) duration of usage (minutes, seconds).

If the above data provision is delayed, defective or incomplete, the Service Provider may invoice liquidated damages in the value of 1% of the price of the Advertisement for each day of the delay and, if the data provision is defective or incomplete, for each day until the data provision is completed free from errors, to be calculated from the 5th day after the Service Provider's notice demanding the correction and completion of the data provision.

In the case of any failure in providing the above data, the Service Provider may reject to broadcast the advertisement and may invoice a penalty in the amount of the fee of the ordered Advertisement.

The Service Provider may enforce the liquidated damages or penalty included in this section at its own discretion with the proviso that both cannot be applied at the same time in respect of the same order.

The Client/Advertiser shall be liable for the violation of authors' rights, and shall indemnify the Service Provider for the damages arising from such violation of rights, and shall satisfy directly and without delay any civil claims made against the Service Provider arising from the infringement of copyright. In respect of the resulting claims, the Service Provider - or the provider of the Website or the given Other Website, Large Screen Platform of Premium CTV surface - has the right to act, according to the provisions of Chapter X.

VI. ADVERTISING FEE

1. Advertising prices

Advertising fees and List Prices are included in the Service Provider's Online Advertising Price List at <https://rtlsaleshouse.hu/arjegyzek/>. The Service Provider defines advertising fees on the basis of the form of booking of advertising, form of advertisement, size of advertisement (pixel), placement of advertisement, number of advertisements and the period of publication. Tariffs do not include value added tax, which will figure on the invoices as separate items.

The Service Provider reserves the right to change the price. The Service Provider shall notify the Client in writing at least 25 days prior to the introduction of the price increase (electronic message is also acceptable). The new prices shall apply also to orders that have already been confirmed. In the case of special content upgrading, the new tariff shall also apply to orders already confirmed.

Within 5 business days of the information on the price change, the Client may cancel its order without paying penalties. After such date, the Client shall pay penalties for the Cancellation of orders pursuant to Chapter VII.

2. Pricing Factor applicable to New Advertisers

In the case of a Client that may be considered as a new one by the Service Provider, a pricing factor applicable to new advertisers in the amount of maximum 15% is available.

Clients who did not have any spending at the Service Provider on online advertising in the two years preceding the year concerned are entitled to request the pricing factor applicable to new advertisers. Any intent to apply the pricing factor applicable to new advertisers must be indicated by the Client in advance in writing. The Service Provider will confirm the application of the pricing factor in writing if the following conditions are met.

The pricing factor applicable to new advertisers is available the first time in the case of Campaigns the length of which does not exceed 28 consecutive days. The request for the pricing factor applicable to new advertisers may be submitted in writing at the latest by the date of submitting the order. Requests submitted after the placement of the order will not be taken into consideration by the Service Provider.

3. Quantitative Discount

The Service Provider may apply a volume-based pricing factor in the case of Clients who undertake to purchase online advertisement from the Service Provider for a certain value during a given period of time.

4. Other Discounts

The Service Provider may, at its own discretion, grant further pricing factors.

5. Public service advertisement (PSA):

- (a) Special form of advertising, which is sold by the Service Provider based on the application of individual pricing. In accordance with the agreement of the Parties, the rate of applicable discount may be at least 30% of the List Price.
- (b) The Service Provider completes exclusively orders related to PSA campaigns based on AdView (AV) and/or fix duration.
- (c) Campaigns are evaluated individually, and the creative content of the campaign shall be sent to the Service Provider in advance, 5 working days prior to publication.
- (d) The Client shall ensure that the content and design of the PSA comply with the applicable law.

- (e) The Service Provider shall be entitled not to publish a PSA already ordered at its own discretion, and shall inform the Client of such decision in writing. The Service Provider may refuse the publication of the PSA without any justification. The Client shall acknowledge such information, and shall not be entitled to any compensation or claim for damages against the Service Provider.
- (f) The deadline for ordering public service campaigns shall be at least 10 working days prior to the start of the campaign.

