

EURO 2016 OFFER
- commercial spot broadcasting in the framework of
UEFA EURO 2016™

Art. 1

Broadcast dates for commercial spots
UEFA EURO 2016™

Commercial spots, hereinafter referred to as "Commercial spots", shall be broadcast in the framework of UEFA EURO 2016™ from 10 June to 11 July 2016. They shall be disseminated through the following channels of Telewizja Polska S.A.: TVP1 and TVP2.

Art. 2

Sales of the Commercial spot broadcast service in the framework of
UEFA EURO 2016™

1. Commercial spot broadcast services shall be sold at the seat of the Advertising Office of Telewizja Polska (hereinafter referred to as "BRTVP") in ul. J.P. Woronicza 17 in Warsaw at the following times:
 - a) from 11 May 2016 for the official sponsors of UEFA EURO 2016™ (sponsors designated by UEFA)
 - b) at dates published on www.brtvp.pl, but no earlier than 7 days after the date specified in point a) for all other Commissioning Parties.
2. The BRTVP reserves the right to change the dates listed in section 1. In the event of changes, new dates shall be published on the official website of the Advertising Office www.brtvp.pl.
3. The EURO 2016 offer exclusively applies to commercial spots broadcast during advertising breaks directly before and after each half of the 11 live matches, as well as before or after each Studio sport UEFA EURO 2016™ program.
In the event of a period of extra time or penalty kicks, Commercial spots scheduled for broadcast directly after the second half of the match shall be broadcast during the advertising break following the period of extra time or penalty kicks.
4. An agreement with the Commissioning Party in the framework of the EURO 2016 Offer shall be contracted upon the acceptance of the order by the BRTVP in writing or by e-mail. To establish the detailed principles of realization, the parties shall make a separate agreement. The BRTVP shall notify the party of its acceptance of the Commercial spot broadcast commission in writing or via e-mail.
Commercial spot broadcast orders are accepted based on the order of placement.
5. Orders placed before dates specified in section 1 shall not be accepted for realization.
6. Should the BRTVP accept an order for the broadcast of Commercial spots during a given advertising break, placed by an official UEFA Sponsor within the time specified in section 1 point a) (with the reservation of section 2), no other order shall be accepted for the broadcast

of Commercial spots during the same break from Commissioning Parties whose products, services and/or Advertiser's brands would be in competition with the products, services and/or brands represented by the official UEFA Sponsor. The above-mentioned industry and product exclusivity shall not apply to orders for Commercial spots from official UEFA Sponsors placed more than 7 days after the date specified in section 1 point a).

7. Commercial spots shall be broadcast based on contracts subject to a tariff pricelist. An order template is provided in **Annex no. 1** of the Offer.
8. The basis for contracts subject to a tariff pricelist is provided in the Basic Pricelist and the Additional Pricelist, including the price index, provided in **Annex no. 2** to the Offer. The Additional Pricelist shall apply only in the event that the Polish team advances from the group stage to the knockout rounds of UEFA EURO 2016™.
9. Partial agreements made in the framework of the EURO 2016 Offer are subject to discounts: for the UEFA EURO 2016™ budget and expenses. **No other discounts** shall apply, including the discount for pricelist share.

UEFA EURO 2016™ expenses are defined as the cost of purchase of commercial spot broadcasts in accordance with Art. 1 and Art. 2 section 3.

Table of discounts for UEFA EURO 2016™ expenses

| EURO 2016 expenses* | discount |
|---------------------|----------|
| from 600,000 PLN | 35% |
| from 400,000 PLN | 25% |
| from 200,000 PLN | 15% |
| from 50,000 PLN | 10% |

* Expenses including discounts and other costs provided for in this offer that are related to the broadcast of commercial spots.

10. The Commissioning party may select a specific position within the cluster, subject to an extra fee:

| | Extra fee for the first/last position | Extra fee for the second/penultimate position | Extra fee for any other position |
|--|---------------------------------------|---|----------------------------------|
| Live matches | | | |
| Opening match , ½ final, final | 25% | 20% | 15% |
| 1/8 final , ¼ final | 20% | 15% | 10% |
| Studio | 10% | 7% | 5% |
| Matches of the Polish team at the group stage and in the knockout rounds | 25% | 20% | 15% |

| | Extra fee for the first/last position | Extra fee for the second/penultimate position | Extra fee for any other position |
|--------------|---------------------------------------|---|----------------------------------|
| Match reruns | 10% | 7% | 5% |

with the reservation of section 11 and 12.

11. Official UEFA Sponsors may purchase a specific position during an advertising break within 7 days from the date mentioned in section 1 point a) (with the reservation of section 2), at prices specified in the EURO 2016 Offer. Should Official UEFA Sponsors not purchase any of the

positions specified in section 12, the position shall be subject to an auction in accordance with the relevant auction terms and conditions.

12. For live UEFA EURO 2016™ matches, i.e.:

- a) matches with the participation of the Polish team at the group stage,
- b) the final match,

Commissioning Parties other than Official UEFA Sponsors may select the first and second position in advertising breaks broadcast AFTER the halves, and penultimate or last position in advertising breaks broadcast BEFORE the halves exclusively by means of an auction. Terms and conditions applicable to auctions are laid down in **Annex no.3** to this Offer.

13. The EURO 2016 Offer does not permit Commissioning Parties to purchase the following special services:

- a) exclusive advertising breaks,
- b) industry and brand exclusivity, with the reservation of section 6.

14. In the event that the Commissioning Party cancels a broadcast order for a commercial spot or changes the broadcast order, in particular changes the broadcast date or shortens the spot, the BRTVP shall charge an cancellation fee in the amount of:

- a) 50% of the value of the cancelled or changed reservation if the change or withdrawal from the Agreement occurs more than 7 working days (inclusive) before the broadcast (not including the day of broadcast),
- b) 100% of the value of the cancelled or changed reservation if the change or withdrawal from the Agreement occurs up to 7 working days (inclusive) before the broadcast (not including the day of broadcast).

15. The value of the cancelled broadcast shall be understood as the price of the commercial spot, not including VAT. Cancellation fees shall be paid within 21 days from the invoice issue date.

16. Should the broadcast price change during the knockout rounds in accordance with the Additional Pricelist and the table of extra fees specified in section 10, the Commissioning Party has the right to withdraw from the agreement before 4 pm on 23 June 2016 with no cancellation fees applicable. In this situation, the discount applied for UEFA EURO 2016™ expenses shall be counted relative to the actual expenses sustained.

