

I. GENERAL BUSINESS TERMS AND CONDITIONS OF PUBLICATION OF ADVERTISEMENTS IN THE PERIODICAL PRESS (HEREINAFTER REFERRED TO ONLY AS THE “GBTC”)

Part One

DELIVERY TERMS AND CONDITIONS

I. INTRODUCTORY PROVISIONS

1. The companies:

a. BAUER MEDIA v.o.s., Company ID number: 49709968, registered office at Prague 5 - Smíchov, Moulíkova 3286/1b, Postcode 150 00, incorporated by entry in the commercial register maintained by the Municipal Court in Prague under file number A 9752 (hereinafter referred to only as “**BM**”); and

b. BAUER MEDIA PRAHA v.o.s., Company ID number: 61064734, registered office at Prague 5 - Smíchov, Moulíkova 3286/1b, Postcode 150 00, incorporated by entry in the commercial register maintained by the Municipal Court in Prague under file number A 76204 (hereinafter referred to only as “**BM PRAHA**”)

(BM and BM PRAHA collectively referred to hereinafter only as the “**Publishing houses**”)

are the publishers of a number of periodical press titles, in which the commercial advertisements of the advertisers are regularly published for payment based on commercial contracts between BM or BM PRAHA as the one party and the contracting advertisers as the other party.

2. For the purposes of these GBTC, commercial advertisement refers both to a standard advertisement in the form of advertisements, and to advertising articles (hereinafter referred to only as “PR materials”) promoting the advertiser and its activities. The Publishing houses reserve the right to designate published PR material as a paid advertisement.

3. With regard to the fact that the Publishing houses are part of the same group, with regard to the similarity of their subjects of activity and their overlapping customer structure of contracting advertisers, the Publishing houses are interested in publishing these GBTC for the Publishing houses as a joint document, applicable to all of the contractual relations specified in these GBTC between the individual Publishing houses as the one party and the advertiser as the other party. Therefore, these GBTC are the business terms and conditions for both BM and for BM PRAHA, within the meaning of Section 1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended (hereinafter referred to only as the “**Civil Code**”).

4. Where these GBTC mention the relationship and communication between the advertiser and the respective Publishing house, the respective Publishing house means either BM or BM PRAHA, depending on which of these companies the advertiser has concluded/is concluding a contract with. The contract is always concluded by the Publishing house that publishes the printed periodical in which the advertiser wishes to publish the advertisement. Should the advertiser conclude a contract

with both Publishing houses at once, such contracts shall be assessed entirely independently, with independent application of these GBTC.

5. The application of these GBTC to the contractual relations of both Publishing houses does not establish any collective liability of the Publishing houses, or any liability of one Publishing house for the activities of the other. These are strictly business terms and conditions applicable to the contractual relations between one of the Publishing houses and the contracting advertiser.

II. ADVERTISING ORDER- ORDER

1. "Advertising order" within the meaning of these GBTC refers to the order to publish an advertisement in one of the periodical press titles published by the Publishing houses. The advertiser orders the advertising order from the respective Publishing house, whereas the advertising order must be placed in writing. A written order/advertising order also refers to an order placed via fax or e-mail with a certified electronic signature of the specific person, or scanned advertising order duly signed by the contracting advertiser and sent from a reliable e-mail address. The advertising order must contain all the requirements of a business document and the following information:

- the advertiser's trading name, registered office, company ID number, VAT number, information about entry in the commercial register or other public register, bank details;
- and further information about the content and scope of the placed advertisement; date of its publication; title in which the advertisement shall be published; price for advertising;
- the name and surname, identification of the function of the advertiser's representative and signature of this person;
- alternatively, according to the respective Publishing house:

