

1. GENERAL

These General Terms and Conditions apply to contracts between Gewista Werbegesellschaft m.b.H. ("GEWISTA") and entrepreneurs ("Clients"). They do not apply to consumers.

2. ADVERTISING MEDIA

These General Terms and Conditions apply to the following advertising media: Posters ("P"), City Light ("CL"), Premium Board, which is a glazed and backlit advertising medium ("PB"), City Light Changer, which is a CL equipped with a changing technology that enables multiple occupancy ("CW"), Transport Media, Brand Area and Station Branding ("TM"), Subway Boards and other permanent advertising ("DW"), Mobile Advertising ("MW"), Digital Media, which are Digital Out of Home media ("DM"), and special forms of advertising and innovations.

3. OFFER AND ACCEPTANCE OF ORDERS

Offers made by GEWISTA are subject to change (non-binding). Acceptance of orders by GEWISTA and changes to orders must be made in writing (by email or online via our booking platform). GEWISTA reserves the right to reject orders without giving reasons. The transfer of booked advertising space to third parties is not permitted.

4. GRAPHIC DESIGN

The content, technical form, scope, material, appearance and color of the advertisement must comply with the official regulations and those of the vehicle operator and the maintenance provider for the space. The relevant specifications can be found in the printed data sheet provided in the case of TM and in the animation guidelines and data sheet for data delivery in the case of DM. For all other advertising media, the production details can be found in the order documents. Upon delivery, all printed advertising materials become the property of GEWISTA. The client must deliver the printed advertising materials in the following quality, using non-reflective colors, 14 working days before the start of installation, free of charge (delivery address as per the shipping list provided by GEWISTA), as follows:

Special features for P: 100-115 g/m², wood-free, single-sided, smooth, Bluebac, flat on pallet, sorted by sheets. Interleaves must be placed between the different parts; 15% replacement billboards. For billboards, a gluing sketch must be provided to ensure accurate order execution. For billboard formats that do not correspond to the dimensions or Austrian-Standards (Ö-Norm) or to the order, there may be additional charges for gluing and paper. The following poster formats are considered to be in accordance with Austrian-Standard A 1001: 1/1 sheet 84 x 59.5 cm, 2/1 sheet 119 x 84 cm, 4/1 sheet 168 x 119 cm, 8/1 sheet 238 x 168cm, 16/1 sheet 238 x 336 cm, 24/1 sheet 238 x 504 cm, 48/1 sheet 238 x 1,008 cm, special formats by prior agreement. [g/m² = grams per square meter]

Special features for CL: Coated offset paper, white, matte, wood-free, translucent throughout, with a grammage (grams per square meter) of at least 130g/m² to a maximum of 150g/m², not creased, flat on pallet; 15% replacement billboards. The production size is 118.5 x 175 cm (in one piece, portrait format). The unrestricted viewing area is 104 x 161.5 cm (portrait format). Small print runs of up to 20 pieces, film foils (large slides), can also be used if they correspond to the specified size. When delivering different items, the corresponding identification numbers must be printed in the upper left corner of the advertising material.

Special features for PB: 170-200g/m², flat on pallet with the front of the billboards facing downwards. Smaller print runs of up to 25 pieces can also be delivered rolled up on cardboard rolls. Wooden panels must be used as inserts between the pallets. The subject must be created in 314 x 231 cm format. The lettering and the most important elements of the subject must be placed within the unrestricted viewing area of 300 x 216 cm, as the subject is partially covered by a running passepartout (frame matte) within a 7 cm frame. Single-piece printed posters must be delivered cut to size at 317 x 234 cm.

Special features for DM: For DM, the advertising material is displayed via Digital Out-of-Home media. Advertising material must be provided by the client in accordance with GEWISTA's specifications as set out in the animation guidelines and the data delivery data sheet which is enclosed with the order confirmation. The client is responsible for ensuring that the advertising material is received on time and is free of errors or defects. In the case of dynamic content, the client must submit the storyboard, concept, or idea to GEWISTA for planning and preparation at least six weeks before the start of the campaign. For Direct Out of Home media, the advertising templates must be received by GEWISTA in the agreed-upon form at least 10 working days before the first

placement date. In the case of a recognizably unsuitable or visibly damaged template, GEWISTA shall notify the client immediately. GEWISTA approves the content for direct and programmatic Digital Out of Home campaigns. Moderation (meaning approval of the content and content structure) of dynamic content campaigns is mandatory and must comply with GEWISTA's animation guidelines. Moderation is carried out by the client or, by separate, prior agreement, by GEWISTA. The animation guidelines are available at the www.gewista.at website. In the case of dynamic content campaigns, the client is responsible for ensuring that data (e.g., photos, etc.) are never displayed without prior approval. When booking a brand area, GEWISTA is permitted to reduce the scope of existing orders on Digital City Lights that are part of a brand area, with an equivalent reduction in budget. GEWISTA guarantees that the booked VAC/Verified Audience Contacts will be achieved within the booked period within the scope of the GEWISTA inventory.