Art. 3 Additional provisions

1. Expenses related to Commercial spot broadcast agreements in the framework of the EURO 2016 Offer shall be incorporated in the annual expense declaration of the Advertiser or Media Agency.
2. Commercial spot broadcast agreements made in the framework of the EURO 2016 Offer are subject to payment conditions negotiated with a given Commissioning Party in 2016, and in the absence thereof, by principles laid down in the "Sales Conditions of the Advertising Office of TVP S.A."
3. The BRTVP reserves the right to change the above-specified broadcast conditions. Any change shall be published on the official website www.brtpv.pl.
4. Issues not resolved in this Offer shall be governed by the provisions laid down in the "Sales Conditions of the Advertising Office of TVP S.A." in force on the day when an offer is placed.

Art. 4 Final provisions

Contact persons:

- formal and legal issues: Ewa Guskowska - Stefańska (tel. 22 547 22 95)
ewa.guskowska-stefanska@tvp.pl

- commercial and organizational issues: Aneta Będzińska-Stańczyk (tel. 22 547 23 31)
aneta.bedzinska-stanczyk@tvp.pl

- auction-related issues: Dominika Weidemann (Tel. 22 547 22 71)
dominika.weidemann@tvp.pl

Annexes:

- 1) Order template for commercial spots to be broadcast in the framework of the EURO 2016
Offer subject to a tariff pricelist;
- 2) Pricelists: basic and additional pricelists including the price index;
- 3) Auction terms and conditions

Annex no. 1
to the commercial spot broadcast offer in the framework of the EURO 2016 Offer

Date _____

Telewizja Polska S.A. – Advertising Office
ul. J.P. Woronicza 17, 00-999 Warszawa
NIP: 521-04-12-987

Order
for the broadcast of commercial spots
in the framework of the EURO 2016 Offer subject to a tariff pricelist

/name and seat of the Commissioning Party/

acting on its own behalf/acting with the power of attorney/acting based on an Authorization on its own behalf
for the benefit of the Advertiser*/

*/name of the Advertiser */*

Places an offer for the broadcast of commercial spots.
The commercial spot shall concern the following product(s)*, service(s)*

(name of product or service)

Attached please find the broadcast plan including:

- the length of the spot and its number according to the SOBR system (the Advertising Office Support System)
- broadcast time
- selected channel and advertising break
- additional broadcast services
- broadcast price in accordance with the TVP S.A. pricelist (including extra fees and discounts)

Attached also find:

Parties shall be bound by the offer for 60 days from its placement. The Advertising Office of TVP S.A. shall confirm the acceptance of this offer in writing or via e-mail. The acceptance shall constitute an agreement in the understanding of the provisions of the Civil Code.

The Commissioning Party hereby undertakes to abide by the “Sales Conditions of the Advertising Office of TVP S.A.” and the “EURO 2016 Offer” published on www.brtp.pl

/first and last names and signatures of the person(s) authorized to act on behalf of the Commissioning Party /

Annexes*:

- documents defining the legal status of the Commissioning Party
- powers of attorney *(in the case of parties acting on behalf of the Advertiser)*
- authorization *(in the case of parties acting on their own behalf for the benefit of the Advertiser)*

* - delete as appropriate

Annex no. 2 to the EURO 2016 OFFER

Pricelists including the price index

Basic pricelist

Prices are listed in PLN, not including VAT, and apply to 30-second commercial spots

UEFA EURO 2016 RATE CARD– Live Matches

| Channel | Date | Day of week | Time | Match | Place | Price 30" |
|---------|-------------------|-------------|-------|---------------------------|--|-----------|
| TVP1 | 10.06 | Friday | 20:30 | France-Romania | before studio | 35 600 |
| TVP1 | 10.06 | Friday | 21:00 | France-Romania | before I half | 52 200 |
| TVP1 | 10.06 | Friday | 21:45 | France-Romania | after I half | 68 700 |
| TVP1 | 10.06 | Friday | 22:00 | France-Romania | before II half | 61 600 |
| TVP1 | 10.06 | Friday | 22:45 | France-Romania | after II half | 42 600 |
| TVP1 | 10.06 | Friday | 23:10 | France-Romania | after studio | 30 800 |
| TVP1 | 12.06 | Sunday | 17:30 | Poland - Northern Ireland | before studio | 51 700 |
| TVP1 | 12.06 | Sunday | 18:00 | Poland - Northern Ireland | before I half | 87 000 |
| TVP1 | 12.06 | Sunday | 18:45 | Poland - Northern Ireland | after I half | 141 000 |
| TVP1 | 12.06 | Sunday | 19:00 | Poland - Northern Ireland | before II half | 136 300 |
| TVP1 | 12.06 | Sunday | 19:45 | Poland - Northern Ireland | after II half | 98 700 |
| TVP1 | 12.06 | Sunday | 20:10 | Poland - Northern Ireland | after studio | 56 400 |
| TVP1 | 16.06 | Thursday | 20:30 | Germany-Poland | before studio | 56 400 |
| TVP1 | 16.06 | Thursday | 21:00 | Germany-Poland | before I half | 87 000 |
| TVP1 | 16.06 | Thursday | 21:45 | Germany-Poland | after I half | 141 000 |
| TVP1 | 16.06 | Thursday | 22:00 | Germany-Poland | before II half | 136 300 |
| TVP1 | 16.06 | Thursday | 22:45 | Germany-Poland | after II half | 98 700 |
| TVP1 | 16.06 | Thursday | 23:10 | Germany-Poland | after studio | 56 400 |
| TVP1 | 21.06 | Tuesday | 17:30 | Ukraine-Poland | before studio | 51 700 |
| TVP1 | 21.06 | Tuesday | 18:00 | Ukraine-Poland | before I half | 87 000 |
| TVP1 | 21.06 | Tuesday | 18:45 | Ukraine-Poland | after I half | 141 000 |
| TVP1 | 21.06 | Tuesday | 19:00 | Ukraine-Poland | before II half | 136 300 |
| TVP1 | 21.06 | Tuesday | 19:45 | Ukraine-Poland | after II half | 98 700 |
| TVP1 | 21.06 | Tuesday | 20:10 | Ukraine-Poland | after studio | 56 400 |
| TVP1 | 25 or 26.06 | Sat/Sun | 14:30 | 1/8 F | before studio | 9 400 |
| TVP1 | 25 or 26.06 | Sat/Sun | 15:00 | 1/8 F | before I half | 21 700 |
| TVP1 | 25 or 26.06 | Sat/Sun | 15:45 | 1/8 F | after I half | 30 900 |
| TVP1 | 25 or 26.06 | Sat/Sun | 16:00 | 1/8 F | before II half | 30 400 |
| TVP1 | 25 or 26.06 | Sat/Sun | 16:45 | 1/8 F | after II half / Extra-time / Penalty shots | 18 300 |
| TVP1 | 25 or 26.06 | Sat/Sun | 17:45 | 1/8 F | after studio | 13 900 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 17:30 | 1/8 F | before studio | 11 500 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 18:00 | 1/8 F | before I half | 28 200 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 18:45 | 1/8 F | after I half | 41 300 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 19:00 | 1/8 F | before II half | 39 100 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 19:45 | 1/8 F | after II half / Extra-time / Penalty shots | 26 100 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 20:45 | 1/8 F | after studio | 15 200 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 20:30 | 1/8 F | before studio | 12 300 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 21:00 | 1/8 F | before I half | 29 000 |

