
AMENDMENT NO. 1

to the

GENERAL TERMS AND CONDITIONS OF PROMOTION ON TV
CHANNELS NOVA AND ON TV CHANNELS OF OTHER
PROVIDERS

and

PRICING TERMS AND CONDITIONS OF PROMOTION
ON TV CHANNELS NOVA

February 1, 2024

PREAMBLE

The subject of this amendment No. 1 (hereinafter the “**Amendment**”) to the General Terms and Conditions of Promotion on TV Channels NOVA and on TV Channels of Other Providers (hereinafter the “**General Terms and Conditions**”) and the Pricing Terms and Conditions of Promotion on TV Channels NOVA (hereinafter the “**Pricing Terms and Conditions**”) is the provision for the conditions of the procurement of broadcasting of a Promotion on TV NOVA SPORT in connection to the launch of new television channels TV NOVA SPOT 5 and TV NOVA SPOT 6 as defined in this Amendment, as well as the provision for conditions concerning the determination of the price for (i) the broadcasting of Spots on TV NOVA SPORT and (ii) Product Placement in Programs broadcasted on TV NOVA SPORT, and shall apply to all Advertisers purchasing a Promotion on TV NOVA SPORT. All capitalized terms used in this Amendment and not defined herein shall have the meanings set forth in the General Terms and Conditions and the Pricing Terms and Conditions.

This Amendment shall enter into effect on February 1, 2024, unless expressly stipulated otherwise herein, and to the extent stated herein amends and supplements the relevant provisions of the General Terms and Conditions and the Pricing Terms and Conditions. This Amendment is issued in both the Czech and English language. In the event of any discrepancy between the Czech and English versions, the Czech version shall prevail.

SUBJECT OF THE AMENDMENT

A. Amendments to the General Terms and Conditions

1. Part 1 of the General Terms and Conditions – Definitions – is hereby amended so the text of the definitions “Pricing Terms and Conditions” and “General Terms and Conditions” newly read as follows:

“Pricing Terms and Conditions” shall mean the Pricing Terms and Conditions of Promotion on TV Channels NOVA stipulating, inter alia, the manner of determining the price for the broadcasting of Spots on TV Channels NOVA and for Product Placement in a Program on TV Channels NOVA issued by the Provider for the period from October 3, 2023 as amended on February 1, 2024;

“General Terms and Conditions” shall mean these General Terms and Conditions of Promotion on TV Channels NOVA and on TV Channels of Other Providers as amended on February 1, 2024;

2. Part 1 of the General Terms and Conditions – Definitions – is hereby amended so the text of the definitions “TV NOVA SPORT”, “TV NOVA SPORT 3” and “TV NOVA SPORT 4” reads newly as follows:

“TV NOVA SPORT” shall mean TV NOVA SPORT 1, TV NOVA SPORT 2, TV NOVA SPORT 3, TV NOVA SPORT 4, TV NOVA SPORT 5, TV NOVA SPORT 6, and other channels the Provider may designate as such in the future or either of these channels;

“TV NOVA SPORT 3” shall mean a television broadcast of the Nova sport 3 program in the Czech Republic operated by the Provider;

“TV NOVA SPORT 4” shall mean a television broadcast of the Nova sport 4 program in the Czech Republic operated by the Provider;

3. Part 1 of the General Terms and Conditions – Definitions – is hereby amended so the definitions “TV NOVA SPORT 1 and 2” and “TV NOVA SPORT 3 and 4” are deleted.

4. Part 1 of the General Terms and Conditions – Definitions – is hereby amended by adding the following definitions after “TV NOVA SPORT 4”:

“TV NOVA SPORT 5” shall mean a television broadcast of the Nova sport 5 program in the Czech Republic operated by the Provider;

“TV NOVA SPORT 6” shall mean a television broadcast of the Nova sport 6 program in the Czech Republic and Slovak Republic operated by the Provider;

B. Amendments to the General Terms and Conditions

5. Part 1 of the Pricing Terms and Conditions – Definitions – is hereby amended so the text of the definitions “Pricing Terms and Conditions” and “General Terms and Conditions” newly read as follows:

“Pricing Terms and Conditions” shall mean these Pricing Terms and Conditions of Promotion on TV Channels NOVA as amended on February 1, 2024;

“General Terms and Conditions” shall mean the General Terms and Conditions of Promotion on TV Channels NOVA regulating the general terms and conditions of procurement of the broadcasting of Spots on TV Channels NOVA and Product Placement in a Program on TV Channels NOVA issued by the Provider for the period from October 3, 2023 as amended on February 1, 2024;

6. Part 4 of the Pricing Terms and Conditions is hereby amended so that all references to “TV NOVA SPORT 1 and 2” in all of Part 4 (Articles 4.5, 4.6, 4.8, 4.9, 4.12, 4.13, 4.14, 4.15, 4.17, 4.18, 4.23, 4.26, 4.27) are deleted and replaced by references to “TV NOVA SPORT”.

7. Part 4 of the Pricing Terms and Conditions, Article 4.4, is hereby amended so Article 4.4 hereby newly reads as follows:

“4.4 Parts 4(A), 4(B) and 4(C) of the Pricing Terms and Conditions shall not apply for the purposes of placement of Promotion in programs specified in the relevant price list. The TV NOVA SPORT Promotion Price for such specified programs shall be

determined based on (i) TV NOVA SPORT Promotion Packages Price List, if the Promotion in such specified programs is a part of such package of Promotion, or (ii) other relevant price lists. ”

TRANSITIONAL PROVISIONS

With respect to the commencement of broadcasting of TV NOVA SPORT 5 and TV NOVA SPORT 6 from February 29, 2024, the provisions of this Amendment (and therefore the General Terms and Conditions and the Pricing Terms as amended by this Amendment) shall apply:

- a) with effect from February 1, 2024, to all Binding Orders, TV NOVA SPORT Binding Orders, Binding Sponsorship Orders,

and Specific Orders, the content of which is the placement of a Promotion on TV NOVA SPORT TV Channels during the Relevant Period or part thereof commencing on February 29, 2024; and

- b) with effect from February 29, 2024 in its entirety.

FINAL PROVISIONS

With the exception of the provisions listed above and affected by this Amendment, the other provisions of the General Terms and Conditions and the Pricing Terms and Conditions remain unchanged.