

Annex to CONTRACTUAL COMMERCIAL TERMS for contracts for broadcasting commercial communications on channels represented by MEDIA CLUB, s.r.o.

PRICE LIST

1. General Terms

- a. The Price List contains the price terms for broadcasting commercial communications on the TV channels represented by MEDIA CLUB, which, as of the date this price list is issued, are the TV channels Prima, Prima COOL, Prima love, Prima ZOOM, Prima Max, Prima Comedy Central, TV Barrandov, Kino Barrandov, Barrandov Plus, Óčko, Óčko Gold, Mňam TV and Nicklodeon.
- b. The target groups for the sale of commercial communications planned by the client and sale of commercial communications planned for “reality”
 - Adults 15–69
 - Children – 4–14 – Prime-time and Off-prime time are not determined for this target group and the PT and OPT indexes are not applicable.
- c. The price per rating point (hereinafter referred to as “CPP”) relates to the target groups Adults 15–59 or Children 4–14 and to spots 30 seconds long.
- d. All of the amounts in this Price List are in CZK without VAT.
- e. Prime-time (hereinafter referred to as “PT”) is defined as the broadcasting time between 5:30 p.m. and 11:30 p.m. However, in the case of Óčko and Óčko Gold this time is between 11:00 a.m. and 6 p.m.
- f. Off-prime time (hereinafter referred to as “OPT”) is defined as any broadcasting time outside PT.

2. Ratio of distribution for individual TV channels of the MEDIA CLUB TV Channels

The client will be able to choose for the entire year one of the distribution modes for individual TV programmes, i.e. either TV Bundle Exclusive or TV Bundle Total. Media Club shall be entitled to add additional modes. The selected mode cannot be changed during the year.

2.1.

- i) **TV Bundle Exclusive for the target group Adults 15–69** – the ratio of distribution for individual TV channels from the MEDIA CLUB TV channels is set as follows for the period from 1/1/2016 to 31/12/2016: Prima 57%, COOL

15 %, LOVE 10%, ZOOM 7%, MAX 4% and other represented stations (except for Barrandov group) 7%.

- ii) **TV Bundle Exclusive for the target group Children 4–14** – the ratio of distribution for individual TV channels from the MEDIA CLUB TV channels is set as follows for the period from 1/1/2016 to 31/12/2016: Prima 12%, COOL 42%, Prima Comedy Central 27%, Nicklodeon 19%.

2.2.

- i) **TV Bundle Total for the target group Adults 15–69** – the ratio of distribution for individual TV channels from the MEDIA CLUB TV channels is set as follows for the period from 1/1/2016 to 31/12/2016: Prima 49%, COOL 12%, LOVE 8%, ZOOM 6%, MAX 4%, Barrandov group 15% and other represented stations (except for Barrandov group) 6%.
- ii) **TV Bundle Total for the target group Children 4–14** – the ratio of distribution for individual TV channels from the MEDIA CLUB TV channels is set as follows for the period from 1/1/2016 to 31/12/2016: Prima 10%, COOL 33%, Prima Comedy Central 21%, Nicklodeon 15% and Barrandov group 21%.

MEDIA CLUB reserves the right to change the Ratio of Distribution for individual TV programmes according to this section:

- a. At any time when the actual ratio of SOV channels of MEDIA CLUB in the target groups Adults 15–69 or Children 4–14 (depending on which has been ordered) for the previous 4 consecutive calendar weeks is different from the currently valid SOV ratio by more than 30%,
- b. At any time when the currently valid ratio of distribution for individual TV channels does not include such a TV channel represented by MEDIA CLUB whose average SOV in the target group of Adults 15–69 or Children 4–14 (according to which is ordered) for 4 consecutive calendar weeks is higher than or equal to 0.1%.
- c. At any time when the list of TV channels represented by MEDIA CLUB is changed.

3. CPP

Unless the relevant Commercial Contract specifies otherwise, the CPP in the target groups Adults 15–69 and Children 4–14 for the period from 1/1/2016 to 31/12/2016 and for individual levels of investment of the Ordering Party is set as follows:

Annual investment in CZK	CPP in CZK
0 – 1,999,999	28,000
2,000,000 – 3,999,999	26,000
4,000,000 – 5,999,999	24,500
6,000,000 – 7,999,999	23,000
8,000,000 – 9,999,999	21,500
10,000,000 - 19,999,999	20,000
20,000,000 - 29,999,999	18,500
30,000,000 - 39,999,999	18,000
40,000,000 - 49,999,999	17,000
50,000,000 - 59,999,999	16,000
60,000,000 - 69,999,999	15,500
70,000,000 - 79,999,999	14,500
80,000,000 - 89,999,999	14,000
90,000,000 - 99,999,999	13,000
Above 100 000 000	Individual price

MEDIA CLUB shall not provide an agency commission in 2016, and thus “investment” means the net value of the funds invested with MEDIA CLUB (i.e. the basis for VAT of invoices issued by MEDIA CLUB).