| | | | | | | |
|------|-------------------|-------------|-------|-------|--|---------------|
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 21:45 | 1/8 F | after I half | 50 900 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 22:00 | 1/8 F | before II half | 48 600 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 22:45 | 1/8 F | after II half / Extra-time / Penalty shots | 28 000 |
| TVP1 | 25 or 26 or 27.06 | Sat/Sun/Mon | 23:45 | 1/8 F | after studio | 16 000 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 20:30 | 1/4 F | before studio | 12 800 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 21:00 | 1/4 F | before I half | 32 000 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 21:45 | 1/4 F | after I half | 56 500 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 22:00 | 1/4 F | before II half | 54 000 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 22:45 | 1/4 F | after II half / Extra-time / Penalty shots | 31 100 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 23:45 | 1/4 F | after studio | 17 000 |
| TVP1 | 02 or 03.07 | Sat/Sun | 20:30 | 1/4 F | before studio | 12 800 |
| TVP1 | 02 or 03.07 | Sat/Sun | 21:00 | 1/4 F | before I half | 32 000 |
| TVP1 | 02 or 03.07 | Sat/Sun | 21:45 | 1/4 F | after I half | 56 500 |
| TVP1 | 02 or 03.07 | Sat/Sun | 22:00 | 1/4 F | before II half | 54 000 |
| TVP1 | 02 or 03.07 | Sat/Sun | 22:45 | 1/4 F | after II half / Extra-time / Penalty shots | 31 100 |
| TVP1 | 02 or 03.07 | Sat/Sun | 23:45 | 1/4 F | after studio | 17 000 |
| TVP1 | 06.07 | Wednesday | 20:30 | 1/2 F | before studio | 18 000 |
| TVP1 | 06.07 | Wednesday | 21:00 | 1/2 F | before I half | 37 600 |
| TVP1 | 06.07 | Wednesday | 21:45 | 1/2 F | after I half | 67 500 |
| TVP1 | 06.07 | Wednesday | 22:00 | 1/2 F | before II half | 65 400 |
| TVP1 | 06.07 | Wednesday | 22:45 | 1/2 F | after II half / Extra-time / Penalty shots | 31 100 |
| TVP1 | 06.07 | Wednesday | 23:45 | 1/2 F | after studio | 18 400 |
| TVP1 | 07.07 | Thursday | 20:30 | 1/2 F | before studio | 18 000 |
| TVP1 | 07.07 | Thursday | 21:00 | 1/2 F | before I half | 37 600 |
| TVP1 | 07.07 | Thursday | 21:45 | 1/2 F | after I half | 67 500 |
| TVP1 | 07.07 | Thursday | 22:00 | 1/2 F | before II half | 65 400 |
| TVP1 | 07.07 | Thursday | 22:45 | 1/2 F | after II half / Extra-time / Penalty shots | 34 900 |
| TVP1 | 07.07 | Thursday | 23:45 | 1/2 F | after studio | 18 400 |
| TVP1 | 10.07 | Sunday | 20:30 | FINAL | before studio | 33 500 |
| TVP1 | 10.07 | Sunday | 21:00 | FINAL | before I half | 60 300 |
| TVP1 | 10.07 | Sunday | 21:45 | FINAL | after I half | 98 100 |
| TVP1 | 10.07 | Sunday | 22:00 | FINAL | before II half | 94 000 |
| TVP1 | 10.07 | Sunday | 22:45 | FINAL | after II half / Extra-time / Penalty shots | 68 400 |
| TVP1 | 10.07 | Sunday | 23:45 | FINAL | after studio | 32 200 |

UEFA EURO 2016 - RATE CARD - Rerun Matches in TVP2

| Channel | Date | Week day | Time | Match | Place | Price 30" |
|---------|-------|----------|-------|---------------------------|----------------|-----------|
| TVP2 | 10.06 | Fri | 23:30 | France-Romania | before studio | 5 000 |
| TVP2 | 10.06 | Fri | 00:00 | France-Romania | before I half | 4 600 |
| TVP2 | 10.06 | Fri | 00:45 | France-Romania | after I half | 3 800 |
| TVP2 | 10.06 | Fri | 01:00 | France-Romania | before II half | 3 400 |
| TVP2 | 10.06 | Fri | 01:45 | France-Romania | after II half | 1 900 |
| TVP2 | 10.06 | Fri | 02:10 | France-Romania | after studio | 1 100 |
| TVP2 | 12.06 | Sun | 23:30 | Poland - Northern Ireland | before studio | 8 200 |
| TVP2 | 12.06 | Sun | 00:00 | Poland - Northern Ireland | before I half | 7 600 |
| TVP2 | 12.06 | Sun | 00:45 | Poland - Northern Ireland | after I half | 6 300 |
| TVP2 | 12.06 | Sun | 01:00 | Poland - Northern Ireland | before II half | 5 700 |
| TVP2 | 12.06 | Sun | 01:45 | Poland - Northern Ireland | after II half | 3 200 |