6. Surcharges

- (a) Subject to a surcharge, the Client may request so-called “sector exclusivity” (avoidance of publishing the advertisements of Concurrent Advertisers), which means that the Client requests that the ads of its competitor do not appear next to its Advertisement on a specific page, in the case of a specific page download. The Service Provider reserves the right to refuse requests for “sector exclusivity”. The amount of surcharge shall be specified by the Service Provider after consultation.
- (b) The Service Provider applies a third-party advertiser surcharge of 15% if in addition to the original product another product/service or another advertiser appears in the same film or in the same advertising space. (For each product and advertiser, regardless of the length or appearance or size of surface. The verbal/written appearance of the name, logo or website of another product/advertiser shall be considered as the appearance of another product/advertiser regardless of the length or appearance or size of surface. Websites, social networks and other media surfaces are also considered as other products.)
- (c) The Service Provider applies a surcharge if, after clicking on it, the creative content (banner, online video spot, other display surface) does not direct the User to the website (landing page) operated by the Advertiser or on behalf of the Advertiser. The Service Provider shall also be entitled to apply a surcharge if the landing page of the Advertisement is an online web-shop operated by a third party. The rate of surcharge shall be 15%.
- (d) The Service Provider may also apply a surcharge if the Client applies frequency capping during the campaign. The amount of surcharge shall be specified by the Service Provider at its own discretion and after consultation, and the Service Provider shall notify the Client thereof.
- (e) The Service Provider may apply a surcharge if the Client applies a target that is different from the target groups determined below (gender and/or age target) during the campaign.

Target groups specified	
18–29	
18–39	
18–49	Female
18–59	
25–49	and/or
25–59	
30+	Male
45+	

Where an age and/or gender target is applied that is different from the specified target groups, the Service Provider shall determine the surcharge at its own discretion and after consultation, and the Service Provider shall notify the Client thereof.

- (f) The Service Provider may apply a surcharge if the Advertiser applies narrowing within the day or the week during the campaign. The amount of surcharge shall be specified by the Service Provider at its own discretion and after consultation, and the Service Provider shall notify the Client thereof.
- (g) The Client acknowledges that if it ordered a “Run-of-Site” advertisement, then the placement of the Advertisement will be specified by the Service Provider. If the Client

- does not wish to use any of the subpages available at the Websites during the campaign, it is possible to exclude up to 2 subpages at a surcharge of 15% for each subpage.
- (h) The Service Provider may apply a surcharge if the Advertiser applies geotargeting during the campaign. Parties shall agree on the extent of narrowing the geotarget in advance. The amount of surcharge shall be specified by the Service Provider at its own discretion and after consultation, and the Service Provider shall notify the Client thereof.
- (i) In the event that the Client fails to fulfil its commitment undertaken in a separate agreement (Digital spending commitment), a surcharge that equals the net amount of the unfulfilled part of the annual commitment shall be invoiced.
7. In the event of unauthorised application of any of the pricing factor, the Service Provider shall be entitled to re-invoice and re-claim the amount of the pricing factor used unlawfully, and demand the enforcement of a surcharge. In accordance with Act CXXVII of 2007, the Service Provider issues an amending invoice or a reverse invoice.

