

Description of benefits due to the Sponsor

1. Primary benefits

- 1) granting the Sponsor the title of "Titular Sponsor of the Arena";
- 2) giving a name to the Arena;
- 3) the Operator's constant use of the Arena Name and the Arena logo established as part of the visual identification system (including the Operator's obligation to use the Arena Name or the Arena logo in information and promotional materials);
- 4) granting the Sponsor the right to use the image of the Arena and the logo of the Arena;
- 5) providing the Sponsor with at least three reporter's photos from each Event, if the Operator obtains such consent from the Organizer of the Event and within the extent of such consent (the consent may include, among others, restrictions on the purpose of using the photos);
- 6) the Operator will make every effort to ensure that all press conferences organized inside the Arena or in its immediate vicinity concerning the Events are held in places containing the Arena's legible logo or the Arena's Name, ensuring their visibility in the field of view of cameras and lenses of photographic cameras.

2. Permanent external marking with the Arena logo or in any other way agreed with the sponsor

- 1) facade of the building:
 - a) 4 places on the edges under the external perimeter screen - elements suspended over the entrances to the Arena,
 - b) branding in the agreed scope of the surface of external panes located on the perimeter of the facility at level A;
- 2) the Arena's surroundings:
 - a) 6 boards on external entrances to the Arena parking lots,
 - b) 4 information boards on the promenade around the Arena,
 - c) max. 6 flagpoles located in front of the Arena entrance No. 1 or No. 3,
 - d) the surface of the panes of three parking shelters, on both sides of each shelter,
 - e) a billboard available in the location at Pokoju Avenue from the side of M1 Shopping Center;
- 3) route guidance boards and names of public transport stops:
 - a) 1 directional sign (dimensions 300 mm x 1900 mm) and 61 directional signs (dimensions 300 mm x 2700 mm) in Krakow, subject to the consent of the entity owning the marking,
 - b) naming two public transport stops (4 shelters) located in Kraków at 7 Stanisława Lema Street, subject to the consent of the entity owning the marking,
 - c) in the event of a decision of the City of Krakow to replace the existing road signs and directional signs, the Sponsor accepts the use of the name of the Arena on the new signs without the need to comply with the provisions of the visual identification system. The Operator shall make every effort to ensure that the name used is correct and the Sponsor acknowledges that the Operator has no influence on the final appearance of the signs.

All markings must be made by a technique agreed with the Operator.

3. Permanent internal marking with the Arena logo or in any other way agreed with the Sponsor

- 1) the main arena:
 - a) painting in the color indicated by the sponsor of the stair risers of the main arena stands, in the number of not less than 2000 stair risers with an average area of 120 cm x 20 cm,

- b) the use of light sources of a color indicated by the Sponsor as an alternative to existing light sources, in a quantity of no less than 2000 light points,
 - c) advertising space between levels B and C - 100% of the strip area with dimensions of 250 m x 0.6 m,
 - d) the area of 2 columns in sector C at the height of the crown of the main arena,
 - e) branding with foil of sector C panes at the height of the crown of the main arena - using a technique agreed with the Operator,
 - f) marking of the head rests of box seats in a maximum size of 360 mm x 400 mm,
 - g) marking in A0 format frames located in 13 lifts,
 - h) branding on level 0 (passage sector on the players changing room level - a line of walls with three entrances to the main arena pitch),
 - i) marking of the reception point at entrance 1,
 - j) 57 boards with elevator numbers and information content assigned to each elevator,
 - k) 52 information boards with a plan of the Arena and "you are here" information, placed at the entrances to each sector (vomitoria, in front of the door, or available walls) with dimensions of at least 100 x 100 cm,
 - l) agreed number of conference walls, which will be located at the entrances to the Arena at level A,
 - m) branding on the panes of rooms at VIP level,
 - n) marking next to directional markings on the part of columns with a radius of 50 cm located at levels A (at entrances to the facility), B and C. The total number of marked columns will not exceed 70;
- 2) the small hall:
- a) marking of the small hall sports flooring surface. The total marked area will amount to a minimum of 20% of the parquet. The marking must not interfere with the legibility of sports marking - lines marking the pitches surface,
 - b) additional marking of the small hall with the reception and changing rooms with a total area of up to 50 m² in locations agreed with the Operator;
- 3) passageways - placing boards/signs with the name of the Arena on the existing markings in the form of coffers: directional, staircases, vomitoria (levels A, B, C), functional (level 0), VIP boxes (level B);
- 4) conference rooms:
- a) 4 columns located in two conference rooms on level B (eastern and western room),
 - b) multiplication of the Arena's logo on one of the walls and making strips with multiplication on the remaining walls of the conference room on level 0 (media zone) or other form of marking of the room as agreed with the Operator. Marking at a height of 1.5 - 2 m in the area best visible to the lenses of TV and journalist cameras;
- 5) the spaces made available to the Sponsor:
- a) no less than 20 parking spaces of the Sponsor, of standard dimensions 5 x 2.5 m - painted on the concrete of the VIP garage,
 - b) no less than 5 directional boards to parking spaces reserved for the Sponsor, the Sponsor's,
 - c) lodge.