If a client with a stipulated volume for 2016 in the amount of CZK 10,000,000 without VAT or higher does not fulfil the contractually agreed investment volume, a recalculation of the CPP price to the list price according to the actual amount of investment shall be applied retroactively for the entire calendar year. In such a case, no entitlement shall arise (and if arisen earlier, then it ceases to exist) for the client to a discount for a new client, individual client discount and discounts for other media. The client shall be obliged to pay the resulting difference to MEDIA CLUB. That difference may not exceed the total investment volume stipulated.

If a client with a stipulated volume for 2016 in an amount lower than CZK 10,000,000 without VAT does not fulfil the contractually agreed investment volume, the client shall pay the resulting difference to Media Club.

If the client's investments are in fact higher than according to the Contract, the CPP level according to the Contract shall apply, meaning that the price shall not be lowered according to this Price List compared to the Contract.

4. Price definitions

The price of a specific campaign is calculated as a combination of **CPP** and indices a), b), c), d), e) and f) specified in this chapter.

a. Seasonal indices

Month	Index level
January	0.80
February	0.90
March	1.25
April	1.40
May	1.40
June	1.30
July	0.80
August	0.80
September	1.30
October	1.40
November	1.40
1–18/12/2016	1.20
19–31/12/2016	0.80

b. Runtime indices

Length of spot in seconds	Index level
10 and shorter runtime	0.50
15	0.77
20	0.90
25	0.95
30	1.00
35	1.25
40	1.45
45	1.60
50	1.75
55	1.90
60	2.00

c. OPT index

The OPT index applied only to rating points gained in OPT is set as 0.80, and the Ordering Party's right to use the index shall arise by means of

- o a guarantee of placement of a minimum of 30% of the total guaranteed advertising performance of the Ordering Party (in CZK) to OPT if such a guarantee of advertising performance is in an amount of up to 9,999,999 CZK, not including VAT.
- o a guarantee of placement of a minimum of 40% of the total guaranteed advertising performance of the Ordering Party (in CZK) to if such a guarantee of advertising performance is in the amount of 10,000,000 CZK, not including VAT, or higher.

d. PRIME TIME index

PRIME TIME index applied only to rating points gained in PRIME TIME (5:30–11:30 p.m.) is set as 1.05.

e. Special surcharge for a position in the advertising slot

A surcharge in the amount of 30% of the price of the relevant spot shall be invoiced for each first and last requested position in the advertising slot;

A surcharge in the amount of 25% of the price of the relevant spot shall be invoiced for each requested position in the advertising slot except the first and last position.

f. Special surcharge for alliance partner(s) in a spot

A surcharge of 15% of the price of the relevant spot shall be invoiced for each additional client/brand presented in the relevant advertising spot.

5. Limits for GRP / TRP volumes

MEDIA CLUB reserves the right to not accept or not guarantee to carry out orders whose volume exceeds the specified limits.

The limits are set for individual clients and individual campaigns according to the following table where:

- A month means 1 calendar month March, April, May, June, September, October, November and December on dates 1–18/12/2016.
- A week means 7 calendar days (even interrupted).
- A day means 1 calendar day.

Target group	Monthly limit	Weekly limit	Daily limit
D15-69	1,163	291	42

The following indices will be used in order to recalculate limits for spot runtime other than 30 seconds:

Spot runtime in seconds	Index level
10	3.00
15	2.00
20	1.50
25	1.20
30	1.00
35	0.86
40	0.75
45	0.67
50	0.60
55	0.55
60	0.50

6. Discount for early signing, individual client discount, discount for other media

- a) If a client concludes a written contract through which the client undertakes to order the broadcasting of commercial communications within a certain financial volume for the calendar year of 2016 by 18/12/2015, the client shall become entitled to apply the PRIME TIME index of 1.0 according to article 4 d) hereof.
- b) Depending on the specific agreed volume, the client's history and other special parameters of cooperation, MEDIA CLUB and the client may agree on an individual client discount.
- c) If the client undertakes in writing to invest, from the financial volume that it is bound to order from MEDIA CLUB, the portion specified below in sponsorship, product placement or other commercial communications different from advertising or commercial communications on the Internet on websites operated by FTV Prima, spol. s r.o. (hereinafter as "other media"), the client shall become entitled to a discount from CPP pursuant to Article 3 of this Price List as follows:

Portion of volume of other media in total volume	Discount compared to CPP pursuant to Article 3
10%	3%
20%	8%
30%	13%

In the event of a dispute, arrangements in contracts shall take precedence over the Price List.

The Price List shall apply to contracts with effect in the period from 1/4/2016 and later.

Unless specified otherwise in the Price List or Commercial Terms, MEDIA CLUB reserves the right to change the Price List, which it shall announce at least 30 days before the Price List change comes into effect.