VII. CANCELLATIONS, AMENDMENTS

1. The day of cancellation or amendment shall be the day when the Service Provider receives the written notice on the cancellation or the amendment. The basis for the calculation of the cancellation fee/surcharge shall be the first day of the campaign.
2. Amendment shall include the modification of any of the data provided in the order, detailed in Section 3 of Chapter III, even if the budget is not modified.
3. Cancellations or amendments shall be reported in writing (in registered mail or email), which shall be confirmed by the Service Provider in writing. The basis for any eventual complaints shall be the confirmation. Cancellations or amendments not confirmed in writing shall be considered as not accepted, and damages and payment obligations arising therefrom shall be borne by the Client.
4. Advertisement materials for ongoing campaigns (such as change of banners) may only be modified in accordance with the deadlines specified in Section 1 of Chapter III.
5. The Client acknowledges that in the event of cancellation the cancellation fee shall be calculated on the basis of the net price for the cancelled advertisements without the application of the Agency Discount in accordance with the following:
 - a. on the third week before the planned start of the campaign 10%,
 - b. on the second week before the planned start of the campaign 20%,
 - c. on the week before the planned start of the campaign, not later than 48 hours before the start of the campaign 30%,
 - d. within 48 hours before the planned start of the campaign 50%,
 - e. on the day of the planned start of the campaign 100% shall be paid.

Cancellation shall include all campaign modifications according to which the budget of the campaign for the month in question decreases. In such cases, the cancellation fee shall be calculated on the basis of the cancelled net amount for the month in question.

6. The Client acknowledges that if the Service Provider cannot place the Client's advertisement on the ordered advertising spaces due to reasons attributable to the Client (for example because the Client has not provided the materials, films prior to the start of the displays within the deadline specified in Section III/1), the full amount of advertising fee (reduced by the Agency Pricing Factor) will be invoiced.
7. The Client acknowledges that in the event of a delay/faulty delivery due to reasons attributable to the Client, the Service Provider cannot guarantee the display of the ordered amount of adview, however, the full advertisement fee calculated based on the ordered amount will be invoiced.

8. The Client acknowledges that in the event of a delay due to reasons attributable to the Client, the Service Provider may phase out the ordered quantity without narrowing, run-of-site.
9. The Service Provider may accept the modification of the campaign booking form during the campaign in duly justified cases. For this, the order shall be sent to the Service Provider in writing at least 5 working days before the requested date, and the material necessary for such modification shall be sent at least 3 working days before the requested date. This may result in the modification of the advertising fee.
10. The Client acknowledges that in the event of re-scheduling the order, a surcharge equalling 10% of the fees for the advertisements affected by the re-scheduling shall be paid (if the campaign is not deferred with more than 2 days). Nevertheless, the Client acknowledges that if a modified campaign is cancelled, the period of the original order—prior to the modification—will need to be taken into consideration, i.e., the penalty set forth in Section 5 of this chapter will be aligned with the originally scheduled—prior to the modification—start date of the campaign.
11. The Client is not entitled to provide third parties with the cancelled advertising space.
12. If it becomes obvious for the Service Provider that its agreement with the Client will not be completed, the Service Provider reserves the right to re-negotiate the conditions.
13. In addition to the cancellation fee/surcharge, the Service Provider may also invoice its justified costs arising from the cancellations or amendments.

VIII. INVOICING

1. In the case of the given campaign or a campaign concerned by partial performance, the Service Provider shall be entitled to issue, and send to the Client, the relating invoice in accordance with the performance as of the final day of the partial performance (affected by said partial performance).
2. The Service Provider will issue an electronic invoice which it will sign electronically and send in PDF format in an email to the email address indicated in the annex. The Service Provider will regard invoices duly delivered when the email has been sent; therefore, the Client shall be responsible for providing a correct email address during registration and shall inform the Service Provider if it changes.
3. In the case of Programmatic campaigns, invoices are issued to the DSPs.
4. Subject to prior arrangement, the Service Provider shall provide an opportunity to the Client/Advertiser to measure the campaign it ordered with an external 3rd party measuring code. Nevertheless, the Client/Advertiser acknowledges that for the completion of online campaigns and the related invoicing, the data measured by Gemius AdOcean or Smartclip smartx, i.e. the statistical system used by the Service Provider, shall, therefore, be prevailing, any derogations shall be subject to the individual written agreement of the Parties.
5. In the case of AV-based service, on the Client's request, the statistical system used by the Service Provider, i.e. Gemius AdOcean or Smartclip smartx, provides summary statistics as certificate of delivery and acceptance on AV, CT and Reach performances after the end of the campaign, however, regarding the performance of the campaign, the Service provider undertakes a guarantee only for the AV performances.
6. For the reporting of sponsor appearances (sponsor spot forming part of the programme), at the request of the Client, the Service Provider shall share with the Client the average number of video starts per episode for the supported programme generated during the performance period after the Advertisement has expired (on the day of the broadcast + 5 days). For the purposes of performance and thus invoicing, only the publication (i.e. the number) of the supported episodes according to the order is authoritative.

