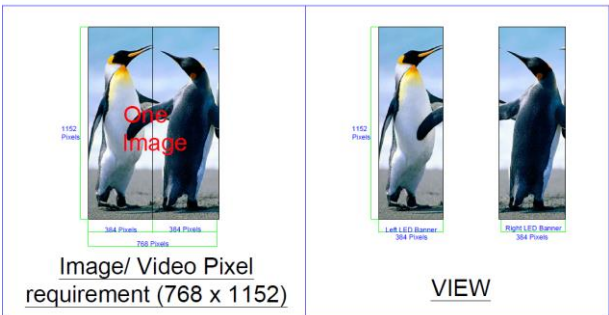


Advertising Rate of LED Banner of China Hong Kong City

(A) LED Banner Basic information

| | |
|-----------------------|--|
| Dimensions: | 1.6 m W x 4.8 m H per banner |
| Operating Hours: | <ul style="list-style-type: none"> • Mon-Sun: from 0900 to 2100 (subject to change without prior notice to Advertiser) • Operating cycle starts on 1st day of each month |
| Airtime Entitlement*: | <p>*Advertiser can choose the length of video or promotional message</p> <ul style="list-style-type: none"> • 180 secs/ hour • (30 secs/ spot x 6 / hour OR 45 secs/ spot x 4 / hour OR 60 secs/ spot x 3 / hour) |
| Video Format: | <ul style="list-style-type: none"> • Video Codecs for FULL HD: H.265, H.264(MPEG-4, Part 10), MPEG-2, MPEG-1 • Video Containers for Full HD content: .mpg, .mov, .mp4, .wmv <p>Resolution: 768 (W) x 1,152 (H) pixels</p> <div style="text-align: center;">  <p>Image/ Video Pixel requirement (768 x 1152)</p> <p>VIEW</p> </div> |
| Image Format: | <ul style="list-style-type: none"> • BMP, JPEG, PNG |

(B) Rate card

Rate for Advertiser

| Advertisement means | Airtime | Rate |
|---------------------|-------------|-------------------------|
| | | Licence Fee Per Airtime |
| LED Banner | Every month | HK\$6,000 |

Rate for current CHKC Tenants

| Advertiser | Airtime | Rate |
|--------------|-----------------------|-------------------------|
| | | Licence Fee Per Airtime |
| CHKC Tenants | One to Two month(s) | \$3,000 per month |
| | Three months or above | \$2,500 per month |

| Organizations | Airtime | Rate |
|--------------------------------------|--|-------------------------|
| | | License Fee Per Airtime |
| *NEW CHKC Tenant Special | 1 month free if commit 3 months or more | |
| | Three Months | \$2,500 x 2 = \$5,000 |
| | Six Months | \$2,500 x 5 = \$12,500 |
| First Trial Special for CHKC Tenants | 1 month free if commit 3 months or more: | |
| | Three Months | \$2,500 x 2 = \$5,000 |
| | Six Months | \$2,500 x 5 = \$12,500 |

*Shop/Office opens within 3 months will be considered new tenant.

Enquiry: 2132 8006

Valid from 1 July 2021 – 30 June 2022



To: Retail Marketing & Promotions Dept.

Date: _____

Fax: _____

Tel: _____

From: _____ (*Mr. / Ms. / Mrs.)

Application Form For Advertising at LED Banner

Particulars of Advertiser

Name of Organization/ Company (in English): _____
(in Chinese): _____

Nature of Advertiser

- Commercial Organization
- Government Department
- Charity/ Social Service Group (please attach relevant document)
- Non-profit making organization but not of charitable nature (please attach relevant document)
- Others (please specify) _____

Business Registration No.: _____ (please attach BR copy)

Office Address: _____

Name of authorized person of Advertiser (in English): _____ Tel: _____

Position Held: _____ Fax: _____

Mobile: _____ E-mail Address: _____

Details of Advertising Material

Nature:

- Video (Duration: _____ sec/spot x _____ / hour)
- Slide (in jpeg format)

Advertising Period: _____

Product / Promotion Theme: _____

The Advertiser/authorized person _____, on behalf of the Advertiser, confirms that the information provided herein is true and correct and agrees to observe all terms and conditions as laid down by [Wide Harvest Investment Limited] ("Company") for the Advertising.