Special features for TM: The use of adhesive letters, fluorescent colors, and reflective colors is not permitted. Removable, opaque, certified films approved by the inventory provider must be used as the substrate. QR codes are not permitted in the design of swing cards and brand areas on escalators.

Special features for DW: The use of adhesive letters, fluorescent colors, and reflective colors is not permitted. Removable, self-adhesive, opaque, and glossy-laminated adhesive films must be used as the substrate. The minimum durability should be 3-5 years. Any similarity between the information boards and official traffic signs is not permitted. If permits are required for the desired locations, the client shall bear the respective costs of the permit procedure (information available upon request) per board, even in the event of rejection. Delivery address: GEWISTA Technik - Lager, Franzosengraben 5, 1030 Vienna Delivery times: Monday-Thursday 6:00 a.m.-2:00 p.m., Friday 6:00 a.m.-11:30 a.m.

Special features for special advertising formats and innovations: Special advertising formats can only be implemented in conjunction with a supplementary campaign. The implementation of a special advertising format is at the client's risk; this also applies in the event of vandalism and theft. Due to particular specifications in the implementation, longer set-up times may occur, which may differ from GEWISTA's display calendar. For the planning of the final assembly, a prototype or its print data, including a position-sketch or mock-up, must be made available to GEWISTA in print-ready form no later than four weeks before the start of the campaign. Production costs are approximate and can only be determined after the final print data is available and after a prototype has been produced/delivered. If GEWISTA develops a prototype, live testing is allowed to take place during the booked, actual running time. Installation costs apply to the Vienna area. Due to structural differences between individual locations, adjustments may be necessary on-site. Likewise, third-party specifications may result in short-term changes to the locations. The use of technical equipment that is not owned by GEWISTA cannot be assumed for implementation purposes. Due to cooperation with partner companies and public authorities, additional approvals from these parties may be necessary in special cases. In the case of sampling, any cleaning costs incurred because of products provided or third-party companies will be charged separately, if necessary. Any product-specific storage that may be required must be provided by the customer. For events held in buildings, the guidelines of the maintenance provider and operator apply. GEWISTA shall be held harmless in this regard.

5. DISPLAY

Advertising material shall be displayed exclusively by GEWISTA employees or by companies commissioned by GEWISTA. Details on display duration and minimum terms can be found in the current GEWISTA price list/display calendar. Costs for displays outside the display calendar must be agreed upon separately and borne by the client. Minor delays are possible for technical reasons (Sundays or public holidays at the start of the booked display period, weather, strong winds). Display on a specific date cannot be guaranteed. In the event of strong winds, periods of cold and rain, natural disasters, exceptional weather conditions, and outdoor temperatures below +5°C (foil adhesion), GEWISTA shall be released from its obligation to perform while retaining its claim to payment. GEWISTA shall notify the client of such circumstances within a reasonable period of time. No liability is accepted for changes in the color of advertising materials resulting from the use of certain printing inks or from weather conditions. No liability is assumed. Unless otherwise agreed in writing, affixing/removal (TM) may take place at GEWISTA five working days before or after the start of the order, depending upon the volume of work. The installation of

an underground billboard may take up to 8 weeks after delivery of the film. Extensions due to installation restrictions imposed by WIENER LINIEN GmbH & Co KG ("Wiener Linien") are reserved. Blocking periods (adhesion/display not before a certain date) must be communicated to GEWISTA in writing up to 14 working days before the start of the order and may result in additional costs.

6. NO EXCLUSION OF COMPETITION

Exclusion of competition cannot be guaranteed.

7. TERM IN THE EVENT OF DELAYED DELIVERY OF ADVERTISING MATERIAL

In the event of delayed delivery of advertising material by the client, timely and complete fulfillment of the order cannot be guaranteed. In this case, the term will not be extended, but will be invoiced as specified in the order. Any desired deviation from the official posting according to the display calendar/order documents must be requested in writing at least 10 working days before the start of the posting and may result in additional costs to the client.

