

General Business Terms and Conditions

made pursuant to Section 273 (1) of Act No. 513/1991 Coll., Commercial Code, as amended
(hereinafter referred to as "GBTC")

General Provisions

The present GBTC shall govern business co-operation relationships between trading company Lead Media, s.r.o., having its registered office at Karpatské námestie 10, 831 06 Bratislava, Company Registration No: 47 726 601, Tax File No: 2024084216, VAT Identification No: SK2024084216, entered in the Commercial Register of the Bratislava I District Court, Section: Sro, File No: 98621/B (hereinafter referred to as "Operator"), Operator's Partner (also referred to as either Publisher or Affiliate Partner) and Advertiser, which arise out of their participation in the DOGNET.SK affiliate system (hereinafter referred to as "DOGNET.SK").

Art. I Definitions

- 1.1. Commission Affiliate System - a form of online advertising in which merchants/advertisers offer website operators, so-called partners, a financial reward for bringing a visitor who will carry out an activity on advertisers' websites (e.g. purchase of a product, service, registration, etc.).
- 1.2. Campaign - a one-off or continuous marketing or advertising campaign aimed to increase the number of an Advertiser's clients/sales/visitors.
- 1.3. Advertising Element - banners, icons, product boxes, textual referrals, forms, and other formats provided by the Operator to the Partner with a view to promoting an Advertiser's products or services.
- 1.4. Operator - a trading company which is the owner of DOGNET.SK and provides its services.
- 1.5. Partner - an entity that enters DOGNET.SK as offering advertising space on its website. The Partner may be both natural and legal persons.
- 1.6. Advertiser - an entity that enters DOGNET.SK as demanding for advertising space.
- 1.7. Administration Center - part of DOGNET.SK internet service accessible at <http://login.dognet.sk> allowing to measure the undertaking by Advertisers of respective campaigns on Partners' websites.

Art. II Subject-Matter

- 2.1. The subject-matter of these GBTC is to lay down the business relationships entered into among the entities specified in Art. I hereof which arise out of their participation in DOGNET.SK.
- 2.2. A Partner interested to take part in DOGNET.SK shall get involved therein in case that it has completed the registration form accessible at login.dognet.sk, concluded the Agreement on Use of DOGNET.SK accessible at <http://dognet.sk/project/files/docs/zmluva-o-pouzivani-systemu-dognet.pdf>, and gives consent to the contents hereof, whereby mutual rights and obligations, as detailed herein and in a specific Agreement on Use of DOGNET.SK, shall be created between the Operator and the Partner.
- 2.3. Under the contractual relationship between the Operator and the Partner entered into as per paragraph 2 of this article, visitors to the Partner's websites shall be redirected, upon clicking on an internet advertising element of a respective campaign involved in DOGNET.SK and placed therein, to the sites relating to a product or a service of the Operator's Advertiser, namely according to the type of the internet advertising element chosen by the Partner. As a reward the Operator shall pay the Partner a commission relating to those referred visitors to the Operator's Advertiser's websites in the amount as set out at www.dognet.sk which may be adjusted as per the rules of a respective campaign involved in DOGNET.SK.

- 2.4. By giving consent to the content of the present GBTC, the Partner declares that it has become familiar with the amount of the commission as set out at www.dognet.sk, as well as other contents thereof, has understood them, these are clear and comprehensible to it, that it agrees to the contents thereof and also to the terms and conditions for co-operation with the Operator hereunder.
- 2.5. The Partner declares that while registering in DOGNET.SK it provided truthful identification data, and insofar as the Partner is a natural person, he/she declares that he/she is of legal age and fully legally competent. The system DOGNET.SK is only intended for full-aged persons with full legal capacity.

