

STANDARDS FOR EVENTS DISCLOSURE

The current Rules for the Disclosure of Events aim to define the set of general rules for the transmission of information about the events taking place at Altice Forum Braga.

Altice Forum Braga publishes the events in several communication channels according to an editorial calendar, defined monthly. All promotional materials must be provided in a timely manner by the promoter, following the rules described below.

The implementation of these actions is subject to confirmation and payment of the adjudication of the event, and will take place from the moment of the box office opening, or the start of client's public disclosure of the event, that may request the disclosure start on other dates .

If justified, Altice Forum Braga may create its own material to support the dissemination of the event. Supporting material is understood to be the creation of advertising text and images for each communication channel. The use of each communication channel of Altice Forum Braga is assessed on a case-by-case basis. The disclosure described is free of charge.

A. COMMUNICATION CHANNELS

1. Digital communication: social networks and / or email marketing (as a newsletter or direct email contact)
2. Altice Forum Braga website
3. Altice Forum Braga app
4. Indoor Screens Communication
5. Press - monthly and weekly agenda release (the month of the event and the week before the event)
6. Partner Network

The disclosure of the event follows an editorial calendar and will be made as follows:

1. DIGITAL COMMUNICATION

1.1 Social Networks (Facebook and / or LinkedIn)

- Event Launch (with link to the event on Facebook or promoter site / event / page that the promoter considers important). The launch of the disclosure on social networks happens as soon as Altice Forum Braga receives the disclosure elements or on a date defined by the promoter,
- Event Reminder with one (1) or more repetitions (as monthly editorial calendar Altice Forum Braga and disclosure requirements), at Altice Forum Braga's social networks (or in InvestBraga's social networks, the company that manages Altice Forum Braga)
- Featured on the Facebook cover of Altice Forum Braga during the week of the event (this space is intended for all events that take place in the same week),

1.2 Email

- Event insertion in the Altice Forum Braga monthly events newsletter.
The event is inserted in the month of its realization. The insertion happens only if timely delivery of the advertising elements is guaranteed.

2. ALTICE FORUM BRAGA WEBSITE

Event will be entered in the Altice Forum Braga site on the following pages:

- Home
- Agenda > Programming

In Annex I is presented a picture of the event location on the homepage of the website which can be accessed at www.forumbraga.com

3. ALTICE FORUM BRAGA APP

- The event will be inserted in Altice APP Forum Braga in the "All".
- In Annex II is presented a picture of the event's location in the app that can be accessed at:
 - iOS - <https://apps.apple.com/us/app/id1519232378>
 - Android - https://play.google.com/store/apps/details?id=com.fb.forum_braga

4. INDOOR SCREENS COMMUNICATION

- Insertion on screens - Ticket offices and other screens highlighted during the year. The insertion is made from the moment the promoter sends the requested image. Screen images have the same rate of view as other images from other events.
- Insertion on screens - Signage, Pulpit and Ticket Office or other prominent screens on the day or days of the event. These images must be sent up to 5 days before the start of the event, under penalty of not being inserted on the day or days of the event.

In Annex III are some pictures of the screens installed in the Altice Forum Braga.

5. PRESS

Inclusion of the event in the monthly calendars and / or weekly to be sent to the media of Altice Forum Braga database.

- Sending a monthly and/or weekly press release to the list of Local and National Social media in an Altice Forum Braga database. The information used to create this release is based on the synopsis and Full HD screen image sent by the promoter.

5. PARTNERS

- The Altice Forum Braga may or may not use the support of partners in promoting the event. This support needs analysis and, later, validation by the promoter.

B. ELEMENTS NEEDED FOR DISSEMINATION

The requested elements must be sent up to 45 days before the event, under penalty of not being disclosed, by email to the person in charge of Communication and Digital Marketing at InvestBraga. Failure to send the requested elements causes communication / dissemination unfeasible in the manner described. Altice Forum Braga takes the liberty to create its own disclosure elements but does not guarantee the disclosure cadence described beforehand.

So, and to enable the dissemination of the event in these channels at point A, the client should send the following information:

- a) In the case of shows, a synopsis of the event with information on age rating, duration, ticket price, alignment, ticket link, details about the artist and other information of interest;
- b) In the case of congresses / events, a synopsis with a brief description of the event, program, details about speakers, link for registration and other information of interest; Poster and / or Image with print quality (minimum 200 dpi) for different purposes,
 - Social Media Covers (Facebook)
 - Photograph of the artist (s), with no effect or lettering (only if justified)
- a) Photography and brief bibliography of speakers (Congress / events);
- b) Links to website, social networks, event, registration, etc.
- c) Full HD 1920x1080 px image or images, for display on screens at Altice Forum Braga
- d) Image or images for publication on the website with 500x725 px (72 dpi)
- e) 900 x 500 px (72 dpi) image for Altice Forum Braga app. The content should occupy only 830x445 px of the image
- f) Other elements can be ordered during the promotion of the event, including editable
- g) If there is an Event created on Facebook, invite Altice Forum Braga as co-organizers. This event is added to the chronology of events in the Facebook page of Altice Forum Braga and / or InvestBraga)