"The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 364/1992 Coll, on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate BAUER MEDIA PRAHA v.o.s., company ID number 61064734 (hereinafter referred to only as "BMP") for damage and all costs incurred by BMP as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The contracting advertiser was, within the meaning of Section 1751 et seq. of Act no. 89/2012 Col, Civil Code, as amended, familiarized with the General Business Terms and Conditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing houses available at www.bauermedia.cz (hereinafter referred to only as the „GBTC“) and agrees that further contractual conditions of publication of the contracted advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, which the advertiser confirms by attaching their signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the

advertiser or on the basis of power of attorney which must be presented to BMP, authorized to act on behalf of the advertiser and to sign this order.” //

“The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Col., on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate BAUER MEDIA v.o.s., company ID number 49709968 (hereinafter referred to only as “BM”) for any damage and all costs incurred by BM as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The contracting advertiser was, within the meaning of Section 1751 et seq. of Act no. 89/2012 Col, Civil Code, as amended, familiarized with the General Business Terms and Conditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing houses available at www.bauermedia.cz (hereinafter referred to only as the „GBTC”) and agrees that further contractual conditions of publication of the contracted advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, a fact which the advertiser confirms by attaching their signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the advertiser or on the basis of a power of attorney which must be presented to BM, authorized to act on behalf of the advertiser and to sign this order.”

The advertisement may also be placed via e-mail without a certified electronic signature, whereas it shall be binding on the respective Publishing house under the condition that the advertiser/contracting party pays 100% of the price for the advertisement before publication. The advertising order with the aforementioned requirements must be delivered to the respective Publishing house at least six weeks before the requested publication date.

2. The Publishing houses reserve the right to refuse to accept the advertising order, or an individual advertising order within a bulk order, due to the content or focus of the advertisement, which could be contrary to the Publishing house’s ethical rules, contrary to generally binding legal regulations or decisions of public administrative authorities, or is otherwise impermissible for the Publishing house. The Publishing house is not obliged to justify the rejection of the advertising order and shall simply inform the advertiser about the rejection of their order in writing.

III. CONCLUSION OF A CONTRACT

1. The placed advertising order is legally binding only on the basis of a written confirmation by the respective Publishing house. Confirmation sent via fax or e-mail with a certified electronic signature of the specific person authorised to confirm orders/advertising orders on behalf of the respective Publishing house shall also be regarded as fulfilment of the requirement of the written form. In the case of an advertising order sent in the form of an e-mail without a certified electronic signature, and assuming payment of 100% of the advertising price before publication, written confirmation also refers to the e-mail confirmation from the respective Publishing house’s employee. The contract on

publication of the advertisement (hereinafter referred to only as the **“contract”**) is concluded at the moment of confirmation of the advertising order by the respective publishing house.

2. The prices for advertisement are stipulated according to the current advertising price list of the respective Publishing house valid on the day of confirmation of the contracting party's order or by special agreement between the Publishing house and the advertiser. The price list for advertisement is published on the website www.bauermedia.cz/tistena-online-inzerce-v-bauer-media.

3. The place of performance of the individual contracts is the registered office of the respective Publishing house with which the contract was concluded.

IV. FRAMEWORK AGREEMENT

1. If the advertiser over the course of a certain period intends to publish advertisements amounting to a certain volume (hereinafter referred to only as **“guaranteed volume”**), a framework agreement will be concluded about advertising cooperation, which must be in writing (hereinafter referred to only as the **“framework agreement”**). The framework agreement must contain specification of the guaranteed volume in the given period and other conditions.

2. For publication of the advertisement within the guaranteed volume, an order is always needed that will refer to the framework agreement and will meet the requirements of an advertising order.

V. ADVERTISER'S LIABILITY FOR DELIVERED PROVIDED MATERIALS

1. The contracting advertiser is liable for the content and legal permissibility of the provided text and image templates and relieves the Publishing house of potential claims raised by third parties since they carry the full responsibility for the content of the provided advertising materials.

