

UEFA EURO 2024™
UEFA Requirements for Public Screenings

1 Licence for Public Screening

- 1.1 Each organiser (“**Organiser**”) of a proposed public screening in Sweden (“**Territory**”) of any match(es) (in whole or in part) of UEFA EURO 2024™ (each a “**Public Screening**”) must obtain, and comply with, a licence to do so from Allente Sverige AB for and on behalf of TV4 AB (“**UEFA Official Broadcaster**”) and must also comply with these UEFA requirements (“**Requirements**”).

2 Organisation of Public Screening Events

The Organiser is solely responsible, at its own cost and expense, for all aspects of the organisation and operation of its Public Screening(s) (including ensuring compliance with applicable laws and regulations and obtaining all required third party permits, clearances, licences or authorisations).

3 No Rights of Association and No Right to use any UEFA EURO 2024™ Marks or Materials

- 3.1 Only UEFA’s official UEFA EURO 2024™ sponsors and super-licensees (each a “**UEFA Official Commercial Affiliate**”) and the relevant UEFA’s official UEFA EURO 2024™ broadcast partners are permitted to associate themselves with UEFA EURO 2024™. Details of the UEFA Official Commercial Affiliates and UEFA’s official broadcast partners will be made available on www.uefa.com.
- 3.2 No Public Screening may be operated with the purpose of creating an association between the Organiser or any third party with UEFA and/or UEFA EURO 2024™ (including as regards the sale or distribution of food, beverage, merchandise or other products, goods and/or services at the Public Screening). Without prejudice to the forgoing, no product or manufacturer branding or logos may appear on any material or equipment (including, for example only, fridges, cups, parasols or bunting) except that limited references to the relevant products being sold may be made on any menu board or other similar item in an industry standard manner to the minimum extent required to enable customers to be able to identify the relevant product (it being understood that no UEFA or UEFA EURO 2024™ intellectual property rights may be used and that no reference may be made to the brand, the brand logo or any other branding or identification of the relevant product/its manufacturer).
- 3.3 Public Screenings should not be named in such a way so as to suggest that they are official events organised by UEFA, for example, “*UEFA EURO 2024™ Official Public Screening Event*”.
- 3.4 The Organiser is not entitled to use any UEFA or UEFA EURO 2024™ logos or branding. All intellectual property rights in respect of UEFA EURO 2024™ (including the footage, marks, logo, mascots and/or trophy) belong to UEFA.

4 Third Party involvement in Public Screenings

- 4.1 None of the following entities may host or otherwise be involved in any Public Screening (whether themselves or via any other agency or third party):
- (a) any entity that is a competitor of any of the UEFA Official Commercial Affiliates, except that competitor products or services may be used in relation to the sale or distribution of food, beverage, merchandise or other products, goods and/or services at the Public Screening provided that the requirements of paragraph 3.2 above are complied with;
 - (b) any entity that is a broadcaster other than the UEFA Official Broadcaster;
 - (c) any entity whose principal business is the sale or promotion of any tobacco-related products, hard liquor, pornographic material, violent or abusive products or materials, gambling or betting services or products;
 - (d) any entity which promotes or disparages any political views, ideologies or parties;
 - (e) any entity which, in UEFA’s reasonable opinion, may be offensive or indecent or which promotes disparaging views or behaviour relating to any individual’s or group’s colour, race, nationality, ethnic or national origin, sex, sexual orientation, marital status,

religion, age or disability; and/or

- (f) any entity which, in UEFA's reasonable opinion, may damage the reputation or image of European football, UEFA or UEFA member associations.

No Public Screening may be operated in any manner that is inconsistent with the principles outlined above.

- 4.2 Any and all such commercial opportunities must be offered to each and every one of the UEFA Official Commercial Affiliates in writing for an exclusive (vis-à-vis non-UEFA Official Commercial Affiliate third parties) Negotiation Period. If the Organiser validly sends an e-mail request with full details of the opportunity and its Public Screening to an UEFA Official Commercial Affiliate and does not receive a response from such UEFA Official Commercial Affiliate within the relevant Negotiation Period, the Organiser may deem that such UEFA Official Commercial Affiliate has declined the opportunity.

For the purposes of this paragraph 4.2, the "**Negotiation Period**" shall mean a period of not less than thirty (30) days from the date on which the relevant proposal was received by the relevant UEFA Official Commercial Affiliate, except where the proposal was received by the relevant UEFA Official Commercial Affiliate in the period commencing two (2) months prior to the scheduled date of the opening match in which case the Negotiation Period shall be reduced to the shorter of:

- (a) seven (7) days; and
- (b) the period beginning on the date that such proposal is received by the relevant UEFA Official Commercial Affiliate and the end of the day immediately preceding the date of the opening match.