Art. III DOGNET.SK Basic Rules

- 3.1. The Operator of DOGNET.SK shall act in the business relationship towards the Advertiser as an entity selling internet advertising.
- 3.2. The Operator of DOGNET.SK shall act in the relationship towards the Partner as an entity purchasing the latter's advertising space located on the latter's websites.
- 3.3. The Advertiser enters DOGNET.SK as an entity demanding for advertising space that it demands in his own name and shall pay the Operator the reward agreed upon for the referral traffic undertaken. The Advertiser shall pay the Operator the reward in the latter's bank account for all respective campaigns undertaken in a given month promptly after the former shall have received an invoice issued by the latter.
- 3.4. The Partner enters DOGNET.SK as an entity offering its own advertising space on his websites. Any operator of websites not including pornographic, offensive or conflicting with good morals, political or radically oriented contents may apply for participation as a Partner. The Partner's participation in DOGNET.SK will only be accepted by the Operator as long as the advertising space offered by the former on the former's websites does not make a visitor thereto click on the advertising element put up by the Advertiser, and insofar as the former's websites are considered acceptable by the latter.

Art. IV GBTC Effective Scope and Amendment

- 4.1. All of DOGNET.SK services shall be rendered by the Operator exclusively under the contractual relations and hereunder.
- 4.2. The present GBTC, as effective, shall be binding on all of the Contracting Parties from the formation of the contractual relationship and for the duration thereof or until after new GBTC shall have taken effect.
- 4.3. The Operator shall be entitled to change or amend the present GBTC without prior notice.
- 4.4. The Operator undertakes to publish new GBTC on www.dognet.sk websites as a minimum 14 days prior to the effective date thereof and promptly notify both Advertisers and Partners of the publication thereof. The Operator shall notify the registered Advertisers and Partners of the change by e-mail message at the address given by the latter to the former while registering themselves in the registration or contact form. The amended GBTC shall be deemed to have been agreed upon as of the moment of publication thereof. In the event of an amendment to GBTC relating to the amount of a Partner's commission, such amendment shall be promptly confirmed by the Operator by e-mail to the Partner after the same shall have been published on www.dognet.sk websites.
- 4.5. If the Partner does not agree to the latest version of GBTC, the Partner shall be obliged to terminate its participation in DOGNET.SK by an e-mail message to the Operator at hello@leadmedia.sk with a request to terminate the business co-operation and participation in DOGNET.SK.

Art. V
Verification of Registered Users as Partners in DOGNET.SK

- 5.1. Registered users as Partners in DOGNET.SK shall be verified by the Operator based on the latter's own assessment, in particular in terms of professionalism of websites of a registered user as a Partner, the contents and design thereof, and the scope of internet presentation. Should the websites of such registered user as a Partner fail to comply with the Operator's requirements as set out above, the Operator shall be entitled on these grounds to terminate co-operation with such registered user as a Partner in DOGNET.SK.

Art. VI
Rights and Obligations of the Operator

- 6.1. The Operator's essential rights shall include:
- o negotiate and conclude business agreements with Advertisers and Partners,
 - o terminate business agreements with Advertisers and Partners,
 - o refuse to enter into a business agreement with any natural or legal person without giving reasons,
 - o alter the content of the present GBTC under the conditions set out in Art. IV hereof,
 - o alter the price list for DOGNET.SK services,
 - o not to pay the Partner for an undertaken campaign involved in DOGNET.SK the amount of the latter's commission in case that an Advertiser fails to pay the Operator the reward agreed upon by and between them for such specific campaign involved in DOGNET.SK.
- 6.2. The Operator's essential obligations shall include compliance with the fair business principles, compliance with the provisions hereof and with those of respective contractual relations.

