

General Terms and Conditions – JCDecaux Sverige AB

1 Application and Parties

- 1.1 - These general terms and conditions apply to the provision of advertising space and related services from JCDecaux Sverige AB, reg. no. 55655-1266 (JCDecaux).
- 1.2 - JCDecaux reserves the right to update these terms and conditions on an ongoing basis. The most recent version is available on the JCDecaux website.
- 1.3 - Customer refers to an advertiser, media agency or other intermediary that books advertising space.

2 Booking, Order Confirmation and Product Commitment

- 2.1 - Booking of advertising space shall be made in writing.
- 2.2 - The booking becomes binding when JCDecaux has sent a written order confirmation to the Customer.
- 2.3 - Any objections to the order confirmation shall be submitted in writing within 8 days from the date the order confirmation was sent.
- 2.4 - The order confirmation shall state the product, format, campaign period and price.
- 2.5 - JCDecaux provides the following delivery undertakings for campaigns, unless otherwise expressly agreed:
- VAC: at least 97 percent Visibility Adjusted Contact according to the applicable standard¹.
 - EA VAC: at least 97 percent Estimated Average Visibility Adjusted Contact according to the applicable standard.
 - Panels/share of exposure: number of screens or aggregated Share of Time of at least 97 percent at campaign level.
 - Impressions: number of impressions with at least 97 percent delivery in relation to the offered number.
- 2.6 - For digital campaigns, VAC and EA VAC are normally based on a spot length of 5 seconds in a loop in a standard loop of 60 seconds.
- This does not apply to Metrovision, where VAC and EA VAC are normally based on a spot length of ten (10) seconds in a standard loop as set out in the relevant product description.
- 2.7 - If, after the order confirmation, the Customer wishes to change the spot length, JCDecaux cannot guarantee that the requested VAC can be accommodated.

3 Cancellation

- 3.1 - Cancellation shall always be made and consequently be provided to JCDecaux in writing.
- 3.2 - A cancellation is deemed to have been carried out from the day it is received by JCDecaux.
- 3.3 - For analogue campaigns², cancellation must be made no later than 8 weeks before the campaign start.
- 3.4 - For digital campaigns, cancellation must be made no later than 6 weeks before the campaign start.
- 3.5 - For bookings covering several campaign periods, the time limits in sections 3.3 and 3.4 apply in relation to the start date of the first campaign period.

¹ VAC calculations are done in accordance with Outdoor Impact's standard

² An 'analogue campaign' means a campaign printed on paper

3.6 - If cancellation is made later than stated above, the Customer shall pay full consideration corresponding to the total campaign price according to the order confirmation.

3.7 - JCDecaux is entitled to invoice the Customer when cancellation has been made.

4 Reservations, Availability and Price Changes

4.1 - Unless otherwise stated in the offer, all offers are made subject to availability of inventory.

4.2 - JCDecaux is entitled to use a limited number of hours per week for extraordinary campaigns on digital surfaces. Campaigns with a fixed share of exposure are compensated through an increased share of exposure on screens corresponding to the lost share.

4.3 - The agreed price level applies subject to changes in legislation regarding taxes, charges or other levies related to outdoor advertising. Price adjustments may be made to a corresponding extent.

5 Delivery Specifications and Customer's Responsibility for Material

5.1 - The Customer is responsible for familiarising itself with the applicable delivery specifications for each product category on the JCDecaux website.

5.2 - All campaign material must meet the requirements in the relevant delivery specification, including format, technical requirements, quality and any safety requirements.

6 Delivery of Material and Spare Material

6.1 - Campaign material is provided by the Customer and is not included in the price unless otherwise expressly stated in the order confirmation.

6.2 - Originals and instructions for how the material is to be mounted shall be sent to JCDecaux before production, and no later than:

- fourteen (14) working days before campaign start for analogue campaigns, and
- three (3) working days before campaign start for digital campaigns, unless otherwise agreed.

6.3 - Delivery of campaign material is made at the Customer's expense to the address stated in the relevant delivery specification.

6.4 - Campaign material shall be delivered in accordance with the specified deadlines as set out in the delivery information, and in any case no later than:

- fourteen (14) working days before campaign start for analogue campaigns, and
- three (3) working days before campaign start for digital campaigns, unless otherwise agreed.

6.5 - For campaign periods of up to 14 days, the Customer shall provide 20 percent spare material in addition to the net print run.

6.6 - For campaign periods longer than 14 days, the Customer shall provide the amount of spare material reasonably requested by JCDecaux.

7 Delayed or Non-Delivered Material, Production via JCDecaux

7.1 - If the Customer does not deliver campaign material by the agreed material deadline, JCDecaux is entitled to charge a delay fee corresponding to the additional costs incurred, including extra working time, production changes, additional freight and other direct or indirect costs.

7.2 - JCDecaux is entitled to payment within the agreed time even if the Customer does not provide campaign material or if material is delivered late.