2. The contracting advertiser is obliged to provide all materials and templates for implementation of the advertisement in a form and execution which is fully in line with the legal regulations valid and effective at the time of publication of the advertisement. The advertiser shall in particular be liable for the advertisement in question complying fully with the legal regulations relating to advertisement of the given goods, services or focus, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Coll., on Consumer Protection, as amended.

3. By concluding a contract, the advertiser undertakes to reimburse the Publishing house for all damage and any costs which may be incurred by the Publishing house as a result of publication of the advertisement, in particular with a view to any possible sanctions which may be imposed by the supervisory authorities, if it is discovered that the advertisement ordered by the advertiser does not comply with the legal regulations.

VI. DELIVERY OF PRINT MATERIAL

1. The advertiser is obliged to provide the respective Publishing house with the complete advertising materials according to the technical specifications of each periodical press title separately. Costs for compiling these materials are borne in full by the contracting advertiser. Changes after the

advertising deadline are possible only subject to approval by the “traffic management” of the respective Publishing house.

2. The advertiser is responsible for delivering flawless print materials within the agreed deadline. The respective Publishing house is liable for the print quality usual for the given periodical press title only if the delivered print materials comply with the technical specifications of the individual titles.

3. Press materials which were not delivered by the agreed deadline and in accordance with the required technical specifications do not authorize the advertiser to make any claims. If any defects in the press materials cannot be identified immediately, but are only apparent in the course of the printing, the advertiser is not authorized to make any claims. The publishing houses reserve the right to invoice potentially incurred costs in this context.

VII. CLAIMS

1. A quality claim regarding the published advertisement must be exercised with the respective Publishing house at latest within 30 days after the publication of the given advertisement, exclusively in writing. The Publishing houses undertake to inform the advertiser of the result of claim proceedings at latest within 30 days of delivery of the respective claim.

2. The obligation to retain the press materials for advertising shall last for the publishing houses for the period of 5 years after the publishing of the advertisement.

3. After publication of the advertisement, the advertiser is sent an invoice for the price of the advertisement with a documentary title of the periodical press title. If the advertiser did not provide advance payment, they are obliged to pay the invoice according to the payment conditions below.

4. In cases caused as a result of a force majeure or operation outages which cannot be influenced, the Publishing houses are entitled to full payment of the price for advertising.

Part Two

Payment and miscellaneous conditions

I. TAX DOCUMENTS (HEREINAFTER REFERRED TO ONLY AS “INVOICES”) AND PAYMENTS

1. The advertiser is obliged to pay the respective Publishing house the price for advertising based on the invoice issued by this Publishing house by the 15th day from the date of shipping the periodical press title. The date of shipping the periodical title may differ from the date of placement of the title on the market.

2. The Publishing house’s invoice is due within 14 days from its issue date.

3. The Publishing houses reserve the right to payment of an advance on the price of advertising before its publication of up to 100% of the price for the advertisement.

II. DISCOUNTS ON THE ADVERTISING PRICE

1. The Publishing houses provide discounts on the advertising price for high volumes of placed advertisements based on a disposable order, in the following amount:

700 000 CZK – 1 200 000 CZK 5 %
1 200 001 CZK – 1 500 000 K CZK 7 %

1 500 001 CZK – 1 800 000 CZK 9 %

1 800 001 CZK – 2 100 000 CZK 11 %

2 100 001 CZK – 2 400 000 CZK 13 %

2 400 001 CZK – 3 000 000 CZK 15 %

III. DELAYS IN PAYMENT

1. In the event of the failure to pay the price for advertising within the designated due date period, the Publishing houses reserve the right not to publish the remainder of the duly ordered and confirmed advertising.

2. In the event of delay on the part of the advertiser in payment of the price for advertising, the relevant Publishing houses has the right to charge a contractual penalty amounting to 0.1% of the price of the advertisement for each started day of delay.

3. The advertiser agrees that the statute of limitations for application of the Publishing houses' rights from the contract, framework agreement or GBTC is extended in accordance with Section 630 of the Civil Code to 10 years from the date when this right could first be exercised.

