

**JCDECAUX
GENERAL TERMS AND CONDITIONS**

1 January, 2026.

1. Scope and amendment of the General Terms and Conditions

1.1. These General Terms and Conditions (hereinafter referred to as "GTC") contain the contractual terms and conditions under which **JCDECAUX** (registered office: 1027 Budapest, Ganz utca 16. IV. emelet, company registration number: Fővárosi Törvényszék Cégbírósága, cg. 01-10-045326, tax number: 13408381-2-41, hereinafter: **JCDECAUX**) conducts its business activities and provides the advertising services detailed below to the Customer.

1.2. JCDECAUX is entitled to unilaterally amend these GTC, provided that the amendment does not affect orders that have already been confirmed or advertising contracts that have already been concluded (excluding advertising framework agreements).

1.3. In the event of any discrepancy between these GTC and an individual confirmed order, advertising contract or advertising framework agreement, the provisions of the confirmed order, advertising contract or advertising framework agreement shall prevail.

2. Definitions

The terms used in the interpretation of these GTC shall have the following meanings:

Customer: any natural or legal person who uses JCDECAUX's advertising services in accordance with these GTC.

Advertisement: any communication, information or display method used to promote the sale or other use of any marketable movable property that can be acquired, including money, securities and financial instruments, as well as natural resources that can be exploited in the same way (hereinafter collectively referred to as "product"), service, real estate, or property right (hereinafter collectively referred to as: goods) or to promote the use of such items in any other way, or, in connection with this purpose, to promote the name, designation, or activity of the business or to increase the awareness of the goods or brand name, as well as any communication, information or display method that promotes or displays the name or message of any other person or organisation.

Advertiser: an advertiser as defined in the Advertising Act, a person as defined in Section 3(l) of the Advertising Act, in whose interest the advertisement is published or who orders the advertisement for themselves.

Sales House: Media advertising space seller pursuant to Section 3(s) of the Advertising Act. A natural person, legal entity or organisation without legal personality acting on behalf of the advertiser, which sells advertising space to the advertising agent or advertiser on behalf of the advertiser.

Advertising agent: A person or organisation as defined in Section 3(i) of the Advertising Act.

Advertising publisher: a person who has the means to publish advertisements and uses these means to make the advertisement known. For the purposes of these GTC, this is JCDECAUX.

Advertising service provider: a person who creates and produces advertisements in the course of their independent economic activity and provides other services in connection with this.

Advertising medium: the collective term for the advertising carrier specified in the Méptv and the equipment supporting the advertising carrier.

Standard advertising medium: in relation to these GTC, billboards, citylights, platform advertising, digital citylights, digital billboards, vehicle interiors.

Non-standard advertising medium: advertising media of unique sizes that differ from standard advertising media.

Innovative advertising media: advertising media that enable advertising to be displayed in a new, alternative or unique way that differs from traditional technologies.

Advertising or advertising space: advertising space owned or otherwise available (e.g. leased) to JCDECAUX as an advertising publisher, suitable for displaying advertisements, standard or non-standard, as specified in the current portfolio.

Advertising or advertising service: any advertisement or advertising appearance on advertising media owned by JCDECAUX and on their advertising surfaces, which the Client purchases from JCDECAUX.

Coverage: the technology used by JCDECAUX to remove the visibility of the advertisement at the end of the campaign period or in the cases specified in these GTC.

Advertising rate card (RateCard): a price list containing the current net fees (excluding VAT) for advertising services provided by JCDECAUX, available on the JCDECAUX website (www.jcdecaux.hu).

Méptv: Act I of 2023 on Hungarian architecture.

Ptk: Act V of 2013 on the Civil Code.

Advertising Act: Act XLVIII of 2008 on the basic conditions and certain restrictions of economic advertising activities.

Decree: Government Decree 476/2024. (XII. 31.) on the rules for the placement of advertisements and advertising media.

Code of Ethics: Hungarian Advertising Ethics Code adopted by the Ethics Committee of the Hungarian Advertising Association and the Self-Regulatory Advertising Board.

Campaign: advertising or promotional service aimed at promoting a product or service, which is implemented through the use of advertising media advertising space during the campaign period.

Campaign period or advertising period: the period of time for the campaign, which is always specified in the confirmed order. The advertising period may be monthly or bi-monthly, during which the advertisement is displayed on JCDECAUX's advertising space based on the Customer's order.

Creative: visual design, the content and visual implementation of the advertisement, which is the graphic or digital spot requested by the Customer to be displayed on the given advertising medium.

Net-net price: the price reduced by discounts.

Placement period: from 00:00 on the first calendar day of the month in question until 24:00 on the fourth day of the month in question, or in the case of an intra-month campaign, from 00:00 on the 16th calendar day of the month in question until 24:00 on the 19th calendar day of the month in question. (Except for leap years, in the month of February, in the case of mid-month placement, the period from 00:00 on the 15th calendar day of the month in question to 24:00 on the 18th calendar day of the month in question.)

Exceptions to this are Citylight and all digital advertising media, for which the placement period is from 00:00 on the first calendar day of the month in question to 24:00 on the third day of the month in question, or, in the case of mid-month placement, from 00:00 on the 16th calendar day of the month in question to 24:00 on the 18th calendar day of the month in question. (Except for leap years, in the month of February, in the case of mid-month campaigns, the period from 00:00 on the 15th calendar day of the month in question to 24:00 on the 17th calendar day of the month in question.)

Advertising contract: an ad hoc advertising contract concluded between the Client and JCDECAUX, signed by both parties, or an order sent by the Client and confirmed by JCDECAUX, based on which JCDECAUX provides advertising services to the Customer, for which the Customer is obliged to pay an advertising service fee.

Advertising framework agreement: a long-term cooperation agreement concluded between the Customer and JCDECAUX, signed by both parties, in

which the contracting parties determine the order of ad hoc orders and confirmations, as well as the method of performance.

3. Request for quotation, reservation and order

3.1. The Client may request a specific quotation from JCDECAUX in writing. A quotation request sent by e-mail shall be considered a written quotation request if the recipient confirms receipt of the e-mail.

3.2. JCDECAUX shall accept the Customer's request for a quotation if the amount calculated without additional costs reaches HUF 200,000 + VAT per campaign or per month.

3.3. The request for quotation must include:

- The exact name of the advertiser, with company registration number and tax number
- the name of the campaign and its creative theme;
- the start and end dates of the campaign/advertising period;
- the type, number and geographical distribution of advertising media (expressed as a percentage, broken down into the following groups: Budapest, county seats, other);
- planned cost, if you wish to request a quote accordingly;
- territorial and physical location of advertising media;
- number of creatives;
- whether you request the removal of advertising materials at the end of the campaign period;
- whether you request the production of advertising materials;
- the planned date of delivery of the advertising material to JCDECAUX or, if the advertising material is to be produced by JCDECAUX, the characteristics of the creative (advertising message) required for this and the date of its availability;
- any circumstances that may affect JCDECAUX's pricing and performance.

3.4. The Client is obliged to indicate in the request for quotation on whose behalf the advertisement is to be published (who qualifies as the Advertiser, including all natural or legal persons appearing in the submitted creative material, their names or logos). If the advertisement is published on behalf of several persons, Advertisers, regardless of who pays the advertising fee, the Customer shall indicate all Advertisers in its request for quotation.

3.5. For the purposes of these GTC, in addition to the Customer and the person paying the fee, any person whose logo, company name, trademark, product or service appears in any form – for example, text, images, etc. relating to their product or service – reaches at least 10% of the total advertising space, or is considered an Advertiser pursuant to Section 15(1) of the Decree.

3.6. The Customer is obliged to indicate in the request for quotation if the Advertiser registered by them is subject to the special rules applicable to organisations obliged to manage public funds responsibly pursuant to Section 7 of the Decree and is therefore obliged to purchase the advertising space at list price.