| | | | | | | |
|------|--|-------------|-------|---------------------------|--|-------|
| TVP2 | 12.06 | Sun | 02:10 | Poland - Northern Ireland | after studio | 1 900 |
| TVP2 | 16.06 | Thu | 23:30 | Germany-Poland | before studio | 8 200 |
| TVP2 | 16.06 | Thu | 00:00 | Germany-Poland | before I half | 7 600 |
| TVP2 | 16.06 | Thu | 00:45 | Germany-Poland | after I half | 6 300 |
| TVP2 | 16.06 | Thu | 01:00 | Germany-Poland | before II half | 5 700 |
| TVP2 | 16.06 | Thu | 01:45 | Germany-Poland | after II half | 3 200 |
| TVP2 | 16.06 | Thu | 02:10 | Germany-Poland | after studio | 1 900 |
| TVP2 | 21.06 | Tue | 23:30 | Ukraine-Poland | before studio | 8 200 |
| TVP2 | 21.06 | Tue | 00:00 | Ukraine-Poland | before I half | 7 600 |
| TVP2 | 21.06 | Tue | 00:45 | Ukraine-Poland | after I half | 6 300 |
| TVP2 | 21.06 | Tue | 01:00 | Ukraine-Poland | before II half | 5 700 |
| TVP2 | 21.06 | Tue | 01:45 | Ukraine-Poland | after II half | 3 200 |
| TVP2 | 21.06 | Tue | 02:10 | Ukraine-Poland | after studio | 1 900 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 23:30 | 1/8 F | before studio | 5 000 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 00:00 | 1/8 F | before I half | 4 600 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 00:45 | 1/8 F | after I half | 3 800 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 01:00 | 1/8 F | before II half | 3 400 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 01:45 | 1/8 F | after II half / Extra-time / Penalty shots | 1 900 |
| TVP2 | 25 and 26.06 or 25 and 27.06 or 26 and 27.06 | Sat/Sun/Mon | 02:10 | 1/8 F | after studio | 1 100 |
| TVP2 | 30.06 | Thu | 23:30 | 1/4 F | before studio | 5 000 |
| TVP2 | 30.06 | Thu | 00:00 | 1/4 F | before I half | 4 600 |
| TVP2 | 30.06 | Thu | 00:45 | 1/4 F | after I half | 3 800 |
| TVP2 | 30.06 | Thu | 01:00 | 1/4 F | before II half | 3 400 |
| TVP2 | 30.06 | Thu | 01:45 | 1/4 F | after II half / Extra-time / Penalty shots | 1 900 |
| TVP2 | 30.06 | Thu | 02:10 | 1/4 F | after studio | 1 100 |
| | | | | or | | |
| TVP2 | 01.07 | Fri | 23:30 | 1/4 F | before studio | 3 600 |
| TVP2 | 01.07 | Fri | 00:00 | 1/4 F | before I half | 3 300 |
| TVP2 | 01.07 | Fri | 00:45 | 1/4 F | after I half | 2 800 |
| TVP2 | 01.07 | Fri | 01:00 | 1/4 F | before II half | 2 500 |
| TVP2 | 01.07 | Fri | 01:45 | 1/4 F | after II half / Extra-time / Penalty shots | 1 400 |
| TVP2 | 01.07 | Fri | 02:10 | 1/4 F | after studio | 900 |
| TVP2 | 02 or 03.07 | Sat/Sun | 23:30 | 1/4 F | before studio | 3 600 |
| TVP2 | 02 or 03.07 | Sat/Sun | 00:00 | 1/4 F | before I half | 3 300 |
| TVP2 | 02 or 03.07 | Sat/Sun | 00:45 | 1/4 F | after I half | 2 800 |
| TVP2 | 02 or 03.07 | Sat/Sun | 01:00 | 1/4 F | before II half | 2 500 |
| TVP2 | 02 or 03.07 | Sat/Sun | 01:45 | 1/4 F | after II half / Extra-time / Penalty shots | 1 400 |
| TVP2 | 02 or 03.07 | Sat/Sun | 02:10 | 1/4 F | after studio | 900 |
| TVP2 | 06.07 | Wed | 23:30 | 1/2 F | before studio | 3 600 |
| TVP2 | 06.07 | Wed | 00:00 | 1/2 F | before I half | 3 300 |
| TVP2 | 06.07 | Wed | 00:45 | 1/2 F | after I half | 2 800 |
| TVP2 | 06.07 | Wed | 01:00 | 1/2 F | before II half | 2 500 |
| TVP2 | 06.07 | Wed | 01:45 | 1/2 F | after II half / Extra-time / Penalty shots | 1 400 |

| | | | | | | |
|------|-------|-----|-------|-------|--|-------|
| TVP2 | 06.07 | Wed | 02:10 | 1/2 F | after studio | 900 |
| TVP2 | 07.07 | Thu | 23:30 | 1/2 F | before studio | 3 600 |
| TVP2 | 07.07 | Thu | 00:00 | 1/2 F | before I half | 3 300 |
| TVP2 | 07.07 | Thu | 00:45 | 1/2 F | after I half | 2 800 |
| TVP2 | 07.07 | Thu | 01:00 | 1/2 F | before II half | 2 500 |
| TVP2 | 07.07 | Thu | 01:45 | 1/2 F | after II half / Extra-time / Penalty shots | 1 400 |
| TVP2 | 07.07 | Thu | 02:10 | 1/2 F | after studio | 900 |
| TVP2 | 10.07 | Sun | 23:30 | FINAL | before studio | 4 800 |
| TVP2 | 10.07 | Sun | 00:00 | FINAL | before I half | 4 500 |
| TVP2 | 10.07 | Sun | 00:45 | FINAL | after I half | 3 700 |
| TVP2 | 10.07 | Sun | 01:00 | FINAL | before II half | 3 300 |
| TVP2 | 10.07 | Sun | 01:45 | FINAL | after II half / Extra-time / Penalty shots | 1 900 |
| TVP2 | 10.07 | Sun | 02:10 | FINAL | after studio | 1 100 |

UEFA EURO 2016 - RATE CARD - Rerun Matches in TVP1

| Channel | Date | Day of week | Time | Match | Place | Price 30" |
|---------|-------------|-------------|-------|---------------------------|--|-----------|
| TVP1 | 11.06 | Sat | 09:00 | France-Romania | before studio | 900 |
| TVP1 | 11.06 | Sat | 09:30 | France-Romania | before I half | 900 |
| TVP1 | 11.06 | Sat | 10:15 | France-Romania | after I half | 1 100 |
| TVP1 | 11.06 | Sat | 10:30 | France-Romania | before II half | 1 100 |
| TVP1 | 11.06 | Sat | 11:15 | France-Romania | after II half | 1 000 |
| TVP1 | 11.06 | Sat | 11:50 | France-Romania | after studio | 900 |
| TVP1 | 13.06 | Mon | 09:00 | Poland - Northern Ireland | before studio | 2 100 |
| TVP1 | 13.06 | Mon | 09:30 | Poland - Northern Ireland | before I half | 2 300 |
| TVP1 | 13.06 | Mon | 10:15 | Poland - Northern Ireland | after I half | 2 700 |
| TVP1 | 13.06 | Mon | 10:30 | Poland - Northern Ireland | before II half | 2 700 |
| TVP1 | 13.06 | Mon | 11:15 | Poland - Northern Ireland | after II half | 2 500 |
| TVP1 | 13.06 | Mon | 11:50 | Poland - Northern Ireland | after studio | 2 200 |
| TVP1 | 17.06 | Fr | 09:00 | Germany-Poland | before studio | 2 100 |
| TVP1 | 17.06 | Fr | 09:30 | Germany-Poland | before I half | 2 300 |
| TVP1 | 17.06 | Fr | 10:15 | Germany-Poland | after I half | 2 700 |
| TVP1 | 17.06 | Fr | 10:30 | Germany-Poland | before II half | 2 700 |
| TVP1 | 17.06 | Fr | 11:15 | Germany-Poland | after II half | 2 500 |
| TVP1 | 17.06 | Fr | 11:50 | Germany-Poland | after studio | 2 200 |
| TVP1 | 22.06 | Wed | 09:00 | Ukraine-Poland | before studio | 2 100 |
| TVP1 | 22.06 | Wed | 09:30 | Ukraine-Poland | before I half | 2 300 |
| TVP1 | 22.06 | Wed | 10:15 | Ukraine-Poland | after I half | 2 700 |
| TVP1 | 22.06 | Wed | 10:30 | Ukraine-Poland | before II half | 2 700 |
| TVP1 | 22.06 | Wed | 11:15 | Ukraine-Poland | after II half | 2 500 |
| TVP1 | 22.06 | Wed | 11:50 | Ukraine-Poland | after studio | 2 200 |
| TVP1 | 26.06 | Sun | 09:00 | 1/8 F | before studio | 900 |
| TVP1 | 26.06 | Sun | 09:30 | 1/8 F | before I half | 1 000 |
| TVP1 | 26.06 | Sun | 10:15 | 1/8 F | after I half | 1 200 |
| TVP1 | 26.06 | Sun | 10:30 | 1/8 F | before II half | 1 200 |
| TVP1 | 26.06 | Sun | 11:15 | 1/8 F | after II half / Extra-time / Penalty shots | 1 100 |
| TVP1 | 26.06 | Sun | 11:50 | 1/8 F | after studio | 1 000 |
| | | | | or | | |
| TVP1 | 27 or 28.06 | Mon/Tue | 09:00 | 1/8 F | before studio | 900 |
| TVP1 | 27 or 28.06 | Mon/Tue | 09:30 | 1/8 F | before I half | 900 |