Following the expiry of the exclusive Negotiation Period referred to above, the Organiser may offer and sell any remaining commercial opportunities to third parties provided that:

- (i) such offer is on no more favourable terms (to that third party) than those terms offered to the UEFA Official Commercial Affiliates; and
- (ii) the products, services and/or brands of such third parties do not (in UEFA's reasonable opinion) compete with any products, services and/or relevant brands of any UEFA Official Commercial Affiliate or any of UEFA's official UEFA EURO 2024™ broadcast partners.

Where the Organiser is notified by the UEFA Official Broadcaster that a new entity has been appointed as a UEFA Official Commercial Affiliate, the Organiser shall make any commercial opportunities which remain unsold at the relevant time available to such new Commercial Affiliate in accordance with the procedure above.

- 4.3 No entertainment or media services may be provided by any broadcasters other than the UEFA Official Broadcaster(s).

5 Screening Requirements

Protected Window

- 5.1 No advertising or other identification of anyone (other than UEFA Official Commercial Affiliates) may be displayed on (or in front of) the screen(s) during the continuous period:
- (a) commencing 25 minutes prior to kick-off of the relevant match, except in relation to the opening and final matches in which cases such period must commence 15 minutes prior to the start of the opening/closing ceremony; and
 - (b) ending 10 minutes after the final whistle of the relevant match (including any extra time and penalties, where applicable), except in relation to the final match in which case such period must end 10 minutes after the end of the trophy presentation.

5.2 Where more than 1 match is to be shown at the Public Screening on the same day, the continuous period described in paragraph 5.1 above shall extend to cover the period between the broadcasts of such matches.

Live Match

5.3 For each match, the Organiser may only screen the live match programme of the relevant UEFA Official Broadcaster once and without modification.

5.4 The live match programme must be screened (without interruption) on the relevant screen(s) during the continuous period:

(a) commencing 10 minutes prior to kick-off of the relevant match, except in relation to the opening and final matches in which cases such period must commence prior to the start of the opening/closing ceremony; and

(b) ending 5 minutes after the final whistle of the relevant match (including any extra time and penalties, where applicable), except in relation to the final match in which case such period must end after the end of the trophy presentation.

Clean Areas

5.5 The Organiser must ensure that all screens (and their frames) used at Public Screenings have a 'clean area' of at least 3 metres (in each direction) around every screen which is free from any branding or identification of any kind (whether commercial or otherwise). The only exceptions which are permitted to appear within this clean area are the branding of any UEFA Official Commercial Affiliate involved in the Public Screening and/or the identification of the UEFA Official Broadcaster(s) and/or the standard text font identification of the city in which the Public Screening is held (no logos or graphic branding is permitted).

6 General

6.1 The Organiser shall co-operate with UEFA in good faith in respect of any matter relating to the Public Screening including promptly providing all such information as UEFA may reasonably request. In addition, the Organiser shall, if requested by UEFA, immediately submit to UEFA photographic or video evidence of their Public Screenings. UEFA operates an active anti-ambush marketing programme and the Organiser must comply with any express instructions of UEFA in this regard.

6.2 Upon request, the Organiser shall provide UEFA with the necessary infrastructure for UEFA to film at the Public Screening, consisting of, at least, parking for one (1) technical vehicle, a secured position for the installation of a camera (including operator) with an unrestricted view of the screen(s) and/or the attendees of the Public Screening. Furthermore, the Organiser shall provide UEFA with reasonable assistance in respect of any security matters relating to UEFA's (and/or UEFA's appointed supplier(s)) staff and/or equipment. Prior to UEFA (and/or UEFA's appointed supplier(s)) coming on-site, UEFA and the Organiser shall discuss in good faith the practical implementation of such filming (e.g. location, security measures required, informing attendees etc.).

6.3 The Organiser shall not be entitled to organise any Public Screening taking place after 14 July 2024.

6.4 UEFA has no involvement with any Public Screenings and accordingly UEFA does not accept any liability in relation to them whatsoever.

6.5 All of UEFA's rights are reserved. The Organiser accepts that its failure to comply with these Requirements may result in liability to UEFA in UEFA's capacity as the organiser of, and the owner of all commercial rights to UEFA EURO 2024™.

6.6 UEFA reserves the right to amend or change these Requirements from time to time. Any such amendments or changes shall be notified to Organiser.

6.7 These Requirements shall be governed by and interpreted in accordance with the laws of Switzerland. The place of jurisdiction for any disputes shall be Nyon, Switzerland. UEFA shall also be entitled to enforce its rights and to take legal action in any competent court where the Organiser is domiciled and/or where the Organiser may hold assets.