7. The Client may contest the invoice in writing within 8 calendar days after receipt of the invoice. Invoices not contested within 8 calendar days shall be considered as accepted, and the Client acknowledges that the Service Provider accepts no complaints after the expiry of this deadline.
8. The Client shall pay the invoice within 30 days after receipt of the invoice to the revenue account of the Service Provider.
9. Should the Client fail to comply with its payment obligation, the Service Provider is entitled to suspend the display of the ordered advertisements and may refuse further orders until the settlement of outstanding payments. The Service Provider invoices the advertising space ordered up to the given date to the Client.
10. The Service Provider may be entitled to request an advance payment in the following cases:
 - (a) in the case of new Clients,
 - (b) in the case of late settlement of previous invoices,
 - (c) if the agreement concluded with the Client contains such a provision,
 - (d) when the company's financial situation, solvency, or willingness to pay cannot be assessed based on the company information, with no reasoning required to be provided by the Service Provider,
 - (e) if there is no agreement between the Client and the Service Provider concerning the annual commitment of the Client, and
 - (f) if the financial position, solvency or ability to pay of the advertiser managed by the Client (Agency) cannot be evaluated.

If the Service Provider requires advance payment for any reason, the Client shall pay the amount of advance by the due date specified on the Service Provider's pro-forma invoice, to the Service Provider's revenue account. If the advance payment is not made before the deadline, then the Service Provider reserves the right to cancel the provision of the service, and to refuse to start the Campaign. The Service Provider shall issue a pro-forma invoice within 3 working days after the crediting of the advance, and shall send it to the Client. The Service Provider shall issue its final invoice in accordance with the provisions of the present OGTC, and the amount of the invoice shall include the advance already paid.

11. In the case of late payment, or any amendment/invoice correction due to the unauthorised application of any pricing factor, the Service Provider shall be entitled to get default interests under the Civil Code.
12. For foreign Clients, the invoices are issued in the foreign currency the Parties have agreed upon, on the basis of the HUF value of the advertising fee. The basis for the exchange shall be the selling exchange rate published by ING Bank on the day of invoicing. The invoice shall be settled in the currency specified on the invoice.
13. The banking costs related to the settlement of the invoice shall be borne by the Client.
14. The date of payment shall be the day on which the amount of the invoice is credited to the Service Provider's bank account.

IX. COMPLAINTS

The Client shall submit its complaints related to the completion and measurement of the order to the Service Provider in writing within 3 working days after publication, and it shall submit its complaints relating to the completion of the campaign to the Service Provider within 5 business days following the end of the campaign. The Client acknowledges that the Service Provider will not accept any complaint after such deadline, and it excludes its liability for damages according to the provisions of the Civil Code in the scope which can be legitimately excluded.

