

UEFA EURO 2020™ - Public Screening Licence Terms and Conditions

1 Licence for public screening

- 1.1 This document sets out the terms and conditions ("Terms") which are relevant for all proposed public screenings of matches (in whole or in part) of UEFA EURO 2020™.
- 1.2 A licence is only granted if expressly confirmed by UEFA in writing and is subject to compliance at all relevant times by the "Licensee" (being the organiser of the public screening notified to UEFA during the application process) with these Terms and any express conditions or instructions of UEFA.
- 1.3 The licence granted by UEFA is in respect only of the use of a live television signal transmitted by a UEFA EURO 2020™ broadcast partner for the relevant country solely for the purpose of screening such television signal live at the public screening(s) to which the Licence granted by UEFA expressly relates and for no other purpose or event. The relevant television signal may not be recorded and may not (other than for the live display at the public screening) be made available for viewing or screened, streamed, stored or otherwise transmitted or dealt with in any other way.
- 1.4 UEFA does not grant any licences or authorisations in relation to any third party permits, clearances, licences or authorisations which may be required in relation to the public screening and/or the use of any third party intellectual property or other similar rights. It is solely for the Licensee to ensure and satisfy itself, at the Licensee's own cost and expense, that the Licensee has obtained all such consents.
- 1.5 All rights not expressly granted in these Terms are reserved to UEFA in their entirety.
- 1.6 Any licences granted by UEFA are personal to the Licensee and may not be sub-licensed, assigned or transferred. The Licensee must ensure that all relevant third parties involved in any aspect of the public screening are made fully aware of, understand and comply in full with these Terms (including, without limitation, **paragraphs 3 and 4**).

2 Organisation of public screenings

- 2.1 The Licensee is solely responsible, at the Licensee's own cost and expense, for all aspects of its public screening(s) (including their organisation and operation and ensuring compliance with applicable laws and regulations). UEFA and its affiliates shall have no responsibility or liability of any kind in this respect.
- 2.2 All information provided during the application process must be accurate and complete. Any material discrepancy or inaccuracy which prejudices UEFA will automatically invalidate any licence granted.
- 2.3 No public screenings may be hosted, operated or organised by any person, company or organisation which (in UEFA's opinion) is a competitor of any official UEFA EURO 2020™ sponsor, super-licensee and/or UEFA EURO 2020™ broadcast partner in the relevant country. This applies whether or not

the public screening is hosted, operated or organised by such competitor itself, or by any related entity (whether affiliates, appointed event or other agencies or any other third party on their behalf). The names of official UEFA EURO 2020™ sponsors and super-licensees ("UEFA Official Commercial Affiliates") and UEFA EURO 2020™ broadcast partners ("UEFA Official Broadcasters") are available on www.uefa.com.

2.4 No public screenings may be hosted, organised or operated in or around (within two (2) kilometres of) any match stadium and surrounding environs, the international broadcast centre (if any), and other official locations designated by UEFA for the purposes of UEFA EURO 2020™, all such locations to be determined by UEFA.

3 No Rights of Association and No Right to use any UEFA EURO 2020™ Marks or Materials

3.1 No right is granted to associate the Licensee or any third party (including Local Partners as defined in paragraph 4 below) with UEFA, UEFA EURO 2020™ or any UEFA related entities. No public screening or any associated activities may be conducted with the intention or objective of creating an association (direct or indirect) with UEFA and/or UEFA EURO 2020™. UEFA operates an active anti-ambush marketing programme and the Licensee must comply with any express instructions of UEFA in this regard. Conditions for the involvement of third parties (including in respect of commercial and/or promotional activities) are set out in paragraph 4 below.

3.2 No marks, logos, emblems, designs, artwork or other materials belonging to UEFA may be used by the Licensee or any third party involved in the public screening. This specifically includes the official logos, emblems, mascots, trophy, artwork and other materials relating to UEFA EURO 2020™.

3.3 For the avoidance of doubt, the public screenings themselves may not be named as "UEFA EURO 2020™" public screening events or otherwise so as to suggest that they are official events organised by UEFA.

3.4 All intellectual property rights in respect of UEFA EURO 2020™ (including the marks, logo, mascots and/or trophy of UEFA EURO 2020™) and the television signals of the match belong to UEFA.

4 Third Party involvement in public screening

4.1 Subject to UEFA approval, public screenings may be supported by local entities whether by way of sponsorship or otherwise ("Local Partners") subject to the following:

- (a) the identity of such Local Partners being notified to UEFA during the application process, including by providing details on the proposed involvement at the public screening as well as the market segment in which such Local Partners operate;
- (b) such Local Partners not, in UEFA's opinion at its sole discretion, competing with any UEFA Official Commercial Affiliate and/or UEFA Official Broadcasters;
- (c) compliance with paragraph 5 below;
- (d) No opportunities may be offered or granted to any Local Partner:
 - 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;
 - which promote or disparage any political views, ideologies or parties;
 - which, in UEFA's reasonable opinion, may be offensive, indecent or encourage behaviour which is offensive or indecent or which promote 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
 - which, in UEFA's reasonable opinion, may damage the reputation or image of European football, UEFA, UEFA's members and/or any UEFA Official Commercial Affiliate or any UEFA Official Broadcaster.

and

- (e) Activations (including but not limited to brand exposure and distribution/sale of goods) for Local Partners, must be restricted to the location of the public screening only.