IV. CANCELLATION OF A PLACED ADVERTISEMENT

1. A placed advertisement may be cancelled only in writing, whereas the advertiser agrees with the following deadlines and cancellation fees:

- If the advertisement contract is cancelled at least six weeks before the date of shipment of the periodical press title, a cancellation fee of 70% of the price for advertising is charged.

- If the advertisement contract is cancelled at least four weeks before the date of shipment of the periodical press title, a cancellation fee of 100% of the price for advertising is charged.

V. PROCESSING OF MATERIALS, SURCHARGES, INSERTS AND MISCELLANEOUS

MATERIALS

1. The advertiser is obliged to provide the respective Publishing house with complete advertising templates according to the technical specifications of each title separately. If the advertiser delivers their own incomplete materials, i.e. materials for graphic processing, graphic work will be billed in the following scope:

1/1 page = 2 500 CZK

1/2 page = 2 000 CZK

1/3 page = 1 500 CZK

1/4 page = 1 000 CZK

The price includes at most two proof readings performed by the advertiser. Each additional proof reading shall be billed as a new order. The Publishing houses reserve the right to clearly mark all advertisements, which due to their content and styling are not clearly distinguishable from edited materials at first glance, with the word “advertisement” (or “brand presentation”, “special advertising project”, etc.). The Publishing house shall always determine the method of marking, its size and placement.

SURCHARGES

1. Surcharge for every further indication of partner in in the form of a text or a logo within the advertiser’s visual: 25% of the price list for advertising.
2. Surcharges apply to all non-standard requests for placement or realization of advertising, such as e.g. island advertising, advertising surrounded by text, advertising with special placement, etc. In these cases, the surcharges are calculated individually depending on the complexity of the advertisement or placement, and with regard to extra costs related to realizing such advertisement.

INSERTS

1. If the advertiser prefers an insert for subscribers only, a 50% surcharge from the price list of the inserted advertisement will be charged.
2. Insertion on the front cover is always subject to approval by the respective Publishing house. Without prior written consent, it is not possible to implement an insert on the front cover (this approval applies even in the case of pasting or stitching onto the front cover). The Publishing house has the right to not implement the insert (pasting, stitching) on the front cover, even without giving any reasons.

VI. PROTECTION OF PERSONAL AND OTHER DATA, CONFIDENTIALITY

1. The advertiser and Publishing house undertake to protect the information and data provided in relation to the contract or framework agreement and these GBTC.
2. The advertiser and Publishing house undertake to not grant access or otherwise misuse in their own favour or in favour of third parties the information that the parties have confidentially provided in relation to the contract or framework agreement and these GBTC.
3. Personal data of the advertiser shall be processed in accordance with the Conditions of personal data protection and information on data processing within business relations available at www.bauermedia.cz/zasady.

VII. LEGAL REGIME OF THE CONTRACT

1. The rights and obligations between the respective Publishing house and advertiser established under the concluded and/or negotiated contract and/or frame agreement are governed by Czech law. The contractual relationship established by the contract and/or the framework agreement between the respective Publishing house as the one party and the advertiser as the other party is

governed by the Civil Code.2. The advertiser was duly familiarized with these GBTC by BM and BM PRAHA, agrees to them and confirms their agreement by their advertising order.

VIII. CHANGES TO THE GBTC IN THE CASE OF FRAMEWORK AGREEMENTS

1. In case of changes to any Acts or other regulations, conditions on advertising markets, or changes in services or inflation or changes in other operation, business, technical or organizational conditions on the part of the Publishing houses, the Publishing houses may amend these GBTC, in particular as concerns the manner of concluding, amending and terminating contracts, rules of communication, conditions for individual advertisements, etc.

