



GENERAL TERMS AND CONDITIONS OF SALE - TELEVISION 2024

1 JANUARY - 31 DECEMBER 2024
AMENDMENT OF THE 11 OCTOBER 2023
Modification of the scale of durations page 28

The L'ÉQUIPE logo is located in the bottom right corner. It consists of the word 'L'ÉQUIPE' in a bold, red, italicized sans-serif font, set against a white rectangular background. The background of the entire slide features a dark blue field on the left and a gold field on the right, separated by a diagonal line. The gold field contains a faint, abstract pattern.

NEW MARKET:

CARBON & CALCULATOR

THE SNPTV'S 8 ADVERTISING AGENCIES ARE LAUNCHING A JOINT CARBON CALCULATOR FOR TV COMMERCIALS

In June 2023, the SNPTV⁽¹⁾, supported by BL évolution, published its methodological guidelines for measuring the carbon footprint of linear TV advertising campaigns.

These guidelines summarise the latest developments in an in-depth study on the carbon footprint of TV broadcasting, which will be completed and expanded in the future.

With this initiative to develop a coordinated measuring system, by the end of 2023, these guidelines will be integrated into a calculator shared by all SNPTV member broadcasters, developed by DK⁽²⁾.

The data used for this calculator comes from market data and averaged data validated by the working group, as well as by experts such as Médiamétrie.



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A soccer match scene featuring players from Spain (red jerseys) and Germany (white jerseys) in front of a goal. The image is overlaid with a dark blue semi-transparent layer. A yellow diagonal shape is on the right side.

AMAURY MEDIA'S EDITORIAL OFFER

TELEVISION – PRINT – DIGITAL

L'ÉQUIPE

NUMBER 1 FREE SPORTS CHANNEL IN FRANCE

la chaîne **L'EQUIPE**

FOOTBALL

BALLON D'OR



2M VIEWERS
4+ ON AVERAGE
17/10/2022

RUGBY

U20 WORLD CUP



1.6M VIEWERS
4+ ON AVERAGE
14/07/2022

BIATHLON

WORLD CUP



1.4M VIEWERS
4+ ON AVERAGE
08/01/2023

FOOTBALL

SPANISH CUP



1.1M VIEWERS
4+ ON AVERAGE
02/03/2023

FOOTBALL

UEFA NATIONS LEAGUE



1M VIEWERS
4+ ON AVERAGE
18/06/2023

MOTOR RACING

24H DU MANS



800K VIEWERS
4+ ON AVERAGE
10/06/2023

6.6M

VIEWERS PER DAY

39

DIFFERENT SPORTS

+6H

OF SPORT EVENTS PER DAY

MORE THAN HALF THE AIRTIME DEVOTED
TO SPORTING EVENTS AT WEEKENDS

A RECORD SEASON ON

la chaîne **L'ÉQUIPE**

3.1 % AUDIENCE SHARE
MEN 25-49
+0.3 PT

2 % AUDIENCE SHARE
25-49
+0.2 PT

2 % AUDIENCE SHARE
AB+
+0.2 PT

1ST
SPORT-NEWS
CHANNEL

FOR PRIME TIME FROM 5.30PM
TO MIDNIGHT

2ND
SPORT-NEWS
CHANNEL

FOR OUR CORE TARGETS



3 TALK SHOWS FROM THE AUTUMN

la chaine **L'EQUIPE**



NEW **L'EQUIPE**
DE CHOC

NEW PROGRAMME
4.10 - 6.30PM
MONDAY TO FRIDAY

Every day, **France Pierron** and her team will analyse news in a **feel-good** style



BERTRAND LATOUR
Leading commentator and special correspondent for French national team football matches



JULIEN ALIANE
The programme's "Mr News"



PIERRE BOUBY
Former professional footballer and consultant

NEW SCHEDULE

L'EQUIPE
DE GREG

DEBATE
6.30 - 9PM

NEW SCHEDULE

L'EQUIPE
DU SOIR

ANALYSIS
11PM - 1AM

RECURRING RIGHTS

la chaine **L'EQUIPE**



QUALIFIERS
EUROPEAN QUALIFIERS

SPANISH SUPER CUP
SUPERCOPA DE ESPAÑA

FOOTBALL

SPANISH CUP
COPA DEL REY

BALLON D'OR
BALLON D'OR

LIGUE 2
LIGUE 2 BKT

GERMAN CUP
GERMAN CUP

INDIVIDUAL SPORTS

ATHLETICS
DIAMOND LEAGUE

MOTOR RACING
FORMULA-E

CYCLING
UCI

MOTOR RACING
24h LE MANS

JUDO
FRANCE JUDO



DOWNHILL SKIING



WINTER SPORTS

BIATHLON



FREESTYLE SKIING



TEAM SPORTS

BASKETBALL



RUGBY



VOLLEYBALL



HANDBALL



PRESTIGIOUS NEW RIGHTS

la chaine **L'EQUIPE**



FOOTBALL ITALIAN SUPER CUP

JANUARY 2024



BASKETBALL BETCLIC ELITE

SEPTEMBER 2023 TO JUNE 2024



COPPA ITALIA FOOTBALL ITALIAN CUP

AUGUST 2023 TO MAY 2024

SPORTS EVENTS IN THE FIRST HALF OF 2024

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
BIATHLON	World Cup					
		World championships				
HANDBALL	Men's French Tournament		Women's 2024 Euro Qualifiers		Men's 2025 World Cup Qualifiers	
			Men's Friendly Match	Women's Friendly Match		
FOOTBALL	Ligue 2, Italian and German Cups					
	Spanish Cup					
	Spanish & Italian Super Cups		International matches			International matches
MOTORCYCLING		Eurodupale	EWC			
MOTOR RACING			WEC			
	Formula E					
						24h LE MANS
CYCLOCROSS	WORLD CUP	World championships				
CYCLING	Tour Down Under - Saudi Tour - Bessèges - Boucles Drôme Ardèche - Gand-Wevelgem - Tour de Romandie - Région Pays De La Loire Tour - Tour of Sicily - Classic Grand Besançon - CIC Mont Ventoux - Tour of Switzerland					
BASKETBALL	Betclac Élite					
ATHLETICS		Paris Indoor Meeting & Liévin Meeting				Outdoor France Championships
		Indoor France Championships				
JUDO		Paris Grand Slam				
RUGBY		Six Nations Tournament U20				
DOWNHILL SKIING	World Cup					

DIGITAL EXTENSION OF THE CHANNEL

L'EQUIPE

 **espace TV**

ACCESSIBLE FROM THE L'EQUIPE
WEBSITE AND APPS

735 **LIVE
EVENTS**
735 SEPTEMBER 2022 - JUNE 2023



EVEN MORE SPORTS ON OUR DIGITAL CHANNELS



A PACKAGE FOR OLYMPIC
SPORTS

**OBJECTIF
PARIS**



AVAILABLE ON
THE ESPACE TV CORNER

ESPACE TV IS AVAILABLE ON THE L'ÉQUIPE WEBSITE AND APPS

la chaine **L'ÉQUIPE**

THE CHANNEL LIVE

L'ÉQUIPE live 1

FAST* CHANNEL WITH **HISTORIC SPORTS**

L'ÉQUIPE live 2

FAST* CHANNEL WITH
OLYMPIC & NEW SPORTS

JOURNAL DU
GOLF.TV

CHANNEL WITH **GOLF NEWS**



LES REPLAYS

ON DEMAND TV AND DIGITAL
PROGRAMMES

AMAURY MEDIA'S COMMERCIAL OFFERS

TELEVISION – PRINT – DIGITAL

L'ÉQUIPE

THE 3-STAR OFFER:

THE POWER OF THE L'ÉQUIPE BRAND

43.1 M

FRENCH PEOPLE ON OUR
PLATFORMS EVERY MONTH



le journal **L'ÉQUIPE**

2 SECTION BANNERS



la chaîne **L'ÉQUIPE**

70 x 20-SECOND ADVERTS



the site **L'ÉQUIPE**

BRANDING:
2 MILLION IMPRESSIONS

l'appli **L'ÉQUIPE**

INTERSTITIAL:
3 MILLION IMPRESSIONS

MULTI-DEVICE
IN-READ:
1.3 MILLION IMPRESSIONS

2 WEEKS
OF ADVERTISING

8.8 MILLION
CONTACTS WITH MEN AGED 25–49

€100,000
NET NET EXCL. VAT

FRONT ROW OFFER: AT THE BEST TIME DURING THE EVENT

THE MOST IMPACTFUL SCREEN

- Opening of the most powerful screen at the heart of the event
- Maximum one minute screen for 2 advertisers
- A maximum of one 30-second advert per advertiser

EXAMPLES

- Football: the screen shown between the anthems and the kick-off
- Cycling: the screen shown 20 minutes before the race finish
- Automobile: the screen shown just before the race (e.g.: 24H du Mans)
- Sailing: the screen shown before the start of the offshore races

SPOT BY SPOT PURCHASING

The programming of the campaign will be carried out by Amaury Media subject to availability.