Art. VII
Rights and Obligations of the Partner

- 7.1. The Partner undertakes, hereunder and under the Agreement on Use of DOGNET.SK entered into with the Operator, to run websites on which the former shall be placing specific advertising elements for specific campaigns involved in DOGNET.SK in accordance with legislation in force and respective social standards. The Partner declares that it is a person authorized to run websites on which a specific advertising element for a specific campaign involved in DOGNET.SK will be put up and that it possesses all necessary permits or licenses relating to the content and form of those websites of his. The Partner himself shall be responsible for the content and referrals placed on his websites.
- 7.2. The advertising graphics provided by the Operator to the Partner shall be protected by an Advertiser's copyright and may only be used in an unaltered form and merely for the promotion of campaigns involved in, and approved by, DOGNET.SK.
- 7.3. The Partner hereby gives his consent to the archiving of contact and personal data furnished by him to the Operator while registering himself in DOGNET.SK, which shall only be used in connection with DOGNET.SK operation. The Partner at the same time agrees to mailing of the Operator's business notices.
- 7.4. The Partner shall be obliged to refrain from mailing unfair advertising (spam) through discussion groups, e-mail messages, SMS, facsimile or post, as well as other telecommunications means. The Partner undertakes that his website contains no such material or referral thereto as is illegal, infringes upon copyrights, rights to trademarks and patents, trade names, and other related rights. The Partner shall be obliged to refrain from any such action as would disparage the reputation of the Operator or Advertisers.
- 7.5. The Partner takes note that he may not reward visitors to his websites for viewing the respective advertising elements of a specific campaign involved in DOGNET.SK placed therein, nor may he promise

a reward to third parties for such action, unless otherwise expressly stipulated for a specific campaign involved in DOGNET.SK.

- 7.6. The Partner takes note that he can only be registered in DOGNET.SK as a Partner just for one DOGNET.SK user account. The Parties agree that should the Partner fail to meet this obligation, the Operator shall be entitled to outright revoke all of the Partner's user accounts in DOGNET.SK and terminate co-operation with the Partner. In case that the Partner fails to meet this obligation, the Parties have at the same time agreed upon a contractual penalty of €500.00 due and payable within 5 calendar days after the date when the Operator has provably notified the Partner thereof.
- 7.7. The Partner undertakes to refrain from displaying on his website any such advertising element as contains in its title a registered trademark of the Operator or any Advertiser, unless the former obtains from the latter written consent thereto. If the Partner breaks his obligation and subsequently fails to transfer free of charge such domain to the trademark holder within 20 days from the date at which he is invited by the Operator or the Advertiser to do so, the Operator shall be entitled to withdraw from the Agreement concluded with the Partner, terminate co-operation with, and not to pay out commissions to, the Partner.
- 7.8. The Partner undertakes to provide all data truthfully and completely. The Partner undertakes to take such measures that any other third parties have no access to his DOGNET.SK user account, otherwise he shall be held liable for actions by such third parties.
- 7.9. The Partner takes note that all information he finds out during his co-operation and participation in DOGNET.SK shall constitute the Operator's trade secret, and the Partner undertakes not to disclose the same to third parties (in particular the commission amount information).
- 7.10. The Partner takes note that the advertising element of a specific campaign involved in DOGNET.SK may not be placed on websites with pornographic content or content conflicting with good morals that might disparage the reputation of the Operator or Advertisers. The Operator reserves the right to check the contents of the Partner's websites on which the respective advertising elements are to be put up.
- 7.11. The Partner takes note that in case that the Operator becomes suspicious of a breach of Slovak laws, the latter shall be entitled to provide competent law-enforcement authorities with all data on the former's person known to the latter.
- 7.12. The Partner acknowledges that when using the affiliate campaign in combination with the advertiser's discount coupons, it is obligated to use exclusively coupons from DOGNET.SK or coupons agreed and approved by the Advertiser for such use. In the event that the Partner violates this rule, the Operator may impose a penalty of € 500.00 for each violation. The penalty is payable within 7 days of the invoice being issued by the Operator. In the event of a repeated breach, the Operator may proceed to block the Partner's and withhold the payout of any provisions.
- 7.13. In the system of DOGNET.SK it is forbidden to use redirect traffic, it means it is not allowed to redirect domains to the Advertiser's page in order to promote the campaign. An exception may be granted in writing or if this option is allowed in the campaign's description. In the event that the Partner violates this rule, the Operator may impose a penalty of € 500.00 for each violation. The penalty is payable within 7 days of the invoice being issued by the Operator. In the event of a repeated breach, the Operator may proceed to block the Partner's and withhold the payout of any provisions.
- 7.14. In the system of DOGNET.SK, it is forbidden to use Advertisers' branded keywords as part of advertising in paid advertising results. These are mainly the names of Advertisers' internet addresses and their derived words. An exception may be granted in writing or if this option is allowed in the campaign description. In the event that the Partner violates this rule, the Operator may impose a penalty of € 500.00 for each violation. The penalty is payable within 7 days of the invoice being issued by the Operator. In the event of a repeated breach, the Operator may proceed to block the Partner's and

withhold the payout of any provisions.

