

# AMS S.A. – OOH and DOOH definitions

## 1. General provisions

Capitalised terms used in the following documents in force in AMS S.A.: General Terms and Conditions of Advertisement Display on Advertising Media of AMS S.A., General Terms and Conditions of Digital Display on Digital Media, Commercial Policy, Price Lists or in the Order – to the extent which is not specified by the above documents – shall take the meanings set out in these OOH and DOOH definitions.

## 2. Definitions

1. **Agency** – media agency or advertising agency acting in the name of the Advertiser and holding rights thereto;
2. **AMS** – AMS S.A. with the registered seat in Warsaw (00-732) at ul. Czerska 8/10, TIN: 782-00-21-306, waste database number: 000087347, entered in the register of entrepreneurs of the National Court Register kept by the District Court for the Capital City of Warsaw, 13th Commercial Division of the National Court Register under number KRS 0000079299, initial capital: PLN 9,797,370.00, paid-up in full;
3. **Dynamic Backlight Animation** – a digital file made by AMS or provided by the Client, controlling the sequential change of the lighting intensity level of the Client's Advertisement for Dynamic Backlight;
4. **Backlight (BL18 or BL32)** – advertising Medium with dimensions of 6 m x 3 m or 8 m x 4 m; Backlight advertising media are backlit Media and the lighting of the Backlight Media may be turned off at night;
5. **ATM** – ATMs or other devices (such as cash deposit machines, dual machines, recyclers, etc.) of IT CARD networks placed at the disposal of AMS, on which the Advertisement Digital Display service is provided, and the displayed Advertisements may be static or dynamic;
6. **Best Effort** – CPM settlement model in the Advertising Campaign, in which AMS will make every effort to ensure that the number of Contacts specified in the Order is completed; if the number of completed Contacts is lower than that specified in the Order, this circumstance does not affect the correct execution of the Advertising Campaign by AMS, and the amount of remuneration due to AMS is determined based on the number of actually completed Contacts;
7. **Billboard 12 (BB12)** – Advertising Medium with dimensions of 5.04 m x 2.38 m;
8. **Billboard 18 (BB18)** – Advertising Medium with dimensions of 6 m x 3 m; in the case of backlit Billboard 18 advertising media, the lighting of the media may be turned off at night;
9. **Price Lists** – price lists applicable at AMS for Display and Digital Display on Advertising Media;
10. **Citylight/ Premium Citylight (CL/CL\_P)** – Advertising Medium with dimensions of 1.2 m x 1.8 m or 1.27 m x 2.37 m, mounted on a shelter, on a pole, free-standing, wall-mounted or integrated with a kiosk;
11. **Cityposter (CP)** – Advertising with dimensions of 70.7 cm x 100 cm or 140 cm x 200 cm or 420 cm x 200 cm glued to an Advertising Pole;