2. The respective Publishing house shall inform the advertiser about changes to the GBTC in writing. The requirement for written form is met if notification is provided by post, via e-mail communication, fax or via the given Publishing house's website. The Publishing house shall inform the advertiser about changes in the GBTC at least 2 months before they come into effect. The advertiser may refuse the proposed change by the effective date of the amended GBTC in writing. If they fail to do so, the new wording shall become binding for both parties.

3. If the advertiser does not agree with the new GBTC, they may give notice of termination of the framework agreement before the effective date of the amendment with a notice period of 1 month. The rights and obligations of such a terminated framework agreement shall be governed by the present GBTC up until the expiry of the termination period.

CONTACTS

BAU ER MEDIA v.o.s.

Moulíkova 1b/3286, 150 00 Praha 5 - Smíchov

Tel.: 225 008 493, Fax.: 225 008 379

IČ: 49709968, DIČ: CZ49709968

e-mail: inzerce@bauermedia.cz

Bank details

Komerční banka Praha 5 - Smíchov

č.ú.: 191423720207/0100

BAU ER MEDIA PRAHA v.o.s.

Moulíkova 1b/3286, 150 00 Praha 5 - Smíchov

Tel.: 225 008 493, Fax.: 225 008 379

IČ: 61064734, DIČ: CZ61064734

e-mail: inzerce@bauermedia.cz

Bank details

Komerční banka Praha 5 - Smíchov

č.ú.: 107-4470470267/0100

www.bauermedia.cz

II. GENERAL BUSINESS TERMS AND CONDITIONS FOR PUBLISHING ADVERTISEMENTS ON WEBSITES OPERATED BY THE PUBLISHING HOUSES (HEREINAFTER REFERRED TO ONLY AS THE “GBTC”)

Part One

DELIVERY TERMS AND CONDITIONS

I. INTRODUCTORY PROVISIONS

1. The companies

a. BAUER MEDIA v.o.s., Company ID number: 49709968, registered office at Prague 5 - Smíchov, Moulíkova 3286/1b, Postcode 150 00, incorporated by entry in the commercial register maintained by the Municipal Court in Prague under file number A 9752 (hereinafter referred to only as “**BM**”)

and

b. BAUER MEDIA PRAHA v.o.s., Company ID number: 61064734, registered office at Prague 5 - Smíchov, Moulíkova 3286/1b, Postcode 150 00, incorporated by entry in the commercial register maintained by the Municipal Court in Prague under file number A 76204 (hereinafter referred to only as “**BM PRAHA**”);

(BM and BM PRAHA collectively referred to hereinafter only as the “**Publishing houses**”)

are the operators of various websites. The provisions of these GBTC regulate the conditions for publishing advertisements on the websites operated by the Publishing houses based on orders from the advertisers.

2. With regard to the fact that the Publishing houses are part of the same group, with regard to the similarity of their subjects of activity and the overlapping customer structure of advertisers, the Publishing houses are interested in publishing these GBTC for the Publishing houses as a single document, applicable to the contractual relations specified in these GBTC between the individual Publishing houses as the one party and the advertiser as the other party. Therefore, these GBTC are the business terms and conditions for both BM and for BM PRAHA, within the meaning of Section

1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended (hereinafter referred to only as the “Civil Code”).

3. Where these GBTC mention the relationship and communication between the advertiser and respective Publishing house, this means either BM or BM PRAHA, depending on which of these companies the advertiser has concluded/is concluding a contract with. Should the advertiser conclude a contract with both Publishing houses at once, such contracts will be assessed entirely independently, with independent application of these GBTC.

4. The application of these GBTC to the contractual relations of both Publishing houses does not establish any collective liability of the Publishing houses, or any liability of the one Publishing house for the activities of the other. They are strictly business terms and conditions applicable to the contractual relations between one of the Publishing houses and the advertiser.

5. For the purposes of these GBTC, commercial advertisement refers both to a standard advertisement in the form of an advertisement, and to advertising articles (hereinafter referred to only as “PR materials”) promoting the advertiser and its activities. The Publishing houses reserve the right to designate published PR material as a paid advertisement.