Specific pricing per event: [contact Amaury Media](#).



HOUSEHOLD DECISION-MAKER OFFER

THE BEST TIMES TO REACH HOUSEHOLD DECISION-MAKERS AGED 25-49

L'ÉQUIPE VIEWER INVOLVED IN HOUSEHOLD PURCHASES:

	AFFINITY INDEX
• Looks at the ingredients	126
• Is sensitive to new products	132
• Spends more than €500/month	121
• Shops at an organic store	112
• Prefers local products	127

OFFER CONDITIONS:

- TV package optimised for the Complete 25-49 Household Decision-Maker target (most powerful screens, days of in-store traffic)
- 70 x 20-second adverts
- Reserved for the Food sector (excluding the retail sector)

OPTIMISED MEDIA PROGRAMMING ON THE WAVE:

- 60% of GRP during prime time (6:00 pm - midnight)
- 60% of GRP in preferential spaces (ABYZ)
- 60% of GRP from Wednesday to Saturday

POST-TESTING AVAILABLE ON REQUEST

2 WEEKS
OF ADVERTISING

27 GRP
FOR THE 25-49 HOUSEHOLD
DECISION-MAKER TARGET

€40,000
20-SECOND NET BASE

START & PLAY

THE BEST VISIBILITY ON THE 4 L'ÉQUIPE SCREENS



la chaîne **L'ÉQUIPE**

37M VIEWERS
PER MONTH



WEBSITE **L'ÉQUIPE** l'appli **L'ÉQUIPE**

47M VIDEOS SEEN
EVERY MONTH



40 ADVERTS
20 SECONDS PER DAY



ESPACE TV
L'ÉQUIPE WEBSITE AND APPS

PRE-ROLL AT PLAYER OPENING 500K
IMPRESSIONS

2 WEEKS
OF ADVERTISING

2.4 MILLION
CONTACTS WITH MEN 25-49

CPM €18
20-SECOND NET BASE

EXPERTISE OFFER

OVER 6 HOURS OF LIVE COVERAGE ON LA CHAINE L'ÉQUIPE



4.10 - 6.30PM



6.30 - 9PM

AFFINITY 157
AMONG MEN AGED 25-49



11PM-1AM

AFFINITY 155
AMONG MEN AGED 25-49



la chaîne **L'ÉQUIPE**

60 x 20-SECOND ADVERTS
2 ADVERTS PER PROGRAMME,
MONDAY TO FRIDAY



ESPACE TV

L'ÉQUIPE WEBSITE AND APPS

400K IMPRESSIONS
PRE-ROLL ON LIVE & REPLAY

2 WEEKS
OF ADVERTISING

2.7 MILLION

CONTACTS WITH MEN AGED 25-49

€30,000

NET NET EXCL. VAT 20-SECOND BASE

PURCHASING METHODS

CLASSIC - SPONSORSHIP

L'EQUIPE

CLASSIC PURCHASING METHODS

“SPOT BY SPOT”

"SPOT BY SPOT" purchasing allows the advertiser or their agent to build tailored advertising campaigns, by **choosing individual adverts from LA CHAÎNE L'ÉQUIPE's commercial breaks**, with no guarantee of GRP cost.

This purchasing method allows you to guarantee a number of adverts and advertising density (days and time slots) over the campaign period*.

The media schedule is the responsibility of the advertiser or its agent. Amaury Media will reserve the advertising space requested, respecting the number of adverts at $\pm 5\%$.*.

Amaury Media's revised schedule will be subject to approval by the advertiser or its agent within 48 working hours following receipt of the brief; after 48 hours, and in the event of non-validation, the advertising space will be made available to Amaury Media.

For some competitions, the sale will only be "spot by spot". (Examples: Ballon d'Or, 24h du Mans, UEFA finals and EUROLIGUE finals)



CLASSIC PURCHASING METHODS FLEX

“FLEX” is a purchasing method that allows the advertiser or its agent to buy **a volume of adverts up to 10 days before the start of the campaign.**

This method allows the advertiser or its agent to define the days and times of the campaign, without any guarantee of GRP cost.

The media scheduling of the “FLEX” campaigns will be entrusted to Amaury Media subject to schedule availability.



Any reservation using the traditional “FLEX” method must be made directly to Amaury Media (via the regular sales contact or planning.tv@amaurymedia.fr). It will be subject to approval from the advertising network and the cost will be negotiated separately. FLEX purchases exclude all other discounts and/or allowances provided for in these General Terms and Conditions of Sale. This method can be combined with another conventional purchase method, each being the subject of a separate insert order. Sales generated by this purchasing method are included in the Gross Paying Revenue used to calculate discounts.
* Subject to availability, schedule and price changes.

CLASSIC PURCHASING METHODS

GUARANTEED NET GRP

"GUARANTEED NET GRP COST" purchasing allows advertisers or their agents to control the GRP cost of their target in a qualitative context, sports.

Campaign scheduling is carried out by Amaury Media based on the advertiser's or agent's brief.

Purchasing at "GUARANTEED NET GRP COST" is subject to the pricing and commercial terms and conditions defined on page 23.

All three purchase methods (Guaranteed net GRP cost, spot by spot and Flex) can be combined for the same campaign, and will be the subject of three separate insertion orders.



CLASSIC PURCHASING METHODS

GUARANTEED NET GRP COST

20 ELIGIBLE MIXED AND MALE TARGETS INCLUDING THE HOUSEHOLD DECISION-MAKER TARGETS

All 25-49	All 35-49	Men 35-49
All 25- 49 Household Decision-Maker	All 35-59	Men 35-59
Men 25-49 Household Decision-Maker	Men 15-34	Men > 50
All 25-34	Men 25-34	IAB+
All 15-49	Men 15-49	AB+ Men 25-49
All 15-59	Men 25-49	Household Decision-Maker -60
All 25-59	Men 25-59	

MINIMUM €30,000 NET NET EXCL. VAT (BASED ON 30 SECONDS) OVER A MINIMUM OF 14 CONSECUTIVE DAYS OF ADVERTISING

50% MAXIMUM DENSITY BETWEEN 5.30 PM AND MIDNIGHT

Without programme context constraints.

THE PROGRAMMING OF YOUR CAMPAIGN WILL BE DONE BY AMAURY MEDIA

The 30-second base GRP cost is defined jointly between the advertiser or its agent and Amaury Media.

THE REFERENCE FOR THE CALCULATION OF GUARANTEED NET GRP COSTS

This is the bimonthly media planning file from Médiamétrie. The GRP net cost will be applicable at the time of scheduling according to the SNPTV calendar available on page 27.



The "GUARANTEED GRP COST" purchase is open to all advertisers (except advertisers subject to time restrictions or prohibited sectors). The brief must be sent to Amaury Media 4 weeks before the start of the campaign. Purchase at "GUARANTEED GRP COST" cannot be combined with any other Amaury Media offer and does not include any other discounts and/or reductions provided for in the 2024 T&Cs.
The 30-second base GRP Cost will be guaranteed based on the bimonthly audience applicable at the time of programming according to the SNPTV schedule (page 27) with a tolerance of -2% to +2%.

THE SPONSORSHIP PURCHASE METHOD

SPONSORSHIP OF LA CHAÎNE L'EQUIPE PROGRAMMES AND EVENTS

Special pricing applies to these sponsorship operations.