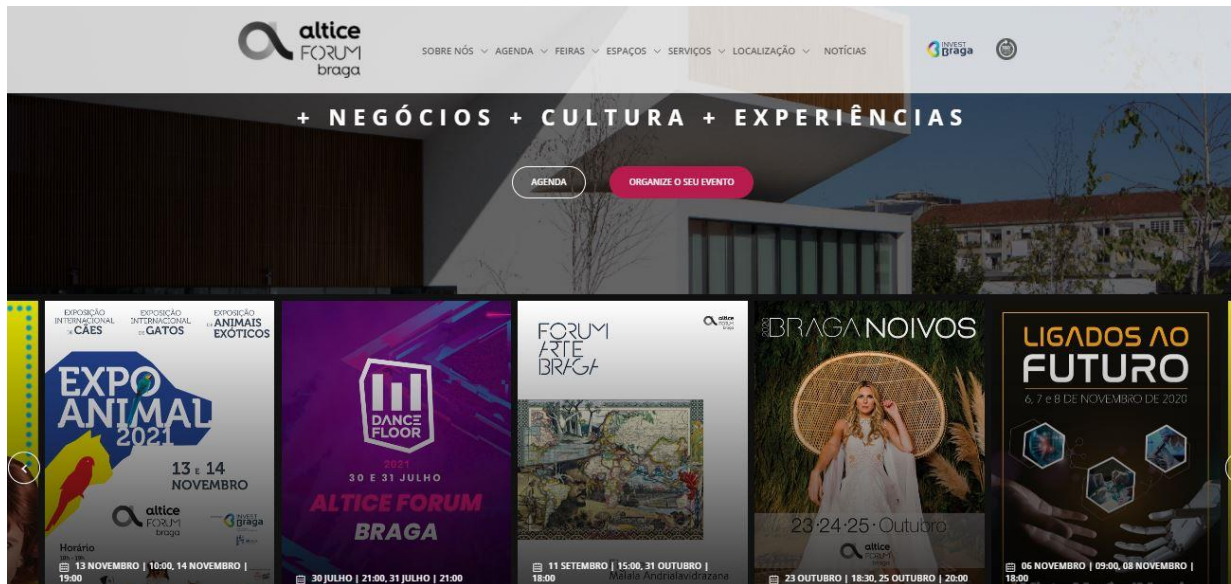
This information should be sent by email to Communication and Digital Marketing manager at Altice Forum Braga to - comunica@investbraga.com

Failure to send these elements in time will not comply with channels referred to in point A. In these situations, the Altice Forum Braga takes the liberty to create own disclosure elements.

ANNEX I –ALTICE FORUM BRAGA SITE

www.forumbraga.com

Example featured use - Home page



ANNEX II – ALTICE FORUM BRAGA APP

Example featured use - “all”

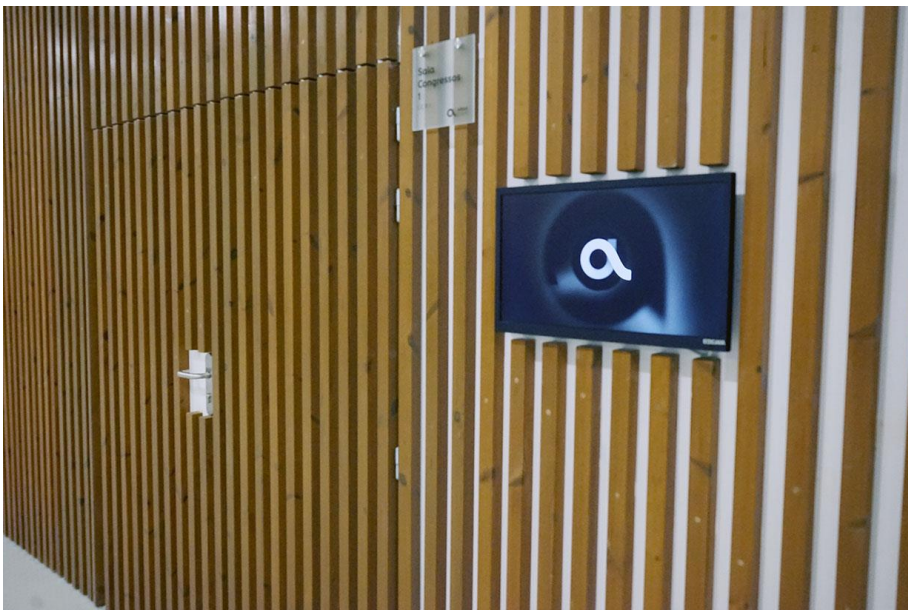


ANNEX III – INDOOR SCREENS

Example of screens for use in the Altice Forum Braga foyer and ticket office



Sample Screen – Congress Room



Sample screen – Grand Auditorium