X. LIABILITY FOR THE CONTENT OF THE ADVERTISEMENTS

1. The Service Provider will not examine any advertising material handed over for display in respect of the compliance thereof with the laws and advertising ethics, and any loss, fine, civil claim (including legal costs) and expenses arising from such non-examination shall be the responsibility of the Client, the liability of the Service Provider is excluded in this respect. By accepting the present OGTC, the Client expressly undertakes to pay any and all fines imposed on the Service Provider or the provider of the given Website, Other Website, Large Screen Platform or Premium CTV surface (like the fines imposed by NMHH, the consumer protection authority or other - Hungarian or foreign - proceeding bodies, authorities), any and all procedural fees and any and all claims for damages/compensation and civil law claims, and the related costs (including legal fees) and expenses, arising from the violation of the respective laws and regulations, in particular the copyright law, advertising and media law, competition law, consumer protection law or civil law by the materials delivered by the Client, and to defend against such claims as provided for herein. Should any claim arise under the provisions of this section, the Service Provider shall notify the Client of the claim and—where it is possible—the Service Provider may, at its own discretion, forward the submitter of the claim—by providing information on the Client's direct liability—directly to the Client. In such cases, the Client shall satisfy the claim directly at its own cost, and, due to direct liability, the third party submitting the claim may contact, or sue, the Client directly, and the Client shall, without delay, modify, satisfy, defend against such claims or act otherwise in respect of such claims. If the Client receives such a notification and fails to take appropriate action in the matter, or if the Service Provider or the provider of the Website, Other Website, Large Screen Platform, or Premium CTV surface protects these claims at its own discretion, either itself or through a third party appointed by it, then the Service Provider and the Website, Other Website or Large Screen Platform, and Premium CTV surface provider may also act on their own behalf and modify, settle, defend such claims, or otherwise act in relation to such claims, and the Service Provider may, at its sole discretion, deduct the costs incurred in connection with such claims from the amounts it may owe to the Client, or send an invoice to the Client for the costs incurred, in which case the Client shall be obliged to reimburse the Service Provider within the deadline specified in the Client's notification.

The Client acknowledges that the Service Provider shall publish the material delivered for the purpose of advertising only if the Client assumes full liability for it.

2. The Client warrants that the product to be displayed in the publication has a certificate of quality, or a certificate of conformity, necessary for distribution and it shall issue a declaration thereon simultaneously with the order, but not later than the publication is displayed, or if the product, based on a separate statutory regulation, is not subject to the obligation of preliminary quality or compliance control, it shall issue declaration thereon by the above deadline, otherwise the Service Provider may deny publication and it has the right to invoice a penalty in an amount equal to the fee of the ordered advertisement. The Client shall further warrant that the product/service does not violate any provision concerning the prohibition or restriction of advertisement under the Act on Media Services and on the Mass Media, Advertising Act or any other relevant law in force.
3. The Client shall indemnify (including without limitation damages, fines, procedural fees and legal costs) the Service Provider and/or the provider of the Website, Other Website, Large Screen Platform or Premium CTV surface directly and without delay, if the delivered advertising material, displayed later, infringes any regulations (applicable under either Hungarian or foreign jurisdiction), in particular, but not exclusively, the provisions of copyright law, consumer protection law, advertising and media law, any norms of press and advertising ethics or moral rights, provided that such infringement becomes a basis of a claim, enforced under a lawsuit or public administrative proceeding or any other way, against the Service Provider and/or the provider of the Website, Other Website, Large Screen Platform or Premium CTV surface.
4. In the case of all publications, including but not limited to commercial films, Public Purpose Advertisements, sponsorship films, etc., the Client shall ensure that their content and implementation is in compliance with the applicable laws in force.

XI. MISCELLANEOUS PROVISIONS

1. The Parties shall use their best efforts to settle disputes arising from their cooperation in an amicable way.
2. The Parties agree that their contractual relationship shall be governed by the laws of Hungary. In case of legal disputes, the Parties subject themselves to the jurisdiction of Hungarian courts.
3. These Online General Terms and Conditions have been drafted in Hungarian and English language. In case of any discrepancy, the Hungarian language version shall prevail.
4. If the Service Provider does not exercise any of its rights specified above, it cannot be construed as if the Service Provider has waived any of its rights. The rights of the Service Provider specified above are not exclusive, they may be applied together, their application does not exclude the exercise of other rights available to the Service Provider in accordance with the law or another contract.
5. These OGTC shall apply to the advertising sales activity for the year 2024 and subsequent years.