| | | | | | | |
|------|-------------|---------|-------|-------|--|-------|
| TVP1 | 27 or 28.06 | Mon/Tue | 10:15 | 1/8 F | after I half | 1 100 |
| TVP1 | 27 or 28.06 | Mon/Tue | 10:30 | 1/8 F | before II half | 1 100 |
| TVP1 | 27 or 28.06 | Mon/Tue | 11:15 | 1/8 F | after II half / Extra-time / Penalty shots | 1 000 |
| TVP1 | 27 or 28.06 | Mon/Tue | 11:50 | 1/8 F | after studio | 900 |
| TVP1 | 01.07 | Fri | 09:00 | 1/4 F | before studio | 600 |
| TVP1 | 01.07 | Fri | 09:30 | 1/4 F | before I half | 700 |
| TVP1 | 01.07 | Fri | 10:15 | 1/4 F | after I half | 800 |
| TVP1 | 01.07 | Fri | 10:30 | 1/4 F | before II half | 800 |
| TVP1 | 01.07 | Fri | 11:15 | 1/4 F | after II half / Extra-time / Penalty shots | 700 |
| TVP1 | 01.07 | Fri | 11:50 | 1/4 F | after studio | 600 |
| | | | | or | | |
| TVP1 | 02.07 | Sat | 09:00 | 1/4 F | before studio | 700 |
| TVP1 | 02.07 | Sb | 09:30 | 1/4 F | before I half | 800 |
| TVP1 | 02.07 | Sb | 10:15 | 1/4 F | after I half | 900 |
| TVP1 | 02.07 | Sb | 10:30 | 1/4 F | before II half | 900 |
| TVP1 | 02.07 | Sb | 11:15 | 1/4 F | after II half / Extra-time / Penalty shots | 800 |
| TVP1 | 02.07 | Sb | 11:50 | 1/4 F | after studio | 700 |
| TVP1 | 03.07 | Sun | 09:00 | 1/4 F | before studio | 700 |
| TVP1 | 03.07 | Sun | 09:30 | 1/4 F | before I half | 800 |
| TVP1 | 03.07 | Sun | 10:15 | 1/4 F | after I half | 900 |
| TVP1 | 03.07 | Sun | 10:30 | 1/4 F | before II half | 900 |
| TVP1 | 03.07 | Sun | 11:15 | 1/4 F | after II half / Extra-time / Penalty shots | 800 |
| TVP1 | 03.07 | Sun | 11:50 | 1/4 F | after studio | 700 |
| | | | | or | | |
| TVP1 | 04.07 | Mon | 09:00 | 1/4 F | before studio | 600 |
| TVP1 | 04.07 | Mon | 09:30 | 1/4 F | before I half | 700 |
| TVP1 | 04.07 | Mon | 10:15 | 1/4 F | after I half | 800 |
| TVP1 | 04.07 | Mon | 10:30 | 1/4 F | before II half | 800 |
| TVP1 | 04.07 | Mon | 11:15 | 1/4 F | after II half / Extra-time / Penalty shots | 700 |
| TVP1 | 04.07 | Mon | 11:50 | 1/4 F | after studio | 600 |
| TVP1 | 07.07 | Thu | 09:00 | 1/2 F | before studio | 600 |
| TVP1 | 07.07 | Thu | 09:30 | 1/2 F | before I half | 700 |
| TVP1 | 07.07 | Thu | 10:15 | 1/2 F | after I half | 800 |
| TVP1 | 07.07 | Thu | 10:30 | 1/2 F | before II half | 800 |
| TVP1 | 07.07 | Thu | 11:15 | 1/2 F | after II half / Extra-time / Penalty shots | 700 |
| TVP1 | 07.07 | Thu | 11:50 | 1/2 F | after studio | 600 |
| TVP1 | 08.07 | Fri | 09:00 | 1/2 F | before studio | 600 |
| TVP1 | 08.07 | Fri | 09:30 | 1/2 F | before I half | 700 |
| TVP1 | 08.07 | Fri | 10:15 | 1/2 F | after I half | 800 |
| TVP1 | 08.07 | Fri | 10:30 | 1/2 F | before II half | 800 |
| TVP1 | 08.07 | Fri | 11:15 | 1/2 F | after II half / Extra-time / Penalty shots | 700 |
| TVP1 | 08.07 | Fri | 11:50 | 1/2 F | after studio | 600 |
| TVP1 | 11.07 | Mon | 09:00 | FINAL | before studio | 600 |
| TVP1 | 11.07 | Mon | 09:30 | FINAL | before I half | 700 |
| TVP1 | 11.07 | Mon | 10:15 | FINAL | after I half | 800 |
| TVP1 | 11.07 | Mon | 10:30 | FINAL | before II half | 800 |
| TVP1 | 11.07 | Mon | 11:15 | FINAL | after II half / Extra-time / Penalty shots | 700 |
| TVP1 | 11.07 | Mon | 11:50 | FINAL | after studio | 600 |

UEFA EURO 2016 – RATE CARD – SUMMARY

| Channel | Date | Day of week | Time | Program | Place | Price 30" |
|---------|------------|-------------|-------|--------------------------|--------|-----------|
| TVP1 | 11.07.2016 | Monday | 20:20 | UEFA EURO 2016 - Summary | before | 14 000 |
| TVP1 | 11.07.2016 | Monday | 21:20 | UEFA EURO 2016 - Summary | after | 11 500 |

Additional pricelist

Prices are listed in PLN, not including VAT, and apply to 30-second commercial spots.