- 7.15. The Partner notes that by using DOGNET.SK campaigns it must not disparage the advertiser's reputation, mislead in information terms. It bears the full legal and financial responsibility for the method of promotion. In the case of a dispute or other matter related to the method of promotion, the Partner is responsible for its contents and method of promotion. The Publisher must follow the text of these GBTC, the campaign description and rules, and the personal guidelines by the Controller, as appropriate.

Art. VIII Accounting

- 8.1. The accounting between the Operator and the Advertiser shall be carried out on a monthly basis as of the end of the calendar month based on the data measured by the DOGNET.SK Administration Center.
- 8.2. The Partner shall become entitled to a commission once an action specified in a specific campaign involved in DOGNET.SK has taken place (e.g. click on an advertising banner, completion of a product request form, payment for a product upon clicking on an advertising element, and other actions according to the rules of a specific campaign).
- 8.3. DOGNET.SK distinguishes a number of transaction types:
- o Display - these are all displays of an Advertiser's advertising elements of a specific campaign involved in DOGNET.SK which are placed on the websites of any of the Partners.
 - o Click - these are unique clicks on the advertising elements of an Advertiser of a specific campaign involved in DOGNET.SK which are placed on the websites of any of the Partners.
 - o P.P.S. (pay per sale) - these are transactions which occur on the basis of actual online sales of an Advertiser's services or products (the moment an order is confirmed), with a transaction becoming valid by crediting a visitor's payment to the Advertiser's account, and is manually approved by the Advertiser upon completion of each deal.
 - o P.P.L. (pay per lead) - these are transactions which occur at the time of undertaking a predefined action i(e.g. filling in the contact form), with the transaction becoming valid by undertaking the predefined action. The transaction may be conditional on an additional event and only thereafter approved by an Advertiser.
 - o P.P.C. (pay per click) - these are transactions which occur by simply "clicking through" some advertising element of an Advertiser of a specific campaign involved in DOGNET.SK placed on the Partner's website where a visitor thereto will automatically be redirected to the Advertiser's target site, with a transaction being only valid in case that DOGNET.SK has not recorded from the same IP address an identical click over the last 24 hours. This type of transaction is automatically approved by DOGNET.SK.
 - o C.P.M. (click per mile) - to be valid, these transactions request that the advertising element of an Advertiser of a specific campaign involved in DOGNET.SK placed on the Partner's website be displayed 1,000 times. In case that this campaign is brought to an end and the number of displays is either below or above 1,000 clicks, additional accounting for a percentage amount that corresponds to the number of displays out of a thousand displays will be done. This type of transaction is automatically approved by DOGNET.SK.
- 8.4. A commission shall not be credited to the Partner's DOGNET.SK user account until after check for the relevance of the completed data, and in particular in terms of duplicity, has been made - if an identical action from the same visitor is recorded by DOGNET.SK, the commission shall only be due to the Partner who was the first to direct the visitor to the targeted action.
- 8.5. The Partner may check the actual amount of his commission to be paid out at www.dognet.sk in the section "Statistics". The Operator reserves the right to alter the amount of the Partner's commission without prior notice insofar as the amount thereof has not been quantified correctly and, as a result, it has erroneously been credited to the Partner's user account. The Partner shall be notified of a new amount of his commission at the e-mail address given by him while registering himself in DOGNET.SK and it shall also be published online at www.dognet.sk in the section "Statistics". The commission

amount shall be exclusive of VAT, unless otherwise stated.