12. **Cityscroll (CS9)** – an Advertising Medium with a rotating display area of 3.54 m x 2.47 m; Cityscroll Advertising Medium are backlit Media, subject to the fact that the illumination of Cityscroll Advertising Media may be switched off at night;
13. **CPM** – Advertising campaign carried out by AMS on Advertising Media (excluding media such as: ATM screen, LCD media in public transport, Move TV Medium) in the Cost Per Mille model, where the purchase option is based on the price for 1,000 Contacts, and the main parameter is the number of Contacts within the given period of time;
14. **Personal data** – information about an identified or identifiable natural person; an identifiable natural person is a person who may be identified, directly or indirectly, in particular on the basis of an identifier such as: name and surname, residential address;
15. **Digital Citylight (DG\_CL)** – an Advertising Medium equipped with an LCD screen, placed in an open space, adapted to Display digital content, whereby the displayed content may only be static and the length of individual content may not be shorter than 10 seconds; Advertisements are displayed on Digital Citylight media for no less than 19 hours a day and the LCD screen may be turned off at night;
16. **Digital Cityscreen (DG\_CS)** – an Advertising Medium equipped with an LCD screen, placed in an open space, adapted to display digital content, whereby the displayed content may only be static and the length of individual content may not be shorter than 10 seconds; Advertisements are displayed on Digital Citylight media for no less than 19 hours a day and the LCD screen may be turned off at night;
17. **Digital Indoor (DG\_IN)** – Advertising Medium equipped with an LCD screen, placed inside a building, adapted to display digital content, and the displayed content may be static or dynamic; Advertisements are displayed on Digital Indoor media during the working hours of the shopping mall/building where the Media are installed, no less than 12 hours a day, subject to AMS's right to adjust the Advertisement Digital Display time to periodic guidelines of the shopping mall or building owners;
18. **Direct Guaranteed** – CPM settlement model in the Advertising Campaign, in which AMS guarantees the implementation of the number of Contacts not lower than the minimum threshold specified in the Order; if the number of actually completed Contacts is higher than the established minimum threshold, the Advertising Campaign is deemed to have been properly implemented
19. **Dynamic Backlight** – Advertising Medium with dimensions of 6 m x 3 m or 8 m x 4 m, enabling the Advertising Display to be made more dynamic by changing the lighting intensity based on the Dynamic Backlight Animation; Dynamic Backlight Advertising Media are backlit Media and the lighting of the Dynamic Backlight media may be turned off at night;
20. **Business Day** – each day of the week, excluding Saturdays, Sundays and public holidays;
21. **EKO Premium Citylight (CL\_EKO)** – Advertising Medium with dimensions of 1.2 m x 1.8 m or 1.27 m x 2.37 m, mounted in a bus shelter, with a set of pro-environment solutions;
22. **ATM Scree** – LCD Medium located on the ATM monitor; the advertisement may be displayed on the following ATM screens:
  - a) **Welcome Screen** – a screen appearing on the ATM monitor between the end of the previous transaction and the start of the next transaction or other operation performed in the ATM by the user; there are no more than 6 Welcome Screens available in the ATM, which are displayed one after the other;
  - b) **Authorization Screen** – a screen appearing on the ATM monitor while the user's payment card is waiting for authorization in the banking system;
  - c) **Post-Authorization Screen** – a screen appearing on the ATM monitor while the user is waiting for the return of the card or collection of cash during the transaction;
23. **Display** – monthly or semi-monthly display of the Client's Advertisements on Advertising Media (in the case of transit Media, the Display may also cover a period of seven consecutive days), including the service of single placement (assembly) of the Advertisement on the Media, which may also include (after ordering by the Client) Rotation services and/or or Advertisement Reposting;

in justified cases, with the consent of AMS, the Display may cover a different period, after AMS and the Client have agreed on individual conditions regarding the deadlines and price for its implementation;

