



ADDITIONAL TERMS

Commercial film – Material

Commercial film, must be delivered to SF Media in compliance with SF Media's at the current time valid technical specification and within the stipulated time limit stated in the Order acknowledgement, or time limit stipulated in a later, separately written notice.

If Commercial film is delivered after the stipulated time limit in the Order acknowledgement, or delivered after time limit stipulated in a later, separately written notice, an Express Distribution Fee of SEK 5 500 will be charged.

If Commercial film is delivered after stipulated deadline, or the transfer of the material is not completed by that time limit, the screening will start as soon as it is possible of practical reasons and the above Express Distribution Fee will be charged.

If the material is delivered after stipulated deadline, SF Media is not liable for any missed screening and no compensation is granted for loss of contacts.

SF Media can refuse to show a Commercial film that exceeds the agreed screening length.

If the Commercial film exceeds the agreed screening length, SF Media will, provided that screening space is available, charge for the exceeding seconds in accordance with the valid price list.

The Commercial film must be appropriate to show at all regular performances of feature films irrespective of their age restrictions. SF Media therefore retains the right to refuse to show a Commercial film that is considered unsuitable for children. If SF Media decides not to show the Commercial film for any of the above reasons, the Customer is not entitled to any compensation.

Commercial film – Quality control

If the Customer wishes to check the technical quality of the commercial film after the digital encoding has been performed by SF Media, a screening session can be arranged at the SF Bio cinema in Råsunda, Solna, Sweden. Costs connected to this will be charged to the Customer. The quality screening can be arranged before the campaign starts, provided that the film material is delivered to SF Media at the latest one week before the time limit stipulated in the Order acknowledgement, and that the Customer has contacted SF Media for the booking of such a screening. If the customer chooses not to undertake such a screening to ensure the technical quality, the Customer thereby accepts the quality control performed by SF Media.

Commercial film – Screening conditions

The commercial film programme is shown prior to the cinema's regular feature film programme, with stage lights put out and with the auditorium semi dark to dark.

Commercial film – Delivery of campaign

Estimated number of visitors stated in the Order Acknowledgement, are qualified judgements of number of visitors during purchased campaign period. Should the number of visitors during purchased campaign period be below the estimate stated in the Order Acknowledgement by more than 5%, SF Media shall extend the campaign until agreed number of visitors is obtained. Such extension shall, as far as possible, take place directly after the completion of the purchased campaign period.

Should the number of visitors during purchased campaign period be below the estimate stated in the order acknowledgement by 5% or less, SF Media shall extend the campaign until agreed number of visitors is obtained provided that screening space is available.

Event – Campaign planning

All planning, placement in the foyer and planning of effectuation of the Event, must be made in agreement with SF Media as well as with the person/s in charge at the cinema/s where the Event is taking place. The customer is fully responsible for securing that all material required for the Event is delivered to the cinemas as agreed upon with SF Media.

The Event may not detrimentally effect the ordinary activity at the cinema. SF Media retains the right to document the Event for reference purposes.

If the Customer is using his own staff at the Event, only the Event space is included in the price.

SF Bio AB and SF Media AB have no liability in case of damage, theft or other mischief of the Customer's material.

Digital and Print – Material

The Customer is responsible for delivering the campaign material for Digital and Print by the time stipulated and in compliance with the specification enclosed with the Order acknowledgement. In case of late delivery, SF Media is not responsible for any loss of exposure and the Customer is not entitled to any compensation.

Digital - Delivery

In case of diffs between SF Medias measurement and third-party measurement SF Media uses IAB standard with a tolerance level of 10%.

Standards and Regulations

SF Media may refuse to show Commercial film or Campaign material for which there are good reasons to expect that they may conflict with the Swedish Marketing Act (*Sw. Marknadsföringslagen*), the Lottery law (*Sw. Lotterilagen*), other valid Swedish laws and regulations for advertising, or in Sweden accepted ethical principles.

It is the Customer's responsibility to ensure that the Campaign material does not conflict with the Swedish Marketing Act (*Sw. Marknadsföringslagen*), the Lottery law (*Sw. Lotterilagen*) and other valid Swedish laws and regulations for advertising. It is also the Customer's responsibility to ensure that the Campaign can be carried out without infringement of third party's copyright.

SF Media can refuse to show a Commercial film or Campaign material that is considered unsuitable for children. If SF Media exercises this right to refuse for any of the above reasons, the Customer is not entitled to any compensation.

SF Media reserves the right to terminate an ongoing delivery in case of possible negative reactions or strong opinion towards SF Bio where our trademark and good reputation is at stake as a consequence of the Customer's commercial film or Campaign material. This applies even if the commercial film or Campaign material does not contravene anything mentioned above.

SF Media has the right to use the Customer's advertising material for reference purposes.

The amending or annulling of agreement

If the customer wishes to amend or annul an agreement, this can be done if the Customer has been able to assign another buyer acceptable to SF Media. In such case, no cancellation fee shall apply.

If no other customer is assigned, the following fees are applicable:

50 % of the price if cancellation is made 31-45 days prior to the start of the screening.

100 % of the price if cancellation is made 0-30 days prior to the start of the screening.

Force Majeure

A party is free from liability regarding failure to carry out its obligations under this agreement if the failure is caused by an event such as war, riot, labour conflict, lack in energy supply, blockade, fire, explosion, mobilization or unforeseen military inductions or any other event over which the party has no control, or when such an event happens to a party's subcontractor.

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