3.7. The Customer shall send JCDECAUX, no later than the date of placing the order, the statement sent with the offer, completed and signed by the Advertiser, in the form of a private document with full probative force (original or scanned) in which it declares its obligation or exemption under Section 7 of the Regulation. On the basis of this declaration, it can be determined whether the Advertiser is obliged to use the advertising service at the list price or is entitled to purchase it at a discounted net-net price.

3.8. JCDECAUX does not examine the content of the Customer's or Advertiser's statement under Section 3.7, and the Customer is solely responsible for the authenticity of the statement contained therein. The Customer and/or Advertiser shall be solely liable for the payment of any fines arising from false statements pursuant to Section 13(7) of the Regulation, and JCDECAUX shall be completely exempt from any liability in this regard.

3.9. In the event of any change to the data listed in Section 3.3, JCDECAUX shall be entitled to submit a new offer, in which case it shall not be bound by the offer issued prior to the change.

3.10. By requesting a quote, the Customer acknowledges that the provisions of these GTC are binding upon them.

3.11. JCDECAUX may respond to the request for quotation within a maximum of 5 working days of receipt by sending an indicative, non-binding, informative quotation by e-mail or in the same form as the request for quotation was received.

3.12. In all cases, the quotation shall contain the following information in an identifiable manner:

- the type of advertising media offered;
- the location of the advertising media;
- the advertising period;
- the advertising fee per advertising medium, the amount of any discount;
- the duration of the offer, i.e. the reservation period;
- an indication of which party will produce or have produced the advertising material;
- if JCDECAUX produces/has the advertising material produced, the deadline for the complete transfer of the information and data necessary for the production of the advertising material;
- if JCDECAUX produces/has the advertising material produced, the consideration for the production of the advertising material calculated as a separate item for a creative;
- if the Client produces/has the advertising material produced, the delivery deadline for the advertising material.

3.13. The offer shall be sent electronically by e-mail, the reservation period specified in the GTC shall commence, after which, in the absence of an order from the Customer, JCDECAUX's offer shall cease to be binding, JCDECAUX shall release the advertising space affected by the reservation and may offer it to other potential Advertisers. If the Customer maintains its intention to place an order after the reservation period has expired without result, it may indicate this to JCDECAUX in the form of a new request for quotation, on the basis of which JCDECAUX may make a new offer to the Customer.

3.14. If the period between the issuance of the offer and the first day of the advertising period

- Longer than 8 weeks, then 10 working days;
- between 8 and 4 weeks, then 5 working days;
- between 4 and 2 weeks, then 3 working days;
- less than 10 working days, then 2 working days

JCDECAUX shall maintain the spaces specified in the offer for the Requesting Party. This period represents the duration of the reservation and also the order deadline. JCDECAUX is not obliged to make an offer if the period remaining until the start of the advertising period is less than 5 working days.

3.15. The offer is not binding on either JCDECAUX or the Customer. JCDECAUX shall maintain its offer until the expiry of the reservation. The fees included in the quote are only valid if the entire order quantity specified in the quote is ordered. The parties agree that in the event of an order that differs from the quote, the

difference shall only become part of the contract if JCDECAUX accepts the difference in writing.

3.16. The parties agree that JCDECAUX may refuse to make an offer if:

- the value of the quantity ordered does not reach HUF 200,000 + VAT per campaign or per month;
- there are less than 5 working days remaining until the start of the advertising period;
- any Advertiser listed has outstanding and unpaid debts to JCDECAUX exceeding HUF 200,000 + VAT;
- the campaign would in any way damage or be likely to damage JCDECAUX's business reputation;
- JCDECAUX is unable to issue an offer due to its uniform business policy, economic objectives and interests applicable to all Advertisers;
- JCDECAUX considers that establishing or maintaining a business relationship is not justified due to the Customer's previous conduct or failure to act;
- any conduct of the Customer is aimed at the abusive application of these GTC, in particular, but not exclusively, circumventing the rules set out in Section 3.14 of the booking period;
- the campaign conflicts with the guidelines or code of ethics of the international JCDECAUX group;
- it conflicts with the code of ethics and conduct previously accepted by JCDECAUX;
- in other cases specified in these GTC;
- based on the preliminary opinion of the Self-Regulatory Advertising Board (ÖRT).

3.17. The Client orders the advertising service specified in the offer by sending an order with content corresponding to the offer, which is considered equivalent to an order sent by JCDECAUX with a clause containing a declaration of intent to order and a signed copy sent electronically by e-mail. An order signed by an employee or agent of the Customer shall also be considered a signed order. The Customer shall be liable for all responsibilities arising from the actions of employees and agents acting without authorisation on behalf of the Customer.

3.18. The order must include:

- the full name, registered office, mailing and billing address of the Customer,
- the Customer's tax number and bank account number,

- the Customer's telephone number and e-mail address,
- the name and contact details of the Customer's contact person (e-mail address and telephone number on working days),
- if the Customer is an advertising agency or is acting on behalf of another person, the name and tax number of the actual Advertiser,
- the duration and full text or theme of the advertisement,
- the list price according to the advertising price list, discounts, the advertising fee reduced by the discount,
- any coverage requirements at the end of the campaign.

3.19. If JCDECAUX offers the Client more advertising space than the Client requested in its request for quotation, the Client shall be free to choose from among these advertising spaces (selection). The Customer shall exercise its right of selection by the second day of the reservation period by sending a list of the selected advertising spaces to JCDECAUX. The number of selected advertising spaces may not exceed the number of advertising spaces originally requested, from which the Customer may deviate with the prior consent of JCDECAUX. The selection does not constitute an order and does not oblige the Customer to order the reserved advertising spaces, but only means a reduction in the number of recommended and thus reserved advertising spaces. In the absence of feedback or selection, JCDECAUX shall be entitled to release the reserved spaces in whole or in part. If the Customer has not commented on the selection by this date, JCDECAUX shall be entitled to make the selection. With regard to the selected advertising spaces, the reservation shall remain valid until the end of the original reservation period specified in this clause or, if the reservation period specified in the offer differs from this, in the offer. A statement regarding selection shall not extend the reservation periods. The provisions regarding the formality of the order shall apply mutatis mutandis to the formality of the statement regarding selection. JCDECAUX shall separately confirm the statement regarding selection.

4. Confirmation of the order, rejection of the order

4.1. JCDECAUX shall confirm the order electronically within 2 working days of receipt, provided that it considers it to be in accordance with the provisions of these GTC, on the basis of which it shall be obliged to perform the service and the

Customer shall be obliged to pay the consideration for the service.

4.2. Upon confirmation, an advertising contract shall be concluded between the Client and JCDECAUX for the provision of advertising services, which may be set out in a separate document by the parties. In the advertising contract, JCDECAUX undertakes to display the ordered advertisement in the desired location, manner and time, provided that the advertisement complies with the provisions of these GTC and the legal requirements.

4.3. After the conclusion of the advertising contract, the identity of the Advertiser and the content of the advertisement may not be changed without the consent of JCDECAUX, and the advertising space may not be transferred to other persons.

4.4. JCDECAUX shall be entitled, at its own discretion, to refuse the appearance of other Advertisers on the poster other than the Customer, or to charge a surcharge for the appearance, if it notices that the Customer's poster or advertisement contains advertisements of persons other than the Customer who qualify as Advertisers, whom the Customer did not report prior to the confirmation of the order (conclusion of the advertising contract). If the previously unnamed Advertiser cannot be removed from the poster for technical reasons, JCDECAUX shall be entitled to refuse the entire poster at its own discretion. JCDECAUX shall not be liable for any damages resulting therefrom. JCDECAUX shall not be liable for any damages resulting therefrom. The surcharge per "unnamed" Advertiser may amount to a maximum of 50% of the total net invoiced value of the campaign concerned, the exact amount of which shall be determined by JCDECAUX. The Customer shall be obliged to pay the surcharge determined.

4.5. JCDECAUX may, in particular but not exclusively, refuse the order if it does not contain the necessary information, the declaration referred to in point 3.7, and if it is likely from the order that the advertisement to be displayed violates the provisions of the law or these GTC, good morals, public taste, advertising or competition rules, infringes the legitimate interests of a third party, or JCDECAUX would otherwise be entitled to refuse performance under these GTC.

