

STER TERMS AND CONDITIONS OF SALE

The Ster Terms and conditions of sale, the Ster General terms and conditions and the 2018 Purchase brochure along with the rates and indices (periodically) published by Ster apply to all our agreements for television, radio and digital. Please refer to the website (www.ster.nl/inkooptools) for the delivery specifications for television, radio and digital.

GENERAL

JOINT ADVERTISING

- ▶ Joint Advertising is a form of advertising, whereby two advertisers jointly promote their products or services in one commercial and whereby one of the advertisers is the main advertiser (a more dominant presence in the commercial) and the other advertiser is the secondary advertiser (a less dominant presence in the commercial).
- ▶ The purchase of commercial space for Joint Advertising is only permitted after written consent from Ster. The application for commercial space must clearly state the commercial concerns Joint Advertising. Along with the application for commercial space the contracting party must submit either a storyboard or the commercial. The application must clearly state who is the main advertiser and who is the secondary advertiser. When assessing the application the extent of the presence of both advertisers in the commercial and the house style ('look and feel') of the commercial is to be taken into consideration.
- ▶ In the event of doubt or dispute regarding the question whether there is a case of Joint Advertising or which party is main or secondary advertiser, Ster decides.
- ▶ Joint Advertising commercials are exclusively placed under the agreement with the main advertiser.

- ▶ When striving for industry-exclusivity (for which Ster will issue no guarantee) in the case of Joint Advertising Ster shall regard the industry of the main advertiser as leading.
- ▶ When a retailer advertises its product range, this is not regarded as Joint Advertising. It must be apparent that the retailer is the advertiser, meaning that the retailer submits the application and the commercial clearly has the house style of the retailer. There is a case of Joint Advertising when:
 - ▶ The logo of a party from the product range is prominently displayed (this is always the case when on-screen presence of the logo exceeds 3 seconds or when the logo is displayed full-screen);
 - ▶ The commercial contains both a logo and a spoken message of a party from the product range;
 - ▶ The house style of a party from the product range (in sound or vision) is notably present in the commercial.
- ▶ When a contracting party runs a Joint Advertising campaign with an organisation in competition with Ster or the public broadcasting corporation (such as a commercial radio/television channel or Internet site) the following additional conditions apply:
 - ▶ No cable or ether frequency or Internet address may be mentioned or displayed;
 - ▶ The logo or the name may only be displayed at the bottom left or bottom right of the screen, covering no more than 5% of the total screen and for a maximum of three seconds.

SHARED REVENUE DEALS

- Where applicable Ster may be open to agree on a deviating revenue model for the broadcasting time to be delivered;
- ▶ The potential of the revenue model is the guiding factor for Ster
 - ▶ The revenue model always consists of a fixed payment in combination with a variable payment
 - ▶ The fixed payment is a prerequisite and determines (in combination with the potential of the revenue model)

the additional investment by Ster / the extent of the risk appetite;

- ▶ The Ster investment amounts to a maximum of 25% of the fixed payment
- ▶ The term is a maximum of 1 - 2 years
- ▶ Ster is given periodical insight into the results achieved by the advertiser (over which the variable payment is owed)
- ▶ These may in consultation be supplemented with web analytics
- ▶ Verification of the results achieved takes place in retrospect based on an audit opinion
- ▶ Based on the audit opinion the final invoice over the contract period will be determined. The costs for the audit opinion are at the expense of the advertiser
- ▶ Advertiser is a new client for Ster ('new' is taken to mean has not advertised with Ster for a minimum of 5 years)

TELEVISION

To all purchase options television the following conditions apply:

- ▶ For television Ster works with an application period with a sales deadline. By way of derogation from article 6 subsection 2 of the General Terms and Conditions applications submitted during the application period are treated equally and do not take priority over one another. If and when ample advertising space is available, Ster will consult with competing applicants in order to reach a solution acceptable to all parties. If and when this consultation does not lead to an agreeable solution, a draw will determine which party's application will be awarded.
- ▶ Applications are exclusively considered by Ster if and when the target group indicated is appropriate for the product or service of the contracting party, in the opinion of Ster.
- ▶ For each product or each service of contracting party a maximum application per week applies of 200 GRPs in the target group 25-67 in the Prime Time time period.