- 2/3 partners depending on the offer.
- 6 or 8-second billboards at the start, during breaks and at the end of each programme depending on the event or programme.
- 6 or 8 seconds in programme trailers depending on the event or programme.
- On certain live sports broadcasts: possible 5" logo inserts.
- Digital: 6 or 8-second pre-roll at the start, during breaks and at the end of the replays of each programme depending on the event or programme.

[Contact Amaury Media.](#)

OUR NEW PRODUCTS FOR THE 2023-2024 SEASON



THE SPONSORSHIP PURCHASE METHOD

SHORT PROGRAMME

SPONSORSHIP OF SHORT PROGRAMMES

A short programme of 50 seconds, 6-seconds billboard before and after the credits of each short programme.

Special pricing applies to these sponsorship operations.

Another short programme: [Contact Amaury Media.](#)



Minimum of 10 shorts
Introduction to the categories, teams and runners.



The best images of the national and international Olympic sports competitions taking place before the summer.



Portraits of the nominees in all categories
ahead of the announcement of the Ballon d'Or winners in autumn 2024.



PRICING CONDITIONS

L'ÉQUIPE

PRICING AND AUDIENCE MEASUREMENTS

LA CHAINE L'ÉQUIPE's price list is available on the Amaury Media website www.amaurymedia.fr.

The rates are expressed gross before VAT for 30 seconds and may be reviewed during the year.

The reference for LA CHAINE L'ÉQUIPE GRP calculations will be Médiamétrie's bimonthly mediaplanning file applicable at the time of the scheduling according to the SNPTV calendar here.

Advertising campaigns programmed in a standard space on LA CHAINE L'ÉQUIPE may not be subject to requests for compensation calculated on the basis of daily audience results.

Over the period of application of audiences from 1st January to 31st January 2024, the GRPs calculated over the period September - October 2023 will be on a France-wide basis.

Over the period of application of audiences from 1st February to 31st March 2024, the GRPs calculated over the period November - December 2023 will be on a France-wide basis.

TWO-MONTH REFERENCE PERIOD FOR GRP CALCULATIONS	AUDIENCE APPLICATION SCHEDULE
September - October 2023	1 st December 2023 - 31 January 2024
November - December 2023	1 st February 2024 - 31 March 2024
January - February 2024	1 st April 2024 - 31 May 2024
March - April 2024	1 st June 2024 - 31 August 2024
May - June 2024	1 st September 2024 - 30 November 2024

SCALE OF DURATIONS

The prices published in the commercial break tables are expressed according to a 30-second base.

To determine the rate for the format, the index corresponding to the duration of the advert should be applied to the gross rate based on 30 seconds, according to the scale below. The minimum accepted format is 3 seconds. For any format longer than 60 seconds, contact Amaury Media.

Duration in seconds	Indices	Duration in seconds	Indices	Duration in seconds	Indices	Duration in seconds	Indices	Duration in seconds	Indices	Duration in seconds	Indices
3"	35	13"	74	23"	95	33"	131	43"	187	53"	232
4"	39	14"	77	24"	96	34"	140	44"	191	54"	240
5"	43	15"	81	25"	97	35"	145	45"	196	55"	248
6"	49	16"	82	26"	98	36"	150	46"	200	56"	251
7"	54	17"	87	27"	98	37"	155	47"	203	57"	256
8"	57	18"	89	28"	99	38"	160	48"	207	58"	264
9"	59	19"	90	29"	99	39"	167	49"	210	59"	273
10"	62	20"	93	30"	100	40"	173	50"	221	60"	279
11"	65	21"	94	31"	121	41"	178	51"	225		
12"	69	22"	94	32"	125	42"	183	52"	227		

PRICING MODULATION

1/ PREFERENTIAL POSITIONS

A surcharge is applied to messages with guaranteed positions:

- **EP A/Z**
First or last position **+25%**
- **EP A/B/Y/Z**
First or second or penultimate or last position **+20%**
- **EP A/B/C/X/Y/Z**
First or second or third or third last or penultimate or last position **+15%**

The position is not guaranteed individually: the advert may be randomly broadcast according to airing constraints. A post-broadcast report will be sent on request by Amaury Media, to check the actual broadcast positions of the adverts.

2/ PRESENCE OR MENTION OF MULTIPLE BRANDS AND/OR MULTIPLE PRODUCTS

A surcharge is applied for any standard campaign or sponsorship:

- for a presence or mention in the same message of one or more products of the same advertiser **+20%**
- for a second sector code or more **+15%**
- for a presence or mention in the same message of brands, products, or logos of other advertisers:
 - of which the duration is between 3 and 10 seconds **+30%**
 - of which the duration is more than 10 seconds **+40%**

3/ SPECIAL OPERATIONS OR SCREEN BRANDING

+30%

Special Operations or Screen Branding must be approved by Amaury Media in advance.

4/ SECTOR EXCLUSIVITY

+50%

A surcharge is applied for any campaign for which the advertiser wishes to have Sector Exclusivity on one or more commercial breaks. Requests for sector exclusivity are subject to acceptance by Amaury Media.

PRICE REDUCTIONS

1/ COLLECTIVE CAMPAIGNS -25%

A "Collective" advertising campaign is a campaign for a professional body, a non-profit, or a collective brand, excluding advertising for commercial brands. A request for prior approval must be submitted to Amaury Media, which checks whether it meets the criteria for "Collective Advertising".

2/ GOVERNMENT AND PUBLIC INTEREST CAMPAIGNS - 40%

Campaigns that have been approved by the Government Information Service benefit from this reduction. The advertisers concerned must send the Government Information Service approval to the following address: adv-sports@amaurymedia.fr

3/ SPONSORSHIP CAMPAIGNS - 40%

In order to benefit from the Sponsorship reduction, the Advertiser and Amaury Media must sign an agreement before the start of the campaign. This agreement is available on request at the following address: adv-sports@amaurymedia.fr

4/ SPORTS PARTNER CAMPAIGNS - 40%

A "Sport Partner" campaign is a campaign corresponding to the following TV nomenclature sector codes: Sports clubs and charities (20050101) - Sports equipment (32030101). Partner advertisers of sporting events are eligible for this reduction only for their campaigns promoting sports. A request for prior approval must be submitted to Amaury Media, which checks whether it meets the criteria for "Sport Partner Campaigns".

5/ CINEMA CAMPAIGNS

A "CINEMA" campaign is a campaign corresponding to the following TV nomenclature sector codes: Cinema films, excluding children's animation films, without guarantee of exclusivity (33010603) / Children's animation films, without guarantee of exclusivity (33010604). This campaign has an overall rate of defined below according to the film's budget:

FILM BUDGET > OR = €7M = - **65%**,

FILM BUDGET < €7M = - **70%**

The above price reductions (1 to 5) apply to the "Gross Revenue plus or minus price modulations" and cannot be combined.
Price reductions 1 to 5 are net of all other discounts except for the "Reference Discount" and the "Agent Discount".

COMMERCIAL CONDITIONS

CLASSIC - SPONSORSHIP

L'EQUIPE

CLASSIC COMMERCIAL CONDITIONS

A- VOLUME DISCOUNT

Any advertiser present on LA CHAINE L'ÉQUIPE in 2024 is eligible for the "Volume Discount" below for a minimum "Gross Revenue plus or minus price modulations" amount of €170,000 (excluding free items, exchanges, and price reductions). This discount applies from the 1st euro invested from 1st January to 31st December 2024, on invoice and based on various thresholds, or is subject to an adjustment credit note.

Amount of "Gross Revenue plus or minus price modulations" for LA CHAINE L'ÉQUIPE	Discount rate applicable on "Gross Revenue plus or minus price modulations"	Amount of "Gross Revenue plus or minus price modulations" for LA CHAINE L'ÉQUIPE	Discount rate applicable on "Gross Revenue plus or minus price modulations"
€170,000	-4%	€1,880,000	-14%
€350,000	-6%	€2,160,000	-15%
€520,000	-8%	€2,800,000	-16%
€650,000	-10%	€3,380,000	-17%
€770,000	-11%	€4,040,000	-18%
€1,170,000	-12%	€4,840,000	-19%
€1,500,000	-13%	€5,470,000	-20%

B - REFERENCE DISCOUNT -15%

Any advertiser present on LA CHAINE L'ÉQUIPE in 2024 qualifies for the "Reference Discount". This discount applies to the Net amount after deduction of discounts and after application of the "Agent Discount".