8. RELOCATION OF ADVERTISING MEDIA

GEWISTA is entitled, at its own discretion, to change the booked locations and carry out relocations in order to make better use of posting or display space or to improve the quality of the location. However, the relocation of the advertising announcement must not lead to a deterioration in the confirmed impressions. This condition does not apply in cases where relocation is necessary for justified reasons, such as dismantling or conversion of the advertising space, short-term restrictions on visibility, etc. In this case, only the effectively fulfilled impressions will be charged.

9. AREAS OF USE OF THE VEHICLES AT TM

The respective areas of operation/routes of the vehicle or route networks of the vehicle operator are specified in the order. GEWISTA cannot provide the client with continuous proof of use of the respective vehicle. The client acknowledges that GEWISTA cannot guarantee uniform and consistent use of the means of transport, because shifts may occur within the motor vehicle routes of the transport operator. Changes to vehicle schedules and deviations from the area of use may occur for operational reasons (maintenance, repairs, acute damage, etc.). Such operational necessities must be given priority. In such cases, recourse against GEWISTA and the transport companies is excluded. If another vehicle within a transport company breaks down during a route operation due to a defect, the vehicle with the client's advertising may be used as a replacement vehicle, thereby temporarily changing its agreed-upon operating area, which shall not enable or allow any claims for damages by the client. GEWISTA cannot restrict a vehicle to exclusive use on a single route or influence the frequency of use on individual routes (except for limited route guarantees). GEWISTA only grants a limited route guarantee for exterior vehicle advertising on Wiener Linien trams (a.k.a. streetcars or trolleys) to the following extent:

- Wiener Linien provides a limited guarantee for two trams — restricted to 20 days per month — per approved line route that vehicles with corresponding exterior advertising will only run on the specified line.
- This guarantee may be revoked by Wiener Linien at any time for operational reasons.

10. WARRANTY AND DISCLAIMER

Claims for compensation and any complaints regarding defects can only be asserted during the duration of the advertisement. GEWISTA does not guarantee that the objects provided with the advertisements in accordance with the order will be in operation and visible without interruption during the agreed upon term. GEWISTA shall not provide any compensation for any advertisements that may be damaged or not replaced in a timely manner. Temporary restrictions or disruptions of any kind and for any reason whatsoever shall not affect the order and shall not entitle the client to demand a refund or any other compensation. Liability for non-performance, interruption, premature termination, delay, defective performance, or other disruption of the advertising placement for reasons for which GEWISTA is not responsible or which are beyond GEWISTA's control, in particular due to force majeure (e.g., riots, sovereign interventions or requirements, construction and demolition measures carried out or abandoned by public authorities, institutions, power failures, IT failures, strikes, operational disruptions, weather conditions, damage or other impairments to the advertising space by third parties) is excluded. Compensation for consequential damages is excluded, except in cases of intentional or grossly negligent misconduct on the part of GEWISTA. This applies in particular to the production costs of advertising materials. Liability for a specific advertising result is excluded. Claims for damages arising from postponements or the cancellation of a display for the reasons stated in point 5 are excluded.

Special features for DW: The client must immediately notify DW in writing (e-mail) of any defects, in particular those resulting from the loss of advertising material (e.g., theft, construction work). Any warranty claims are excluded until notification has been received. The client has no claims based on defects that occurred more than three months prior. Warranty rights are also excluded insofar as they are based on a seasonal or temporary impairment of the advertising measures due to renovations or comparable actions by third parties. Assembly work (installation and removal) on objects belonging to GEWISTA and its partner companies must be carried out without exception by agents of GEWISTA. For all other installations not carried out by GEWISTA and its agents, the client shall be liable for any damage caused by the advertising object. If a film or board is in damaged condition (e.g., due to vandalism), GEWISTA shall be entitled, at its own discretion, to dismantle it at any time. GEWISTA shall inform the client of this immediately and restore the panel to its proper condition after print data has been transmitted. The client shall bear the costs for the maintenance and restoration of the objects (e.g., replacement due to theft, construction work, vandalism, damage, manipulation by third parties, etc.). The board remains the property of GEWISTA in all cases (this applies in particular to boards on masts/stands). After the order has expired, the objects must be restored to their original condition. The costs incurred shall be borne by the client.