7.3 - If the Customer lets JCDecaux arrange printing or other production of campaign material, the following conditions apply:

- JCDecaux is responsible for ensuring that delivery takes place on time and with the agreed quality, provided that print-ready originals are delivered on time and in accordance with the specification.
- Invoicing of production costs takes place as agreed, normally together with the media cost. If the campaign is not carried out after production has already started, the Customer is charged the full production cost.
- In the event of objectively ascertainable errors in printing or other production, reasonable compensation may be paid, but never in an amount exceeding the actual production cost.

8 Posting, Publication and Number of Creatives

8.1 - Posting of analogue campaign material is primarily carried out by JCDecaux.

8.2 - A preliminary posting cost is included in the campaign price, unless otherwise stated in the order confirmation.

8.3 - If the Customer requests re-posting, extra posting or any other measure not due to an error by JCDecaux, JCDecaux is entitled to charge according to the applicable agreement.

8.4 - Posting of campaign material normally starts at the earliest on Sunday evening and is expected to be completed no later than Tuesday evening.

8.5 - If unfavourable weather conditions make posting impossible at the planned time, JCDecaux is entitled to postpone the posting until the conditions allow continued work, without this giving the Customer any right to a price reduction.

8.6 - If the Customer delivers campaign material later than seven (7) working days before campaign start or later than the mutually agreed time, JCDecaux does not guarantee that posting will take place in accordance with the ordinary schedule. In such a case, posting will take place as soon as possible.

8.6.1 - JCDecaux is entitled to charge the Customer for the additional costs incurred in connection with late delivery, with a minimum amount according to the price list applicable from time to time.

8.7 - For digital formats, an unlimited number of ad versions is included in the campaign price.

9 Incorrect Posting, Relocation and Competing Advertising

9.1 - If JCDecaux does not post the Customer's campaign material as agreed or if this is done incorrectly and such error is attributable to JCDecaux, the Customer is entitled to reasonable compensation.

9.2 - Compensation is provided in the form of advertising space with JCDecaux with a maximum value corresponding to what the Customer has paid for the defective units during the given campaign period.

9.3 - JCDecaux is entitled to relocate advertising units included in a booked product package between the initial booking and the actual campaign start.

9.4 - Relocation may mean that individual units are changed. Relocation shall not affect the delivery of the product as a whole.

9.5 - JCDecaux is entitled to adjust the number of advertising units until the campaign start, within reasonable deviations according to the product description, without this affecting the agreed price.

9.6 - The Customer accepts that advertising for competitors may appear on adjacent advertising spaces.

10 Care and Maintenance

10.1 - JCDecaux is responsible for keeping the campaign material neat by using spare material to replace or repair damaged material as soon as reasonably practicable.

10.2 - JCDecaux is not liable for delays in the replacement of damaged material when the delay is due to circumstances beyond JCDecaux's control.

10.3 - If JCDecaux does not fulfil its obligations in accordance with the agreement, the Customer is entitled to reasonable compensation.

10.4 - The Customer's sole right to compensation consists of advertising space with JCDecaux up to a value corresponding to what the Customer has paid for the defective units during the campaign period.

11 Responsibility for Content and Regulatory Compliance

11.1 - The Customer is responsible for ensuring that the campaign material and message complies with Swedish law, good marketing practice, relevant industry rules and does not infringe third-party intellectual property rights.

11.2 - JCDecaux is entitled to review the Customer's campaign material in advance.

11.3 - If the material is deemed to be in breach of law, good practice or otherwise considered unsuitable, JCDecaux is entitled to refuse posting or display.

11.4 - If the Customer knows or suspects that the content of the material may be perceived as provocative, the Customer shall contact JCDecaux well in advance of the campaign start for dialogue.

11.5 - The Customer shall indemnify JCDecaux for all costs, damages, fees and other claims incurred by JCDecaux due to violations of laws, regulations or third-party rights related to the campaign material.

11.6 - The Customer's indemnification obligation applies even if the material has been reviewed by JCDecaux without objection.

11.7 - If the booked advertising space cannot be used because the campaign material does not meet applicable regulations, JCDecaux is entitled to full payment.

11.8 - If the campaign is found to be in breach by Swedish self-regulation or a corresponding body, JCDecaux may charge a special fee according to the level applicable from time to time.

11.9 - The Customer is also responsible for ensuring that campaign materials and messages (i) do not violate the rules in Chapter II, Article 5, on prohibited AI uses, and (ii) comply with the rules in Chapter IV, Article 50, on transparency labelling and information transfer in a clear and

distinguishable manner, according to Regulation 2024/1689 on the harmonisation of conditions on AI (the "Regulation"). The Customer shall inform JCDecaux at the time of booking if the campaign or message has been developed using such an AI system as is covered by the Regulation.

11.10 – The liability provided for in paragraph 11.9 does not limit the liability provided for in paragraphs 11.1 to 11.8. which provisions shall also apply in the same way to the campaigns and messages referred to in point 11.9.

12 Limitation of Liability and Force Majeure

12.1 - JCDecaux's liability for errors in connection with posting, display and similar is regulated in other parts of these terms and conditions.

12.2 - In other respects, JCDecaux is only liable for direct damage up to an amount corresponding to the remuneration for the relevant service or campaign.