UEFA EURO 2016 - RATE CARD - Poles to the end. LIVE Matches

| Channel | Date | Day of week | Time | Match | Place | Price 30" |
|---------|----------------|-------------|-------|-------------|--|-----------|
| TVP1 | 25 or 26.06 | Sat/Sun | 14:30 | 1/8 F Poles | before studio | 48 900 |
| TVP1 | 25 or 26.06 | Sat/Sun | 15:00 | 1/8 F Poles | before I half | 73 300 |
| TVP1 | 25 or 26.06 | Sat/Sun | 15:45 | 1/8 F Poles | after I half | 116 600 |
| TVP1 | 25 or 26.06 | Sat/Sun | 16:00 | 1/8 F Poles | before II half | 112 800 |
| TVP1 | 25 or 26.06 | Sat/Sun | 16:45 | 1/8 F Poles | after II half / Extra-time / Penalty shots | 78 100 |
| TVP1 | 25 or 26.06 | Sat/Sun | 17:45 | 1/8 F Poles | after studio | 50 800 |
| OR | | | | | | |
| TVP1 | 25 or 26.06 | Sat/Sun | 17:30 | 1/8 F Poles | before studio | 61 200 |
| TVP1 | 25 or 26.06 | Sat/Sun | 18:00 | 1/8 F Poles | before I half | 91 700 |
| TVP1 | 25 or 26.06 | Sat/Sun | 18:45 | 1/8 F Poles | after I half | 145 800 |
| TVP1 | 25 or 26.06 | Sat/Sun | 19:00 | 1/8 F Poles | before II half | 141 000 |
| TVP1 | 25 or 26.06 | Sat/Sun | 19:45 | 1/8 F Poles | after II half / Extra-time / Penalty shots | 94 000 |
| TVP1 | 25 or 26.06 | Sat/Sun | 20:45 | 1/8 F Poles | after studio | 61 100 |
| OR | | | | | | |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 20:30 | 1/4 F Poles | before studio | 63 900 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 21:00 | 1/4 F Poles | before I half | 98 700 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 21:45 | 1/4 F Poles | after I half | 160 000 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 22:00 | 1/4 F Poles | before II half | 155 100 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 22:45 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 102 000 |
| TVP1 | 30.06 or 01.07 | Thu/Fri | 23:45 | 1/4 F Poles | after studio | 63 500 |
| OR | | | | | | |
| TVP1 | 02 or 03.07 | Sat/Sun | 20:30 | 1/4 F Poles | before studio | 63 900 |
| TVP1 | 02 or 03.07 | Sat/Sun | 21:00 | 1/4 F Poles | before I half | 98 700 |
| TVP1 | 02 or 03.07 | Sat/Sun | 21:45 | 1/4 F Poles | after I half | 160 000 |
| TVP1 | 02 or 03.07 | Sat/Sun | 22:00 | 1/4 F Poles | before II half | 155 100 |
| TVP1 | 02 or 03.07 | Sat/Sun | 22:45 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 102 000 |
| TVP1 | 02 or 03.07 | Sat/Sun | 23:45 | 1/4 F Poles | after studio | 63 500 |
| OR | | | | | | |
| TVP1 | 06.07 | Wed | 20:30 | 1/2 F Poles | before studio | 68 200 |
| TVP1 | 06.07 | Wed | 21:00 | 1/2 F Poles | before I half | 112 800 |
| TVP1 | 06.07 | Wed | 21:45 | 1/2 F Poles | after I half | 178 600 |
| TVP1 | 06.07 | Wed | 22:00 | 1/2 F Poles | before II half | 173 900 |
| TVP1 | 06.07 | Wed | 22:45 | 1/2 F Poles | after II half / Extra-time / Penalty shots | 103 400 |
| TVP1 | 06.07 | Wed | 23:45 | 1/2 F Poles | after studio | 68 200 |
| OR | | | | | | |
| TVP1 | 07.07 | Thu | 20:30 | 1/2 F Poles | before studio | 68 200 |
| TVP1 | 07.07 | Thu | 21:00 | 1/2 F Poles | before I half | 112 800 |
| TVP1 | 07.07 | Thu | 21:45 | 1/2 F Poles | after I half | 178 600 |
| TVP1 | 07.07 | Thu | 22:00 | 1/2 F Poles | before II half | 173 900 |
| TVP1 | 07.07 | Thu | 22:45 | 1/2 F Poles | after II half / Extra-time / Penalty shots | 103 400 |
| TVP1 | 07.07 | Thu | 23:45 | 1/2 F Poles | after studio | 68 200 |
| OR | | | | | | |
| TVP1 | 10.07 | Nd | 20:30 | FINAL POLES | before studio | 77 600 |
| TVP1 | 10.07 | Nd | 21:00 | FINAL POLES | before I half | 125 000 |
| TVP1 | 10.07 | Nd | 21:45 | FINAL POLES | after I half | 196 500 |
| TVP1 | 10.07 | Nd | 22:00 | FINAL POLES | before II half | 191 300 |
| TVP1 | 10.07 | Nd | 22:45 | FINAL POLES | after II half / Extra-time / Penalty shots | 115 200 |
| TVP1 | 10.07 | Nd | 23:45 | FINAL POLES | after studio | 71 000 |

UEFA EURO 2016 - Rate card - Poles to the end, Rerun Matches in TVP2

| Channel | Date | Week day | Time | Match | Place | Price 30" |
|---------|---------------------------|-------------|-------|--------------------|--|-----------|
| TVP2 | 25 or 26.06 | Sat/Sun | 23:30 | 1/8 F Poles | before studio | 8 200 |
| TVP2 | 25 or 26.06 | Sat/Sun | 00:00 | 1/8 F Poles | before I half | 7 600 |
| TVP2 | 25 or 26.06 | Sat/Sun | 00:45 | 1/8 F Poles | after I half | 6 300 |
| TVP2 | 25 or 26.06 | Sat/Sun | 01:00 | 1/8 F Poles | before II half | 5 700 |
| TVP2 | 25 or 26.06 | Sat/Sun | 01:45 | 1/8 F Poles | after II half / Extra-time / Penalty shots | 3 200 |
| TVP2 | 25 or 26.06 | Sat/Sun | 02:10 | 1/8 F Poles | after studio | 1 900 |
| TVP2 | 30.06 | Thu | 23:30 | 1/4 F Poles | before studio | 8 200 |
| TVP2 | 30.06 | Thu | 00:00 | 1/4 F Poles | before I half | 7 600 |
| TVP2 | 30.06 | Thu | 00:45 | 1/4 F Poles | after I half | 6 300 |
| TVP2 | 30.06 | Thu | 01:00 | 1/4 F Poles | before II half | 5 700 |
| TVP2 | 30.06 | Thu | 01:45 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 3 200 |
| TVP2 | 30.06 | Thu | 02:10 | 1/4 F Poles | after studio | 1 900 |
| or | | | | | | |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 23:30 | 1/4 F Poles | before studio | 6 000 |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 00:00 | 1/4 F Poles | before I half | 5 500 |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 00:45 | 1/4 F Poles | after I half | 4 600 |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 01:00 | 1/4 F Poles | before II half | 4 200 |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 01:45 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 2 300 |
| TVP2 | 01.07 lub 02.07 lub 03.07 | Fri/Sat/Sun | 02:10 | 1/4 F Poles | after studio | 1 400 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 23:30 | 1/2 F, FINAL Poles | before studio | 6 900 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 00:00 | 1/2 F, FINAL Poles | before I half | 6 300 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 00:45 | 1/2 F, FINAL Poles | after I half | 5 300 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 01:00 | 1/2 F, FINAL Poles | before II half | 4 800 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 01:45 | 1/2 F, FINAL Poles | after II half / Extra-time / Penalty shots | 2 600 |
| TVP2 | 06,07,10.07 | Wed/Thu/Sun | 02:10 | 1/2 F, FINAL Poles | after studio | 1 600 |

