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Goldbach Media principles relating to the advertising of online gambling games and lotteries

Goldbach Media (Switzerland) AG has developed specific requirements for the broadcasting of advertisements for online (incl. mobile app) gambling games, lotteries and betting games on the TV stations that it markets and represents. This measure is aimed in particular at providers that offer both paid and free services.

The requirements are intended to ensure that only permissible **free services** are actually advertised (see item 1). Under no circumstances must the actual effect of the advertising relate to a paid service. Furthermore, the viewer must not be misled about the service. The following principles must therefore be observed at all times for each advertisement.

1. Advertising permitted only for free services.

The advertisement may relate only to a free service. A free service is a service for which no money is staked and which does not offer the chance of winnings. Advertising is therefore permitted only if no stake is requested for the advertised game and on the advertised website, or if no prospect of a monetary benefit exists.

a) Stake

If the possibility, but not the obligation, of payment exists, this is deemed a monetary stake. As soon as the players **are able to** pay a cash stake, the service is no longer considered a free service. Such services may not be advertised.

b) Monetary benefits

Monetary benefits are conventional cash winnings, but they also include in particular winnings in the form of products, chips, tokens or electronically stored game points that can be exchanged for cash, credits or goods. If the prospect of winning such benefits is offered, the service may not be advertised.

Each spot must inform the user that the service is free or that it does not offer the chance of winnings.

2. Visual differentiation between paid and free services.

If in addition to the free service, the provider also offers a service that involves playing for money or with a stake, then the appearance of the relevant websites or applications must be clearly differentiated. The online appearance of the paid service must be fundamentally different from that of the free service. This can be done with an independent design for the app or website, differentiated in terms of font, colours, concept, testimonials, etc. It must not be possible for the visual impression of the website or app offering the free service to be mistaken for the paid website or app.

3. No links to paid services.

The website on which gambling games, lotteries or betting games can be played must not contain any online or other links to a paid site. This also applies to mobile applications.

4. Financial independence.

The free service must be financially independent and must be operated to the benefit of an independent company. The purpose of the website or application must not be to lure the customer to a paid service. Instead, it must concern an offer that shows its own

economic benefit. The advertised service must be able to survive independently and be financed from its own revenues. An indicator of financial independence may be, for example, advertising on the website or app.

5. No joint registration.

If a provider offers both a paid and a free service, they must each have a separate registration process. A user account of a free offer may not allow users to play paid services with the same account.

6. Exception: Licensed providers of lotteries and betting games.

In Switzerland, only Swisslos and Loterie Romande may offer lotteries and sports betting at national and intercantonal level. No other providers are permitted to conduct lotteries and large-scale sports betting events (whether online or offline) in Switzerland. Advertising is therefore permitted only for completely free services (see above) and for services offered by Swisslos and Loterie Romande (e.g. Swiss Lotto, Euro-Millions, Sporttip, TOTOgoal).

Goldbach Media and the stations that it represents decide exclusively whether the above-mentioned requirements have been met in each case.

Adherence to these principles is mandatory in the broadcasting of advertisements for services in the area of gambling games, lotteries and betting games. Each advertising client must provide Goldbach Media with a declaration that obliges it to comply with these principles. Goldbach Media reserves the right to refuse distribution in individual cases despite this declaration.

This document is a translation of the German original. In the event of doubt or inconsistency, the German original shall always apply and be legally binding.

Best regards

Goldbach Media (Switzerland) AG



Alex Duphorn
CEO



Guido Trevisan
Marketing Director