Merchandise, Services and Food & Beverage

- 4.2 Food, beverage, merchandise or other products, goods and/or services may not be sold or distributed at the public screening in any manner which may suggest that they and/or the entities involved in selling or distributing them are associated in any way (directly or indirectly) with UEFA and/or UEFA EURO 2020™.

Other entertainment

- 4.3 No entertainment or media services may be provided by competitors of the UEFA Official Broadcaster(s) in the relevant country.

UEFA Official Commercial Affiliates

- 4.4 Notwithstanding any other provision of these Terms, UEFA Official Commercial Affiliates and/or UEFA Official Broadcaster(s) involved in the public screening shall not be prevented from exercising, for their own benefit, any rights expressly granted directly by UEFA to such UEFA Official Commercial Affiliates and/or UEFA Official Broadcaster(s), which may include the use of official marks and other forms of association.

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 during the period:
- (a) from 25 minutes before kick-off of the relevant match (for the opening match and the final match, the period starts 15 minutes before the start of the (opening/closing) ceremony which precedes the match);
 - (b) including the entire half time of the relevant match; and
 - (c) ending 10 minutes after the end of the match, which includes extra time and penalties if applicable. For the final match, the period ends 10 minutes after the end of the trophy presentation.

The above does not apply to any advertising or other identification included in the live match programme signal as provided under paragraph 5.2 below.

Live Match

- 5.2 The Licensee may only screen (on a live basis) the live match programme signal as transmitted by the relevant Official Broadcaster for the relevant match in the relevant country. The transmitted signal and picture may not be modified or manipulated in any way, whether by deleting, adding to or changing any element of the picture.
- 5.3 The live match programme must be screened (without interruption) on the relevant screen(s) during the period commencing 10 minutes prior to kick-off of the relevant match until 5 minutes after the final whistle of that match. For the opening match and final match, the relevant screening must commence before the start of the (opening/closing) ceremony which precedes the match and for the final match, end after the end of the trophy presentation.

Clean Areas

- 5.4 All screens (and their frames) used at public screenings must 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 standard text font identification of (i) the city in which the public screening is held and/or (ii) the naming of the public screening. For the avoidance of doubt no logos or graphic branding is permitted.

Other Requirements

- 5.5 The Licensee must ensure (as far as reasonably practicable) that attendees have a clear and unobstructed view of the relevant screens.

6 General

- 6.1 The Licensee 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 Licensee shall, if requested by UEFA, immediately submit to UEFA photographic or video evidence of their public screenings.

- 6.2 The Licensee must promptly notify UEFA of any changes and/or updates to information previously submitted relating to the public screening(s) and/or the Licensee's licence, including details of any public screenings that are not held.
- 6.3 As the person responsible for the public screening(s), the Licensee shall indemnify, defend and hold UEFA (including its affiliates) harmless from and against any and all losses, damages, liabilities, costs, and expenses (including reasonable legal fees and expenses) which may arise as a result of or in connection with any of the Licensee's public screenings and/or any breach of these Terms. The fact of granting any licence by UEFA is not an approval of any matter in relation to the public screening other than the requested use of the specific UEFA owned intellectual property rights contained in the television signal used at the public screening to which the licence relates.
- 6.4 UEFA may immediately terminate any licence granted if there is any breach of these Terms. All licences shall automatically expire following the final match of UEFA EURO 2020™.
- 6.5 Any delay or failure by UEFA in exercising any right or remedy under these Terms shall not be a waiver by UEFA of that, or any other, right or remedy.
- 6.6 If any provision of these Terms is held to be invalid or unenforceable by any judicial or other competent authority, all other provisions of these Terms will remain in full force and effect and will not in any way be impaired.
- 6.7 Termination of any licence shall not affect any rights accrued by UEFA prior to and including the date of termination, and/or any terms intended expressly or by implication to survive termination.
- 6.8 UEFA shall not be liable to the Licensee for any indirect or consequential losses or any (direct or indirect) losses of revenue or profits in respect of or in connection with these Terms and/or any public screening. licence
- 6.9 UEFA reserves the right to amend or change these Terms from time to time. Any such amendments or changes shall be notified to the Licensee by e-mail to the address set out in the relevant application.
- 6.10 All licences and these Terms 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 be entitled to enforce its rights and to take legal action in any competent court where the Licensee is domiciled and/or where the Licensee may hold assets.