II. ADVERTISING ORDER - ORDER

1. “Advertising order” within the meaning of the GBTC refers to an order for publication of an advertisement on the internet websites operated by one of the Publishing houses. The advertiser orders the advertising order from the respective Publishing house, whereas the advertising order must be placed in writing. A written order/advertising order also refers to an order placed via fax or e-mail with a certified electronic signature of the specific person, or scanned advertising order duly signed by the advertisers and sent from a reliable e-mail address. The advertising order must contain all the requirements of a business document and the following information:

- the advertiser’s trading name, registered office, company ID number, VAT number, information about entry in the commercial register or other public register, bank details;
- and further information about the content and scope of the submitted advertisement; date of its publication; website on which the advertisement will be published; price for advertising;
- the name and surname, identification of the function of the advertiser’s representative and signature of this person;
- alternatively, according to the respective Publishing house:

“The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 364/1992 Coll, on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate BAUER MEDIA PRAHA v.o.s., company ID number 61064734 (hereinafter referred to only as “BMP”) for damage and all costs incurred by BMP as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The advertiser was, within the

meaning of Section 1751 et seq. of Act no. 89/2012 Col, Civil Code, as amended,, familiarised with the General Business Terms and Conditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing houses available at www.bauermedia.cz (hereinafter referred to only as the „GBTC“) and agrees that other contractual conditions for publication of the agreed advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, which the advertiser confirms by attaching its signature their signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the advertiser or on the basis of power of attorney which must be presented to BMP, authorised to act on behalf of the advertiser and to sign this order.”//

“The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Col., on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate BAUER MEDIA v.o.s., company ID number 49709968 (hereinafter referred to only as “BM”) for damage and all costs incurred by BM as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The advertiser was, within the meaning of Section 1751 et seq. of Act no. 89/2012 Col, Civil Code, as amended, familiarised with the General Business Terms and Conditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing houses available at www.bauermedia.cz (hereinafter referred to only as the „GBTC“) and agrees that further contractual conditions of publication of the contracted advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, a fact which the advertiser confirms by attaching its signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the advertiser or on the basis of power of attorney which must be presented to BM, authorised to act on behalf of the advertiser and to sign this order.”

The advertising order may be placed via e-mail without a certified electronic signature and will be binding for the respective publishing house under the condition that the advertiser/contracting party pays 100% of the advertisement price before publication. The advertising order with the aforementioned requirements must be delivered to the respective Publishing house at least 5 days before the requested publication date.

2. The Publishing houses reserve the right to refuse to accept the advertising order or individual advertising orders within a bulk order/advertising order due to the content or focus of the advertisement, which could be contrary to the Publishing house’s ethical rules, contrary to generally binding legal regulations or decisions of public administrative authorities, or is otherwise not permitted for the Publishing house. The Publishing house is not obliged to justify the rejection of the advertising order and will simply inform the advertiser about rejection of the rejection of their order in writing.

III. CONCLUSION OF A CONTRACT

1. The placed advertising order is binding only based on written confirmation by the Publishing house. Confirmation sent via fax or e-mail with a certified electronic signature of the specific person authorized to confirm orders/advertising orders on behalf of the given Publishing house shall also be regarded as fulfilment of the requirement for written form. In the case of an advertising order sent the form of an e-mail without a certified electronic signature, and assuming payment of 100% of the advertising price before publication, written confirmation also refers to the e-mail confirmation from the respective Publishing house's employee. The contract on publication of the advertisement (hereinafter referred to only as the "contract") is concluded at the moment of confirmation of the advertising order by the Publishing house.

2. The prices for advertisement are stipulated according to the current advertising price list of the respective Publishing house valid on the day of confirmation of the contracting party's order or by special agreement between the Publishing house and the advertiser. The price list for advertisement is published on the website www.bauermedia.cz/tistena-online-inzerce-v-bauer-media.