12.3 - Indirect damage, for example loss of profit or consequential damage, is not compensated unless the damage has been caused by gross negligence or intent on the part of JCDecaux.

12.4 - JCDecaux is released from liability if the performance of its obligations is prevented or substantially impeded by circumstances beyond JCDecaux's control, such as strike, lockout, extreme weather conditions, shortage of electricity or raw materials, government decisions or similar events.

13 Photography and Documentation

13.1 - JCDecaux has the right to photograph and document campaigns and campaign material.

13.2 - JCDecaux has the right to use images in reporting to the Customer, in internal presentations, in the marketing of its own services and in connection with discussions about and marketing of out-of-home media, including, but not limited to, the internet, advertising surveys and social media.

13.3 - Normally, a selection of surfaces, formats and creatives is documented. Address-specific campaigns or special campaign types may be excluded from documentation.

14 Ownership of Advertising Media

14.1 - Screens, panels and other advertising media on which the campaign material is displayed are always the property of JCDecaux.

14.2 - The Customer is only entitled to use the advertising space in accordance with the agreement and has no right to control or approve other content on JCDecaux surfaces.

15 Anti-Corruption and Economic Sanctions

15.1 - The Customer shall comply with all applicable laws, regulations and rules on anti-corruption and bribery.

15.1.1 - JCDecaux may terminate the agreement with the Customer with immediate effect if the Customer breaches this obligation or if JCDecaux has reasonable grounds to suspect such a breach.

15.2 - The Customer warrants that it complies with all applicable laws on economic sanctions and trade restrictions and that the Customer is not subject to such sanctions.

15.3 - Breach of sanctions legislation constitutes a material breach of contract and entitles JCDecaux to terminate the agreement with immediate effect.

15.4 - Neither party is obliged to fulfil obligations under these terms and conditions if this would entail a breach of applicable sanctions laws.

16 Third-Party Terms

16.1 - The Customer is aware of and accepts that JCDecaux's obligations may be affected by third-party terms in relevant lease and user right agreements, licences, permits and similar underlying rights.

16.2 Restrictions in such underlying agreements may entail changes, interruptions or limitations in the delivery without this in itself constituting a breach of contract by JCDecaux, provided that reasonable consideration is given to the Customer's interests.

17 Payment

17.1 - Invoicing normally takes place in connection with the start of the campaign period, as agreed.

17.2 - Payment shall be received by JCDecaux no later than 30 days after the invoice date unless otherwise stated.

17.3 - JCDecaux is entitled to request advance payment.

17.4 - In the event of late payment, default interest is charged in accordance with the Swedish Interest Act, as well as reminder and collection fees permitted by law.

17.5 - The Customer is aware that JCDecaux may in some cases be obliged to pay special remuneration to media agencies in accordance with prevailing market practice.

18 Political Campaigns

18.1 - If the campaign constitutes political advertising within the meaning of EU Regulation 2024/900 on the transparency and targeting of political advertising, the Customer shall inform JCDecaux of this when booking.

18.2 - The Customer is responsible for having the right to order and disseminate political advertising and for ensuring that all such advertising complies with the said Regulation and applicable, relevant national and international legislation.

18.3 - JCDecaux may refuse to display or discontinue the display of political advertising if JCDecaux assesses that the campaign risks breaching applicable rules or if this follows from a decision by a competent authority.

18.4 - The Customer shall indemnify JCDecaux against all claims, costs, damages and sanctions arising as a result of breaches of the rules on political advertising.

18.5 - The customer is responsible for complying with the material specifications (provided by JCDecaux) for political campaign materials.

18.6 - For political campaigns, the material delivery deadlines in sections 6.2 and 6.4 shall be brought forward by an additional two (2) working days. This means that campaign material for political advertising shall be delivered no later than:

- Sixteen (16) working days before campaign start for analogue campaigns, and
- five (5) working days before campaign start for digital campaigns, unless otherwise agreed in writing.

19 Term, Termination and Rescission

19.1 - These terms and conditions apply to each individual booking and campaign unless otherwise agreed in writing.

19.2 - JCDecaux may rescind the agreement with immediate effect in the event of a material breach of contract by the Customer, in the event of a breach of anti-corruption or sanctions rules, , in the event of a breach of section 11.9 or if JCDecaux, due to underlying agreements with third parties, is forced to discontinue the delivery.

20 Complaints and Limitation

20.1 - Complaints and claims regarding defects or deficiencies shall be made without undue delay after the Customer noticed or ought to have noticed the defect.

20.2 - The Customer may not invoke a defect later than 30 days after the end date of the campaign period.

21 Governing Law and Dispute Resolution

21.1 - These terms and conditions shall be governed by Swedish law.

21.2 - Disputes arising out of or in connection with these terms and conditions shall be finally settled by arbitration administered by the Arbitration Institute of the Stockholm Chamber of Commerce.

21.3 - The Rules for Expedited Arbitration shall apply unless the Institute, taking into account the complexity of the dispute, the amount in dispute or other circumstances, decides that the Arbitration Rules shall apply.

21.4 - The seat of arbitration shall be Stockholm.