- 8.6. The Partner's commission accounting shall be done upon payment request in DOGNET.SK administration, with the minimum amount to pay out a commission being up to €100.00. If the Partner fails to reach the required minimum payout amount on his DOGNET.SK user account, this amount shall not be disbursed and shall instead be transferred in its entirety to the follow-up period.
- 8.7. The Partner shall be notified of the overall amount of his commission to be paid out at www.dognet.sk in the section "Statistics". The Operator shall only disburse the commission to the Partner by transfer at the latter's bank account provided that the minimum commission payout amount has been achieved. The Partner shall be obliged for the purpose of commission payment by the Operator to notify the latter of the number of the former's bank account the commission is to be disbursed to. In case that the Partner is either a legal person or a natural person, he shall be obliged prior to the commission disbursement to issue an invoice for the amount equal to that of the commission and deliver it to the Operator. In case that the Partner is a natural person non-entrepreneur, he shall be obliged to produce prior to the commission disbursement written accounting for the amount equal to that of the commission and deliver it to the Operator. The maturity date of the issued invoice and of written accounting shall be 30 calendar days from the date of delivery thereof to the Operator at hello@leadmedia.sk.
- 8.8. The Partner shall not be entitled to be paid a commission for his undertaken transactions unpaid for and unapproved by an Advertiser. A Partner shall also not be entitled to be paid a commission for orders unpaid for by an Advertiser or cancelled orders placed with the Operator. In case that the Partner is paid out a commission earlier than the Operator is paid out by the Advertiser and it is not paid for by the Advertiser, the Operator has the right to claim from the Partner a refund of those commissions unpaid for by the Advertiser.
- 8.9. The Partner making use of DOGNET.SK with a view to making regular profit within his business activities shall be obliged at the Operator's notice to raise an invoice under the latter's trading name in the amount of the commission achieved by the former.
- 8.10. The Partner shall for himself be responsible for all acts linked to the tax liability of disbursed commissions under the current legislation of his jurisdiction state.
- 8.11. In case that the Partner intends to dispute the amount of his commission set out at www.dognet.sk in the section "Statistics", they shall do so with the Operator in writing by e-mail message sent at hello@leadmedia.sk within 5 calendar days from the publication by the Operator of a particular payment. The Partner's challenges after the stipulated period shall not be taken into consideration.
- 8.12. The Operator reserves the right not to pay a commission to the Partner or claim it back (if already paid), as the case may be, if the Partner has substantially been in breach of the provisions hereof or of the Agreement on Use of DOGNET.SK, and in particular if they complete the forms in respect of a respective product with fictitious data or data on persons who are actually not interested in a product at issue, or on persons who will be unable to meet their obligations or without the knowledge of a particular person.
- 8.13. Transactions which are incomplete or raise suspicion of manipulation or misuse may be declared invalid by both the Operator and an Advertiser. In such cases, a Partner shall not be paid a commission.
- 8.14. The conditions for disbursement of the Partner's commission and the amount thereof are also laid down beyond the remit hereof in the business terms and conditions issued for a specific campaign involved in DOGNET.SK by a particular Advertiser.
The Partner shall be obliged to become familiar with the text of business terms and conditions for any campaign involved in DOGNET.SK (which he wants to take part in), if an Advertiser has executed such business terms and conditions.

