

OTHER TERMS AND CONDITIONS

1. COMMERCIAL – MATERIAL

According to Filmstaden Media's applicable technical specification, the Commercial must be made available to Filmstaden Media at the time stated in the Booking Confirmation at the latest, or at a later time as separately confirmed by Filmstaden Media in writing. If the Commercial is delivered later than the time stated in the Booking Confirmation or at a later time as separately confirmed by Filmstaden Media in writing, an express distribution fee of SEK 3,000 will be charged, unless otherwise agreed with Filmstaden Media in writing, in good time before the delivery date and where dispensation has been given for that specific case. If the Commercial is delivered later than the desired dispensation time, or is not delivered finished at that time, screening will begin as soon as is practically possible and the above express distribution fee will be debited.

In the event of late delivery, Filmstaden Media is not liable for any non-screening and no compensation will be given for expired contacts. Filmstaden Media can reject a Commercial that exceeds the agreed screening length. If the Commercial exceeds the agreed length, Filmstaden Media will debit the number of seconds according to the applicable price list, provided that there is available screening space. The Commercial must be suitable for screening during all standard film trailers, regardless of the age limit of the main feature. Filmstaden Media is entitled to decline to show any Commercial which Filmstaden Media considers to be unsuitable for children. In the event that Filmstaden Media decides to not show a Commercial for the reasons stated above, the Customer is not entitled to compensation for this.

2. COMMERCIAL – QUALITY CHECK

If the Customer wishes to check the technical quality of the Commercial after the digital conversion for transfer, a screening of the Commercial can be arranged at Filmstaden's cinema in Råsunda, Solna. The costs associated with this are to be paid by the Customer. The check can take place before the start of the film screening, provided that the material is delivered to Filmstaden Media at least one week before the stated date in the Booking Confirmation and that the Customer contacts Filmstaden Media to book a screening time. If the Customer does not wish to check the technical quality, the Customer shall accept Filmstaden Media's quality check.

3. COMMERCIAL – SCREENING CONDITIONS

The Commercial/s is/are shown before the standard main feature film with dimmed stage lighting and a semi to fully dark screen room.

4. COMMERCIAL – DELIVERY

For Campaigns with contact guarantee, the contacts stated in the Booking Confirmation constitute qualified estimates of the number of visitors. If the Campaign's number of contacts is below the number of stated contacts in the Booking Confirmation by more than 5%, Filmstaden Media undertakes to extend the Campaign until the agreed number of contacts is reached. Such an extension, as far as is possible, must be directly linked with the current Campaign. If the negative deviation is less than 5% of the agreed number of contacts, Filmstaden Media undertakes to extend the Campaign until the full number of contacts has been obtained.

For Campaigns with a time guarantee, the Campaign period stated in the Booking Confirmation determines the period in which the Campaign is shown. If a negative deviation of more than 5% of the expected screenings is discovered during the Campaign Period, Filmstaden Media undertakes to extend the Campaign until the full number of contacts has been reached. Such an extension, as far as is possible, must be directly linked with the current Campaign.

5. EVENT – CAMPAIGN STRUCTURE

All planning, placement in the foyer, materials and structure for the implementation must be done in agreement with Filmstaden Media and the cinema manager at each cinema where an Event is to take place. The Campaign Manager appointed by the Customer takes complete responsibility for ensuring the materials needed for implementation are delivered to the cinemas as agreed with Filmstaden Media. The activities may not significantly impact the ordinary business operations at the cinema. Filmstaden Media is entitled to document any Campaigns at the cinemas for reference purposes. At an Event with the Customer's own selected staff, only the Event Space is included in the price. Filmstaden AB and Filmstaden Media AB waive all responsibility for any damage, theft or other harm to the Customer's materials.

6. DIGITAL OCH PRINT – MATERIALS

It is the Customer's responsibility that the digital and print Campaign materials, in accordance with the specification annexed to the Booking Confirmation, are delivered by the time stated therein at the latest. In the event of late delivery, Filmstaden Media is not liable for any non-exposure and there will be no price reduction.

7. DIGITAL – DELIVERY

In the event of any differences between Filmstaden Media's measurements and third-party measurements, Filmstaden Media uses the IAB standard with a tolerance level of up to 10%. If the Campaign's number of impressions is below the number of stated contacts in the Booking Confirmation by more than 5%, Filmstaden Media undertakes to extend the Campaign until the agreed number of impressions is reached. Such an extension, as far as is possible, must be directly linked with the current Campaign. If the negative deviation is less than 5% of the agreed number of impressions, Filmstaden Media undertakes to extend the Campaign until the full number of impressions has been obtained.

8. DIGITAL SIGNAGE - MATERIAL

It is the Customer's responsibility to ensure that the Digital Signage Campaign materials, in accordance with the specification annexed to the Booking Confirmation, are delivered by the time stated therein at the latest. The material must be suitable for children and adapted to family target audiences. In the event of late delivery, Filmstaden Media is not liable for any non-exposure and there will be no price reduction.

9. DIGITAL SIGNAGE - DELIVERY

Deliveries are made during cinema opening hours, with the exception of specific Customer Events. The Campaign is guaranteed to be shown once per loop (60 seconds), unless otherwise agreed. If the number of screenings falls below the expected delivery for the period by more than 5%, Filmstaden Media undertakes to extend the Campaign until the agreed number of screenings has been reached. Such an extension, as far as possible, must be directly linked with the agreed Campaign's end date. If the negative deviation is less than 5% of the agreed number of screenings, Filmstaden Media undertakes to extend the Campaign until the full number of screenings has been obtained.

10. NORMS AND RULES

Filmstaden Media can decline to show Commercials and Campaign materials which, on good grounds, can be expected to be in breach of the Swedish Marketing Act and the Swedish Lotteries Act, as well as other laws and regulations applicable at the time of advertising, or are against accepted ethical standards in Sweden. The Customer is responsible for ensuring that the Campaign material is in agreement with the Swedish Marketing Act and the Swedish Lotteries Act, as well as other laws and regulations applicable at the time of advertising, and that the Campaign can take place without infringement of third-party copyright. Filmstaden Media is entitled to decline to show any Commercial and Campaign material which Filmstaden Media considers to be unsuitable for children. In the event that Filmstaden Media decides to not show a Campaign for the reasons stated above, the Customer is not entitled to compensation for this.

Filmstaden Media reserves the right to terminate a delivery where strong opinions are formed against Filmstaden, putting our brand and good reputation at risk, and the Customer's commercial, without necessarily breaching the above, can be assumed to be the basis for negative reactions.

Filmstaden Media is entitled to use the Customer's Commercial/Campaign material for reference purposes.

To the extent the Customer tracks and processes digital advertising data of visitors to the advert, the Customer is liable only for compliance with relevant privacy protection legislation such as (but not limited to) the Swedish Personal Data Act and the General Data Protection Regulation (GDPR).

11. AMENDING AND CANCELLATION OF BOOKING

If a cancellation is made 0-14 days before the start, the Customer must pay the full price for the booking.

If there is an amendment to the booking that means a reduced price of the total order, and it is made 0-14 days before the start, there is no adjustment to the price and the Customer must pay the full price for the booking.

12. FORCE MAJEURE

Each party is free from liability for non-fulfilment of its contractual obligations under this agreement if the lack of fulfilment is caused by an event such as war, riots, labour conflict, lack of energy supply, blockade, fire, explosion, mobilisation or unforeseen military call-ups or other event out of either party's control, or when such a circumstance affects the party's subcontractor.