Signature of Advertiser/authorized person with
Company Chop of Advertiser

Date



This form should be sent or faxed to the following office **at least 1 month** prior to the proposed advertising date.

Address: C.H.K.C. Building Management Limited
Suite 1110, 11/F, Tower 3,
China Hong Kong City,
33 Canton Road, Tsim Sha Tsui, HK

| Management Approval (For Office Use Only) | | |
|--|------------|-------|
| Licence Fee: | | |
| Administration Fee: | | |
| Other Charges: | | |
| Total Amount: | | |
| Confirmed & Accepted by: | | |
| | Signature: | Date: |

Note:

1. The Company has absolute discretion to accept or refuse any application.
2. Advertiser shall promote the specified business in the specified format as approved by the Company, failing which, the Company shall cease displaying the advertisement without notice and no licence fee shall be refunded.
3. Advertiser should read the "House Rules" for the Advertising thoroughly and please call us at 2132 8006 for details. The Company reserves the right to alter or cancel any approved applications and/or any licence should the Advertiser fail to comply with any of the rules.

General Terms & Conditions:

1. The usage of LED banner is subject to availability and the Company's final approval.
2. Licence Fee is non-refundable once the licence is confirmed by the Company even if the licence is terminated for whatever reason.
3. Standard Payment Terms: 100% of the Licence fee shall be payable before submission of artwork or file or other advertisement materials.
4. Advertiser shall submit layout design for censorship by C.H.K.C. Building Management Limited ("CHKC BML"), the Company's agent at least 15 days before targeted broadcasting date. CHKC BML shall have absolute discretion to approve or reject the layout design or any part thereof without any reason.
5. Advertiser shall deliver file of approved layout design to CHKC BML at least 10 working days before targeted broadcasting date.
6. Advertiser should not put in the advertisement any content which is, or is considered by the Company in its absolute discretion as offensive, objectionable, defamatory, discriminatory, illegal, immoral or prohibited by Hong Kong Government or inappropriate in any respect or which infringe or may infringe any intellectual property rights of other party.
7. Advertiser should be responsible for contents of the advertisement and indemnify the Company against any claims, liabilities, losses, damages, costs and expenses arising from or in connection with the contents of the advertisement.
8. Advertiser shall be responsible for obtaining all necessary licences and consents required for broadcasting the advertisements from government departments, competent authorities and relevant parties.
9. Any notice required to be served hereunder shall be sufficiently served on the Advertiser if delivered to it by post or facsimile or email or left addressed to it at the premises stated in the Application form or at its last known address in Hong Kong Special Administrative Region and shall be sufficiently served on the Company if sent to CHKC BML it by post or delivered to it at the address of CHKC BML given herein or any other address which the Company may notify in writing to the Advertiser from time to time. A notice sent by post shall be deemed to have been given one (1) business day after the date of posting.
10. The Company and the Advertiser do not intend any term of this Licence Agreement to be enforceable by any person, firm, company or corporation who is not a party to this Licence Agreement pursuant to the Contracts (Rights of Third Parties) Ordinance (Cap. 623) (the "CRTPO") and agree that this Licence Agreement shall be excluded from the application of the CRTPO.
11. The Company reserves the right to make final and binding decision in case of any disputes concerning this licence, the advertisement or any matters incidental thereto.
12. This Licence Agreement shall be terminated:
 - (i) by the Company without cause or reason or compensation by serving prior written notice of termination of not less than 2 days on the Advertiser; or
 - (ii) forthwith by the Company by serving prior written notice of termination on the Advertiser on any of the following grounds:



- (a) if there shall be any breach or non-performance or non-observance by the Advertiser of any terms and conditions contained in this Licence Agreement; or
 - (b) if any lawful authorities shall at any time make any complaint, opposition or objection against the advertisement.
13. The Company shall not be liable for any loss, damage, expenses, costs or liabilities arising from or in connection with electricity power suspensions or technical failure causing interruption, suspension or cessation of the advertisement.

LED Banner Location @ China Hong Kong City



(Image for reference only)