All markings must be made by a technique agreed with the Operator.

4. Hospitality rights of the Sponsor

- 1) making available to the Sponsor for exclusive use for the term of the agreement at least box no. 14 with the corresponding seats in the audience for events in the main arena, according to the rules set out in the Sky-Box Terms of Use;

- 2) the right to use the service providers of the Arena, including catering and cleaning services in the box, in consideration of the exclusive rights granted to the subcontractors of the Operator;
- 3) providing the right for an Arena employee to show visitors around the Arena free of charge for a maximum of 20 groups per year;
- 4) guaranteeing the Sponsor the possibility to create visual materials in the Arena and its surroundings for the needs of the Sponsor, after prior agreement with the Operator on the time for preparation of such materials;
- 5) Providing the main arena or other space in the Arena to the Sponsor or another entity appointed by the Sponsor for a period of 7 days (including the preparation and event period, including no more than 5 days in the main arena) during each consecutive annual period of the agreement. Before each Sponsor intends to exercise the right described above, the Parties shall agree in good faith on the date on which the Arena is to be made available to the Sponsor. The above will not include lodges and catering space and the Sponsor will be obliged to pay fees for utilities and additional services provided by the Operator in accordance with the applicable price list;
- 6) the right to rent the Arena or part thereof at preferential rates;
- 7) the right to waive any obligations and benefits without any change in remuneration.

5. Expositions in publications and any other informational and promotional activities of the Arena and publications of the Event Organizers

- 1) The Operator shall provide the Sponsor with a legible exposition of the Arena Name on tickets, passes and invitations to Arena Events;
- 2) The Operator shall provide the Sponsor with a legible exposition of the Arena logo on any cards issued by the Arena;
- 3) The Operator shall make every effort to ensure that the Arena Name or logo on the promotional and informational materials of the Event is exposed.

6. Emissions on electronic media

- 1) Internet:
 - a) the name of the Arena in the Internet domain,
 - b) the logo on the Arena's homepage,
 - c) the Sponsor's subpage on the Arena website with information about the Sponsor's promotional activities with the Arena and links to the Sponsor's webpages;
- 2) visual/electronic systems of the Arena during Events:
 - a) emission of the Arena logo on the lower or upper rings of the CUBE screen as the main arena is filled and emptied,
 - b) emission of the Arena logo on at least 1 scoreboard during the non-sports-related Events taking place in the Arena during the filling and emptying of the main arena,
 - c) emission of materials with the Arena logo on the CUBE screen (if the medium is used) during the filling and emptying of the main arena,
 - d) emission of materials with the Arena logo on internal screens in the foyer at levels A, B and C at times and on terms agreed with the Operator
 - e) emission of materials with the Arena logo on the external perimeter screen at times and dates agreed with Operator,
 - f) in the case when the Organizer of Events uses LED or static bands around the pitch (or a similar solution), the Operator shall attempt to secure the promotional exposure of the Arena's mark during the Event. If the Organizer does not consent to the display of the Sponsor's logo, the Operator will make an effort to transfer the Organizer's commercial offer to the exposition of the Sponsor's

materials. In both cases, the Sponsor will not demand replacement benefits in the event of a negative decision by the organizer.

- 3) Arena's mobile app:
 - a) the application name identical to Arena's name,
 - b) the Arena logo,
 - c) link to the Sponsor's website;
- 4) Social media - profiles of the Arena on Facebook and Instagram, containing the name and logo of the Arena, updated with entries announcing and reporting current events in the Arena and photos, graphics and video materials containing the logo or the name of the Arena.

7. Other benefits

- 1) marking the outfits of the technical staff of the Arena with a guarantee of good visibility of the Arena logo;
- 2) marking gadgets, correspondence, envelopes, etc. with the Arena logo, in accordance with the visual identification system (does not apply to the Operator's correspondence in matters other than those directly related to the functioning and operation of the Arena);
- 3) the right to place in public areas of the Arena, as agreed by the Parties, public amenities containing the Sponsor's logo and marked with the logo and/or name;
- 4) exposure of Sponsor's leaflets provided by the Sponsor at the main reception and the reception of the small hall;
- 5) emission of materials provided by the Sponsor on the external LED perimeter screen in the periods between the Events, within the scope, times and dates agreed with the Operator.