3. The place of performance of the individual contracts is the registered office of the respective Publishing house with which the contract was concluded.

IV. FRAMEWORK AGREEMENT

1. If the advertiser over the course of a certain period intends to publish advertisements amounting to a certain volume (hereinafter referred to only as "**guaranteed volume**"), a framework agreement will be concluded on advertising cooperation with the respective Publishing house, which must be in writing (hereinafter referred to only as the "**framework agreement**"). The framework agreement must contain specification of the guaranteed volume in the given period and other conditions.

2. For publication of the advertisement within the guaranteed volume, an order is always needed that will refer to the framework agreement and will meet the requirements of an advertising order.

V. ADVERTISER'S LIABILITY FOR SUBMITTED MATERIALS AND TEMPLATES

1. The advertiser is liable for the content and legal permissibility of the provided materials and templates in relation to the advertising order and relieves the Publishing house of potential claims raised by third parties since they carry the full responsibility for the content of the provided advertising materials.

2. The advertiser is obliged to provide all materials and templates for implementation of the advertisement in a form and execution which is fully in line with the legal regulations valid and effective at the time of publication of the advertisement. The advertiser shall in particular be liable for the advertisement in question complying fully with the legal regulations relating to advertisement of the given goods services or focus, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Coll., on Consumer Protection, as amended.

3. By concluding a contract, the advertiser undertakes to reimburse the Publishing house for all damage and any costs which may be incurred by the Publishing house as a result of publication of the

advertisement, in particular with a view to any possible sanctions which may be imposed by the supervisory authorities, if it is discovered that the advertisement ordered by the advertiser does not comply with the legal regulations.

VI. DELIVERY OF MATERIALS

1. The advertiser undertakes to deliver the advertising materials in electronic format to the respective Publishing house at least 5 days before the start of the advertising order, so that the advertisement can be published without further modifications. Materials shall be provided in flash (swf), image (jpg, png, gif) or HTML format.

VII. CLAIMS

1. It is the responsibility of the advertiser to check at the time of publishing the advertisement on the website of the respective Publishing house whether the advertisement is duly published on the website operated by this Publishing house. Claims regarding the quality of the published advertisement must be made with the respective Publishing house at latest on the last day of publication of the respective advertisement on the website operated by the respective Publishing house, exclusively in writing. The Publishing houses undertake to inform the advertiser of the result of claim proceedings at latest within 30 days of delivery of the respective claim. Claims made late and claims not made with the correct Publishing house shall not be taken into account by the Publishing houses.

2. After publication of the advertisement, the advertiser will be sent an invoice for the price of the advertisement, whereas the date of taxable performance is the last day of publication of the advertisement on the website by the Publishing house. If the advertiser did not provide advance payment, it is obliged to pay the invoice according to the payment conditions below.

3. In cases caused as a result of a force majeure or operation outages which cannot be influenced, the Publishing houses are entitled to full payment of the price for advertising.

Part Two

PAYMENT AND MISCELLANEOUS CONDITIONS

I. TAX DOCUMENTS (HEREINAFTER REFERRED TO ONLY AS "INVOICES") AND PAYMENTS

1. The advertiser is obliged to pay the respective Publishing house the price for advertising based on an invoice issued by this Publishing house, whereas the invoice will be issued at latest within 15 days from the end of advertising on the respective website operated by the Publishing house. The date of taxable performance is the last day of publishing the advertisement.

2. The Publishing house's invoice is due within 14 days from its issue date.

3. The Publishing house reserves the right to payment of an advance on the price of advertising before its publication of up to 100% of the price for advertising.

II. DISCOUNTS ON THE ADVERTISING PRICE

1. The Publishing houses provide discounts on the advertising price for high volumes of placed advertisements, in the amount according to the valid price list.