UEFA EURO 2016 - Rate card - Poles to the end, Rerun matches in TVP1

| Channel | Date | Day of week | Time | Match | Place | Price 30" |
|---------|-------------|-------------|-------|-------------|--|-----------|
| TVP1 | 26.06 | Sun | 09:00 | 1/8 F Poles | before studio | 3 400 |
| TVP1 | 26.06 | Sun | 09:30 | 1/8 F Poles | before I half | 3 700 |
| TVP1 | 26.06 | Sun | 10:15 | 1/8 F Poles | after I half | 4 400 |
| TVP1 | 26.06 | Sun | 10:30 | 1/8 F Poles | before II half | 4 400 |
| TVP1 | 26.06 | Sun | 11:15 | 1/8 F Poles | after II half / Extra-time / Penalty shots | 4 000 |
| TVP1 | 26.06 | Sun | 11:50 | 1/8 F Poles | after studio | 3 500 |
| or | | | | | | |
| TVP1 | 27 or 28.06 | Mon/Tue | 09:00 | 1/8 F Poles | before studio | 2 100 |
| TVP1 | 27 or 28.06 | Mon/Tue | 09:30 | 1/8 F Poles | before I half | 2 300 |
| TVP1 | 27 or 28.06 | Mon/Tue | 10:15 | 1/8 F Poles | after I half | 2 700 |
| TVP1 | 27 or 28.06 | Mon/Tue | 10:30 | 1/8 F Poles | before II half | 2 700 |
| TVP1 | 27 or 28.06 | Mon/Tue | 11:15 | 1/8 F Poles | after II half / Extra-time / Penalty shots | 2 500 |
| TVP1 | 27 or 28.06 | Mon/Tue | 11:50 | 1/8 F Poles | after studio | 2 200 |
| TVP1 | 01.07 | Fri | 09:00 | 1/4 F Poles | before studio | 1 600 |
| TVP1 | 01.07 | Fri | 09:30 | 1/4 F Poles | before I half | 1 700 |

| | | | | | | |
|------|----------------|-------------|-------|--------------------|--|-------|
| TVP1 | 01.07 | Fri | 10:15 | 1/4 F Poles | after I half | 2 000 |
| TVP1 | 01.07 | Fri | 10:30 | 1/4 F Poles | before II half | 2 000 |
| TVP1 | 01.07 | Fri | 11:15 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 1 800 |
| TVP1 | 01.07 | Fri | 11:50 | 1/4 F Poles | after studio | 1 600 |
| or | | | | | | |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 09:00 | 1/4 F Poles | before studio | 2 500 |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 09:30 | 1/4 F Poles | before I half | 2 700 |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 10:15 | 1/4 F Poles | after I half | 3 200 |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 10:30 | 1/4 F Poles | before II half | 3 200 |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 11:15 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 2 900 |
| TVP1 | 02.07 or 03.07 | Sat/Sun | 11:50 | 1/4 F Poles | after studio | 2 500 |
| TVP1 | 04.07 | Mon | 09:00 | 1/4 F Poles | before studio | 1 600 |
| TVP1 | 04.07 | Mon | 09:30 | 1/4 F Poles | before I half | 1 700 |
| TVP1 | 04.07 | Mon | 10:15 | 1/4 F Poles | after I half | 2 000 |
| TVP1 | 04.07 | Mon | 10:30 | 1/4 F Poles | before II half | 2 000 |
| TVP1 | 04.07 | Mon | 11:15 | 1/4 F Poles | after II half / Extra-time / Penalty shots | 1 800 |
| TVP1 | 04.07 | Mon | 11:50 | 1/4 F Poles | after studio | 1 600 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 09:00 | 1/2 F, FINAL Poles | before studio | 2 500 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 09:30 | 1/2 F, FINAL Poles | before I half | 2 700 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 10:15 | 1/2 F, FINAL Poles | after I half | 3 200 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 10:30 | 1/2 F, FINAL Poles | before II half | 3 200 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 11:15 | 1/2 F, FINAL Poles | after II half / Extra-time / Penalty shots | 2 900 |
| TVP1 | 07-11.07 | Wed/Thu/Sun | 11:50 | 1/2 F, FINAL Poles | after studio | 2 500 |

Broadcast prices for spot lengths other than 30 seconds are subject to indexation, using conversion indexes specified in the table below; converted values are rounded to the nearest full zloty:

PRICE INDEX

| commercial spot duration | Index |
|--------------------------|-------|
| 5"-15" | 0.70 |
| 16"-20" | 0.90 |
| 21"-25" | 0.95 |
| 26"-30" | 1.00 |
| 31"-35" | 1.17 |
| 36"-40" | 1.33 |
| 41"-45" | 1.50 |
| 46"-60" | 2.00 |

For commercial spots longer than 60 seconds, a linear conversion index shall apply (equal to the ratio of the spot length to 30 seconds). The resulting value shall be rounded up to the nearest full zloty.

Annex no. 3 to the EURO 2016 Offer
Auction terms and conditions

Art. 1 General provisions

1. Auctions shall be organized by Telewizja Polska S.A., with its registered office in Warsaw at ul. J.P. Woronicza 17, listed in the Business Register of the National Court Register kept at the District Court of the City of Warsaw, 13th Economic Division of the National Court Register, under number KRS 0000100679, with the tax identification number NIP 521-04-12-987 and the fully paid up share capital of PLN 266 596 500.00, hereinafter referred to as "Telewizja".
2. The auction shall be conducted by the Advertising Office of TVP S.A., situated in Warsaw at ul. J.P. Woronicza 17, hereinafter referred to as "BRTVP".
3. The auction shall take place online at www.brtvp.pl.