C - AGENT DISCOUNT -3%

Any advertiser present on LA CHAINE L'ÉQUIPE in 2024 having entrusted the purchase of its advertising spaces to an agent holding at least one mandate, qualifies for this "Agent Discount". It applies to the Net amount after application of the "Reference Discount".

SPONSORSHIP COMMERCIAL CONDITIONS

A - REFERENCE DISCOUNT -15%

Any advertiser present on LA CHAÎNE L'ÉQUIPE in 2024 qualifies for the "Reference Discount".

This discount applies to the Net amount after deduction of discounts and before deduction of the "Agent Discount".

B - AGENT DISCOUNT -3%

Any advertiser present on LA CHAÎNE L'ÉQUIPE in 2024 having entrusted the purchase of its advertising spaces to an agent holding at least one mandate, qualifies for this "Agent Discount". It applies to the Net amount after application of the "Reference Discount".



TURNOVER SUCCESSION

la chaine **L'ÉQUIPE**

GROSS PRICE

(after application of the format index on the 30-second gross price)

Modulations

Preferential spaces

Presence or mention of multiple brands and/or multiple products

Special operations or screen branding, Sector exclusivity

Modulations are applied in cascade

GROSS PAYING PRICE

Reductions

Collective Campaigns - Governmental and General Interest Campaigns -

Sponsorship Campaigns - Sports Partner Campaigns - Cinema Campaigns

Reductions cannot be combined

Volume discount

NET PRICE BEFORE REFERENCE DISCOUNT

Reference Discount

NET PRICE AFTER REFERENCE DISCOUNT

Agent Discount

NET NET PRICE



GENERAL TERMS AND CONDITIONS OF SALE

L'ÉQUIPE

GENERAL TERMS AND CONDITIONS OF SALE

The Commercial and Pricing Conditions and these General Terms and Conditions of sale are applicable to any advertising order received by Amaury Media to be broadcast on LA CHAINE L'ÉQUIPE (owned by the Amaury Group) on or after 1st January 2024. The LA CHAINE L'ÉQUIPE's advertising spaces are marketed by Amaury Media, the exclusive advertising service provider of LA CHAINE L'ÉQUIPE.

Any advertising order subscription implies for the advertiser and its agent the unconditional acceptance of the following Commercial Conditions and General Conditions of Sale for 2024 and the practices governing advertising and audiovisual communication.

Amaury Media is a simplified joint-stock company (*société par action simplifiée*) with a share capital of 3,000,000 Euros of which the registered office is at 40- 42 Quai du Point du Jour- 92 100 Boulogne-Billancourt, registered in the Nanterre Trade and Companies Register under number 824 295 091, represented by Mr. Kevin BENHARRATS in his capacity as Managing Director.

1- GENERAL PROVISIONS

1. - DEFINITIONS

"Advertiser" means any person or entity that purchases or has purchased advertising space from Amaury Media.

"T&Cs" refers to General Terms and Conditions of Sale.

"Client" refers to an Advertiser or an Agent.

"Personal Data" means any information relating to a Person Concerned.

"Person concerned" means any natural person who can be identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, economic or social identity.

"Advertising Space" means any space reserved for advertising on LA CHAINE L'ÉQUIPE.

"Agent" means any legal entity or natural person acting on behalf of an Advertiser under a written agency agreement for the purchase of advertising space. For all of these General Terms and Conditions of Sale, only a legal entity registered in the Trade and Companies Register with an activity code of 744B or 741G may be considered as an Agent.

"Advertising" or "Advertising Message" means any message inserted within an Advertising Space with a view to promoting, directly or indirectly, the supply of goods and/or services, including those presented under their

GENERAL TERMS AND CONDITIONS OF SALE

generic name or which ensure the promotion of a company, private or public, commercial or not and also applies to non-advertising messages of general interest broadcast as part of charity campaigns or government information campaigns.

"Media" refers to all publications that are printed and/or accessible on television or digital media (fixed and/or mobile internet, tablet, applications) in which advertising will be broadcast and for which Amaury Media is the advertising service provider. The list of media is available at the website

www.amaurymedia.fr.

1.2 – ADVERTISER AND AGENT

An Advertiser may purchase its advertising space either directly from Amaury Media or in writing through a duly authorised Agent (branch or central office).

Companies entered in the trade and companies register, non-profit organisations, administrations, and public and semi-public institutions advertising their brands, trade names, services, or products are considered Advertisers.

In order to be considered as belonging to a group of companies comprising several Advertisers, an Advertiser must expressly meet the following cumulative criteria:

- The majority of its capital is held by the parent company, with all the Advertisers identifying with this group meeting the same criterion,
- They must justify within the group a unique identity performing media purchasing functions,
- The consolidation must be effective as of January 1st, 2024.

Agents acting in the name and on behalf of Advertisers must provide proof of their status by submitting proof of mandate to Amaury Media.

They undertake to inform Amaury Media of the terms of the agency agreement likely to have an effect on the performance of Amaury Media's services (duration, scope, media, products, etc. of the mandate).

Amaury Media recommends that the agent certificate be uploaded using the **mymandat.edipub.org** platform, a collaborative platform for the management of secure, multi-media agent certificates implemented by EDIPub.

If the mandate is modified or terminated during the year, the Advertiser shall inform Amaury Media by registered letter with acknowledgement of receipt and shall remain bound by the commitments made by its Agent.

GENERAL TERMS AND CONDITIONS OF SALE

1.3 - APPLICATION OF THE GENERAL TERMS AND CONDITIONS OF SALE

These General Terms and Conditions of Sale (T&Cs) define the terms and conditions of sale by Amaury Media to the Advertiser and its Agent, if any, for the purchase of advertising space on LA CHAINE L'EQUIPE.

Any subscription to an advertising order implies full acceptance of the rates and these T&Cs. The contract between the Advertiser, its Agent, if any, and Amaury Media consists of these T&Cs, the advertising order, the technical specifications and any special conditions attached to specific offers, as well as the rates, which form an indissociable and indivisible whole.

Any provision of the advertising order and/or of the special terms and conditions which contradict these T&Cs will prevail over these general terms and conditions of sale. In the event of a contradiction between these general terms and conditions of sale and the general terms and conditions of purchase of the Advertiser and its Agent, if any, these terms and conditions will prevail, notwithstanding any clause to the contrary, which the Advertiser and its Agent, if any, expressly acknowledge and accept.

Amaury Media reserves the right to modify at any time its commercial conditions, its gross prices excluding VAT (30-second base) and its General Terms and

Conditions of Sale, in particular in order to comply with changes in legislation, subject to informing Advertisers or their Agents fourteen (14) working days before the effective date. Such modifications shall be posted on the website at www.amaurymedia.fr

Sales are made directly to the Advertiser or through its Agent under an agency contract. The obligations entered into by Amaury Media on the occasion of an advertising order can only be entered into with respect to an Advertiser. As a result, Amaury Media cannot be bound by any obligation of any kind whatsoever to an Agent.

2- PURCHASING SPACE METHODS

1. - RESERVATION AND CONFIRMATION

Amaury Media recommends purchasing advertising space by Electronic Data Interchange, in accordance with the standard defined by the EDI Publicité association.

The advertiser and/or its agent will purchase advertising space by electronic message according to the procedures defined in an agreement for electronic data interchange between Amaury Media and the advertiser and/or agent.

GENERAL TERMS AND CONDITIONS OF SALE

Any request to reserve advertising space must be submitted via Pop Corn or sent by the advertiser and/or agent to Amaury Media's scheduling department by email to the following address: planning.tv@amaurymedia.fr.

Any request for the purchase of Advertising Space that is not made by email must specify:

- the start and end dates of the campaign broadcast period,
- the channel,
- the exact product to which the reservation relates,
- the sector code in the product nomenclature in force at the time of broadcast, available at <https://www.snptv.org/boite-a-outils/nomenclature/>.

This request must be sent at least four (4) weeks before the date of the first campaign broadcast.