III. DELAYS IN PAYMENT

1. In the event of failure to pay the price for advertising within the designated maturity deadline, the Publishing houses reserve the right to not publish the remainder of the duly ordered and confirmed advertising.

2. In the event of the delay on the part of the advertiser in payment of the price for advertising, relevant Publishing houses has the right to charge a contractual penalty amounting to 0.1% of the price of the advertisement for each started day of delay.

3. The advertiser agrees that the statute of limitations for application of the Publishing houses' rights from the contract, framework agreement or GBTC is extended according to Section 630 of the Civil Code to 10 years from the date when this right could first be exercised.

IV. CANCELLATION OF A PLACED ADVERTISEMENT

1. A placed advertisement may be cancelled only in writing, whereas the advertiser agrees with the following deadlines and cancellation fees:

- If the advertisement contract is cancelled up to 3 days before publication of the advertisement, a cancellation fee of 70% of the price for advertising shall be charged.

- If the advertisement contract is cancelled up to 1 day before publication of the advertisement, a cancellation fee of 100% of the price for advertising shall be charged.

V. PROTECTION OF PERSONAL AND OTHER DATA, CONFIDENTIALITY

1. The advertiser and Publishing house undertake to protect the information and data provided in relation to the contract or framework agreement and these GBTC.

2. The advertiser and Publishing house undertake to not grant access or otherwise misuse in their own favour or in favour of third parties the information that the parties have confidentially provided in relation to the contract and these GBTC.

3. Personal data of the advertiser shall be processed in accordance with the Conditions of personal data protection and information on data processing within business relations available at www.bauermedia.cz/zasady.

VI. LEGAL REGIME OF THE CONTRACT

1. The rights and obligations between the respective Publishing house and advertiser established under the concluded and/or negotiated contract and/or framework agreement are governed by Czech law. The contractual relationship established by the contract between the respective Publishing house as the one party and the advertiser as the other party is governed by the Civil Code, as amended.

2. The advertiser was duly familiarized with these GBTC by BM and BM PRAHA, agrees to them and confirms their agreement by their advertising order.

VII. CHANGES TO THE GBTC IN THE CASE OF FRAMEWORK AGREEMENTS

1. In the case of changes to an acts or other regulations, conditions on advertising markets, or changes in services or inflation or changes in other operation, business, technical or organizational conditions on the part of the Publishing houses, the Publishing houses may amend these GBTC, in particular as concerns the manner of concluding, amending and terminating contracts, rules of communication, conditions for individual advertisements, etc.

2. The Publishing house shall inform the advertiser about changes to the GBTC in writing. The requirement for written form is met if notification is provided by post, via e-mail communication, fax or via the given Publishing house's website. The Publishing house will inform the advertiser about changes in the GBTC at least 2 months before they come into effect. The advertiser may refuse the proposed change by the effective date of the amended GBTC in writing. If it fails to do so, the new wording shall become binding for both parties.

3. If the advertiser does not agree with the new GBTC, it may give notice of termination of the framework agreement before the effective date of the amendment with a notice period of 1 month. The rights and obligations from such terminated framework agreement shall be governed by the original wording of the GBTC until expiry of the termination period.

CONTACTS

BAU ER MEDIA v.o.s.

Moulíkova 1b/3286, 150 00 Praha 5 - Smíchov

Tel.: 225 008 493, Fax.: 225 008 379

IČ: 49709968, DIČ: CZ49709968

e-mail: inzerce@bauermedia.cz

Bank details

Komerční banka Praha 5 - Smíchov

č.ú.: 191423720207/0100

BAU ER MEDIA PRAHA v.o.s.

Moulíkova 1b/3286, 150 00 Praha 5 - Smíchov

Tel.: 225 008 493, Fax.: 225 008 379

IČ: 61064734, DIČ: CZ61064734

e-mail: inzerce@bauermedia.cz

Bank details

Komerční banka Praha 5 - Smíchov

č.ú.: 107-4470470267/0100

www.bauermedia.cz