Art. 2 Subject of the terms and conditions

1. These terms and conditions specify the principles of auctions for the extra fees applicable to the selection of the commercial spot position during advertising breaks broadcast before and after each half of the live matches with the participation of the Polish team at the group stage in the framework of UEFA EURO 2016™ between 10.06.2016 and 21.06.2016 and the final match of UEFA EURO 2016™.
2. In the event of a period of extra time and/or penalty kicks, advertising breaks scheduled after the 2nd half shall be broadcast after the period of extra time or penalty kicks.
3. Auctions shall cover the extra fees for selecting specific positions during advertising breaks mentioned in section 11:
 - a) position 1 and 2 during the advertising break after the 1st and 2nd half of matches mentioned in section 1.
 - b) Position 99 and 98 during the advertising break before the 1st and 2nd half of matches mentioned in section 1.
4. Auctions mentioned in section 1 shall cover only those advertising break positions that have not been previously purchased by Official UEFA Sponsors, in accordance with Art. 2 section 12 of the EURO 2016 Offer.
5. The organizer understands "commercial spot broadcast price" to mean the broadcast price for a 30-second commercial spot during an advertising break as specified in the pricelist of the EURO2016 Offer. The price is subject to indexation in accordance with Annex no. 2 to the EURO 2016 Offer; applicable discounts are specified in Art. 2 section 10 of the EURO 2016 Offer.
6. The organizer understands the term "**final price**" as the broadcast price of a commercial spot mentioned in section 5 (including applicable discounts), increased by the **extra fees for selected positions** in accordance with Art. 2 section 10 of the EURO 2016, and the extra fee auctioned. The final price shall be augmented by the relevant goods and services tax.
7. The auctioned extra fee is not subject to indexation and not eligible for discounts mentioned in section 6.

Art. 3 Formal participation conditions

1. The following entities may be bidders:
 - a) Advertisers,
 - b) Media agencies acting on their own behalf for the benefit of Advertisers.
2. To participate in an auction, the party must:
 - a) accept the agreement for the broadcast of commercial spots subject to a tariff pricelist;
 - b) submit the powers of attorney for the person authorized to represent the Advertiser or Media Agency acting on its own behalf for the benefit of the Advertiser. The template is provided in **Annex no. 1** to the Terms and Conditions.
3. The powers of attorney shall be submitted via e-mail to licytacja@brtvp.pl no later than before 10:00 am on the day of auction. As a confirmation of acceptance, BRTVP shall contact the bidder at the email address indicated in the powers of attorney and provide a login name and password for log in to www.brtvp.pl, as well as the unique codes to identify the bidder and the commercial spot(s). The codes shall be known exclusively to the bidder and the bidder's participation shall be indicated on screen exclusively through the codes.

Art. 4 Auction date

The date of the auction shall be published online at www.brtvp.pl no later than on 25 May 2016.

Art. 5 Auction conditions

1. The asking price for positions 1 and 99 during advertising breaks mentioned in Art. 2 section 1 is **PLN 1000**.
2. The asking price for positions 2 and 98 during advertising breaks mentioned in Art. 2 section 1 is **PLN 1000**.
3. In the course of the auction, bidders progressively increase their bids. The minimum bid increment is **PLN 1000**.
4. Information about the codes of currently winning bidders shall be available at www.brtvp.pl. The page shall be updated on an ongoing basis upon the arrival of each new offer.
5. Bidding is considered tantamount to readiness to purchase the broadcast of commercial spots at auctioned positions during advertising breaks, mentioned in Art. 2 section 1 .
6. The auction shall be awarded to the highest bidder. Should more than one bid in a given auction offer the same highest amount, the winner shall be determined based on the order in which the offers are placed. Bidders shall be notified of the final decision before 12 pm on the next working day after the closing of the auction (via fax or e-mail indicated by the bidder in his offer). Information sent to the indicated fax number or e-mail address shall be considered as delivered.
7. Successful bidders who acquire the right to selected positions during advertising breaks are obliged to accept the annex to the commercial spot broadcast agreement and pay the final price mentioned in Art. 2 section 6
8. In the event that the successful bidder declines to accept the annex to the commercial spot broadcast agreement in full or in part, Telewizja may select the most favorable from among the remaining offers without the need to hold another auction. In this case, the bidder declining to accept the annex **shall pay a cancellation fee for each auctioned fee in the amount of 50% of each auctioned fee**.
9. Advertising break positions that are not sold at the auction shall be subject to sale in accordance with Art. 2 section 10 of the EURO 2016 Offer.

Art. 6 Final provisions

1. Telewizja may change the conditions or date of the auction for important reasons. In the event of changes, Telewizja shall notify the bidders of the fact without delay.
2. Telewizja reserves the right to cancel or nullify the auction for important reasons.
3. Participation in the auction entails the acceptance of auction terms and conditions.

4. The contact person authorized to provide auction-related explanations on the part of BR TVP is:
Dominika Weidemann, tel. (22) 547 22 71, 605 605 089,
e-mail: dominika.weidemann@tvp.pl

Annex no. 1 to Auction Terms and Conditions
Powers of attorney for Advertiser/Media agency *

.....

Seal of the Advertiser/Media Agency*

Pursuant to art. 96 of the Civil Code (Dz. U. of 1964. No. 16, item 93, with later amendments), I/we hereby grant the following powers of attorney:

(first and last name of a physical person and their PESEL number)

to submit successive bids on our behalf in the auction for the extra fee for commercial spot positions during advertising breaks broadcast before and after each half of live matches with the participation of the Polish team at the group stage of the UEFA EURO 2016™ between 10.06.2016 and 21.06.2016 and the final match of UEFA EURO 2016™, organized by Telewizja Polską S.A.

Please fill out the following information:

- name of the Advertiser

- title and length of the commercial spot

| | <i>Title of the commercial spot</i> |
|--------------|-------------------------------------|
| <i>No. 1</i> | |
| <i>No. 2</i> | |

- e-mail address of the Plenipotentiary

I hereby apply for the auction access password

Data concerning the Advertiser/Media Agency were determined based on the electronic database of the National Court Register/based on the entry to the Central Registration and Information on Business*. In addition, the Advertiser/Media agency* certifies that its data, in particular data pertaining to the legal form of business and representation held at the electronic database of the National Court Register/ in the entry to the Central Registration and Information on Business*, are up to date.*

The Media agency declares that it is authorized, based on the authorization granted by the Advertiser/a separate agreement, to act on its own behalf for the benefit of the Advertiser, and, as a corollary, is authorized to participate in the auction for the extra fee for commercial spot positions during advertising breaks broadcast before and after each half of live matches with the participation of the Polish team at the group stage of the UEFA EURO 2016™ between 10.06.2016 and 21.06.2016 and the final match of UEFA EURO 2016™, organized by Telewizja Polską S.A.**

.....

date and signature(s) and the personal seal of the person(s) authorized to represent the Advertiser/Media agency*

**/ delete as appropriate*

***/ Declaration for the Media Agency acting on its own behalf for the benefit of the Advertiser*

I ACCEPT THE POWERS OF ATTORNEY

.....

date, signature, and seal