5. Campaign management

5.1. JCDECAUX undertakes to place advertisements on the advertising spaces specified in the confirmed order in accordance with the Technical

Specifications published on its website (www.jcdecaux.hu), to the best of its knowledge, in accordance with professional and legal requirements, and within the agreed deadline. In the list of spaces related to the advertising campaign, JCDECAUX shall provide the Client with all the data necessary for the implementation of the campaign and customary and expected in the advertising industry, such as: code, county, city, address, direction, illumination, category, net list price, net offer price.

5.2. Based on the list of advertising spaces forming part of the offer, the Customer shall be entitled to inspect the individual advertising spaces by visual inspection and on-site visits. If the list of advertising spaces forms part of the offer, the Customer shall also accept the content of the list of advertising spaces by placing the order. After the Customer has accepted the space list, JCDECAUX shall not be liable for the technical characteristics, location or visibility of the advertising spaces included in the space list that can be observed and seen during a simple visual inspection, excluding any obstruction caused by vegetation.

5.3. The Client may only claim damages from JCDECAUX in the event of intentional or negligent conduct on the part of JCDECAUX that is harmful to human life, physical integrity, health, or if, after the order was placed, there was a change in the advertising media that significantly impaired visibility and advertising value. The Customer may only notify JCDECAUX of any complaints regarding performance during the advertising period, in accordance with the provisions of these GTC.

5.4. The Customer shall provide JCDECAUX with the posters required for the advertisement (including spare posters) and, in the case of digital media, the digital spot to be displayed, as well as the creative materials and print proofs required for production. The detailed technical specifications for the posters and, in the case of poster production undertaken by JCDECAUX, the print proofs and graphic materials to be submitted are set out in the Technical Specification. JCDECAUX shall not be liable for any shortage of posters or for the poor quality of the posters supplied (in particular, but not exclusively: paper, ink, colour, size, text or cutting errors) or any other material, tool, document or information provided by the Customer, JCDECAUX shall not be held liable for any imperfect poster placement.

5.5. JCDECAUX is entitled, but not obliged, to compare the submitted images, creative materials and delivered posters and to examine their parameters.

5.6. JCDECAUX is obliged to place the posters within the campaign period specified in the advertising contract or order, subject to the restrictions set out in these GTC. This provision does not apply to innovative advertising media, for which the specific display deadlines are specified in the offer or advertising contract. If the conditions for placement are not met, in particular, but not exclusively, if placement is prevented by weather conditions, JCDECAUX shall be obliged to make up for it as soon as possible and to complete the placement at the earliest opportunity.

5.7. If the campaign order or the advertising contract is not concluded at least 5 working days before the start date of the campaign, or the printing materials required for production are not made available in full and in the appropriate form at least 12 working days before the start date of the campaign, or the posters for the campaign in question do not arrive at the warehouse by the deadline specified in point 5.10, JCDECAUX shall not be liable for placement by the deadline and shall be entitled to charge additional technical costs. In this case, JCDECAUX shall not be deemed to be in default of performance.

5.8. The placement of posters shall be carried out exclusively by JCDECAUX employees, subcontractors or agents. Upon the Customer's express request, JCDECAUX shall send the Customer photos confirming the placement of the posters by the end of the campaign period.

5.9. JCDECAUX shall repair the displayed posters free of charge during the campaign period or, if necessary, replace the defective poster, provided that the Customer makes the replacement poster necessary for the repair available and reports the defect during the display period. The fault may be reported with a photo, the exact location, address or surface code. In the case of a campaign period exceeding one month, new posters must be displayed each month, for which the Customer shall provide the posters. The Customer shall not be required to pay the cost of placing new posters each month if the Customer delivers the posters to JCDECAUX within the deadline specified in Section 5.10. The Customer shall also not be required to pay for the replacement of posters if this becomes necessary for reasons attributable to JCDECAUX.

5.10. The posters and replacement posters corresponding to the quantity specified in the advertising contract or order must be delivered to the JCDECAUX warehouse (1097 Budapest, Gubacsi út 24, Building D, Unit D7), in accordance with JCDECAUX's opening hours, unless otherwise agreed by the parties.

5.11. The poster shall be deemed to have been delivered on time if it is received or delivered to the JCDECAUX warehouse by 4:00 p.m. on the last day of the deadline. The delivery and, if necessary, return of the posters is the responsibility of the Customer, unless JCDECAUX undertakes the production and delivery on the basis of a separate agreement. JCDECAUX shall not be liable for the consequences of late delivery, but shall be entitled to charge placement costs and additional technical costs in accordance with the provisions of this clause. In the event of delayed poster delivery, the deadline for poster placement shall be 5 working days from receipt of the posters, subject to the provisions of clause 5.16. Delayed poster placement shall not result in an extension of the campaign period specified in the advertising contract or order, or of the placement of the posters on the advertising space.

5.12. JCDECAUX recommends the delivery of 1 replacement poster for every 5 posters ordered, 20% for orders of up to 50 posters, and 15% for orders of more than 50 posters.

5.13. The Customer shall decide on the exact quantity of replacement posters for the given campaign. JCDECAUX shall not be liable if the Customer's campaign suffers any delay, additional costs or errors due to the insufficient quantity of replacement posters.

5.14. Upon delivery of the posters, the delivery note must contain the following information for accurate identification and tracking, otherwise JCDECAUX may refuse to accept the delivery:

- Customer name and contact details;
- Manufacturer's name and contact details;
- The name of the poster delivered, which allows for precise identification;
- Number of items;
- In the case of similar creatives, an indication of how many pieces of each name are to be delivered;
- Campaign number (provided to the customer by JCDECAUX);
- Poster type and size;

- Description of the printed product (quality certificate);
- Viewing image
- Date, hour and minute of poster delivery.

5.15. The deadline for receiving advertising material to be displayed on digital citylights or other digital advertising media is 4 p.m. on the fifth working day prior to the start of the campaign, as specified in section 5.9. The finished creative must be sent electronically to digitalis@jcdecaux.com, as specified in the Technical Specification.

5.16. If, in relation to the placement of the campaign order, the delivery of the poster or the sending of the digital advertising material, the Customer falls behind schedule compared to the deadline specified in advance by JCDECAUX, JCDECAUX shall be entitled to charge an additional technical fee (surcharge) of HUF 5,000 + VAT per poster to be placed.

5.17. In the event that a new poster is placed during the placement period within a given campaign – due to a creative change or the re-placement of an old creative – the Customer shall be obliged to pay other surcharges in accordance with Section 5.16 of these GTC in addition to the total placement fee. The Customer acknowledges that in the case described in this section, JCDECAUX cannot provide a photo certifying performance even at the express request of the Customer. JCDECAUX will provide separate information about the placement fee if such a request arises.

5.18. The parties agree that the delivery and acceptance of the posters does not in itself constitute the conclusion of an advertising contract between the parties or the acceptance of the order.

5.19. The costs of additional services (in particular, but not exclusively: affixing strips, affixing posters outside the usual affixing route, returning unused posters, etc.) shall be borne by the Customer. JCDECAUX shall not be liable for any unused posters remaining after the order has been fulfilled, unless otherwise agreed in writing.

5.20. JCDECAUX shall be obliged to cover the campaign posters ordered by the Customer at the end of the campaign period, provided that the Customer has indicated this in writing in the order in accordance with 3.18. The requested covering shall take place within 4 working days of the last day of the campaign. If a national holiday also qualifies as a public holiday

during the display period following the last day of the campaign, the deadline for covering the posters shall be extended by the number of public holidays.

5.21. In order to ensure the accurate execution of the advertising service, a placement (adhesion) sketch is required, for which the Customer is obliged to submit the poster layout (view) to JCDECAUX by e-mail or via FTP server at the same time as placing the order or concluding the advertising contract, but no later than 4 p.m. on the 5th working day prior to the start of the campaign, by e-mail or via FTP server. In the absence of this, JCDECAUX cannot be expected to perform the contract and will not carry out the placement of the posters.

