NBCUniversal ADVERTISING STANDARDS

Prediction Market Guidelines for NBCUniversal Owned Television Stations and Regional Sports Networks

I. NBCUniversal Owned TV Stations or NBCU Regional Sports Networks ("NBC") will accept ads for prediction market platforms ("Prediction Market Ads") that are regulated by the Commodity Futures Trading Commission ("CFTC") subject to the following conditions:

A. Ad Content Restrictions

i. Prediction Market Ads may not include or otherwise reference political elections (including ballot measures) or legislative action.

ii. NBC will accept Prediction Market Ads that include references to sports on a case-by-case basis.

iii. Prediction Market Ads cannot include or reference predictions relating to NBC linear and streaming programs, talent, logos, or other intellectual property.

iv. Prediction Market Ads may not include or reference predictions that are, in NBC's sole judgment, in poor taste or contrary to the public interest (e.g., war, death, etc.).

B. Required Statements

i. Prediction Market Ads must include a statement indicating that the advertising entity (i) is registered with the CFTC, including the name of the entity through which the advertising entity obtained its CFTC registration, OR (ii) is authorized as a brokerage by the National Futures Association to offer third-party access to products listed by a Designated Contract Market registered with the CFTC.

ii. Prediction Market Ads must clearly and conspicuously (i) indicate the markets where the advertiser currently operates, including applicable age requirements, and (ii) include a statement substantially similar to the following: "Event contract trading involves substantial risk of loss and is not suitable for everyone. Market availability varies. Eligibility restrictions apply."

II. Programming Restrictions

A. Prediction Market Ads cannot be targeted to children.

B. Prediction Market Ads may be subject to additional program and daypart restrictions at NBC's sole discretion.

III. Advertisers related to prediction markets shall be considered on a case-by-case basis and additional considerations may apply.

IV. Prediction Markets are an evolving advertising category. This policy may be revised at any time at NBC's sole discretion.

NBCUniversal ADVERTISING STANDARDS

Online & Sports Gambling Advertising Guidelines for NBCUniversal Owned Television Stations and Regional Sports Networks

I. The advertising of legalized and properly licensed online gambling and/or betting on sporting contests may be acceptable on NBCUniversal Owned TV Stations or NBCU Regional Sports Networks ("NBC"), provided that:

   A. One of the states in the local coverage area served by the network or broadcast station has legalized online gambling and/or sports gambling, as applicable, *and*

   B. The advertising of the activity (online gambling/sports gambling) is not illegal in any of the states that the network or station reaches.

II. The following guidelines apply to lawfully licensed online gambling and sports gambling entities:

   A. Advertisements for any publication, "tip sheet," electronic, or mechanical device whose primary purpose is the giving of odds or promotion of betting will be considered on a case-by case basis.

   B. In all instances, NBC requires substantiation for claims, including those made in testimonials.

   C. Advertisements permitted under these guidelines MUST NOT:

      1. Be instructional in nature;
      2. Unduly exhort the audience to bet;
      3. Mislead or exaggerate one's likelihood of winning money or other prizes;
      4. Present fictitious winners or winnings or misrepresent actual winners or winnings;
      5. State or imply praise for those who participate in the advertised activity or denigrate those who abstain; or
      6. Include third-party likenesses or intellectual property without the express permission of the owner or otherwise create unauthorized associations with third parties.

   D. Online & Sports Gambling products, games of chance, contests, and advertising approaches not specifically referred to in the foregoing shall be considered on a case-by-case basis.

   E. All online and sports gambling advertising must include disclaimers disclosing applicable regional gambling restrictions and the risks associated with gambling, including at a minimum:

      1. A list of states where online/sports gambling is legal as applicable and void where prohibited;
      2. The minimum age requirements of the applicable state(s); and
      3. Gambling responsibility messaging (e.g. If you or someone you know has a gambling problem, please call 1-800-GAMBLER).

III. Sports gambling and online gambling advertisements may air only in:

A. Sports programming, subject to league rules and restrictions, and

B. Programming not directed at children, subject to discretionary program and daypart restrictions based upon the content of the specific advertisement.

CLEARANCE PROCEDURES FOR PREDICTION MARKETS AND ONLINE & SPORTS GAMBLING ADVERTISING ON NBCU OWNED TELEVISION STATIONS

GENERAL: The following procedures apply to Prediction Markets and Online & Sports Gambling advertisements airing on NBCU Owned Television Stations ("NBCOTS"). Prediction markets and Online & Sports Gambling advertisements **MUST** be reviewed and approved for air before they can be scheduled to air on the NBCOTS.

SUBMISSION OF MATERIALS: You can submit materials for review via two (2) different methods:

1. Upload your materials to www.nbcustandards.com;
2. Submit your materials via MediaQurator

All clearance materials for Prediction Markets and Online & Sports Gambling advertising must be submitted using one of the above methods in order to be reviewed. You should not send clearance materials to Sales.

CREATING AN ACCOUNT: If you do not have an account on MediaQurator, you must register for a user account on at https://www.nbcustandards.com in order to submit materials. After you register, Advertising Standards will then approve the account registration, at which point you may upload materials for review.

NOTE: The advertiser is responsible for ensuring that their advertising materials are in compliance with all applicable laws and governmental regulations, including the rules of the Federal Communications Commission (FCC), the Federal Trade Commission (FTC) and the Federal Drug Administration (FDA), as well as NBC's internal guidelines, standards and policies.

WHAT TO SUBMIT:

PRE-PRODUCTION REVIEW**:** We strongly recommend that you submit preliminary scripts or storyboards of proposed advertisements to Advertising Standards. Advertising Standards will request substantiation for all claims, including those made in testimonials, and authentication of all demonstrations, as applicable.

ROUGH CUT REVIEW: You may submit rough cuts for review before final production. Additional comments may be given and requests, including notes on revisions, may be made at this point.

SUPPORTING DOCUMENTS: When possible, you should submit supporting documentation including, but not limited to, product testing, claim support and affidavits along with the script, storyboard, rough cut or final as "related documents" via www.nbcustandards.com or attached to the submission in MediaQurator. If you are responding to an Advertising Standards request, any material you send must be submitted through the "Click HERE" link at the bottom of the clearance report or attached to a message sent to Advertising Standards via www.nbcustandards.com or MediaQurator.

FINAL APPROVAL: All final advertisements must be slated with a unique ISCI code, a title, and the

length of the advertisement and submitted via one of the above submission methods. Advertising Standards cannot give final approval to un-slated advertisements. NOTE: Once an ISCI code is submitted for review it cannot be used again. All revised final commercials will require a new ISCI code for final approval.

TIME FOR REVIEW: You should allow up to 3 business days for review of clearance materials. After reviewing the submitted materials, Advertising Standards may approve the advertisement, request additional information, require modifications to the advertisement or deem the advertisement not acceptable for air.