This booking will result in Amaury Media sending an advertising order. This is a document signed by Amaury Media and sent to the Advertiser (or its Agent) in response to the Advertiser's initial request to reserve advertising space, and taking into account the availability of Amaury Media's schedule.

Confirmation of the advertising order must be returned to Amaury Media duly countersigned by the Advertiser or its Agent within eight (8)

working days prior to the first scheduled broadcast date. The advertising order must also bear the words "signed and agreed". This "valid for approval" indication must be authenticated by affixing the stamp of the advertiser or its agent or be consistent with electronic mail standards.

If an Agent exists, acceptance of the order confirmation by Amaury Media will be subject to prior communication by the Agent either of the agency agreement binding it to the Advertiser, or of the Agent's accreditation letter mentioning the existence of this agency agreement and the invoicing and payment conditions set forth therein.

Amaury Media recommends that the agent certificate be uploaded using the **mymandat.edipub.org** platform, a collaborative platform for the management of secure, multi-media agent certificates implemented by EDIPub. The agency agreement, as well as the letter of accreditation, will be deemed to remain in effect until the Advertiser notifies Amaury Media in writing of their termination. Otherwise, the order may not be recorded and will not be taken into account by Amaury Media.

Screen titles and codes on advertising orders are provided for information purposes only. In addition, unless an agreement to the contrary has been specifically concluded between Amaury Media and the Advertiser or its Agent, Amaury Media's obligation relates solely to the broadcasting of advertising messages in a given programme slot,

GENERAL TERMS AND CONDITIONS OF SALE

between the campaign start and end dates communicated by the Advertiser or his Agent, and included in the advertising order, subject to availability. It is thus agreed that the campaign broadcast schedule, established by Amaury Media in consideration of the broadcast start and end dates desired by the advertiser or its date, is communicated only for information purposes. Amaury Media reserves the right to modify this broadcast schedule in whole or in part without any possible claims or challenges by the advertiser or its agent being possible. This possibility will be available to Amaury Media until the broadcast date of each campaign message.

The absence of confirmation of an advertising order automatically makes the booked space available which may then be assigned to another Advertiser.

2.2 - MODIFICATION AND CANCELLATION CONDITIONS

The advertisement order is personal to the Advertiser and associated with a product or service, a brand, or a trade name. It may not be modified without Amaury Media's authorisation and may not be transferred to a third party in any way by the Advertiser or the Agent.

Any adjustment to the programming of adverts is possible until twelve (12) days before broadcast, subject to availability.

Any campaign cancellation or format changes equivalent to a cancellation of one or more messages for a given product must be notified to Amaury Media in writing no later than thirty-one (31) calendar days before the broadcast date for the message(s) concerned.

If this notice period is not respected, the following penalties will be applied:

- between thirty-one (31) days and fourteen (14) days before the first broadcast: 50% of the net cancelled amount
- at less than fourteen (14) days before the first broadcast: 100% of the net cancelled amount.

It is expressly agreed that for any request for cancellation of a scheduled broadcast sent to Amaury Media **before 6pm** on the day, the effective cancellation of the advertising messages will be made on Day +2 (working days).

For any request for cancellation of a programme sent to Amaury Media **from 6pm onwards** on the day, the effective cancellation of the advertising messages will be made on Day +3 (working days).

Advertising messages broadcast during this period will be payable by the Advertiser.

The cancelled advertising space will then be released to Amaury Media.

GENERAL TERMS AND CONDITIONS OF SALE

In no case may advertising campaigns scheduled on LA CHAINE L'ÉQUIPE be the subject of demands for compensation calculated on the basis of audience results published after programming (bimonthly media plan files).

2.3 - RESERVES - FORCE MAJEURE

Any interruption of operation or any incident on the signal resulting in a loss of technical coverage may give rise to compensation for the advertiser, calculated based on the average lost audience.

Amaury Media will be released from its obligation to broadcast the Advertiser's ads as a result of the occurrence of any act of God or force majeure event, or circumstances having an external cause beyond the control of Amaury Media or the editor of LA CHAINE L'EQUIPE.

For the application of this clause, the following shall be considered as force majeure events: war, riot, strike, the fortuitous requirement of current events, destruction of equipment without it being possible for the persons who have it in their custody to avoid such destruction, stoppage of means of communication, requisitions or public order provisions restricting the subject of the contract or free movement, failure in representation of elements due to a malfunction

or congestion of the Internet network as well as a malfunction of the advertising distribution server, as well as the cases retained by the usual case law of the French courts in the matter.

Under those circumstances, Amaury Media and LA CHAINE L'EQUIPE will be released from any liability, and no delay or failure to broadcast the advertising will entitle to the cancellation of the order by the Advertiser or entitle to any compensation whatsoever.

However, by way of compensation, Amaury Media may, at its discretion, offer the Advertiser an extension of the duration of the broadcast of the advertisement for the duration of the delay caused by such circumstances, or negotiate in good faith with the Advertiser and/or its agent.

However, completed broadcasts shall be invoiced by Amaury Media.

2.4 - CONFIDENTIALITY

Amaury Media, LA CHAINE L'ÉQUIPE and the Customer (Advertiser and/or its Agent) agree that the conditions negotiated and the technical, financial, legal or commercial information and documents exchanged with a view to the signing or execution of the Advertising Order are strictly confidential, and undertake to keep them confidential vis-à-vis third parties.

GENERAL TERMS AND CONDITIONS OF SALE

3- PROCEDURES FOR DELIVERY OF FILMS AND TECHNICAL SPECIFICATIONS

1. - DELIVERY

Advertising films must be delivered in an electronic format.

Each advertising film delivered to Amaury Media must have a unique identifier for all market players: Ad ID. This means that it is not possible to deliver two different advertising films with a single Ad ID.

The advertiser is urged to contact one of the Amaury Media's 2 partner companies providing this delivery service for information on the technical details:

Adstream France: <https://extremereach.com>

Email: fr.traffic@extremereach.com

Phone: +33 (0)1 80 03 12 40

PEACH: <https://www.peach.me/fr-fr/>

Email: support.fr@peach.me

Phone: +33 (0)1 49 49 99 70

VIDEO CAMPAIGN: LA CHAINE L'ÉQUIPE + L'ÉQUIPE.FR

As part of a LA CHAINE L'ÉQUIPE + L'Équipe.fr video campaign,

digital delivery can be provided at the same time as TV delivery via PEACH:

<https://www.peach.me/fr-fr/>

Email: support.fr@peach.me

Phone: +33 (0)1 49 49 99 70

For unsynchronised delivery, the advertiser must deliver all the technical elements to the digital teams in accordance with the specifications: <https://amaurymedia.fr/tarifs-cgv-documents-techniques.html>

3.2 - DELIVERY LEAD TIMES AND BROADCASTING INSTRUCTIONS

Since 1st January 2020, all instructions for the broadcasting of advertising messages, namely:

- the delivery date of the advertising elements in electronic format,
- confirmation of the advertising film(s) to be broadcast,
- the rotation plan,

must be uploaded to MyDiffTV (www.mydiff.tv), the platform dedicated to the service for subscribing advertisers, no later than ten (10) calendar days before the first broadcast date of the advertising messages concerned.

Any other means of sending broadcasting instructions will no longer be taken into account by Amaury Media.

GENERAL TERMS AND CONDITIONS OF SALE

Technical elements must be received no later than four (4) business days prior to the scheduled first broadcast date.

In the event of non-compliance with these deadlines or non-compliance with the planned characteristics (quality, duration, etc.), Amaury Media cannot guarantee the initially planned broadcast date and reserves the right not to broadcast the message, it being understood that the Advertiser or its Agent cannot claim any indemnity or compensation of any nature whatsoever as a result. The full price of the messages will be due by the Advertiser or its Agent, whether or not they have been broadcast.

In parallel with sending the film, a broadcast confirmation must be sent by email to the broadcast department: diffusion.tv@amaurymedia.fr.

This confirmation email must specify:

- film title (with the associated Pub ID),
- duration,
- version,
- the channel in question,
- broadcast schedule,
- possible rotation plan in the case of alternating films.

The broadcast confirmation is mandatory even if there is only one film.

Amaury Media cannot be held liable for broadcasting errors without this written and complete confirmation.