5.22. If the posters do not comply with the standards specified in the Technical Specification or differ from those specified in the order, additional adhesive and paper costs shall be incurred, which JCDECAUX shall be entitled to invoice to the Customer. A description of the manufacturing parameters and rules for posters is available in the Technical Specifications on the website <https://www.jcdecaux.hu/letolthetoinformaciok>.

5.23. At the request of institutions analysing advertising costs spent on traditional media, JCDECAUX may disclose to the Customer the number, size and type of posters placed, the name of the Customer, and registered office, solely for the purpose of assessing advertising expenditure, unless the Client requests otherwise in writing at the time of placing the order. This does not constitute a breach of business confidentiality between the parties, and therefore no claims may be made against JCDECAUX. In other cases, the Client's written consent is required for the disclosure of information.

6. Special rules for digital media

6.1. Upon the Customer's express request, JCDECAUX shall provide a watermarked screenshot as proof of performance within 5 working days of the placement period in the case of digital advertising devices. JCDECAUX shall repair the placed digital devices free of charge during the campaign period.

6.2. The Parties agree that if a dispute arises between them regarding the proper functioning of a digital advertising device, JCDECAUX shall be entitled to prove its performance using data extracted from software developed to monitor the operation of the devices. The Client accepts this method of proving the performance of .

6.3. The Parties agree that, given the specific nature of the operating principle of the devices, the degree of display on the digital devices shall be considered contractual performance within a tolerance limit of +/- 10%.

6.4. JCDecaux continuously monitors the operation of digital advertising devices online and repairs any faults that do not require replacement parts within 24 hours. The Client may report any complaints regarding the operation of digital devices to JCDECAUX by sending an email to digitalis@jcdecaux.com, including a photograph of the fault. The Customer is entitled to report any complaints regarding the quality of placement and maintenance to JCDECAUX in the manner specified above immediately after detection, but only during the campaign period. Failure to do so shall constitute acceptance of performance in accordance with the contract, and the Customer shall not be entitled to raise any objections at a later date. If the Customer's complaint is justified, JCDECAUX shall be obliged to rectify the identified fault (which does not require replacement parts) within 24 hours and to send the Customer a photo confirming this within 3 (three) working days of the rectification. In the case of digital advertising media, JCDECAUX shall send a screenshot with a watermark. Notifications sent by the Customer by email shall be considered as having been sent on the given day if they are received by 5 p.m. on working days; notifications received after this time shall be considered as having been sent on the following day.

6.5. With regard to digital devices, force majeure shall include, but is not limited to, power outages, to which the provisions of Section 15.11 shall apply.

7. Innovative advertising tools

7.1. The provisions of the GTC shall apply to innovative advertising media, with the exceptions set out in this section. Orders for innovative advertising tools may only be placed by Customers who, in the current year, have placed and confirmed orders with JCDECAUX, or have made volume commitments for the current year, excluding orders placed for innovative advertising tools, calculated without commission, technical costs and manufacturing fees, and whose total value reaches

- reaches a net value of HUF 20,000,000.
- or orders a digital campaign worth HUF 5,000,000 net in addition to an analogue campaign worth HUF 10,000,000 net.

An additional condition for ordering innovative advertising tools is that the Customer also orders 50 advertising tools related to the innovative campaign in the month in question.

7.2. JCDECAUX does not make separate offers for innovative advertising tools, only as a supplement to campaigns. JCDECAUX may prepare a preliminary cost estimate when requested to provide innovative advertising tools. The preliminary cost estimate does not constitute an offer and does not create any binding obligation. The amounts and conditions included in the cost estimate are for the Customer's preliminary information only and may differ from the final offer in terms of both amount and conditions.

7.3. In the event of a request for a quotation following a preliminary cost estimate, JCDECAUX shall submit a quotation within 3 working days for the construction of fixed structures and within 10 working days for the construction of mobile, electrical equipment. The deadline for submitting the quotation shall commence after the final requirements have been determined and the visual design has been submitted.

7.4. JCDECAUX will only place innovative advertising devices ordered from it on its advertising surfaces and will not undertake to place innovative advertising devices ordered from other service providers.

7.5. Innovative advertising devices may only be placed after testing or trial operation. Following a successful testing period, JCDECAUX will only commence implementation after receiving express instructions from the Customer. The testing period may last from 12 to 30 working days, depending on the complexity of the innovative advertising device. JCDECAUX may refuse to implement and deliver if it considers that the innovative advertising device endangers the life, physical integrity or property of others or the advertising spaces.

7.6. The placement of innovative advertising tools shall take place at a time and for a period agreed in advance by the Parties, which shall be agreed primarily during the tender process, but the date of placement shall be governed by the provisions of the submitted and confirmed order.

7.7. In this regard, the Customer acknowledges that, given the specific nature of innovative advertising tools, technical problems may arise during placement that the Parties could not have foreseen despite

exercising due care. The Parties undertake to cooperate in order to remove any obstacles to placement and to take all necessary measures that can be expected of them in the given situation, but JCDECAUX excludes its liability in the event of a delay in placement despite this.

7.8. In the case of innovative advertising media, if the display requires exclusively foiling technology or branded content, pad, waist support, holograms, counters or white printing, the deadline for the delivery of creative materials to JCDECAUX is 10 working days prior to the start of the campaign. In the event of late delivery, JCDECAUX may charge the Customer technical and emergency costs of up to 25% of the total net cost of implementation. The Client acknowledges that in the case of error-free printed graphic material submitted 2 working days before or after placement, the expected placement time may be extended despite the payment of a surcharge, and JCDECAUX may charge a placement fee of HUF 50,000 + VAT per location due to placement outside the period.

7.9. If the subject of the order for advertising on innovative advertising media is a backlit display, perfume dispenser, lenticular lens, neonflex lighting, aquarium (based on the size specified earlier), floor decoration, displays (without development - with video playback), the deadline for submitting creative materials to JCDECAUX is 15 working days before the start of the campaign. In the event of late delivery, JCDECAUX may charge the Client a technical and urgency surcharge of up to 25% of the total net cost of implementation. The Client acknowledges that in the case of error-free printed graphic material submitted 5 working days before or after placement, the expected placement time may be extended despite the payment of the surcharge, and JCDECAUX may charge a placement fee of HUF 80,000 + VAT per location due to placement outside the period.

7.10. If the subject of the order for advertising on innovative advertising media is live or artificial plants, unique spatial sculptures, appearances requiring development (AI, games, quizzes, camera-linked interactions, etc.), backlighting with programmed lighting, or any other unique requirements or appearances not listed in sections 7.8, 7.9, and this section, the deadline for submitting creative materials to JCDECAUX is 20 working days prior to the start of the campaign. In the event of late submission, JCDECAUX may charge the Client technical and emergency costs of up to 50% of the total net cost of implementation. The Customer acknowledges that in

the case of error-free printed graphic material submitted 10 working days before or after placement, the expected placement time may be extended despite the payment of a surcharge, and JCDECAUX may charge a placement fee of HUF 80,000 + VAT per location due to placement outside the period.

7.11. JCDECAUX shall carry out the necessary repairs and replacements at the Customer's expense in the event of damage to the innovative advertising media caused by third parties, weather conditions or any other reason.

7.12. The Parties agree that the unique, innovative advertising devices manufactured based on the Customer's order are the exclusive intellectual property of JCDECAUX, and all rights of use, property rights and personal rights related thereto shall remain the property of JCDECAUX even after the expiry of the contract, unless otherwise expressly agreed by the Parties. The Customer acknowledges that JCDECAUX may publish the intellectual property it has created on its website, social media portals and other internet platforms without the Customer's prior consent, and may use it in its marketing materials, tender documentation, professional conferences, market competitions, promotions, etc.