Special features for DM: The client acknowledges that GEWISTA can only display the content as it is delivered. In the event of a malfunction, a failure, or a cyberattack on project partners and data sources that deliver content to GEWISTA, GEWISTA accepts no liability for the content displayed. In such cases, GEWISTA will work with the project partners to restore the correct content as quickly as possible.

11. INTERRUPTION OF CAMPAIGNS

GEWISTA is entitled to interrupt the client's ongoing campaigns, particularly in the areas of DM and MW, at any time for the duration of a disaster warning message to be published at the request of the City of Vienna or a federal or state authority (e.g., display of a warning and an all-clear message). The client cannot derive any claims from such interruptions. GEWISTA also reserves the right to interrupt long-term DW campaigns at its own discretion if the booked placement is temporarily required for another campaign. In this case, the fee payable to GEWISTA shall be reduced proportionally by the amount corresponding to the period of interruption.

12. HANDLING OF TIME-LIMITED CONTENT

GEWISTA shall endeavor to install campaigns with time-limited content (e.g., time-limited promotions or prices, time-limited licensed images) after sufficient notification by the client in accordance with its capacities, or to remove such content otherwise. The installation/removal cannot be guaranteed completely and immediately, but will take place in the event of specific notification until the next posting.

13. RESPONSIBILITY FOR ADVERTISING CONTENT AND INDEMNIFICATION AND HOLDING HARMLESS

The client is solely responsible for the admissibility of the content of the advertising media. The client shall fully indemnify and hold GEWISTA harmless for any and all related claims by third parties, in particular claims for defamation, insult or damage to credit rating, violations of the Media Act, Copyright Act, data protection regulations, intellectual property and personal rights, and the Act Against Unfair Competition. This also applies to the content of web-based tools that GEWISTA integrates from third-party providers (e.g., social media, websites) as part of "innovative implementations." GEWISTA has no control of this content and accepts no liability for it.

14. WITHDRAWAL BY GEWISTA

GEWISTA is entitled to withdraw from an order that has already been accepted, either in whole or in part, in the following cases:

- If, at the time of acceptance of the order, the form or content of the advertising material was unknown to GEWISTA and it is proven to be illegal; or
- GEWISTA has submitted the advertising material to the Advertising Council and the latter has objected to the advertising material within 48 hours of submission or has issued an informal recommendation not to display/play the advertising material; or
- In the event of elections (to the local council, state parliament, national parliament, etc.) or referendums or similar, insofar as this is necessary for election advertising.
- In the event of non-compliance with the terms of payment after setting a grace period of 3 days, in which case GEWISTA is entitled to remove or cover up advertising material immediately without further notice.
- If, due to cooperation with partner companies or pub-

lic authorities, the advertising material is not approved by them.

f) If the client has not delivered the advertising material by the agreed-upon delivery date. In the event of a justified withdrawal by GEWISTA in accordance with a) or b) before the start of installation/pasting, the cancellation conditions in point 18 shall apply accordingly *mutatis mutandis*. In the event of the client's withdrawal from the first day of the fourth week before the start of the term, the client shall pay the full fee. The client has the option of delivering replacement advertising material in accordance with the dates in the notice board calendar and the delivery dates. The client shall also pay the full fee if GEWISTA does not accept this replacement advertising material. In the event of a justified withdrawal by GEWISTA in accordance with c) and e), GEWISTA's claim to payment shall expire; the client shall not be entitled to derive any claims for damages from this. In the event of a justified withdrawal by GEWISTA in accordance with d), the client remains obliged to pay the full fee in accordance with point

14. In the event of a justified withdrawal by GEWISTA in accordance with f), the client remains obligated to pay the fee in accordance with point 7, second sentence, on a pro rata basis, up to and including the date of dispatch of GEWISTA's notice of withdrawal.

15. ADDITIONAL FEES AND REIMBURSEMENT OF COSTS

The client shall pay the following additional fees and reimburse the following costs:

- Fees for special services, e.g., blocking periods, packaging materials, customs duties, shipping costs, affixing stickers, posting outside the regular posting calendar, agreed upon returns of unused advertising materials.
- In the event of official confiscation of advertising materials: costs for their removal or covering.
- Legal transaction fees and advertising tax (if applicable).
- For collective posters (posters or commercials that advertise several products and brands or services of several companies), a surcharge of up to 200% may be charged.