3.3 - TECHNICAL SPECIFICATIONS FOR LA CHAINE L'EQUIPE

The standard image format is 16:9 HD.

Technical specifications for HD files

File formats: DVC PRO 100 HD or XDCAM INTRA HD 50 or Apple ProRes 422. Image format: 1920X1080. Compliant with SMPTE 274M, 1080/50i.

No other format is accepted.

Audio: Stereo (Left channel on track 1 and right channel on track 2) or mono (see audio signal compliance below).

6 black images at the beginning of each spot.

The program starts at 10:00:00:00 and runs without time code interruption without ever exceeding 24:00:00 (or TC IN also accepted: 00:00:00:00, 01:00:00:00 or 10:00:00:00).

GENERAL TERMS AND CONDITIONS OF SALE

Material eXchange container. Format (.mxf extension) or Quick Time (.mov extension). No other container is accepted.

In the event of non-compliance with the technical specifications provided (quality, duration, etc.), Amaury Media cannot guarantee the date of broadcasting initially planned and reserves the right not to broadcast the message, it being understood that the Advertiser or its Agent may not claim any indemnity or compensation of any kind whatsoever as a result. The full price of the messages will be due by the Advertiser or its Agent, whether or not they have been broadcast.

HD films with closed captioning for the hearing impaired:

The subtitling files must be delivered in the closed EBU STL (or UER) N19-2002 format and comply with the charter for subtitling for the deaf and hearing impaired.

Subtitle files must be delivered separately.

The exit time code of the last program subtitle will be set no later than 3 seconds before the last useful program image to prevent this last subtitle from freezing on the next program.

The minimum subtitle length is 19 frames. More generally, the subtitle duration should be adjusted according to the phrasing. The minimum distance between 2 subtitles is 5 frames.

For any broadcast on air, “sourds et malentendants” [deaf and hearing impaired] must be indicated on the rotation plan.

Amaury Media cannot be held liable for broadcasting errors if this indication is not respected.

Note on signal compliance

Audio and video levels must comply with the broadcasting technical specifications:

- peak luminance values must not exceed: 700 mv (5% tolerance),
- the nominal modulation level must never exceed 18dbFS (reading on a Full Scale digital peak meter),
- the loudness level must comply with applicable regulations, which set the level at 23 lufs,
- for a mono soundtrack, the signal must be identical on tracks 1 and 2 and without any phase shift,
- tracks 3 and 4 are copies of tracks 1 and 2. Tracks 3 and 4 cannot remain blank:
 - Audio track 1 copied to audio track 3,
 - Audio track 2 copied to audio track 4.

GENERAL CONDITIONS OF SALE

4. - PRESERVATION AND CLIPS

Amaury Media will keep the material elements of the advertising messages in the form of electronic files for a period of one (1) year after the first broadcast.

After this period, these elements will be destroyed, unless the advertiser has previously requested otherwise. Furthermore, the subscription of an advertising order shall give Amaury Media, in relation to the messages covered by it, the right to reproduce, represent, and produce the clip or a copy of these messages for their communication, for professional information, to advertisers and agencies according to the processes and practices in this field.

Any questions regarding the Procedures, Deadlines, and Technical Conditions of Broadcast of LA CHAINE L'ÉQUIPE for sponsorship should be directed to the broadcast department: diffusion.tv@amaurymedia.fr.

5. - ADVERTISING MESSAGE CONTENT

All advertising films must comply with technical recommendation CST - RT - 017 – v3.0, the values imposed by the CSA, pursuant to decision n° 2011-29, must comply with applicable French laws and regulations, and must receive a favourable opinion from the ARPP (French professional advertising regulatory authority).

The Advertiser will ensure the legality of advertisements and respect for public order and good morals.

Advertising messages are written in French with, if necessary, a translation, in application of the law no. 94-665 of August 4, 1994.

Any advertising message must be clearly presented as an advertisement and identify the Advertiser.

The Advertiser guarantees that it is the owner of all the intellectual and industrial property rights allowing the dissemination of the advertisements, as well as the rights relating to personality, for the complete legal period of intellectual and industrial property rights, in terms of number of representations and reproductions.

The texts and advertisements appear under the sole responsibility of the Advertiser and its Agent. As a result, they jointly and severally guarantee Amaury Media against any action arising from the content of the advertising message broadcast on the media marketed by Amaury Media, its presentation, and generally, the execution of the advertising order.

Failure to comply with this regulation or LA CHAINE L'ÉQUIPE's technical specifications will constitute a reason for the rejection of the film.

GENERAL CONDITIONS OF SALE

Choice of Advertisement and Advertiser: Amaury Media reserves the right to refuse any advertising that it considers contrary to its moral and material interests, to the law or to the recommendations of the ARPP as well as those of the LA CHAINE L'EQUIPE publisher, to the LA CHAINE L'EQUIPE editorial line, or any advertising likely to undermine public order, or to offend the moral, religious, cultural and political beliefs of LA CHAINE L'EQUIPE viewers, with no obligation to justify the reasons.

Amaury Media and the publisher of LA CHAINE L'EQUIPE reserve the right to refuse any advertising that directly or indirectly mentions LA CHAINE L'EQUIPE competitors or any message that includes replays or elements of a broadcast or a program of which the rights are owned by a competitor of LA CHAINE L'EQUIPE.

The publisher of LA CHAINE L'EQUIPE and/or Amaury Media shall not be held liable in the event of a refusal to comply with this article.

Case of comparative advertisements: Advertisers who wish to broadcast a comparative advertisement on LA CHAINE L'EQUIPE must inform Amaury Media in advance in order to allow it to verify that no competing brand mentioned in the comparative advertising is present on LA CHAINE L'EQUIPE. Otherwise, Amaury Media reserves the right to refuse to broadcast the comparative advertisement.

The publisher of LA CHAINE L'EQUIPE and/or Amaury Media shall not be held liable in the event of a refusal to comply with this article.

The Advertiser authorises Amaury Media for the purposes of its own communication to use free of charge and/or to reproduce, in whole or in part, the advertising campaign, which is the subject of the contract, in all its promotional documents distributed in France or abroad, in any form and on any medium whatsoever throughout the duration of the commercial relationship.

The trademarks, which are the property of Amaury Media or the publisher of LA CHAINE L'EQUIPE, may not be used in advertising or in any other manner without the prior written permission of Amaury Media.

Amaury Media reserves the right to refuse any advertising order from an Advertiser at risk of insolvency.

Amaury Media also reserves the right to refuse any new order from a Customer who, at the time of placing the new advertising order, is in arrears with payment campaigns already broadcast on Media marketed by Amaury Media.

GENERAL CONDITIONS OF SALE

3.6 - GUARANTEE

The Advertiser, its Agent, or its advertising agent shall be responsible beforehand for any authorisation of any right holder (authors, producers, designers, directors, publishers, artists) and in general any authorisation from any natural personal or legal entity likely to assert its rights, possibly necessary for the reproduction and broadcast of the advertising messages and musical accompaniment and will protect the Amaury Media and the publisher of LA CHAINE L'ÉQUIPE in this regard.

The advertiser, its agent, or its advertising agent will also be responsible for any claim or action brought by any natural personal or legal entity claiming to have been harmed by the broadcast of advertising messages, in any capacity whatsoever, or claiming to have a right to be asserted in connection with the broadcast of advertising messages by LA CHAINE L'ÉQUIPE.

The Advertiser, its Representative or its advertising agent undertake to comply with applicable legislation, and guarantee Amaury Media and the publisher of LA CHAINE L'ÉQUIPE in the event of any breach thereof.

These provisions are valid for any type of creation broadcast on the Media marketed by Amaury Media, including LA CHAINE L'ÉQUIPE.

These provisions shall be valid for any creation broadcast in the context of a standard campaign and for any creation broadcast in the context of a sponsorship operation.

3.7 - AMAURY MEDIA BROADCAST COMMITMENT

Amaury Media's commitment relates solely to the broadcasting of the advertising messages provided for in the Advertising Order, to the exclusion of any commitment as to the day and times of broadcasting.

For the sector codes specified in the SNPTV sector code nomenclature (available at <https://www.snptv.org/boite-a-outils/nomenclature/>), Amaury Media reserves the right to broadcast, within the same advertising screen, advertising messages promoting products or services with an identical sector code.