7.13. The Customer must request the collection of unused or removable innovative advertising materials in advance, before placing the order. The Customer shall be responsible for the transport of the collected advertising materials from JCDECAUX's premises. JCDECAUX undertakes to collect and deliver the items within 30 days of the end of the campaign, at a time agreed in advance by the Parties. The Customer shall be obliged to pay a storage fee for storage exceeding 30 days, otherwise JCDECAUX shall dispose of or destroy the innovative advertising materials.

7.14. JCDECAUX shall specify the duration of the reservation, i.e. the order deadline, in the offer; the provisions of Section 3.14 concerning reservations shall not apply to innovative advertising media.

7.15. JCDECAUX undertakes to prepare the advertising material to be placed only on the basis of an individual agreement and for a separate fee. If the Customer has also ordered the production of posters/self-adhesive foils from JCDECAUX, the delivery of these to the subcontractors responsible for affixing them shall be the responsibility and at the expense of JCDECAUX.

8. Relocation or removal of advertisements

8.1. JCDECAUX may relocate the advertising media after consultation with the Customer on the basis of officially certified reasons, e.g. administrative decisions, regulations, fire damage, water damage, renovation, maintenance, etc.

8.2. If the competent authority or the owner of the property refuses to allow the placement or retention of the advertisements for any reason, the order shall become void. In this case, the Customer shall not be entitled to any compensation from JCDECAUX, but, with the exception of the seizure of posters, any portion of the advertising fee paid in advance shall be refunded to the Customer on a pro rata basis.

8.3. If JCDECAUX's right to dispose of an advertising medium ceases, it shall be entitled to provide the Customer with another advertising space to replace the one that has ceased to exist and to inform the Customer of this fact without delay.

9. Refusal to perform the advertising contract, suspension of display

9.1. JCDECAUX shall be entitled to refuse to display the advertisement if it detects an error in the advertising material provided by the Customer and the Customer fails to correct it within 2 working days of being notified by JCDECAUX. JCDECAUX shall not be liable for any delay in display resulting from the correction.

9.2. JCDECAUX shall be entitled to refuse to display the advertisement if, after the conclusion of the advertising contract, its actual content seriously infringes JCDECAUX's business interests, or if the advertising material does not meet generally accepted standards of display, either in terms of content or technology.

9.3. JCDECAUX shall be entitled to refuse to perform the advertising contract if the Client has outstanding payment obligations to JCDECAUX that are more than 15 days past due, regardless of the value limit.

9.4. By giving notice of refusal, JCDECAUX shall terminate the advertising contract concluded for the display of the advertisement in question, to which the rules of the Civil Code on lawful withdrawal shall apply. In this case, any advance payment of advertising fees already made shall be refunded to the Client within 8 days, without interest.

9.5. If any third party requests JCDECAUX to terminate or suspend the publication of an advertisement on the grounds of a violation of the law or ethical standards, JCDECAUX shall immediately notify the Customer of this fact and initiate consultation at the same time. If the violation is obvious, JCDECAUX shall be entitled to refuse further publication.

10. Amendment or cancellation of the advertising contract

10.1. The Customer is not entitled to modify the quantity of advertising space ordered under the advertising contract.

10.2. JCDECAUX shall consider it a cancellation if the Customer withdraws in full from an order (advertising contract) placed by it and confirmed by JCDECAUX.

10.3. Similarly, the cancellation terms shall also apply to any modifications made by the Customer whereby the Customer reduces the number of advertising spaces and/or the duration of the advertising period in an already confirmed order (advertising contract).

10.4. In the event of cancellation of the order, JCDECAUX shall be entitled to charge a cancellation fee. In the event of cancellation of the order, the cancellation fees shall be as follows. JCDECAUX shall charge the Customer for the cancellation fee in the case specified in Section 10.3, depending on the number of pieces and/or advertising period lost.

The **cancellation fee** is 20% after confirmation of the order, 40% within 12 weeks prior to the advertising period, and 50% within 6 weeks prior to the advertising period.

- within 12 weeks 40%,
- 50% within 8 weeks,
- 60% within 6 weeks,
- 80% within 4 weeks,
- within 2 weeks or thereafter, 100% of the advertising fee for the cancelled space.

10.5. The cancellation fees listed in the table apply to advertising media covered by an individual advertising publication service contract, or, in the absence thereof, for the entire period of the order placed and confirmed by JCDECAUX (in the case of an individual contract, this shall be understood to mean its fixed term), regardless of whether separate lines were entered for the ordering of individual periodic campaigns within it. In addition to the cancellation fee, the Customer shall be obliged to reimburse

JCDECAUX for any other verified costs incurred by JCDECAUX as a result of the cancellation, which are not covered by the advertising fee in accordance with these GTC, in particular, but not exclusively: posters, the production costs of innovative advertising tools, the design costs of creatives, the costs of any legal opinions, etc.

10.6. The Customer shall only be exempt from paying the cancellation fee if, prior to performance, JCDECAUX acknowledges that it is unable to perform the contracted service and the Customer certifies that, as a result, the performance of the order is no longer in its interest.

10.7. Cancellation of the order must be communicated in writing (by registered letter or e-mail) and shall take effect upon delivery.

10.8. Cancellations submitted by the Customer by e-mail and received by 5 p.m. on working days shall be considered as cancellations made on that day. Cancellations received after this time shall be considered as cancellations made on the following working day.

11. Proof of performance

11.1. JCDECAUX may, in all cases, engage a subcontractor to perform the contract without the Customer's further consent, which shall be accounted for as an intermediary service.

11.2. JCDECAUX shall take photographs of the advertisements placed, which JCDECAUX may use to prove its performance in the event of a dispute. JCDECAUX shall present the photographs taken of the placement upon request, which the Customer shall accept as proof of performance.

11.3. If the Client questions JCDECAUX's contractual performance, it shall be entitled to object to the contractual performance in writing immediately after becoming aware of the issue, but no later than the last day of the campaign, which shall be the deadline for exercising this right. The Parties shall jointly investigate the reported objection and draw up a report within 2 (two) working days. Failure to do so shall constitute acceptance of the performance by the Customer, who shall not be entitled to raise any further objections.

11.4. If, based on the supporting photo, the Customer does not object to JCDECAUX's performance within the above limitation period, the performance shall be deemed accepted and the

Customer may not make any further warranty claims against JCDECAUX in connection with the display.

11.5. The Customer acknowledges that JCDECAUX's liability for breach of contract shall be limited to the amount of the advertising fee paid to it, except in cases of intentional, gross negligence or criminal offence, and liability for breach of contract causing damage to life, physical integrity or health.

12. Payment and financial terms

12.1. The invoice issued by JCDECAUX shall contain the rates valid at the time of order confirmation. JCDECAUX reserves the right to change rates during the year (e.g. due to lighting or changes in the location of advertising spaces), but is obliged to notify the Customer in writing, including by e-mail, at least two months before the rate change or, in the case of already confirmed campaigns, two months before the start date of the campaign. In the case of an annual framework agreement, the Customer must be notified of the new categories and prices, and the Customer may, at its own discretion, either accept them or choose a space in the same price category as before. The conditions for the right to change prices due to changes in legislation are set out in Section 13 of the GTC.

12.2. JCDECAUX is entitled to submit its invoice for the advertising fee on the 5th day of the advertising period, and for other ancillary costs (production, placement, etc.) immediately after performance. The Customer is obliged to settle the invoice containing the advertising fees and other costs within 30 calendar days, unless otherwise provided for in the advertising framework agreement or order. The Customer acknowledges and accepts that JCDECAUX may also issue invoices electronically. The Customer shall indicate, at the latest when placing the order, the email address to which the electronic invoice for the order in question should be sent (and shall also provide an alternative email address in case the first one is unavailable).

12.3. The Customer acknowledges that it is the responsibility of JCDECAUX to verify the authenticity of the invoice sender and the invoice content.

