Media rights sales:
2021-24 UEFA Champions League™/UEFA Super Cup™

Last Update: 12 April 2021

The media content rights sales process for the UEFA Champions League (seasons 2021/22, 2022/23 and 2023/24) and UEFA Super Cup (2021, 2022 and 2023) will be conducted on a market-by-market basis with such media rights being offered on a platform neutral basis and in accordance with the principles established by the European Commission.

The sales process will usually be effected initially by means of an ‘Invitation to Submit Offer’ (ISO) process under which qualified media content distributors will be invited to submit offers before the submission deadline (as indicated in the Schedule A below) for the media rights in their respective territories. Schedule B lists the relevant territories for which media rights agreements have been signed (including details of the respective partners).

The sales process will be administered on behalf of UEFA by TEAM Marketing, UEFA’s exclusive marketing agency for the exploitation of certain media and commercial rights relating to its club competitions. All enquiries in respect of the acquisition of such rights should therefore be directed to TEAM Marketing at the following e-mail address: info@team.ch.

Further communications and updates shall be provided as and when UEFA commences the media content rights sales process in respect of any other territories.

Schedule A: ISO list

The list of dates (subject to changes at UEFA’s discretion) on which an ISO has been or will be issued is, by territory, as follows:

Europe

<table>
<thead>
<tr>
<th>Territory</th>
<th>ISO issue date</th>
<th>Deadline for submission of bids</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>15 January 2020</td>
<td>10 February 2020 (10:00 CET)</td>
</tr>
<tr>
<td>Armenia</td>
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<td>29 March 2021 (10:00 CET)</td>
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<td>Austria</td>
<td>30 October 2019</td>
<td>3 December 2019 (10:00 CET)</td>
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<td>Azerbaijan</td>
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<tr>
<td>Belgium</td>
<td>1 October 2020</td>
<td>2 November 2020 (10:00 CET)</td>
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<tr>
<td>Country</td>
<td>Start</td>
<td>End</td>
</tr>
<tr>
<td>----------------------</td>
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</tr>
<tr>
<td>Bosnia and Herzegovina</td>
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<td>Bulgaria</td>
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<td>23 November 2020 (10:00 CET)</td>
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### Ex-Europe

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### Schedule B: Contracts signed

#### Europe

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<th>Territory</th>
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<tr>
<td>Austria</td>
<td>RED BULL MEDIA HOUSE GMBH</td>
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<tr>
<td>Belgium</td>
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<tr>
<td>Country</td>
<td>Contracting party</td>
</tr>
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<tr>
<td>Bosnia and Herzegovina</td>
<td>TELEKOM SRBIJA A.D</td>
</tr>
<tr>
<td>Croatia</td>
<td>TELEKOM SRBIJA A.D</td>
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<tr>
<td></td>
<td>HRVATSKA RADIO TELEVISIJA</td>
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<tr>
<td>Denmark</td>
<td>NORDIC ENTERTAINMENT GROUP UK LIMITED</td>
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<tr>
<td>Estonia</td>
<td>NORDIC ENTERTAINMENT GROUP UK LIMITED</td>
</tr>
<tr>
<td>Finland</td>
<td>TELIA COMPANY AB</td>
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<td>France</td>
<td>GROUPE CANAL PLUS</td>
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<td>TELEVISION FRANCAISE 1 DROITS SPORTIFS (‘TF1 D.S’)</td>
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<td>HELLENIC TELECOMMUNICATIONS ORGANISATION S.A.</td>
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<td>Russia</td>
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<td>Serbia</td>
<td>TELEKOM SRBIJA A.D</td>
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<td>Slovenia</td>
<td>UNITED MEDIA S.A.R.L.</td>
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<td>PRODUKCIJA PLUS D.O.O.</td>
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<td>Switzerland</td>
<td>CT CINETRADE AG</td>
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<td>Ukraine</td>
<td>LLC “MEGOGO”</td>
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<tr>
<td>United Kingdom</td>
<td>BRITISH TELECOMMUNICATIONS PLC</td>
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</table>

**Ex-Europe**

<table>
<thead>
<tr>
<th>Territory</th>
<th>Contracting party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Saharan Africa</td>
<td>SUPERSPORT INTERNATIONAL (PROPRIETARY) LIMITED</td>
</tr>
</tbody>
</table>

Page 4/5