Amaury Media does not guarantee the success or results of the Advertiser's advertising campaign, and cannot be held liable for any damage suffered by the Advertiser in the context of its campaign on LA CHAINE L'ÉQUIPE.

All advertising messages are therefore broadcast under the sole responsibility of the Advertiser.

GENERAL CONDITIONS OF SALE

4– CONDITIONS SPECIFIC TO SPONSORSHIP

1. - GENERAL FRAMEWORK

Subscription of a sponsorship operation implies acceptance by an advertiser or its agent of the following general terms conditions of sale and compliance with the laws and regulations relating to sponsorship.

Sponsorship is regulated in particular by the provisions of Decree 92–280 of 27 March 1992.

Amaury Media reserves the right to refuse any sponsor or sponsorship that is not consistent with the image or editorial policy of LA CHAÎNE L'ÉQUIPE. Sponsorship operations may be agreed upon directly by the advertiser or through an Agent who has previously produced proof of mandate to Amaury Media.

Amaury Media recommends that the agent certificate be uploaded using the **mymandat.edipub.org** platform, a collaborative platform for the management of secure, multi-media agent certificates implemented by EDIPub.

2. - OPTIONING

An advertiser or its agent wishing to sponsor one or more programs may, if they wish to do so, pose an option by sending an option request by email indicating the name

of the programme, the name of the sponsor and its brand, the start and end dates of the operation, and the financial budget.

It is possible to reserve an option up to eight (8) weeks before the start of a programme. Once this period has elapsed, the option can no longer be exercised.

Any option via an agent will only be valid on receipt of the agent certificate. The minimum duration of an operation giving a right to optioning is eight (8) weeks. Amaury Media reserves the right not to open certain programs to optioning. The option rank will be determined by the sending date of the email.

The option validity period is two (2) weeks from the date the option request was sent. If there is no confirmation by the end of this date, the option shall become null and void.

If, during an option period, a third-party advertiser commits to the firm purchase of the optioned program(s) over a longer period of action than the advertiser having an option, the advertiser will have 48 hours to confirm the purchase of the program(s) on which it placed an option.

In the absence of a purchase confirmation by the advertiser or its agent having the option within the allotted time, the option becomes null and void.

GENERAL CONDITIONS OF SALE

3. - CONFIRMATION OF THE OPERATION

In order to be valid, any operation confirmation must be sent by email indicating the program, the dates, and the budget.

Each confirmed operation will be the subject of a contract signed between the advertiser (and/or its agent) and Amaury Media.

This contract must be signed and returned to Amaury Media no later than two (2) weeks before the start of the operation. Otherwise, Amaury Media shall reserve the right to cancel the operation in question. Unless specified in the sponsorship contract, the sponsor has no priority as to the renewal of this operation.

4. - CREATION AND FORMULATION OF SPONSORSHIP

The technical costs of producing the sponsorship elements are not included in the budget of the sponsorship operation.

For production and direction by Amaury Media, they will be the subject of a separate budget and invoice.

All sponsorship creations must comply with the applicable French laws and regulations. The sound and visual elements of the creations must be checked

and approved by Amaury Media for legal and artistic validation.

4.5 - TECHNICAL SPECIFICATIONS FOR LA CHAINE L'EQUIPE

Technical conditions for billboards and other customised content:

The standard image format for LA CHAINE L'ÉQUIPE is 16:9 HD

Technical specifications for HD files for LA CHAINE L'ÉQUIPE

File formats: DVC PRO 100 HD or XDCAM INTRA HD 50 or Apple ProRes

422. Image format: 1920X1080. Compliant with SMPTE 274M, 1080/50i. No other format is accepted.

Audio: Stereo (Left channel on track 1 and right channel on track 2) or mono (see audio signal compliance page).

6 black images at the beginning of each spot.

The program starts at 10:00:00:00 and runs without time code interruption without ever exceeding 24:00:00 (or TC IN also accepted: 00:00:00:00, 01:00:00:00 or 10:00:00:00).

GENERAL CONDITIONS OF SALE

Material eXchange container. Format (extension .mxf) or Quick Time (extension .mov). No other container is accepted.

In the event of non-compliance with the technical specifications provided (quality, duration, etc.), Amaury Media cannot guarantee the date of broadcasting initially planned and reserves the right not to broadcast the message, it being understood that the Advertiser or its Agent may not claim any indemnity or compensation of any kind whatsoever as a result. The full price of the messages will be due by the Advertiser or its Agent, whether or not they have been broadcast.

Note on signal compliance

Audio and video levels must comply with the broadcasting technical specifications:

- peak luminance values must not exceed: 700 mv (5% tolerance),
- in no case should the rated modulation level exceed the value of - 18dbFS (reading on a Full Scale digital peak meter),
- the loudness level must comply with applicable regulations, which set the level at - 23 lufs,

- for a mono soundtrack, the signal must be identical on tracks 1 and 2 and without any phase shift,
- tracks 3 and 4 are copies of tracks 1 and 2. Tracks 3 and 4 cannot remain blank:
 - Audio track 1 copied to audio track 3,
 - Audio track 2 copied to audio track 4.

Any questions regarding the Procedures, Deadlines, and Technical Conditions of Broadcast of LA CHAINE L'ÉQUIPE for sponsorship should be directed to Special Sponsorship Operations department of Amaury Media: ops@amaurymedia.fr.

4.6 - MODIFICATIONS TO CONDITIONS OF SPONSORSHIP

The programming of programs and promotional clips may be subject to modifications. In that case, Amaury Media will propose the advertiser or its agent a replacement arrangement based on the availability in the scheme. If the Advertiser does not wish to pursue this arrangement, the contract will be cancelled without compensation.

GENERAL CONDITIONS OF SALE

4.7 - CANCELLATION

In the event of cancellation of a sponsorship contract by the advertiser or its agent less than twenty-eight (28) days from its launch, i.e. less than twenty-eight (28) days from the broadcast of the first program or its recording, Amaury Media will demand that the advertiser or its agent pay a penalty of 100% of the net amount before tax due for the scheduled broadcasts within thirty (30) days following the start of the operation and 25% of the net amount before tax due for the remainder of the operation.

If the advertiser or its agent cancels a sponsorship contract more than twenty-eight (28) days before the start of the operation, i.e. from the first broadcast of the program or its recording, Amaury Media will demand that the advertiser or its agent pay a penalty of 25% of the net amount before tax of the operation.

If the advertiser cancels a sponsorship contract in progress, Amaury Media must be notified by registered letter with acknowledgement of receipt, with a minimum notice period of fifteen (15) days, it being specified that this period may contractually be greater depending on the duration of the operation and/or the type of program sponsored.

In all cases, Amaury Media will invoice the advertiser or its agent for the full amount originally provided for in the contract, which will be due.

8. – JOINT SPONSORSHIP

If a plan is open for joint sponsorship, there cannot be two advertisers from the same business sector.

For sponsorship open to co-partnership, Amaury Media retains control over programming and the running order of the Sponsors.

An advertiser may never challenge the program that it sponsors being jointly sponsored by media associated with the promotion of the program in question.

9. - GAMES AND COMPETITIONS

Where a sponsorship operation plans a game or competition, the advertiser or its agent will be required to provide the prizes and to pay all the costs generated by the management of the game or contest: rules, establishment of means of participation (internet relay, audiotel, etc.).

The management of winners and the sending of prizes shall be performed by the Advertiser or its Agent.

The nature and number of prizes offered in a game or contest must be determined by mutual agreement by the Advertiser or its Agent and Amaury Media.

GENERAL CONDITIONS OF SALE

5- PRICES

The prices and discount scales shall be provided by Amaury Media upon request.

Amaury Media reserves the right to change its prices and commercial policy at any time with at least five (14) business days notice before the effective date of such changes.

The prices applicable to messages shall be those in effect at the time of broadcast. They will be indicated excluding taxes. All duties and taxes levied on broadcasting of advertising messages are borne by the advertiser.

6- BILLING, PAYMENT TERMS AND METHODS

1. - BILLING

The broadcast invoice is established each month.

The invoice is forwarded to the Advertiser, and a copy sent to the Agent, where applicable.