Art. IX
Data Protection

- 9.1. The processing of contact data as well as other data provided in registration is carried out by the Controller in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as "Regulation"). The information on the processing of personal data provided by the Partner and the Advertiser within the registration process and the functioning of co-operation with the Controller is available at the domain www.dognet.sk.
- 9.2. The Partner takes note that he may not hand over even partially or disclose to third parties data relating to any campaign of Advertisers involved in DOGNET.SK, not even the results of such campaign. In case of violation of this Partner's obligation, the Operator and the Partner have agreed upon a contractual penalty of €15 000 per violation thereof. The contractual penalty shall become due and payable within 15 days from the date of delivery to the Partner of the Operator's written notice.
- 9.3. Specially on technical data - cookie files and IP addresses of devices of the visitors to the Advertiser's websites (hereinafter referred to as "data"), the Advertiser and the Controller have agreed as follows: the Advertiser hereby entrusts the Controller with the processing of data for the purpose of evaluating Partners' commissions within the system DOGNET.SK and for the purpose of statistically evaluating efficacy of the co-operation between the Partner and the Advertiser for a period necessarily required to fulfill this purpose. The data are processed in DOGNET.SK by the Controller on the Advertiser's behalf. The Advertiser hereby expresses consent to the data being processed by the Partner's supplier - technical supplier of the solution to the system DOGNET.SK by Quality Unit, s.r.o. From the perspective of data processing, the Controller carries out the following processing operations: data storage for the purpose stipulated in this paragraph of GBTC. In addition to data processing for the purpose explicitly agreed upon in this paragraph of GBTC, the Controller is obliged to act in accordance with paragraph 9.4 hereof.
- 9.4. Following paragraph 9.3. of these GBTC, the Controller undertakes to:
- o process data in accordance with the specification under paragraph 9.3 hereof and in accordance with other written instructions from the Advertiser;
 - o ensure that persons eligible to process personal data undertake to hold in confidence the information they have become aware of, unless bound by the non-disclosure duty under a special law;
 - o take required measures under Art. 32 of the Regulation;
 - o comply with the conditions for engagement of another processor set out in Art. 28 (2) and (4); engagement of another processor is on principle subject to the Advertiser's prior special authorisation;
 - o upon taking into account the nature of processing, assist the Advertiser by appropriate technical and organizational measures, insofar as this is possible, for the fulfillment of its obligations to respond to requests for exercising the data subject's rights laid down in Chapter III of the Regulation;
 - o assist the Advertiser in ensuring compliance with the obligations under Arts. 32 through 36 of the Regulation, taking into account the nature of processing and the information available to the Controller;
 - o delete or return data to the Advertiser and delete existing copies after the end of co-operation with the Advertiser unless Union or Member State law requires storage of such data;
 - o make available to the Advertiser all information necessary to demonstrate compliance with the obligations laid down in this paragraph and allow for and contribute to audits, including inspections, conducted by the Advertiser or another auditor mandated by the Advertiser.

Art. X
Industrial Protection Rights and Copyrights

- 10.1. The Partner hereby gives the Operator explicit consent to make use of any of his copyrights and other industrial protection rights for the purpose of proper functionality of making success measurements and monitoring by DOGNET.SK.
- 10.2. The Operator hereby bestows on the Partner for the duration of the Partner's participation in DOGNET.SK a non-transferable and non-exclusive right to use DOGNET.SK measuring technologies.

Art. XI
Non-disclosure

- 11.1. Both the Operator and the Partner undertake to the same extent to keep confidential without limitation on any and all background documents, documentation, drawings and other information they have obtained and had access to within and over the course of their business co-operation.

Art. XII
Co-operation Duration and Termination

- 12.1. The co-operation is entered into for an indefinite period.
- 12.2. The Operator shall be entitled to forthwith terminate the co-operation with the Partner in case that the former gets suspicious that the latter has knowingly or unknowingly violated any of the provisions hereof or of the Agreement on Use of DOGNET.SK. Such being the case, the Partner shall not become entitled to be paid the commissions kept in DOGNET.SK.
- 12.3. The Partner and the Operator may terminate their co-operation at any time and without giving reasons with the notice of termination to be delivered by the Partner to the Operator at hello@leadmedia.sk and by the Operator to the Partner at the e-mail address entered by the Partner in DOGNET.SK while registering himself. The notice period shall be one month and start on the first day of the first month following the month in which the notice was delivered to the other Party.