12.4. The Customer is obliged to ensure that electronic invoices are stored in accordance with the law.

12.5. The Customer acknowledges that, when delivering electronic invoices, emails sent by

JCDECAUX on working days by 5 p.m. to (electronic invoices) shall be deemed to have been delivered on the same day, and that emails sent after that time (electronic invoices) shall be deemed to have been delivered at 9:00 a.m. on the following working day, regardless of when or whether a read/delivery confirmation is received. The Customer must prove that the letter (electronic invoice) did not arrive or arrived late to the Customer for reasons not attributable to the Customer at the time of sending.

12.6. In the event of late payment, JCDECAUX shall be entitled to charge interest at the rate specified in Section 6:155 of the Civil Code, a flat-rate collection fee and other enforcement costs.

12.7. A third party may only perform on behalf of the Customer with the prior approval of JCDECAUX.

12.8. If the Customer is more than 30 days late in payment, JCDECAUX shall be entitled to require advance payment for the Customer's future orders, regardless of whether this was previously stipulated in the Framework Agreement or other agreement. JCDECAUX also reserves the right to require advance payment from certain partners, contrary to the above, depending on the customer's solvency and credit rating, as specified in its offer, order confirmation or contract.

12.9. If the Customer is more than 30 days late in payment, JCDECAUX shall be entitled to suspend its ongoing performance for the Customer – regardless of whether the performance obligation and the payment delay are based on the same or different contracts – until the Customer has settled its entire outstanding payment obligation. In the event of settlement of the invoice following the suspension, JCDECAUX shall perform the placement in the following placement period, provided that the invoice has been settled at least 3 working days prior to this date and the posters are available. If the advertising spaces affected by the suspension are not available due to the suspension, the Customer shall be obliged to select other spaces from among the remaining spaces. JCDECAUX shall not be liable for any damage resulting from the suspension.

13. Provisions relating to changes in legislation

13.1. Pursuant to Act XXII of 2014 on advertising tax, JCDECAUX shall comply with the obligation to declare and pay advertising tax in accordance with the relevant legislation, if necessary. However, JCDECAUX shall be entitled to pass on the current

amount of advertising tax to the Customer as a cost incurred in respect of advertising tax.

13.2. If, following a request for quotation submitted by the Customer, legislation is adopted, including but not limited to local government regulations on local taxes, which, from any date, imposes any cost, tax or other payment obligation on JCDECAUX in connection with any advertising space or advertising medium, JCDECAUX reserves the right to pass on such costs, taxes or other payment obligations to the Customer. tax or other fee payment obligations arising from any advertising space or advertising device on the JCDECAUX site from any date, in particular, but not exclusively, local tax payment obligations, JCDECAUX reserves the right to unilaterally modify the service fee in proportion to the costs, fees and taxes incurred, in accordance with the following procedure:

- JCDECAUX may modify any offer that has been issued but not yet ordered at any time prior to the order in accordance with the above. In this case, this shall be considered a new offer, and the parties shall proceed as in the case of a new offer. Any order placed after the above notification shall constitute acceptance of the increased service fee.
- In the case of offers that have already been ordered but not yet confirmed, JCDECAUX is entitled to send a new offer instead of a confirmation. In this case, this shall be considered a new offer, and the parties shall proceed as in the case of a new offer. Orders placed after this notification shall be deemed to constitute acceptance of the increased service fee.
- For offers that have already been ordered and confirmed, JCDECAUX is entitled to quote new prices if there are at least 30 (thirty) days remaining until the start date of the campaign in question. JCDECAUX shall inform the Customer of the amount of the increased service fee, and the Customer shall be entitled to declare within 8 (eight) days of receipt of the information that it is cancelling the relevant order for the advertising media already ordered.

13.3. If, during the period of validity of the offer, or after the Customer has placed an order based on JCDECAUX's offer or after JCDECAUX has confirmed the order, at any time, even during the campaign period, legislation is adopted that prohibits the use of a particular advertising medium, the offer/order/placement shall, without any separate

legal declaration, automatically only be valid until the last day of lawful use.

13.4. The prohibition of a particular advertising medium does not invalidate the entire offer/order/campaign, but only means that the last day of the performance period specified therein is the day until which the advertising medium in question may be used legally.

13.5. In this case, JCDECAUX shall be entitled to the service fee on a pro rata basis, provided that fees that do not depend on the length of the campaign period – e.g. production costs, fees payable for coverage, or other one-off fees, etc. – shall be payable in full to JCDECAUX.

13.6. The conditions set out in this section shall apply to advertising media included in a campaign that are not affected by the legislative amendments but are affected by the amendment, with the proviso that the recommended service fees shall only be valid until the first day of the ban on other media, for the subsequent period, JCDECAUX may also modify the fees for advertising media that are not prohibited, as specified in section 13.2.

14. Mandatory application of list prices

14.1. Pursuant to Section 107 of the Méptv. and Chapter 7 of the Decree, budgetary agencies and legal entities specified in the Act on the Central Budget and receiving subsidies, as well as legal entities receiving subsidies from legal entities specified in the Act on the Central Budget and receiving subsidies, shall be considered Customers if the amount of their support reaches half of their annual revenue, may only advertise on advertising media at the list price reported and published by JCDECAUX to the Government Office, in order to ensure the responsible management of public funds. Except for the exceptions specified in the legislation, no deviation from this provision is permitted.

14.2. JCDECAUX shall notify all Customers in writing whether they are required to purchase at list prices or are exempt from this requirement. The Customer shall be solely responsible for the content of this statement. JCDECAUX shall be fully exempt from any liability arising from false or unlawful statements, and the Customer shall be obliged to pay any fines that may be imposed. If the competent authority fines JCDECAUX as a result of a statement containing false information, the Customer shall be obliged to reimburse JCDECAUX for the amount of

the fine imposed within 8 days of receipt of the decision.

14.3. If the order was not placed on the basis of the list price specified in Section 14.1, but it later transpires that the advertising space can only be sold at the list price, the advertiser acknowledges that

- before the placement begins, unless otherwise agreed by the Parties, it may cancel the order in question in accordance with Section 10.3 of the GTC. In the absence of cancellation or in the event of partial cancellation, the advertising fee for the advertisements that have not been cancelled shall be automatically increased in accordance with the List Price without any separate legal declaration. The Customer acknowledges that in the absence of cancellation – or in respect of advertisements that have not been cancelled – JCDECAUX will fulfil the order at the increased fee in accordance with the rules of sale at the List Price.
- If the placement has already begun but the campaign in question has not yet ended, JCDECAUX shall take steps to remove the advertisements concerned upon written request from the Customer. In this case, the advertising fee for the period affected by the placement shall be automatically increased in accordance with the list price for the advertisement in question, without any separate legal declaration. The Customer shall pay the advertising fee specified in the relevant order for advertisements not yet placed in the campaign in question, regardless of their removal.
- If the advertising period has already ended, the advertising fee shall be increased automatically, without any separate legal declaration, in accordance with the list price applicable to the advertisement/poster in question. (i.e., in this case, JCDECAUX shall be entitled to the fee increased in accordance with the rules of sale at the list price for the entire advertising period).

14.4. The automatically increased fees (fee difference) as described above The Customer shall reimburse JCDECAUX for the fees within 8 days of receiving a request to do so from JCDECAUX, even if the fee specified in the relevant order has already been paid (the presumption of delivery recorded in electronic invoicing shall also apply to these invoices and requests).

15. Responsibilities of the Customer and JCDECAUX

15.1. The Parties agree that, for the purposes of the Advertising Act, the Customer shall be considered the Advertiser, given that JCDECAUX has no direct legal relationship with any other person who orders advertising from it.

15.2. The Client warrants that the content of the advertising material provided to JCDECAUX for publication complies with the applicable laws, in particular the provisions of the Advertising Act, and does not infringe the rights of JCDECAUX or any third parties.

15.3. JCDECAUX is not responsible for the content and statements appearing in the advertising material. If a third party makes a claim against JCDECAUX due to a false or misleading statement, the Customer is obliged to take all reasonable measures to ensure that such third party asserts its claim against the Customer.