Revised and amended on 5 December 2025.

Annex 1

Websites: the [www.rtlplusz.hu](http://www rtlplusz hu) website's RTL+ Light and RTL+ Active interfaces, [www.rtl.hu](http://www rtl hu), [www.brightcove.com](http://www brightcove com) (AMC video player) and further websites and applications to be sold in the future. Applications are as follows: RTL+ Magyarország app, RTL.hu app and further websites and applications to be sold in the future.

Other websites: in the case of videos embedded from RTL Hungary websites, [www.blikk.hu](http://www blikk hu), [www.blikkruzs.blikk.hu](http://www blikkruzs blikk hu), [www.szeretlekmagyarorszag.hu](http://www szeretlek magyarorszag hu), [www.24.hu](http://www 24 hu), [www.nlc.hu](http://www nlc hu), [www.index.hu](http://www index hu), [www.hvg.hu](http://www hvg hu), [www.444.hu](http://www 444 hu), [www.velvet.hu](http://www velvet hu), [www.vezess.hu](http://www vezess hu), [www.femina.hu](http://www femina hu), [www.telex.hu](http://www telex hu), [www.promotions.hu](http://www promotions hu), [www.noizz.hu](http://www noizz hu), [www.port.hu](http://www port hu), and possibly other websites.

For embedded videos from websites belonging to the AMC portfolio, [www.sport1tv.hu](http://www sport1 tv hu), [www.index.hu](http://www index hu), [www.444.hu](http://www 444 hu), [www.telex.hu](http://www telex hu), [www.sportal.hu](http://www sportal hu), [www.blikk.hu](http://www blikk hu), and possibly other sites.

Fullvideo and Fullvideo+: [www.rtlplusz.hu](http://www rtlplusz hu) website and RTL+ Magyarország mobile app RTL+ Light and RTL+ Active surface, [www.rtl.hu](http://www rtl hu), RTL.hu mobile application, and Large Screen Platforms RTL+ application RTL+ Light and Active surface, as well as [www.brightcove.com](http://www brightcove com) (AMC video player).

Large screen platform: RTL+ Light and RTL+ Active service packages available on certain set-top boxes and Android TVs via the RTL+ app.

Premium CTV surfaces: RTL+ Premium with ads, Sweet.tv FAST channels, and SkyShowTime Standard subscription with ads.

SWEET.TV FAST channel: SWEET.TV FAST channels, available at the following address: https://sweet.tv/hu/free_tv

Annex 2

Addressee: XY

To Whom It May Concern

We, the undersigned signatories, as the authorised representatives of **M-RTL Zrt.** (registered seat: H-1068 Budapest, Dózsa György út 84/a; hereinafter referred to as “**M-RTL**”), declare that M-RTL will be liable to pay the taxes under Act XXII of 2014 on Advertising Tax (hereinafter referred to as the “**ATA**”) with respect to all advertisements broadcast on the Website, and M-RTL will comply with its tax filing and tax payment liabilities concerning the tax year 20[**].

M-RTL has issued this declaration as part of the agreement concluded by and between the Addressee and M-RTL (hereinafter referred to as the “**Agreement**”), with respect to the advertisements broadcast thereunder, expressly for the Addressee, for the purpose of use determined under Section 2(2) of the ATA, and M-RTL hereby authorises the Addressee to convey to its relevant contracting partners under this Agreement a copy of this declaration and give them authorisation for the transfer thereof with a content identical to this declaration.

Annex 3

Advertiser's data

M-RTL Zrt.

