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- Licensees may not transmit source files in promotion package(s) to their affiliates or to any other party.

- Licensees may send out complete promotional material (such as banners) to affiliates with the Licensee logotype on.
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- Licensees may not create, use or register domain names, social media handles, ad words containing the Vikings Slot IP or any respective element thereof.
- Specific to advertising and promotion of the Vikings™ Video Slot, Licensees shall abide by NetEnts directions regarding trademark notice provisions to be used with the Vikings Slot IP or any respective element thereof, in the applicable territory, including but not limited to use of the proper "TM", "®" and © designations and other trademark and copyright notices and information, as instructed by NetEnt.

Creative Guidelines:

All of Licensee's products, packaging, manuals, advertisements, promotional materials and web pages bearing the Vikings Slot IP or any element thereof must include the following:

- The Vikings™ Video Slot Game Logo: The "TM" symbol must appear next to Vikings™ Video Slot game logo as shown below.



- Art and other assets may not cover the Vikings Slot IP or any element thereof, and may not cover character's faces. Vikings Slot IP or any element thereof, may not be positioned next to any third party logos, brands, properties, etc.
- Legal Notices: All materials shall contain the following in no less than and 8.5 point font, it being understood that in certain mobile digital materials, a shortened version, in a smaller font will be required:

"Copyright 2018, NetEnt Product Services Ltd. *Vikings* is a trademark of TM Productions Limited, protected in the US and other countries around the globe. The "V" Logo is a trademark of A&E Television Networks, LLC, protected in the US and other countries around the globe. All Rights Reserved."

Short Form:

© 2018, NetEnt Product Services Ltd. *Vikings* and "V" Logo are trademarks of their respective owners, protected in various countries around the globe. All Rights Reserved.

- Licensee may request permission from NetEnt to develop and use line art and/or other design elements including the Vikings Slot IP or any element thereof subject to NetEnt's final written approval in its sole discretion.

Approvals:

- All of Licensee's advertising/promotional/commercial campaigns for the Vikings™ Video Slot game, which must include Vikings Slot IP, must be approved in writing by NetEnt prior to launch. This shall include, but shall not be limited to artistic/graphical assets and representations. Examples include, but are not limited to, any TV/radio commercials, print and digital advertisements, press releases, online media buys, and giveaways/sweepstakes/merchandising offerings used across any marketing channels such as television, radio, website, email, social media, other digital, etc.

Specifically regarding television commercials and/or graphical productions such as print/digital ad buys, Licensee must secure NetEnt's approvals as follows:

- Before production starts = for idea, campaign, storyboards/mood-board, media plans, to include duration, countries, outlets, stations, with campaign script/messaging (for example, Voice Over scripts), all submitted in English or accurate English translations.
- During production = for all larger projects, Licensee must provide NetEnt with regular status update, bearing in mind it is best to keep Net Ent apprised and secure net Ent approvals to avoid last minute changes
- After production = Final versions of all television commercials and graphical productions/print and digital ad buys, must be sent to NetEnt for approval, and again with all final English or accurate English translations
- PLEASE NOTE: No broadcast production can go live on air, on radio, digitally or otherwise, without NetEnt's prior written approval over the final production. NetEnt reserves the right, exercisable at any time and in NetEnt's sole discretion, to require edits or modification, including but not limited to the removal of any assets, and Licensee will ensure that such occurs with immediate effect. Any financial impact from such edits or modification, including but not limited to the removal, shall be borne solely by the Licensee.

Specifically regarding "freespins/tournaments," both the "mechanics" of running a freespin promotional even as well as the promotional content and messaging used to promote the mechanic (i.e. prizes, messaging, art work, etc.) must be submitted and pre-approved by NetEnt in writing.

If in doubt about the approval process, please contact your dedicated NetEnt Account Manager.

Music Rights: Music is licensed for use in the Vikings™ Video Slot online casino game version and online promotion thereof, as long as in conjunction with the game and use is "in context." All television advertising campaigns, if any (including the TV advert itself), must be subject to full prior written approval and therefore must be submitted for review. (Please contact your dedicated NetEnt Account Manager)

Fast Track Approval Process:

- Content for approval that makes use only of the Vikings Slot IP and elements provided by NetEnt in the promotional pack, and does not contain any other material or assets, can be fast tracked for written approval by NetEnt. **FOR FAST TRACKED APPROVALS, ALL MUST BE SUBMITTED TO NETENT BY 7TH NOVEMBER 2018.**

- NetEnt will endeavor to turn around fast tracked approval request within 24 hours of receipt of complete requests if submitted by the date above, however NetEnt will not be held responsible for any delays for approvals outside of the pre approved promo pack images supplied and date agreed above.
- Any and all uses of the Vikings Slot IP or any element thereof combined with any additional elements, text or artwork CANNOT be fast track approved, and NetEnt will endeavor to secure required written approval within ten (10) working days from submission of complete package for approval, it being understood that NetEnt assumes no responsibility or liability for delays.

Licensee's Affiliates

For clarity, NetEnt has a direct business relationship with Licensee only, and not in any way with Licensee's service providers, including but not limited to Licensee's business, advertising, marketing, print, artistic, digital and other partners, or other third parties, all of whom are "Licensee's Affiliates." As such, Licensee it is solely responsible, and Licensee shall be solely liable for, ensuring that Licensee's Affiliates are fully informed of, and are adhering to, these guidelines as well as any subsequent updates, and that Licensee's Affiliates are only ever provided with, and utilizing, marketing/promotional materials that have been approved in writing by NetEnt.

NetEnt reserves the right, exercisable at any time and in NetEnt's sole discretion, to require edits or modification, including but not limited to the removal of any assets, of content created by Licensee's Affiliate, and Licensee will ensure that such occurs with immediate effect. Any financial impact from such edits or modification, including but not limited to removal of assets, shall be borne solely by the Licensee and Licensee's Affiliates.

Give-away Merchandising: All free promotional merchandise for the Vikings™ Video Slot game must be purchased by Licensee through a NetEnt-authorized seller of such merchandise or approved agents of such. The (i) the Vikings™ Video Slot game logo above, (ii) the Vikings Slot IP, or any element thereof, and (iii) Vikings™ Video Slot game assets may only be placed on, or affixed to, official merchandise purchased from NetEnt-authorized seller, and none may ever be placed on, affixed to, or used in any way with unofficial merchandise *unless* Licensee has asked for and obtained NetEnt's prior written approval.

Sample Digital Ad Banners

Sample digital ad banners have been provided in the Vikings™ Video Slot game complete with guidance on how such banners should be used to assure NetEnt's approval. Please find some further examples of possible use below which, if followed, should facilitate the NetEnt approval process. Please note, NetEnt approval is always required for uses of Vikings Slot IP.

- Correct sample banner





- Incorrect sample banners



Usage of any material not provided in promo pack is not allowed.

Assets are not to be skewed / altered in any way shape or form. Legal line needs to be visible on all artworks created.



Main assets such as faces of actors should not be hidden or hindered by any other graphic assets.