15.4. The Client undertakes to reimburse JCDECAUX, upon written request, within 8 (eight) days of receiving a written request from JCDECAUX, the Customer shall reimburse JCDECAUX for all penalties, fines and damages imposed by a court or other authority on JCDECAUX as the publisher of the advertisement due to the infringing content of the advertising material. The Client shall also reimburse JCDECAUX for all proven damages and costs incurred by JCDECAUX in connection with the legal dispute.

15.5. The Client shall provide JCDECAUX without delay with all information necessary for it to properly defend itself or make statements before the competent authority or court. The Client shall bear sole responsibility and liability for any failure to comply with or improper performance of the provisions of this paragraph.

15.6. In the event of a fine or other administrative penalty imposed on the Client, the Client shall be obliged to pay the amount imposed to JCDECAUX or to deposit it with a solicitor on the basis of the first-instance decision against JCDECAUX. JCDECAUX shall be obliged to settle accounts with the Customer upon the final conclusion of the proceedings and shall be entitled to satisfy its claims for damages and costs against the Customer from the amount at its disposal or from the deposit.

15.7. The Customer assumes full responsibility towards JCDECAUX and third parties for being entitled to use the copyright-protected works used in the advertising material.

15.8. In cases where a disruption affecting the advertising media in question – occurring after the order has been placed – significantly reduces the visibility of the advertising media, JCDECAUX shall be obliged to take corrective action. If this is not possible, JCDECAUX shall, at its discretion, offer new advertising space or a proportional reduction in fees. No further claims may be made against JCDECAUX. In the event of changes to traffic patterns – in particular, but not limited to: road closures, changes to bus routes, traffic diversions, etc. – JCDECAUX shall not be liable for any reduction in visibility. JCDECAUX shall only be obliged to provide compensation if the Customer requests replacement space; no compensation fee shall be payable. JCDECAUX shall only be obliged to provide replacement space if the Customer has the appropriate number of replacement posters available.

15.9. The Client may submit any complaints regarding the quality of poster placement or maintenance (damaged or vandalised posters, placement on surfaces other than those ordered) to JCDECAUX in writing (by email or post), attaching a photograph of the defect. The Customer is obliged to notify JCDECAUX of any complaints regarding the quality of poster placement and maintenance immediately after detection, but no later than during the campaign period, in the manner specified above. Failure to do so shall constitute acceptance of performance in accordance with the contract, and the Customer shall not be entitled to raise any objections at a later date. If the Customer's complaint is justified, JCDECAUX shall be obliged to rectify the identified defect within 3 (three) working days and to send the Customer a photo confirming this within 3 (three) working days of the rectification.

15.10. The Client may claim compensation if JCDECAUX has committed a fault resulting from intentional conduct or conduct or omission that causes harm to human life, physical integrity or health. Any complaints regarding performance may only be made during the advertising period in accordance with these GTC. Compensation claims may only be enforced in the current year if the complaint is made within the deadline.

15.11. JCDECAUX shall not be liable for any damage to advertisements due to reasons beyond its control.

Force majeure events (including, but not limited to, natural disasters, extreme weather conditions, strikes, etc.) shall exempt JCDECAUX from all liability and from any claims for compensation by the Customer. The Customer shall in all cases notify JCDECAUX in writing of any claim for compensation. Given that JCDECAUX does not store its advertising media, the parties shall classify intentional or negligent damage by third parties as force majeure. This includes, but is not limited to, rainy, snowy, windy or cold weather that prevents the placement of advertisements or causes damage to advertisements that have already been placed. In the event of force majeure, the Customer may, at its discretion, claim proportionate compensation (pro rata refund, provision of new advertising space, etc.) from among the options offered by JCDECAUX.

15.12. Pursuant to Section 18(2)(e) of the Advertising Act, it is prohibited to advertise alcoholic beverages in public education and health care institutions, as well as on outdoor advertising media, in shop windows or in other places visible from public areas within 200 metres of the entrance to such institutions. If JCDECAUX violates this legal prohibition for any reason, resulting in a legally binding fine being imposed on the Client, JCDECAUX shall be obliged to reimburse the Client for the amount of the fine.

15.13. The Customer shall be responsible for the content, quality and form of the advertisements (in particular, but not exclusively: size, colour fastness, Regulation requirements), all other characteristics affecting performance, and compliance with official regulations, and JCDECAUX shall have no obligation to monitor these matters.

15.14. JCDECAUX reserves the right not to fulfil the order if, at the time of acceptance, the form and content of the poster differs in any way or to any extent from the content and form known at the time of acceptance and, in its opinion, violates the Advertising Act or the Hungarian Advertising Code or is otherwise unlawful. In such cases, the Customer shall be obliged to reimburse the advertising fee for the reserved poster spaces.

15.15. If the Customer submits the advertisement to JCDECAUX at least two weeks before the start of the posting, JCDECAUX undertakes, at the express request of the Customer, to seek the opinion of the Self-Regulatory Advertising Board (ÖRT). JCDECAUX shall not be liable for the opinion of the ÖRT.

15.16. If, based on an official decision, the advertising space already reserved or ordered by the Customer cannot be used for advertising purposes in the future, JCDECAUX shall be entitled, after prior consultation with the Customer, to place the Customer's advertisement on another advertising space of a similar standard and to provide the service on that advertising space. In this case, JCDECAUX shall offer its available spaces to the Customer, who shall be entitled to choose from among these spaces. JCDECAUX shall not be liable for damages for this reason. The provisions of this paragraph shall not apply to changes resulting from changes in legislation; the relevant provisions are contained in Section 13 of the GTC.

15.17. JCDECAUX shall not be liable if, during removal, innovative advertising media or other advertising media – posters, tarpaulins, etc. – are damaged and cannot be recovered or reused.

15.18. JCDECAUX excludes its liability for any changes or impossibility arising from legislative amendments affecting its legal relationship with the Customer.

15.19. JCDECAUX limits its liability for damages caused by breach of contract – except in the cases specified in Section 6:152 of the Civil Code – to twice the advertising fee attributable to the part of the performance affected by the breach of contract.

16. Delivery, notification

16.1. Orders, offers and their confirmations may be made in writing, which the Parties may send to each other in original form, by post or by e-mail (in pdf format) with an e-signature or digital signature. The Customer undertakes to accept and agree to the use of digital signatures for documents covered by these GTC, and the Parties expressly declare that they accept documents signed in this way as authentic. With the exceptions specified in these GTC, legal declarations shall be made in the form of private documents with full probative force or with an electronic signature – in the case of companies, duly signed or signed, in the case of private individuals, signed and certified by two witnesses in the case of, or in any other manner specified in the applicable legislation – and sent to JCDECAUX.

16.2. The Customer shall send notifications and deliveries to JCDECAUX in writing to the address specified in the offer (1027 Budapest, Ganz utca 16.), except in cases where this would cause an unacceptable delay.

16.3. JCDECAUX shall send confirmations, offers, statements, notifications and documents addressed to the Client to the address specified in the order or, in the absence thereof, to the Client's registered office or postal address.

16.4. JCDECAUX shall be entitled to fulfil its notification obligations by telephone or verbally, provided that it subsequently confirms this in writing. In the case of such notification, JCDECAUX shall be entitled to record the communication, which shall be expressly accepted by the parties. JCDECAUX and the Client shall also be entitled to send notifications by e-mail.

16.5. The parties shall cooperate with their contact persons during the performance of the advertising contract and shall, in particular, inform each other of any circumstances relevant to the performance.

16.6. JCDECAUX's normal business hours are from 9:00 a.m. to 5:00 p.m. on working days. Emails sent to JCDECAUX shall only be deemed to have been received – and to have taken effect – at the time of arrival if they arrive at JCDECAUX in full during normal business hours. Emails received outside normal business hours shall be deemed to have been received by the addressee at 9:00 a.m. on the following working day. In the case of emails, if the time of the read receipt is later than this, the time of the read receipt shall be deemed to be the time of receipt.