24. **Digital Display** – paid service of display the Client's Advertisements on Digital Media provided by AMS, under the conditions specified in the Order and General Terms and Conditions;
25. **Wall-Mounted Frontlight (FL100 or FL50)** – a wall-mounted Advertising Medium with the area of 11,5 m x 8,5 m or 6,1 m x 8,5 m; Wall-Mounted Frontlight Advertisement Media are backlit Media, subject to the fact that lighting Wall-Mounted Frontlight may be switched off at night;
26. **Stand-Alone Frontlight (FL48)** – stand-alone Advertising Media with dimension of 12 m x 4 m; in the event of backlit Stand-Alone Frontlight Advertisement Media lighting of the Media may be switched off at night;
27. **GRP (Gross Rating Points)** – sum of Ratings in the Advertising Campaign;
28. **Agora Capital Group** – Agora S.A. with all subsidiary companies of Agora S.A.;
29. **IBO** – Instytut Badań Outdooru IBO sp. z o.o.;
30. **Agglomeration index** – price multiplier for Display on Advertising Media located in agglomerations specified in the „Classic OOH” price list;
31. **Advertising campaign** – a paid service provided by AMS covering all activities performed by AMS in order to implement the Display and/or Digital Display of Advertisements and/or Additional Services, performed by AMS under the terms and conditions specified in the Order and General Terms and Conditions;
32. **Client** – a natural person, a legal person or an organizational unit without legal personality, conducting business and professional activity on its own behalf, ordering an Advertising Campaign on Advertising Media;
33. **Fitness Club** – a club where Move TV Media are mounted;
34. **Contact** – the number of movements in the vicinity of the Advertising Medium that generate the opportunity to view the Advertisement displayed on a given Advertising Medium by a moving recipient; Contacts are generated by Display of Advertisements on Advertising Media, and the number of Contacts for individual Advertising Media is determined based on the DOOH Contacts Measurement Methodology, the content of which is available here;
35. **Content** – editorial content displayed on Advertising Media such as Digital Indoor, Digital Citylight, Digital Cityscreen, Move TV and Traffic TV, which may contain the Advertiser's marking;
36. **Advertising Layout** – Advertising graphic design;
37. **Location of the Advertising Medium** – depending on the type of Advertising Medium: address details of the Advertising Medium, rolling stock numbers of buses and trams or catalogue numbers of advertising Frames installed in public transport means;
38. **Advertising Medium** – advertising space on which AMS displays Advertisements of the Client;
39. **Digital Medium** – advertisement medium such as Digital Citylight, Digital Cityscreen, Digital Indoor, ATM Screen, LCD Medium in public transportation means, Move TV Medium;
40. **LCD Medium in public transport means (CT\_BUS\_S, CT\_TRA\_S, TrafficTV)** – LCD screen installed in Public Transport Vehicles, on which static or dynamic Advertisements may be displayed; Display of Advertisements on LCD Media in public transport takes place during the timetable of Public Transport Vehicles, in accordance with the daily transport tasks of individual Public Transport Vehicles;
41. **Move TV Medium (DG\_MoveTV)** – LCD screen adapted to display digital content, installed in the Fitness Club, on which static or dynamic Advertisements may be displayed; Advertisements are displayed on Move TV Media during the opening hours of Fitness Clubs, no less than 14 hours a day, subject to AMS's right to adjust the advertising display time to the periodic guidelines of Fitness Clubs;
42. **Classic OOH Advertising Medium** – advertising medium other than Digital Medium;
43. **Third-party Advertising Medium** – advertising space temporarily obtained by AMS from a third party for the purposes of implementing a specific Advertising Campaign, on which Advertising Display will be carried out on the terms other than those specified in the General Terms and Conditions and applied by the third party that temporarily made a given Medium available to AMS;

44. **Mobile Advertising Media** – Advertising Media mounted on/or in public transport means (“buses, trams”) made available to AMS by third parties, of the following type:
- a) Busback – rear surface of the bus,
  - b) Halfback – rear surface of the bus (metal part or window may be used),
  - c) Busboard – left surface of the bus,
  - d) Fullmobil – rear and left surface of the bus,
  - e) Dualmobil – rear and left surface of the articulated bus,
  - g) Fullwrap – the entire left and right surface of the public transport vehicle, in the case of a bus, additionally the rear surface of the vehicle,
  - h) Halfwrap – depending on the city and carrier, the left surface (metal part and/or windows) and the metal part on the right surface of the public transport vehicle, in the case of a bus, additionally the rear surface of the vehicle,
  - i) Panel – rectangular advertising format on the side surfaces of a public transport vehicle with an area of no less than 2 m<sup>2</sup> (format and size depending on the city and carrier),
  - j) Advertising Frames – internal advertising surface in public transport with the dimensions of 0.3 m x 0.9 m;
45. **New mobile technologies** – technologies enabling access to the content, websites or messages encoded in the Advertisement using mobile devices;
46. **Outdoor Track** – Advertising Media visibility research conducted by IBO based on the Route methodology;
47. **Package/Package Purchase** – an option to purchase an Advertising Campaign in which the Client receives an audience on a specified number of classic OOH Advertising Media and/or Digital media, without the possibility of making a Selection;
48. **Public Transport Vehicles** – trams, buses, trolleybuses;
49. **Commercial Policy** – a document in force at AMS, regulating the price conditions for the purchase of Advertising Campaigns;
50. **Ranges** – 10 categories of Advertising Media with a specific audience expressed by the number of contacts parameter – VAC (P1-P10);
51. **Advertisement Reposting** – changing the Advertisement on the same Advertising Medium during the Display;
52. **Rating** – number of contacts with Advertising Media constituting 1% of the Outdoor Track study population, i.e. everyone aged 15–65;
53. **Advertising** – advertising material (posters, vinyls, meshes, foils) mounted on a static or dynamic Advertising Medium, as well as digital advertising material, in the form and format required by AMS, without sound (the possibility of Digital Display of static or dynamic Advertisements depends on type of advertising medium on which the Digital Display is carried out);
54. **Advertiser** – entity whose goods or services are the subject of the Advertisement;
55. **OOH Retargeting** – a service aimed at increasing the frequency of viewer contact with the Client’s Advertising Campaign via mobile devices; thanks to the use of global geolocation data and smartphone user profiles, display or video advertisements are displayed in mobile applications to people from the target group who were within reach of the indicated advertising media; the service allows you to redirect the viewer of the Advertising Campaign directly to the website indicated by the Client, to an online store or a dedicated message in online media;
56. **Rotation** – moving of an Advertisement, as part of the Display made, onto an Advertising Medium in a different Location, in line with the Order terms and conditions; Rotation covers Advertisements displayed on such Advertising Media as Backlight, Citylight/Premium Citylight and Dynamic Backlight;
57. **Selection** – individual selection of advertising media made by the Client from the pool of available advertising media presented by AMS;
58. **Advertising pole** – a free-standing advertising carrier with dimensions of 380 cm x 212 cm, installed in selected locations in the capital city of Warsaw, where it is possible to display up to 10 (ten) Cityposter Advertisements at the same time (depending on the Advertisement format);