Advertiser's name	
Advertiser's seat	
Advertiser's permanent establishment	
Mailing address	
Phone	
Email and invoicing email for receipt of electronic invoices	
Company registration number/registration number	
Name of the court of registration	
Letters and number of bank account	
Tax registration number/Tax identification number	

Persons authorised to sign on behalf of the company:

Name	Title

Documents to be attached:

- copy of the specimen of signature of the persons authorised to sign on behalf of the company
- in case of a seat not registered in Hungary: copy of a bank account contract not older than 30 days, or a certification from the bank about the existence of a current account
- Contact person representing the financial department of the company (name, position, phone number, email address)

Registration shall be invalid without submitting all the documents referred to above.

With reference to Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities (Advertising Act), as amended, I, the undersigned Advertiser, hereby declare that I will engage the following ad agency, defined in the Advertising Act (underline as appropriate):

YES

NO

Advertising agent's data:

Advertising agent's name	
Advertising agent's seat	
Advertising agent's address	
Advertising agent's phone number	
Advertising agent's company registration number/registration number	
Advertising agent's tax registration number	

I, the undersigned Advertiser, hereby declare that, on the basis of an agreement concluded with the aforementioned advertising agent, said advertising agent shall have the right to, on its own behalf and for my benefit as the Advertiser, enter into contract(s) for the sale of advertisements, in particular, to enter into contract(s) for the publishing of commercial(s) and potentially to amend, supplement, perform and accept performance of such contract(s), as well as to take action and make legal declarations relating to the performance (underline where applicable):

YES

NO

I, the undersigned Advertiser, hereby declare that I shall request the services of the below advertising service provider specified in the Advertising Act (underline as appropriate):

YES

NO

Advertisement provider's data, if other than the advertising agent:

Advertisement provider's name	
Advertisement provider's seat	
Advertisement provider's address	
Advertisement provider's phone number	
Advertisement provider's company registration number/registration number	

If the data above becomes subject to change, including a change of the advertising mediator, the Advertiser shall be obligated to notify M-RTL Zrt. in writing within 5 days.

By signing this agreement, I certify that we expressly agree to the provisions of the General Terms and Conditions (GTC) as amended from time to time and the Online General Terms and Conditions (OGTC), including, but not limited to, the current prices, surcharges, penalties and the liabilities regarding the content of advertising, sponsorship films and other appearances stipulated therein, and regulations of the GTC and OGTC regarding the method, deadlines and other conditions for ordering and cancelling commercials, and we shall expressly agree to be bound by them in the course of our cooperation with M-RTL Zrt. I also declare that we will read the current provisions of the GTC and the OGTC on the Service Provider's website <http://rtlsaleshouse.hu>, in order to monitor any changes.

I acknowledge that the Service Provider shall on occasion be required to provide itemised and regular information to the providers operating the websites with regard to the Advertiser's spending invoiced in the specific website. The Parties shall not regard the providing of such information as a trade secret infringement.

Dated:

.....
Signature and stamp of the Advertiser

Annex 4

Agency Registration Form and Declaration M-RTL Zrt.

We, the undersigned

.....
(name of company) hereby declare that our company operates as an advertising agency, meaning that the company's registration at the court of company registration can be used to verify that we are entitled to perform the activity in question. We also declare and warrant that on the basis of the company documents and/or internal policies of the Agency, the signatory of this Agency Registration Form and Declaration (hereinafter referred to as the "Registration Form") has the right to sign the Registration Form on behalf of the Agency; therefore, the Registration Form constitutes a valid commitment by the Agency.

Name of company	
Registered seat	
Address of company	
Mailing address	
Phone	
Email and invoicing email for receipt of electronic invoices	
Company registration number/registration number	
Name of the court of registration	
Letters and number of bank account	
Tax number	

Authorised signatories of the advertiser

Name	Title

We shall inform M-RTL Zrt. of any changes to the above data within 5 days.

Documents to be attached:

- Copy of specimen signatures of authorised signatories;
- in case of a seat not registered in Hungary: copy of a bank account contract not older than 30 days, or a certification from the bank about the existence of a current account

The Registration form shall only be considered valid upon receipt of the above listed, duly completed documents.

