

Out of Home media

Angola
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

DECLARATION

The undersigned – registered seat:....., corporate registration number:....., tax number:, represented by....., as Advertiser hereinafter referred to as "**Advertiser**" - makes the following declaration:

Background:

The Advertiser is aware of the fact that Act CIV of 2017 entered into force on 1st July 2017, thereby amending Act LXXIV of 2016 on the Protection of Municipal Landscapes – hereinafter referred to as "**Act on Municipal Landscapes**". In addition to the above, the Advertiser is aware of the fact that, due to the amendment of the Act on Municipal Landscapes, the Government Decree implementing the provisions on the publication of advertisements pursuant to the Act on the Protection of Municipal Landscapes 104/2017 (28.04), hereinafter referred to as "**Decree**" has also been amended in accordance with the Government Decree 191/2017 (07.07).

After 15 July 2017, based on the above amendments, persons/organizations subject to section 11/G of the Act LXXIV of 2016 acting as advertisers shall place posters or advertisements on advertising material only as specified by the Act on Municipal Landscapes.

In the case of applying the list price, the Advertiser is also aware of the fact that a person/organization shall also be qualified as advertiser which meets the conditions set forth in section 8/D (1) of the Decree.

Based on the above, the Advertiser makes the following declaration:

1. The Advertiser declares that, on the basis of section 11/G of the Act on the Protection of Municipal Landscapes:¹

a) it is not qualified as a person defined under section 11/G (1) of the Act on Municipal Landscapes

b) it is qualified as a person defined under section 11/G (1) of the Act on Municipal Landscapes but it is exempt from the provisions according to Section 11/G (5) of the Act on Municipal Landscapes

¹ Please tick as appropriate

c) it is qualified as a person defined under section 11/G (1) of the Act on Municipal Landscapes and is not exempt from the provisions according to Section 11/G (5) of the Act on Municipal Landscapes

2. Furthermore, the Advertiser declares that²

it still accepts the list price and the performance of those orders which were placed before 1 July 2017, when the amendments to Act CIV of 2017 on the Municipal Landscapes entered into force, and shall be fully or partially completed after 15 July 2017.

it no longer asks for the performance of those orders which were placed before 1 July 2017, when the amendments to Act CIV of 2017 on the Municipal Landscapes entered into force, and shall be fully or partially completed after 15 July 2017.

3. The Advertiser undertakes that, in the event of any changes to those which were indicated in Point 1 of this, or any subsequent Declaration in this matter, it shall immediately inform JCD directly (*in the form of a private document providing full evidence*), as described below.

The Advertiser acknowledges that it shall be recorded in the internal records of JCD based on this declaration – *or in the case of future changes, based on Advertiser's last declaration in this matter* – regardless of the business year in which the declaration has been issued. For this purpose, until the Advertiser declares any changes to this declaration (*or its last declaration in this matter*), JCD shall provide advertising space for the Advertiser pursuant to this declaration (*or in the case of any changes, the last declaration in this matter*).

In the case when the Advertiser ticked Response c) in Section 1 (*or it shall make such declaration at any time in the future*), it is obliged to inform JCD, at the time of placing its request for proposal, if it requires advertising space in a frame of such legal relationship which is not covered by the exemption defined in section 11/G (5) of the Act on Municipal Landscapes. In this case, irrespective of the business year JCD shall always take into account the last declaration (until otherwise declared) (*e.g. in the case of a declaration of exemption – irrespective of the order connected to the Advertiser's declaration –*, JCD shall presume that the Advertiser requires new advertising space(s) in frame of the exemption).

The declaration (*communicated by attaching a scanned copy of the private document providing full evidence*) regarding the change shall be sent to the telepuleskep@jcdecaux.com e-mail address. The Advertiser is also obliged to clearly

² The following should only be filled out in the case that response c) in Section 1 has been selected, and you have an order which have been placed before 1 July 2017 but which shall be fully or partially performed after 15 July 2017.

indicate that there has been a change to its previous declaration (*giving the date of the change and the date of submitting its previous declaration*).

4. The Advertiser undertakes to fully comply with its obligations (making declaration) defined in the Act on Municipal Landscapes and the Decree for its implementation, in all cases in a suitable form and within deadline.

5. The Advertiser undertakes to inform JCD at the time of placing its request for proposal that it intends to order such advertisements to which the application of the list price is compulsory according to the Act on Municipal Landscapes and the Decree (including but not limited to section 8/D (1) of the Decree) regardless of the Advertiser. The Advertiser acknowledges that it shall be exclusively liable for the content of the posters/advertisements.

6. In the case when an order was not based on the list price pursuant to the Act on Municipal Landscapes, but it is found that the advertising space(s) may be sold only according to the list price for any reason, the Advertiser acknowledges that

a) it is entitled to partially or fully cancel the order before the commencement of posters' placement as defined in the General Terms and Conditions of JCD (**GTC**) or as defined in the frame of the legal relationship established with JCDecaux Hungary Zrt in relation to the order, if such order contains provisions different from the GTC. In the absence of cancellation or in the case of partial cancellation, the advertising fee of posters/advertisements which have not been cancelled shall be increased corresponding to the list price without any legal declaration. The Advertiser acknowledges that in the absence of cancellation or in relation to the advertisements/posters which have not been cancelled, JCD shall perform the order at the increased advertising fee according to the rules of selling on the list price.

b) if the placement of posters has been commenced but the campaign has not yet been completed, JCD shall arrange the removal of the posters/advertisements at the written request of the Advertising Intermediary. In this case, the advertising fee for posters/advertisements for the placement period concerned shall be increased corresponding to the list price without any legal declaration (i.e. for this period, the advertising fee raised according to the rules of selling on the List Price shall be paid to JCD). For the period after the actual removal of the posters/advertisements concerned, the advertising fee indicated in the relevant order shall be paid by the Advertiser irrespective of the removal.

c) if the advertising period has already ended, the advertising fee for posters/advertisements shall be automatically increased corresponding to the list price without any legal declaration (i.e. for this period, the advertising fee raised according to the rules of selling on the List Price shall be paid to JCD).

In accordance with the foregoing, the automatically increased advertising fees (difference) shall be paid by the Advertiser to JCD – within 8 days after receiving the request for payment from JCD – even in the case where the advertising fee indicated in the relevant order has already been paid. In every case where it is found that the application of the List price is compulsory, the Advertiser shall comply with its obligations (making declaration) defined in the Act on Municipal Landscapes and the Decree without delay.

7. The Advertiser agrees that it is responsible for the truthfulness of the present or any subsequent statements relating to this declaration. In the case of false declaration, the Advertiser shall be liable for the compensation of all damages resulting thereof as set forth in the Civil Code (Act V of 2013) If the Advertiser issues false declaration or does not fulfill or incorrectly fulfills its obligation as defined in this declaration, the Act on Municipal Landscapes and the Decree, it shall bear all the liabilities and it is obliged to pay compensation for any damages resulting thereof (including but not limited to the damages of JCD, administrative fines and other payment obligations). The Advertiser acknowledges that JCD shall not be obliged to submit an appeal or any other judicial remedy against the administrative/court decision establishing the fine. A lack of judicial remedy shall not constitute grounds for the Advertiser not to comply with their above obligations towards JCD.

The Advertiser accepts that JCD shall submit and represent this declaration to the competent authorities/court.

The Advertiser acknowledges that, with regard to the present declaration, “list price” means the list price defined in the Act on Municipal Landscapes and the Decree.

Date:, (day).....(month) 2017.....

[Name of the company]
as
ADVERTISER:
represented by:
[Name and position of the executive officer]