16. RATES AND TERMS OF PAYMENT

The rates valid at the time of execution of the order according to the current price list determine the calculation of the fee. Rates are subject to change. All prices are exclusive of sales tax and any additional fees and charges in accordance with point 15, are payable promptly, net cash, without discount. Only payments made directly to GEWISTA will be accepted. GEWISTA reserves the right to demand 100% prepayment of the total order value for first-time orders from new customers, payable upon placing the order. GEWISTA is not obliged to grant an agent's commission, but decides on this on a case-by-case basis.

17. DELAYED PAYMENT

In the event of delayed payment or deferral, default interest of 9.2 percentage points above the base interest rate shall apply. In addition to the statutory interest, GEWISTA may also claim compensation for other damages incurred by it and caused by the client, in particular the necessary costs of appropriate extrajudicial collection or recovery measures, insofar as these are proportionate to the claim being pursued (Section 1333 (2) ABGB).

18. CANCELLATION TERMS AND CONDITIONS

The client may cancel orders, in whole or in part, in writing (e-mail). The cancellation fee shall be the following percentage of the gross order amount excluding advertising tax for the part of the order affected, whereby the deadline shall be calculated from the date of receipt by GEWISTA: Up to ten weeks before the start of the term 0%; up to eight weeks before, 10%; up to five weeks before, 30%; and, from the first day of the fourth week before the start of the term, 100%. Cancellation fees for order cancellations before the fourth week prior to the start date will be credited if the order is carried out within three months (but in the same calendar year as the initial order) on the same medium, subject to availability, to the same extent and under the agreed-upon conditions. Cancellation fees for order cancellations from the fourth week before the start date will not be credited. Cancellation must be made in writing (by post, fax, or email). The date of receipt of the notification by GEWISTA shall be deemed the date of timely receipt by GEWISTA. If the order is only booked within four weeks before the start date, cancellation free of charge is possible within 48 hours of booking. Cancellation of an order after this period will result in a cancellation fee of 100%. Production costs already incurred must be paid in full in all cases. The assignment or transfer of the client's business does not lead to premature termination of the contract with GEWISTA and has no influence on the client's payment obligation. In the case of DW and TM, any deviating cancellation conditions apply as stated in the order confirmation. If an order includes services provided by third parties, the cancellation conditions

of these third parties shall apply to the relationship between GEWISTA and the client.

19. USE OF IMAGE AND DATA MATERIAL PROVIDED BY THE CLIENT

GEWISTA creates photos and films of its advertising media for the purposes of marketing communication and advertising for GEWISTA newsletters, social media channels, and press releases. The client agrees that in this context, the advertised subjects and all data material provided (e.g., subjects or spots) may be used for these purposes and warrants that such use does not infringe upon the rights of third parties, for which point 11 applies accordingly, *mutatis mutandis*.

Special features for DM: GEWISTA shall retain the client's advertising material for at least one year after termination of the contract, unless the law provides for a longer retention period. If the client has not requested return in writing by this time, GEWISTA shall be entitled to destroy or discard the material.

20. INTELLECTUAL PROPERTY RIGHTS OF GEWISTA

All rights to content produced and concepts created by GEWISTA remain the intellectual property of GEWISTA, unless the client has been expressly granted rights to them in writing. Any use of such content and concepts, in particular for advertising appearances in another medium, requires the prior written consent of GEWISTA.

21. THIRD-PARTY BUSINESS

Insofar as GEWISTA purchases advertising space from third-party companies, the contractual terms and conditions under which GEWISTA makes purchases from these third-party companies shall apply to the client, to whatever extent these differ or deviate from these General Terms and Conditions. GEWISTA shall refer to such differing or deviating terms and conditions separately in its offer.

22. DATA PROTECTION – COLLECTION OF ADVERTISING EXPENSES

GEWISTA is entitled to disclose the number of billboards displayed for the client, specifying the format and the gross contacts booked, to relevant offices or agencies that collect advertising expenditure data in all traditional media for the sole purpose of collecting advertising expenditure data. The customer acknowledges that, in connection with the business relationship between the client and GEWISTA, customer-specific data such as title, company/name, address, industry, etc., will be stored for the purposes of customer records, sending information material, and invoicing. Information on the type and scope of data processing and the customer's rights in this context can be found in the data protection declaration at the www.gewista.at website.

23. PLACE OF PERFORMANCE AND PLACE OF JURISDICTION

The place of performance is Vienna. The place of jurisdiction for all obligations of both parties is the court with jurisdiction in commercial matters and locally for Vienna, inner city, a.k.a., Innere Stadt.

As of: December 1, 2025