The sending of the detailed final invoice constitutes a broadcast report as defined by Article 23 of Act 93-122 of 29 January 1993, known as the “Sapin Act”. In all cases, the advertiser is responsible for paying for the advertising order under the conditions defined in the prices.

If the advertiser has appointed an intermediary, the agent is jointly and severally liable for payment for the order with the advertiser (by derogation from Articles 1998 *et seq.* of the French Civil Code). Payment to the agent does not release the advertiser from its liability towards Amaury Media.

6.2 - SAPIN ACT

In accordance with Law no. 93-122 of January 29, 1993, known as the Sapin Law and in the event that the Advertiser has appointed an intermediary, Amaury Media must be in possession of the agency agreement between the Advertiser and the Agent, a contract which will be considered indefinite until its interruption by the Advertiser, of which Amaury Media must be informed.

The Advertiser undertakes to inform Amaury Media of the key elements of the agency contract that are likely to have an effect on the performance of the services entrusted to it. The original invoice for the advertising order will be sent to the Advertiser and another copy will be sent to the current Agent.

The Advertiser who chooses to have the campaign paid for by its paying Agent shall, in all cases, be bound by the timely payment of the sums due to Amaury Media by its Agent and undertakes to cover Amaury Media for any loss suffered by Amaury Media resulting from a default by the

GENERAL CONDITIONS OF SALE

Advertiser's Agent in this respect, it being incumbent on the latter to take action against its Agent under the legal conditions.

Sectors outside the Sapin Act: for sectors outside the Sapin Act and if the advertiser is represented by an agency, the latter acts on behalf of the advertiser as a *delcredere* commission agent.

6.3 PAYMENT DEADLINES AND METHODS

Advertising is payable without cash discount no later than the due date indicated on the invoice unless otherwise agreed by special agreement. Depending on the significance or nature of the work to be performed left to Amaury Media's interpretation, an advance of 30% of the amount excluding taxes of the advertising order may be requested.

Invoices issued by Amaury Media are payable at its main place of business.

Any delay in payment in relation to the due dates will result in:

- the right to suspend the execution of current campaigns from the day following the non-payment.
- all outstanding invoiced sums and inserted orders not yet invoiced becoming due immediately,
- cash payment on delivery of the order for any new insertion or

- possibly suspension of its execution (insertion/distribution being subject to payment),
- In accordance with Article L441-10 of the French commercial code, late payment penalties may be applied in the event that the amounts due are paid after the payment date shown on the invoice. These penalties shall be at a rate equal to three times the statutory interest rate.

If collection is made through litigation and/or through an outside specialist company, the Advertiser will be liable for all costs.

Under no circumstances may payments owed to Amaury Media be suspended or be the subject of any reduction or offsetting without the prior written agreement of Amaury Media. Any payment to Amaury Media will be offset against any due amounts, regardless of the reason, beginning with the amounts with the oldest due date.

Price reductions are only acquired if the obligations and services granting them have actually been fulfilled or performed.

6.4 - CLAIMS AND DISPUTES

Any claim, regardless of its nature, must be brought to Amaury Media's attention by registered letter no later than fifteen (15) days after the invoice date. After this period, no claims will be accepted. In any event, the Advertiser or its Agent

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undertakes to pay the undisputed part of the invoice on time. Any claim relating to the broadcast of a campaign cannot be taken into account by Amaury Media if it does not follow a verification performed jointly by the Advertiser and a collaborator (or employee) of Amaury Media. It is understood that Amaury Media's advertising broadcasting server will constitute proof between the Parties.

7 - DATA PRIVACY

In general, Amaury Media undertakes to comply with all the principles and obligations applicable to the data controller, as set forth in Regulation 2016/679/EU of April 27, 2016 relating to data protection ("GDPR") and the French Data Protection Act No. 78-17 of January 6, 1978 as amended by Act 2018-493 of June 20, 2018.

If an advertiser collects or processes personal data in the context of an advertising space purchase operation on the Media, Amaury Media, the Advertiser and its Agent undertake to comply with the laws and regulations as well as the provisions relating to the protection of personal data.

The Advertiser and/or his Agent declare that

they are informed and that they have informed their employees that in the context of the management of the Contract by the T&Cs, Amaury Media is required to collect and process personal data (surname, first name, email and position in particular) of natural persons working for the Advertiser and/or its Agent.

Such processing is necessary for Amaury Media's commercial activity; this information may contain personal data that will be used by Amaury Media for the purposes of commercial prospecting, the sale of advertising space, information on commercial offers or the Media that it markets. This information may also be used to provide the services requested by the Advertiser or the Agent when purchasing advertising space.

The Natural Persons concerned have the right to access, rectify, oppose on legitimate grounds, the deletion and portability of their personal data, as well as the right to limit the processing carried out on their personal data, which the Advertiser and/or its Agent undertakes to indicate to their employees.

These rights must be exercised by contacting Amaury Media's Data Protection Officer by sending an email to the following address: dpo@amaury.com.

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8 - COMPLIANCE WITH ETHICAL RULES AND ANTI-CORRUPTION LAWS

Each Amaury Group company attaches great importance to the fact that its partners share a common set of ethical rules, practices and principles.

This is why Amaury Group expects each of its companies to establish and promote exemplary - responsible, fair and honest - relationships with all its partners (suppliers, subcontractors, service providers, etc.), hereinafter referred to as "**Partners**".

Therefore, each Amaury Group company, of which Amaury Media is a part, requires and expects its Partners to comply strictly with applicable legislation, with the ethical principles set out in this Article and to ensure that these principles are respected by their staff, their own suppliers and subcontractors.

Amaury Media requires its Partners to behave in an exemplary manner with regard to working standards and conditions. Our partners in particular undertake to respect standards concerning the prohibition of illegal, clandestine and undeclared work, the prohibition of harassment in all its forms, abuse and discrimination of any kind.

Amaury Media requires its Partners to behave with complete honesty in the conduct of their activities, which means, but is not limited to, the prohibition of all forms of corruption, the prohibition of conflicts of interest, respect for competition, compliance and in the area of transparency of information.

In this respect, Amaury Media reminds in particular that gifts and invitations may constitute acceptable shows of courtesy if their scope and value are limited, if they are offered in complete transparency and without expectation of any consideration.

Amaury Media reserves the right, at its own expense, to audit its partners in order to verify the commitments made by the Partner in this Article.

Partners acknowledge that they have read Amaury Media's Code of Conduct at the following address: <https://amaury.com/engagements/dispositif-anti-corruption>

Any breach of the applicable laws having a prejudicial effect on Amaury Media's reputation and probity of such importance would make it impossible to maintain the commercial relationship with the Partner at the origin of the breach.

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Thus, Amaury Media reserves the right to immediately terminate the commercial relationship without prejudice to any other rights that Amaury Media may exercise to assert its rights and claim damages.

Amaury Media has provided a secure platform where partners can post an alert. The platform can be accessed at the following URL : <https://amaury.signalement.net/entreprises>

9 - TRANSFER OF THE CONTRACT

The contract is strictly personal to the Advertiser, and the possible Agent, who may only use it for its company, brand, products or services as designated in the insertion order. Under no circumstances may the Advertiser, and any Agent, assign the benefit of the contract, except with the prior and express consent of Amaury Media.

In the event of an authorised transfer, the Advertiser and any Agent shall be obliged to have all advertising orders in progress at the time of the transfer executed by its successor, and the Advertiser and any Agent shall remain liable to Amaury Media for the proper execution and payment of such orders.

10- LAW AND JURISDICTION

The address for service is the address indicated at the top of Amaury Media's invoices. The interpretation and performance of these general terms and conditions of sale, as well as any subsequent acts or matters of jurisdiction, are subject to French law.

Any dispute arising from the interpretation and performance of these General Conditions of Sale or the insertion order or any technical conditions governing this order shall be subject to the exclusive jurisdiction of the Nanterre commercial court, notwithstanding any related cases, incidental claim, impleader, or more than one defendant. Nevertheless, Amaury Media will have the right to refer matters to any other competent jurisdiction, in particular that of the customer's registered offices. Bills of exchange or acceptance of settlement do not provide any novation or derogation from this clause.

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AMAURY MEDIA

dépassez vos limites

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