Art. XIII
Damage Liability

- 13.1. The Partner takes note that in case of breaking the competition rules, third parties' copyrights or industrial rights or other legal obligations owing to the Partner's action damage is sustained by the Operator, the latter shall be entitled to seek from the former liquidated damages occasioned thereby.
- 13.2. Based on the predetermined DOGNET.SK technical possibilities which the Partner has the opportunity on request to become familiar with, the Operator shall not bear liability and guarantee for the steady-state DOGNET.SK functionality. As a result of DOGNET.SK malfunctions (both short-term and longer-term), the Partner shall not become legally entitled to seek liquidated damages from the Operator.
- 13.3. The Partner takes note that the Operator has no impact on an Advertiser's current appearance and content of the advertising elements of a specific campaign involved in DOGNET.SK.
- 13.4. The Operator shall be only held liable for liquidated damages sustained due to the Operator's intentional and neglectful action. Any other claims for liquidated damages sustained in connection with the business co-operation hereunder and under the Agreement on Use of DOGNET.SK towards the Operator shall be precluded. This shall apply to the same extent for personal liability of employees, agents, representatives and contractual partners of the Operator.
- 13.5. The Operator shall not be held liable for a possible change in contents of the Partner's websites upon

review thereof as the latter enters DOGNET.SK, with the former making irregular continuous checks thereof.

Art. XIV Other Arrangements

- 14.1. The Operator shall be entitled to suspend or limit at any time the display of advertising elements of a specific campaign involved DOGNET.SK placed on the Partner's website. The Operator shall also be entitled to alter at any time the content and form of those advertising elements of a specific campaign involved in DOGNET.SK.
- 14.2. The Operator shall not be held liable for damage occasioned through a failure, error or outage of the online DOGNET.SK system and of the internet. Furthermore, the Operator shall not be held liable for damage occasioned by third parties' activity or inactivity.
- 14.3. The contractual relations between the Operator and the Partner shall not limit the latter in any way and to any extent whatsoever to provide advertising space on the latter's websites also to other entities such as the Operator's Advertisers.
- 14.4. The Partner shall not be obliged to take part in each campaign involved in DOGNET.SK.
- 14.5. The Operator and the Partner have agreed that over the duration of the latter's participation in DOGNET the latter shall not make efforts in any way whatsoever to enter or establish either direct or indirect co-operation with the former's Advertiser. In case of violation by the Partner of this obligation, the Parties have agreed upon a contractual penalty of €3,000.00 per violation to be due and payable within 5 calendar days after the date when the Operator has provably notified the Partner thereof.

Art. XV Final Provisions

- 15.1. The content of the present GBTC and the Agreement on Use of DOIGNET.SK include all mutual arrangements of business cop-operation between the Operator and the Partner, while no other verbal or written arrangements have been concluded. Should any discrepancy occur between the provisions hereof and those of the Agreement on Use of DOGNET.SK, the contractual arrangements contained in the Agreement on Use of DOGNET.SK shall take precedence over the provisions hereof. The present GBTC shall at the same time complement and complete the contractual relationship between the Operator and the Advertiser arising out of a special agreement made by and between them.
- 15.2. The legal relationships arising out of the business co-operation among the Operator, the Advertiser and the Partner established regarding their participation in DOGNET.SK shall be governed by law in force in the Slovak Republic's territory.
- 15.3. The present GBTC shall take effect on November 17, 2015
- 15.4. The Operator reserves the right to change or amend GBTC at any time and the Operator undertakes to notify both Partners and Advertisers thereof at least 14 days prior to the date of entry into force thereof. The Partner, the Advertiser and the Operator undertake to comply with GBTC for the effective duration of their contractual relationships, thus from the effective date thereof.

At Bratislava on June 25, 2018

A G R E E M E N T
on Use of DOGNET.SK

made pursuant to the provisions of Section 269 (2) of Act No. 513/1991 Coll. Commercial Code
(hereinafter referred to as "Agreement")

by and between:

Trade name:	Lead Media, s.r.o.
Registered office:	Karpatské námestie 10, 831 06 Bratislava
Company Registration No:	47 726 601
Tax File No:	2024084216
VAT Identification No:	SK2024084216
Register entry data:	Commercial Register of the Bratislava I District Court, Section: Sro, File No: 98621/B
Bank account:	Fio banka, a.s., foreign bank branch
Account No:	IBAN: SK29 8330 0000 0023 0058 9602, BIC: FIOZSKBA
Person authorized to act:	Štefan Polgári, corporate agent

(hereinafter referred to as "Operator")

and

the registering user as a Partner (also hereinafter referred to as "Publisher" or "Affiliate Partner") in the commission affiliate system DOGNET.SK who himself provided all of his identification data for the purposes of concluding this Agreement while registering by completing the registration form available at <http://login.dognet.sk/affiliates/signup.php#SignupForm> or <https://www.dognet.sk/registracia-publisher/>.

