

Advertising Guidelines

PlayaMedia S.L. works with selected advertising partners to provide users of all our websites with a pleasant, safe and secure experience. To achieve this, we have developed the following Advertising Guidelines. We expect our advertisers to follow these guidelines to help us ensure and strengthen user trust across all our websites.

Advertising on any our platforms must comply with the rules of youth protection of Germany. In the interests of our users, we reserve the right to refuse specific advertisers or individual advertisements and disclaim any content at our sole discretion.

Our goal is to make our websites safe for advertisers as well as our users. Therefore, we make significant efforts to enforce our Advertising Guidelines and control all content. However, should it happen that we do not identify problematic content before it is online, content may still be blocked after it has been released, assuming it negatively impacts the security or quality of our sites.

In the event of repeated disregard of our policies, we reserve the right to issue warnings and impose penalties, or to exclude affiliates from our sites and to block their advertising entirely on our websites.

Principles:

Advertising on our websites should promote legitimate products and services that are appropriate for current and future users, and that do not mislead our members, harm our members' security, and should meet our technical requirements.

We reserve the right to refuse or remove ads at any time if they adversely affect our relationship with our members and users or violate our interests. Ads that have received negative feedback or

complaints from users and members on our sites can be removed.

If you discover content that does not comply with our policies, please email us at n.becker@playamedia.com with a screenshot and landing page URL. We will then review the material and remove it from our pages as soon as possible if they do not comply with our policies.

Illegal/ inadmissible content:

1; Adult Content // Pornographic Content (FSK18)

Advertising on all our pages must comply with the rules of youth protection of Germany. I.e. Advertisements and landing pages for each ad must not contain adult content (FSK18). This includes nudity or the portrayal of individuals in explicit or unambiguous positions or actions that are overly suggestive or sexually provocative.

Content cannot meet the following criteria:

- Immoderate level of sexuality; (the implication of sexual acts such as the picture of a kissing couple does not fall under excessive sexuality)
- Nudity in terms of representation of primary genitalia and genitals; (Nudity in the artistic, scientific or educational field or the image of the female breast is okay).

Note: we can address users that have provided a proof of age as a separate target group. We may display adult content to these members of our communities who have proven their majority age. For detailed information on this and how advertisers can also address this target group separately to show adult content, please contact us.

2; Gambling

Advertising that promotes illegal online gambling and lotteries is

not allowed.

Ads that promote online gambling, games of chance or lotteries (including online casinos, sportsbooks, bingo or poker games) that require payment for entry are allowed only with prior approval.

State Lotteries/ brick and mortar casinos: Government-operated lotteries may advertise on our sites, provided that the advertisements be directed to the appropriate audiences and only to persons in the jurisdiction where the lottery is available, per under applicable law in the relevant authority.

3; Tobacco Products // Tobacco-related products

Ads may not promote the sale or use of tobacco products or utensils (this includes e-cigarettes, cigarettes, cigars, chewing tobacco, vaporisers, water pipes).

4; Online pharmacies

Advertising may not highlight the sale of prescription drugs. Ads for online and offline pharmacies are licensed only with prior approval.

5; Illegal drugs // Drugs and related products

Ads may not highlight the sale or use of any illegal or recreational drugs. You may not promote products or services that facilitate or encourage illegal activities that support the sale or use of illicit or recreational drugs, including products designed to defraud drug tests and drug paraphernalia.

6; Unsafe products or supplements // Unsafe nutritional supplements

Ads may not highlight the sale or use of supplements that we believe are unsafe (unsafe are for example sea grape, comfrey, chitosan, dehydroepiandrosterone, anabolic steroids, human growth

hormone and hazardous weight-loss supplements).

7; Illegal products or services

Ads may not highlight products, services, or content that are inappropriate, illegal, or insecure. We never allow ads for products or services that facilitate or promote illegal activities.

8; Counterfeit or counterfeit goods

Ads may not market copies, brand replicas, or products that are falsely advertised as authentic brand names.

9; Products of endangered species

Ads may not promote endangered species (including turtle shell, ivory, coral, crocodile skin).

10; Weapons, ammunition or explosives

Ads may not highlight the sale or use of any weapons, ammunition, or explosives (firearms, including firearms parts, ammunition, paintball rifles and air pistols; weapons of all kinds, including pepper spray, knives, stun guns, or firework and explosive weapons).

11; Malware, spyware

Ads may not contain spyware, malware, or other software that results in an unexpected or misleading experience. This includes links to websites containing these products.

12; False promises // Luridness // Wrong presentation

Content must not contain any false or unconfirmable statements about the results of products or services, eg. For example, no before/after pictures of questionable results. Content must not promise to diagnose, cure or reverse any disease or condition.

13; Fake News

Websites that purposely mislead users into believing something false, as well as content that deceives users into thinking that content is actual editorial content or fact-based news, are not allowed. This may include hidden ads (with little or no ads) no value to the reader), propaganda or misrepresentation.

14; Discrimination, depreciation, exclusion // Show violence or glorify violence

Content must not defame, discriminate or appeal to discriminate against individuals, organisations or groups of people. Content may not discriminate, exclude or offend individuals or groups based on race, religion, ethnicity, sexuality, skin colour, age, gender, marital status, disability or health condition. We remove all content that glorifies violence or shows violence or bloodthirsty content.

15; Insult, derogatory language and vulgar language

Pejorative or vulgar expressions and names are not permitted.

16; Religion

Content should not support or promote the religion being put above others.

17; High-Risk Investments and Business Fraud // Instant Credits or Cash Advances // Penny Auctions and Unacceptable Business Practices

Content that leads to high-risk investments or money transactions to benefit from user participation, as well as short-term credits and penny stocks are not allowed.

Advertisements may not highlight instant loans, salary pre-financing, or other short-term loans to cover expenses until the next

paycheck.

Ads may not highlight penny auctions, paid bids auctions, or similar business models. We also do not allow business models that do not clearly explain their billing policies or value proposition or use deceptive tactics to burden customers.

18; Intellectual property rights and other rights // Infringement of third party rights // Authenticity

Ads may not violate intellectual property, privacy, or other rights. You must not use the name, logo and trademark of other companies in a way that confuses other people. It must be ensured to follow all valid laws and regulations.

Ads may not contain content that violates or infringes the rights of any third party, including copyright, trademark, privacy, publicity, or any other personality or property rights.

Content may not be copied from another site or infringe copyright - any plagiarism without clear identification of the author is not permitted. Content should not contain any trademarks or logos that are misleadingly similar to third-party designs.

19; Negative Earned Media // Comparative Advertising

No negative earned media may be distributed about industry-related competitors or other companies. Any content that slanders or otherwise interferes with competitors without clear evidence is prohibited.

The same applies to comparative advertising, that is to say, any advertising which, directly or indirectly, makes a competitor or the goods or services offered by a competitor recognisable and unfairly exploits or adversely affects the competitor's reputation. It is also not allowed to disparage or vilify the products, services, acti-

vities or personal or business circumstances of a competitor.

20; Animated ads // Interfering content

Videos and other animated ad types (GIFs) must not use overly disturbing or disruptive tactics, such as too excessively flashing screens, irritating, very fast moving pictures, and extremely fast loops.

21; Native Ads

Ads and banners based on design elements, colour compositions or layout that resemble our pages in a way so that they are difficult to distinguish from editorial articles or are easily being mistaken for the content of our pages are not allowed. Banners that attract the attention of users through camouflage and deception are not allowed.