

Banner Advertising on the Ambayo Platform

If you are interested in advertising on the Ambayo platform, please contact our advertising department at advertising@ambayo.com. Upon request, you will receive detailed information about available advertising formats, placement options, targeting capabilities, and pricing. For additional information, visit our advertising page at <https://ambayo/advertising.com>.

General Terms and Conditions for Advertising

The following Terms and Conditions govern the relationship between advertisers or advertising agencies ("Advertisers") and "Ambayo Limited" for the display of advertising on Ambayo's websites. These terms are legally binding and apply to both parties.

- Advertisers and "Ambayo Limited" will sign a digital agreement to formalize the advertising relationship. This agreement explicitly incorporates the terms outlined here.
- In the event of a conflict between these Terms and Conditions and the specific provisions in the signed agreement, the provisions in the individual contract will prevail.
- "Ambayo Limited" reserves the right to implement and execute media plans based on agreements reached via email between the advertiser and Ambayo. The email confirmation constitutes acceptance of these Terms and Conditions.

Modification of Terms and Conditions

"Ambayo Limited" reserves the right to amend these Terms and Conditions. Advertisers will be promptly informed of any changes that affect them. Notice of changes will also be considered given through the publication of the revised Terms on <https://ambayo.com>.

Advertising Effectiveness

"Ambayo Limited" does not guarantee any specific results from the advertiser's campaign, such as increased traffic or sales, and will not be held responsible for the effectiveness of the advertisements.

Governing Law

All issues not explicitly addressed in these Terms will be governed by the laws of Hong Kong.

Advertising Submission Guidelines

To ensure a smooth and timely advertising process, advertisers must comply with the following guidelines for submitting advertising materials:

1. Submission Deadlines

- **Non-standard ad formats:** Advertising materials for non-standard formats must be submitted at least **10 business days** before the campaign's start date.

- **Standard ad formats:** Advertising materials for standard formats must be submitted at least **7 business days** before the campaign's start date.

2. Technical Specifications for Ad Materials

- **File format:** All advertisements must be submitted in SWF format. In addition, the advertiser must also provide the working files and the fonts used in the ad.
- **Approval:** All advertisements are subject to review and approval by "Ambayo Limited" before publication.
- **Rejection or Delay:** "Ambayo Limited" reserves the right to delay or reject campaigns if the advertising materials do not meet the required specifications.

3. Banner Guidelines

- **Background:** Banners must have a solid color background or a frame with a minimum thickness of **1 pixel**.
- **Animation:** Animated banners must not exceed **15 seconds** in duration. Rapidly changing frames within an animated banner are discouraged.
- **Size:** The advertiser must adhere to the maximum allowable banner sizes specified by Ambayo.

4. Content Standards for Advertising Materials

- **Legal Responsibility:** "Ambayo Limited" is not responsible for the legality of advertisements that require special permissions under local laws or regulations.
- **Prohibited Content:** Advertisements that are offensive, pornographic, illegal, or that infringe on intellectual property rights will not be accepted.
- **Right of Refusal:** "Ambayo Limited" reserves the right to reject advertisements that conflict with its internal policies, violate legal regulations, or promote competing businesses.

5. Third-Party Ad Functionality

- Ad publishing on the Ambayo platform is managed via third-party software. "Ambayo Limited" cannot fully control or moderate the ad content displayed through these tools.
- Advertisers are solely responsible for ensuring that their ads comply with applicable laws.
- Ambayo reserves the right to block any advertisement reported or flagged for legal violations. Advertisements published in violation of the law will not be refunded.

Advertising Campaign Management

In cases where the advertiser or agency cancels, reduces the budget, or makes changes to an already approved media plan **after the campaign has started**, "Ambayo Limited" will not be held liable for any penalties.

If technical issues or delays prevent the timely publication of an advertisement, "Ambayo Limited" will compensate the advertiser by extending the advertisement's display with an additional **10%** of the planned volume. The extension will be carried out at a time and in a manner mutually agreed upon by the parties. In such situations, the advertiser may also opt to

cancel the ad campaign by providing written notice. In this case, Ambayo will issue a refund within **14 days** of receiving the cancellation notice.

Custom Ad Creation Services

Ambayo offers the option for advertisers to request the creation of custom advertising materials, including banners, logos, and other graphics. This service is available for an additional fee.

To place an order, advertisers can fill out the online request form, providing the necessary details at <https://ambayo/advertising.com>. The production time for each component will be clearly stated on the website.

Once completed, the advertising materials can be used to launch a campaign on the Ambayo platform.

Pricing and Payment Terms

- **Price Protection:** Advertisers are protected from price increases only for media plans and advertising schedules that have already been paid for in full.
- **Payment Terms:** All fees related to the creation of advertising materials and approved advertising campaigns must be paid in advance unless the advertiser has a signed contract with "Ambayo Limited." For contracted advertisers, payment may be divided according to monthly media planning or as agreed in the specific contract.
- **Late Payments:** If the advertiser delays payment, interest of **2% per day** will be applied to the outstanding amount.

Key Advertising Terms

- **Banner:** A graphic advertisement that links to the advertiser's website, displayed in various sizes.
- **Impression:** Each time an advertisement is loaded when a webpage is viewed.
- **Rotation:** The display of a different banner ad upon reloading a webpage. This is determined randomly by the banner system.
- **Rich Media Ads:** Interactive or non-standard banner ads with dynamic elements.