(hereinafter referred to as "Partner")

(both hereinafter referred to collectively as "Parties").

Article I
Agreement Subject-Matter

- 1.1. The subject-matter of this Agreement is the Partner's undertaking to run websites on which he will be placing specific advertising elements for specific campaigns involved in the affiliate system DOGNET.SK (hereinafter referred to as "DOGNET.SK") which the Partner will get involved in during the Partner's participation in DOGNET.SK, which corresponds to the Operator's undertaking to pay the Partner a commission in accordance with the provisions hereof and/or the Operator's General Business Terms and Conditions (hereinafter referred to as "GBTC") and/or the conditions of a specific campaign.
- 1.2. The purpose of this Agreement is to lay down conditions for mutual co-operation of the Parties while making use of DOGNET.

Article II
Agreement Term and Termination

- 2.1. The present Agreement is made for an indefinite period.
- 2.2. The Parties may terminate the term of the present Agreement by:
 - a) written agreement of the Parties,
 - b) written one-month notice starting on the date of delivery thereof,
 - c) written withdrawal on grounds as stipulated by Act No. 513/1991 Coll., as amended, or GBTC.

Article III
Other Arrangements

- 3.1. The Parties make an agreement pursuant to the provisions of Section 262 (1) and (2) of Act No. 513/1991 Coll., as amended, Commercial Code (hereinafter referred to as "CC") according to which their obligation relation established hereunder shall be governed by the CC provisions.
- 3.2. The issues not regulated by the text hereof shall be governed in compliance with the provisions of Section 273 of CC by the Operator's GBTC which are available in their entirety at <http://login.dognet.sk/affiliates/signup.php#SignupForm> or <https://www.dognet.sk/registracia-publisher/>.

GBTC shall regulate and complete the legal obligation relationship between the Parties.
- 3.3. By unchecking this Agreement as a sign of consent to the content hereof, the Partner at the same time declares that he has become familiar with the text of GBTC and agrees thereto without reservation. Should a reference be made to the Agreement, this is meant to include GBTC as well, with the respective provisions contained herein prevailing in case of a contradiction between the provisions hereof and those of GBTC.
- 3.4. The legal relationships not regulated by this Agreement shall be governed by the CC provisions and other Slovak legal regulations, and the Parties establish jurisdiction of the Slovak courts for a contingent resolution of disputes in connection with and/or arising out of this Agreement.
- 3.5. The Parties hereby declare and acknowledge each other that they have properly considered the Agreement, read and fully understood the entire text hereof, also fully understood the meaning and wording of GBTC, and the Parties hereby declare that the Agreement has been made neither under duress nor any otherwise unilaterally disadvantageous conditions, that they conclude the Agreement indeed on their own free will, and prior to the conclusion hereof they were provided clarifications on, and they had an opportunity to mutually negotiate on the wording of, the respective provisions contained herein. Also, the Parties hereby declare that they are not aware of any such facts as might invalidate or render the Agreement, as being concluded by them, ineffective in any way whatsoever, and frustrate the purpose hereof as seriously declared by them in the recital hereof.
- 3.6. Should any of the provisions of this Agreement be or become invalid or ineffective, the other provisions hereof shall not thereby be affected and shall remain valid and effective.
- 3.7. The Partner shall be sent a copy of this Agreement by the Operator at the e-mail address entered by the former in DOGNET.SK while registering himself.
- 3.8. This Agreement shall come into force and take effect as of the date of the Partner's registration in the commission affiliate system DOGNET.SK.