16.7. Beyond this, notifications concerning the legal relationship between the parties and the contract may only be sent to each other in writing by post.

17. Ordinary and extraordinary termination

17.1. The advertising contract cannot be terminated by ordinary termination; only the advertising framework agreement concluded between the Parties may be terminated by ordinary termination.

17.2. The advertising contract shall terminate upon expiry of the contract term or upon performance.

17.3. Both the Client and JCDECAUX shall be entitled to terminate the advertising contract between them with immediate effect in writing, in addition to applying other legal consequences of breach of contract, if the other party fails to fulfil its obligations within 8 days despite repeated written reminders. Termination shall terminate the contract with effect for the future.

17.4. It shall be considered an extraordinary reason for termination if the Client is more than 30 (thirty) days in arrears with its payment obligations. In such cases, JCDECAUX shall be entitled to claim the advertising fee for the remaining period of the advertising period and reimbursement of any costs incurred.

18. Confidentiality

18.1. The Parties undertake to treat as business secrets and confidential all non-public data and information that comes to their knowledge in connection with the other Party's activities during the performance of the advertising contract all non-public data and information that comes to their knowledge in connection with the other party's activities shall be treated as business secrets and confidential, and they mutually acknowledge that they are only entitled to disclose such information to third parties with the prior written consent of the other party. The confidentiality obligation shall not apply to their own senior officers, supervisory board members, shareholders/members, as well as their financial manager, accountant, auditors, external consultants, financing credit institutions, or persons involved in the performance, financial settlement and control of the advertising contract. The confidentiality obligation does not apply to the use of information in court proceedings and other official proceedings arising from civil law claims arising from the contractual relationship (in this case, based on official regulations).

18.2. The above confidentiality obligation shall apply during the term of the advertising relationship and for a period of 5 years after its termination.

18.3. The Client acknowledges that

- the above confidential information and data may only be used for the purpose of fulfilling its legal relationship with JCDECAUX, and even then only to the extent strictly necessary for that purpose,
- it shall not disclose or make public such information or data, either in whole or in part, and
- it will not make it available to unauthorised third parties.

18.4. The disclosure of data and information shall not constitute a breach of business secrecy if it is required by law or based on a final decision of an authority or court. However, even in these cases, the transfer of data and information may only take place to the extent necessary to comply with the legal

requirement/final official or court order. Prior to the transfer of data/information based on a legal/final official or court order, you shall immediately notify the data subject in writing, unless this is precluded by the relevant legislation or official/court order. information based on legal regulations/final official or court orders, JCDECAUX must immediately notify the Customer in writing (indicating to whom, on the basis of which legal regulations and what data must be transferred), unless this possibility is excluded by the relevant legal regulations or official/court order.

18.5. In the event that the Customer violates the above provisions – including, in particular, but not limited to, disclosing any information or data (such as data contained in the contract or even the contract itself) in the absence of a legal obligation to do so – JCDECAUX shall be entitled, at its discretion and decision, to charge a penalty ranging from HUF 1,000,000 (i.e. one million Hungarian forints) to HUF 10,000,000 (i.e. ten million Hungarian forints) to JCDECAUX. The penalty shall be payable within 8 (eight) days of receipt of JCDECAUX's request to that effect.

19. Amendment of the GTC

19.1. JCDECAUX shall be entitled to unilaterally amend the GTC only on the basis of a change in legislation or an official decision, or if justified by a change in JCDECAUX's circumstances.

19.2. JCDECAUX shall notify the Customer of any unilateral amendment to the GTC at least 30 days prior to its entry into force, together with information on the conditions of termination to which the Customer is entitled. In this case, the Customer shall be entitled to terminate the contract with immediate effect in writing within a 15-day limitation period following receipt of the notification of the amendment, if the amendment infringes its reasonable economic interests to such an extent that it is not in its interest to maintain the contract.

19.3. Any changes that JCDECAUX deems necessary due to changes in legislation or the introduction of new legislation shall take effect on the date specified in the notification, provided that JCDECAUX is obliged to notify the Customer at least 8 days prior to the effective date together with information on the conditions of termination to which it is entitled. In this case, the Customer shall be entitled to terminate the contract with immediate effect in writing within a preclusive period of 8 days from receipt of the notification, if the amendment

infringes its reasonable economic interests to such an extent that it is not in its interest to maintain the contract in the future. The provisions of this paragraph shall apply mutatis mutandis to cases where, due to new legal requirements, JCDECAUX considers it necessary to introduce certain amendments, but the amendment is not a requirement under the relevant legislation.

19.4. If the Customer does not expressly object to the amendment of the GTC and does not express its acceptance thereof, it shall be deemed to have accepted the amendments to the GTC.

19.5. This clause does not apply to tariff changes. In the event of tariff changes, the provisions of clause 12.1 of these GTC shall apply.

19.6. If one or more provisions of these GTC are invalid, this shall not affect the validity of the other provisions.

20. Dispute resolution

20.1. The contracting parties shall attempt to settle any disputes arising from the contract between them amicably, out of court, for which purpose they shall be obliged to initiate consultation.

20.2. If the consultation is unsuccessful or the other party refuses to participate, and the parties turn to the courts, the parties shall agree that the Budapest II and III District Court or the Budapest Metropolitan Court shall have exclusive jurisdiction over their legal disputes arising from the advertising contract in matters falling within its jurisdiction.

21. Contact details of supervisory authorities:

Customers who are consumers may refer disputes with JCDECAUX to the following bodies, authorities and courts:

Pursuant to Act CLV of 1997 on Consumer Protection (hereinafter: Fgytv.), parties may turn to independent conciliation bodies operating alongside county (capital city) chambers of commerce and industry for the out-of-court settlement of consumer disputes relating to the conclusion and performance of contracts between them. The conciliation body competent for the proceedings is the one according to the consumer's place of residence or place of stay. In the absence of a domestic place of residence or place of stay for the consumer, the competence of the conciliation body is based on the registered office of the Service Provider.

Contact details of the conciliation body with jurisdiction based on the Service Provider's registered office:

Budapest Conciliation Body
1016 Budapest, Krisztina krt. 99.,
telephone number: +36 1 488-2131,
e-mail address: bekelteto.testulet@bkik.hu

Capital Court of Justice Company Registry
1051 Budapest, Nádor u. 28.
1363 Pf.17
Tel.: +36/1 354-4800

Budapest Capital Government Office II.
District Office
1024 Budapest, Margit krt. 47-49.
Tel.: +36/1 896-2448

Budapest Capital Government Office V.
District Office
1051 Budapest, József nádor tér 10.
1369 Budapest, Pf.: 284
Tel.:

National Media and Infocommunications
Authority
1015 Budapest, Ostrom u. 23-25.
Website: www.nmhh.hu

Hungarian Competition Authority
1026 Budapest, Riadó u. 1-3.
1391, Budapest 62. Pf. 211.
Telephone number: +36 1 472 8900 122
Website: www.gvh.hu

NAV Central Hungary Regional Tax
Directorate
1132 Budapest, Váci út 48/C-D 1438 Budapest,
Pf.: 511
Tel.: +36/1 412-5400

Budapest Capital City II. District Local
Government Mayor's Office
1024 Budapest, Mechwart liget 1.
1277 Budapest 23. P.O. Box: 21. Tel.: +36/1-
346-5400

Consumer complaints should primarily be addressed to the district offices in the consumer's place of residence, which can be found at the following link:
<http://jarasinfo.gov.hu/>

Please note that in certain consumer protection matters, the district office of the county seat with jurisdiction over the place of residence will take action. Information on which authority is responsible for which consumer protection tasks can be found at the following link, in Government Decree 387/2016 (XII. 2.) on the designation of consumer protection authorities.

These GTC shall enter into force on 1 January 2026. Issues not regulated in the GTC shall be governed by the provisions of Act V of 2013 on the Civil Code and other relevant Hungarian legislation in force.

Budapest, 1 December 2025.

JCDECAUX