- ▶ If and when contracting party submits an application for multiple products and/or services, a particular purchase option per product/service and per spot length may be used once per month.
- ▶ In the event of campaigns crossing over months, a campaign by contracting party may, upon application, be run split up. The various main orders within a calendar month will not be offset against each other. Per main order and per spot length each purchase option may be used once per month.
- ▶ Every broadcasting cycle (per calendar month) Ster publishes a market index. The index ranges from 90 to 110 and applies to all given net rates in the 2018 purchase brochure. Ster publishes a separate market index for the purchase options Zapp(elin).
- ▶ The GRP payment of the purchase options is based on the realised average slot ratings as measured by SKO.
- ▶ Per broadcasting cycle (calendar month) over and underscores of the various purchase options are set off against each other per product or service of contracting party, on the condition that they comply with the conditions of minimum campaign period and minimum number of GRPs. Once set off any overscores are not charged on.
- ▶ Broadcasting schedules are determined and optimised by Ster as Ster sees fit and may change during the month. Ster schedules, with the exception of the purchase options Your Time, Kids Your Time and Fixed Cost per Spot. For the latter purchase options spots are fixed after scheduling.
- ▶ When less than 5 days are used purchase shall exclusively take place through Your Time or Kids Your Time.
- ▶ The upgrade Hotspot with Your Time gives priority on scheduling during the application period.
- ▶ The use of a directed preference position with Your Time and Kids Your Time is exclusively possible through the upgrade Preference Position.
- ▶ The upgrade Roadblock includes Hotspot and a Preference Position.

- ▶ For the upgrade Current Events Spot the commercial must be submitted 2 hours prior to broadcast at the latest.

To the upgrade Spreading the following additional conditions apply:

- ▶ Contracting party may use a partial order number per week.
- ▶ The duration of the campaign must be a minimum of 2 weeks. The campaign must also be broadcast a minimum of 5 separate days each week. With a minimum of 10 GRPs per week.
- ▶ With the upgrade Spreading the requested spreading is guaranteed with an underscore margin of 2 GRPs at 10 GRPs. For in excess of 20 GRPs there is an underscore margin of 20% per week.
- ▶ If and when the requested spreading within the underscore margin is not achieved, the surcharge is cancelled and it is paid out in bonus broadcasting time over the reserved value per week. The bonus broadcasting time is valid for a maximum of 12 months from the moment Ster notifies contracting party in writing.
- ▶ In the event of changes communicated 3 working days or less prior to or during the campaign, the entitlement to any bonus broadcasting time lapses.

To the purchase of game-of-chance advertising the following additional conditions apply:

- ▶ Ster schedules: between 7 pm and 5 am (index 100). Contracting party can give no direction.
- ▶ A minimum run of 5 campaign days within a calendar month (not necessarily consecutively).
- ▶ A minimum condition of 10 GRPs applies.
- ▶ To be used for the target groups: 25-67, M25-67, F25-67, SHP25-67 and AB 25-67.

To the purchase of alcohol advertising the following additional conditions apply:

- ▶ Ster schedules: between 9 pm and 5 am (index 105). Contracting party can give no direction.
- ▶ A minimum run of 5 campaign days within a calendar month (not necessarily consecutively).
- ▶ A minimum condition of 10 GRPs applies.
- ▶ To be used for the target groups: 25-67, M25-67, F25-67, SHP25-67 and AB 25-67.

To the purchase of advertising targeted at children the following additional condition applies:

- ▶ Specific legislation and regulations apply to commercials aimed at children. The advertiser must adhere to these rules. Commercials for foodstuffs aimed at children of 12 years and younger are only permitted when the conditions of the Advertising Code for Foodstuffs are met. This advertising code and more general information concerning the requirements for advertising aimed at children, may be found on the website of the Dutch Advertising Code Authority (www.reclamecode.nl). In addition the Dutch Advertising Code Authority offers a simplified checklist for advertising aimed at children at www.checksrc.nl/check/kinderen.

RADIO

To all purchase options radio the following conditions apply:

- ▶ Applications are exclusively considered by Ster if and when the target group indicated is appropriate for the product or service of the contracting party, in the opinion of Ster.
- ▶ If and when contracting party submits an application for multiple products and/or services, a particular purchase option per product/service and per spot length may be used once per month.
- ▶ The net GRP base rate and the GRP payment are based on the listening ratings of the National Listening Research ((Nationaal Luisteronderzoek (NLO)). No discounts are given over the determined net rates.
- ▶ Every broadcasting cycle (per quarter) Ster publishes a market index. The index ranges from 90 to 110 and applies to all given net rates in the 2018 purchase brochure.
- ▶ The GRP payment is based on the realised average rating of 15 minutes of broadcast on the day of the week in question as measured by NLO.
- ▶ When determining the realised costs per GRP Ster will adhere to the following RAB guidelines:

Month	NLO Report
January	December/January
February	January/February
March	February/March
April	March/April
May	April/May
June	May/June
July	June/July
August	July/August
September	August/September
October	September/October
November	October/November
December	November/December

- ▶ Per broadcasting cycle (calendar quarter) over and underscores are set off against each other per product or service of the contracting party, across the channels. Once set off any overscores are not charged on. Any underscores are compensated by using bonus-broadcasting time, additionally to be used with the consequent campaign by the contracting party. This campaign is run in the first quarter of 2019 at the latest.
- ▶ A period begins with the slot before the 'Journaal' news broadcast on the hour and ends with the slot after the Journaal news broadcast on the hour.
- ▶ Broadcasting schedules are determined and optimised by Ster as Ster sees fit and may change during the month. Ster schedules, with the exception of Your Time and Fixed Cost per Spot. For the latter purchase options spots are fixed after scheduling.
- ▶ When less than 7 days are used in Ster Time packages purchase shall exclusively take place through Your Time. With the exception of the Mon-Fri packages; to these the following applies: When less than 5 days are used. The use of a directed preference position with Your Time is exclusively possible through the upgrade Preference Position.
- ▶ For the upgrade Current Events Spot the commercial must be submitted 2 hours prior to broadcast at the latest.
- ▶ Top 2000 and Serious Request are excluded from the purchase options in the 2018 purchase brochure. The applicable purchase options will be published at www.ster.nl nearer the time.

To the purchase of alcohol advertising the following additional conditions apply:

- ▶ Ster schedules: between 9 pm and midnight. Contracting party can give no direction.
- ▶ A minimum run of 7 campaign days within a calendar month (not necessarily consecutively).
- ▶ To be used for the target groups: 25-67, M25-67, F25-67, SHP25-67 and AB 25-67, with the exception of slots for which the audience at that moment consists of in excess of 25% minors.

DIGITAL

To all purchase options digital the following conditions apply:

- ▶ Rates and indices are determined by Ster per quarter.
- ▶ The rates given are based on CPM (Cost Per Mille; cost per 1,000 impressions).
- ▶ Determination of the number of impressions or clicks takes place based on data provided by the ad management systems used by Ster. Online campaigns are billed monthly, in retrospect, based on the data referred to above.
- ▶ When Ster measures in excess of 5,000 errors per day at campaign level (based on Ster measurements) Ster reserves the right to unilaterally pause the campaign. As soon as a solution acceptable to Ster has been found, Ster shall resume delivery.
- ▶ Applications are exclusively considered by Ster if and when the target group indicated is appropriate for the product or service of the contracting party, in the opinion of Ster.
- ▶ Ster delivers the campaign to all connected devices. Devices are taken to mean fixed (pc, laptop), mobile (smartphone and tablet) and Smart TV.
- ▶ Ster schedules, with the exception of ROS. Ster strives to spread out the purchased impressions evenly, but cannot provide any guarantees to this effect.
- ▶ The programmes for the purchase option ROC may change during the season.
- ▶ In every VAST TAG a maximum of one creative may be submitted, which may not be altered before the period. In the event of a change in material a new VAST TAG must be submitted. The VAST TAG may not without prior written consent from Ster include cookies, tags, pixels or similar technologies, which are placed in the peripheral devices of NPO website users.
- ▶ Cookies, pixels and similar technologies may only be placed and read out if and when the legal rules and regulations as described in the General Terms and Conditions have been met. This is taken to mean at least that the

Contracting party shall ensure that Ster receives the necessary information required for timely amendment of its cookie statement and that Contracting party must adhere to the protection of personal data.

To the scheduling Kids Stertime (RON) and Kids Your Time (ROS) the following additional conditions apply:

- ▶ Pre-rolls on websites or for video-/audio clips for children are never 'clickable'.
- ▶ Specific legislation and regulations apply to commercials aimed at children. The advertiser must adhere to these rules. Commercials for foodstuffs aimed at children of 12 years and younger are only permitted when the conditions of the Advertising Code for Foodstuffs are met. This advertising code and more general information concerning the requirements for advertising aimed at children, may be found on the website of the Dutch Advertising Code Authority (www.reclamecode.nl). In addition the Dutch Advertising Code Authority offers a simplified checklist for advertising aimed at children at www.checksrc.nl/check/kinderen.

Subject to modifications; No liability accepted for errors or misprints. For the most current information, please refer to www.ster.nl.