By signing this Form, we certify that the General Terms and Conditions (GTC) and the Online General Terms and Conditions (OGTC) regarding the Sale of Television Advertising were previously handed over to us, and we got fully acquainted with their content before making this declaration.

By signing this Form, we also certify that we expressly agree to the provisions of the GTC and the OGTC, including, but not limited to, those applying to the prices, surcharges, penalties and the liabilities regarding the content of advertising, sponsorship films and other publications stipulated therein, and the provisions of the GTC and OGTC regarding the method, deadlines and other conditions for ordering and cancelling advertisements, and we expressly agree to be bound by them in the course of our cooperation with M-RTL Zrt., and accordingly, we request the provision of the Agency Pricing Factor of 15% included therein on our orders.

We also declare that we will read the current provisions of the GTC and the OGTC on the Service Provider's website <http://rtlsaleshouse.hu>, in order to monitor any changes.

We acknowledge that M-RTL Zrt. is from time to time required to provide itemised and regular information to the service providers operating the channels/websites, with regard to the Agency's and / or the Advertiser's spending invoiced for the specific channel/website. The Parties shall not regard the providing of such information as a trade secret infringement.

Dated:

Signature, stamp of the Agency

STATEMENT

I, the undersigned

(company name, registered seat) Agency, hereby represent and warrant that I have entered into an agreement with each of my Clients indicated herein within the applicable legal framework, in which my Clients fully authorised me to enter into contract(s) concerning the sale of advertisements, in particular, contracts for the publication of commercials, for the benefit of my Clients and on my own behalf with the Service Provider indicated in the GTC, i.e., with M-RTL Zrt. (H-1068 Budapest, Dózsa György út 84/a) (including any amendment and supplementation thereof), to perform such contract(s), to accept performance, and also to perform the acts and to make the legal declarations related to the performance.

I declare that I enter into contract at my own risk and responsibility and I warrant that I will fulfil the obligations arising from the agreements concluded with M-RTL Zrt. under my own responsibility and at my own risk. Furthermore, I declare that I am familiar with the provisions of the Advertising Act and I am aware of my obligations thereunder and I warrant that I will act in compliance therewith.

In the event that any of the Clients, or any of the data included in this Declaration by the Agency and by the Clients changes, I shall notify M-RTL Zrt. of such changes without delay but no later than within 5 days with a clear indication of the change.

Budapest,

Agency

List of the Agency's Clients affected by this Statement:

Company name	Registered seat	Company registration number /registration number	Tax number

Annex 5

Video accompanying sheet

Product/brand name:

.....

Film title:

.....

Duration:

.....

Time code:

.....

Producing or dubbing studio:

.....

Contact person:

Phone:

Media purchasing agency:

We hereby certify that the product in the video has a quality test license for marketability.

We hereby state that the applied music is an artwork ordered and composed for this advertisement.

YES

NO (in this case please provide the following data)

Data of musical and/or literary works:

Title:..... Original
title:.....

Composer:.....
Lyricist:.....

Performer:..... Publisher / year:
.....

Hungarian work: yes no The duration of the used music: seconds

We hereby state that we are authorised to use the above specified work.

Dated:

.....
Client's signature

DATA SHEET

Musical and/or literary works used
in a sponsorship film or a public purpose advertisement

SPOT DATA

Title:

Original title:

Duration (seconds):

Source ID:

Date of first broadcast/other publication:

Date of last broadcast/other publication:

Number of broadcast/other publications:

Code:

Name of producer:

Address:

.....

Name of the agency:

Address:

.....

DATA OF MUSICAL AND/OR LITERARY WORKS

Title:

Original title:

Duration (seconds):

<u>Musical work</u>	<u>Literary work</u>
Composer:	Writer:
Lyricist:	Adaptor:
Performer:	Translator:
Publisher/year:	
Hungarian work:	yes no

Dated:

.....
Client's signature