



Announcement of Seasonal Index Increase in Television Advertising Market

Dear Clients and Partners,

As previously indicated, due to the high demand in the television market, price changes can be expected throughout the year.

Atmedia has recently made an announcement on this subject: they have indicated a seasonal index increase for the months of August and September. According to the General Terms and Conditions, the sales house is legally entitled to do this.

We understand that from an advertiser's perspective, both under-delivery and price increases are difficult to accept. However, the adjustment of the seasonal index is a measure that affects the entire market, providing a better solution than the erratic, unpredictable, and thus differentially impacting under-deliveries.

The seasonal indices for the two affected months are as follows:

Period	1st Publication	2nd Publication	Inflation Impact/Month
August 2024	140%	150%	107,14%
September 2024	220%	235%	106,82%

The annual and market-level inflation's impact will be approximately 1.2% for Atmedia, and 0.6% for the entire market mix. (This rate may vary by advertiser.)

We continue to do everything we can to provide market participants with fresh and up-to-date information in the rapidly changing advertising market environment. We remain fully committed to ensuring that television campaigns are effective and our clients are successful.

MAKSZ

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