59. **Superboard (SB108)** – Advertising media with dimensions of 18 m x 6 m; Superboard advertising media are backlit media, provided that the lighting of Superboard media may be turned off at night;
60. **Trigger** – service provided by AMS consisting in the preparation of HTML creations using changes to Advertising on digital advertising media;
61. **Annual framework agreement** – an agreement concluded between the Client and AMS regarding the implementation of Advertising Campaigns in a given calendar year, containing important commercial terms and conditions;
62. **Additional services** – services provided by AMS on the terms and conditions individually agreed with the Client, regarding special projects, City Transport, printing of Advertisements, Reposting, as well as services of additional photo service, marketing presentation photos or promotional film, layout reformatting, demographic or behavioural targeting, non-standard deadlines for installation/disassembly of Advertisements, testing the visibility of the Advertising Campaign and other services agreed by the Parties;
63. **Net annual expenses** – the sum of expenses, including due discounts and additional payments for Advertising Campaign services, and the amount of the Client's expenses due to remuneration for Additional Services, net of VAT, incurred by the Client in a given calendar year;
64. **Exclusivity** – Display/Digital Display of Advertisements of one Advertiser on all Citylight Advertising Media mounted on a single bus shelter or on a single Advertising Pole;
65. **Industry exclusivity** – Display/Digital Display of Advertisements of the Advertiser's Advertisements on Citylight Advertising Media mounted on a single bus shelter or on a single Advertising Pole, excluding displaying Advertisements regarding services or goods of the same type on a given shelter or pole;
66. **VAC (Visibility Adjusted Contacts)** – the size of the Advertising Medium's audience expressed in the number of Contacts, determined in the Outdoor Track study conducted by IBO;
67. **Order** – an agreement regarding the order for the implementation of an Advertising Campaign, concluded between the Client and AMS on the appropriate form in force at AMS, together with attachments and annexes; the Order may be concluded or amended in writing, electronically or using an ordinary (unqualified) electronic signature (unless the further provisions of the General Terms and Conditions or the Order provide otherwise), however, it is permissible for some persons to mark the Order with a handwritten signature and for others persons with an electronic signature;
68. **Request for quotation** – an inquiry submitted to AMS by the Client regarding the conditions for carrying out a specifically indicated Advertising Campaign, containing at least: the Client's data, the name of the product or industry to which the Advertising relates, the duration and other parameters of the planned Advertising Campaign;
69. **General Terms and Conditions** – depending on the type of services commissioned by AMS – General Terms and Conditions for Display of Advertisements on Advertising Media of AMS S.A. or General Terms and Conditions for Digital Display of Advertisements on Digital Media.

### 3. Final provisions

1. OOH and DOOH definitions shall be regularly updated by AMS.
2. The binding version of OOH and DOOH definitions shall be available at [ams.com.pl](https://ams.com.pl)
3. The binding version of OOH and DOOH definitions shall apply as of 3 February 2025.