

KHL REGULATIONS

SEASONS 2017/2018, 2018/2019, 2019/2020, 2020/2021

APPROVED BY

CHL LLC Board of Directors
(minutes No. 75 dated July 14, 2017)

As amended and supplemented, and
approved by the CHL LLC Board of Directors
(minutes No. 85 dated July 4, 2018,
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minutes No. 96 dated July 4, 2019,
minutes No. 98 dated August 27, 2019)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

Whereas the official language of the Kontinental Hockey League Championship is Russian,
in case of inconsistency between the Russian and English versions of the KHL Regulations
the Russian text shall prevail

Moscow, 2019

KHL MARKETING AND COMMUNICATIONS REGULATIONS

TABLE OF CONTENTS

CHAPTER 1. GENERAL PROVISIONS	3
Article 1. Key areas of KHL operations in Marketing and Communications	3
CHAPTER 2. ACTIVITIES OF KHL AND CLUBS	
WHEN EXERCISING COMMERCIAL RIGHTS	3
Article 2. KHL rights.....	3
Article 3. Rights of Clubs.....	6
Article 4. Club’s duties.....	6
Article 5. Requirements to production and placement of advertising materials	14
Article 6. Requirements to photos and signatures (Autographs).....	15
CHAPTER 3. ACTIVITIES OF KHL AND CLUBS	
WHEN EXERCISING BROADCASTING RIGHTS	17
Article 7. Clubs’ duties.....	17
Article 8. Ensuring conditions for equipment layout at Sports Facility	18
Article 9. Parking space for OB Vehicle and TV equipment	19
Article 10. Arrival of Teams, “off-Ice” warmup	20
Article 11. Extended broadcasts.....	20
Article 12. Commercial breaks during the Game	21
Article 13. On-Ice filming	22
Article 14. Commentary positions.....	23
Article 15. Installation of Broadcaster microphones	23
Article 16. TV studios	24
Article 17. New technologies	24
Article 18. Cabling	24
CHAPTER 4. COOPERATION BETWEEN KHL AND THE CLUBS	
WITH MASS MEDIA	24
Article 19. Areas and order of cooperation between KHL and the Clubs with Mass Media...	25
Article 20. Responsibilities of the Clubs.....	25
Article 21. General information about accreditation of Mass Media representatives at events organized by KHL.....	29
Article 22. KHL rights and responsibilities regarding Mass Media accreditation.....	30
Article 23. Clubs’ rights and responsibilities regarding Mass Media accreditation	30
Article 24. Rights and responsibilities of the Accredited Mass Media Representatives.....	30
Article 25. Additional Mass Media accreditation	33
Article 26. Accreditation for official KHL events	33
Article 27. Suspending of Mass Media accreditation.....	33
Article 28. Equipment usage	34
Article 29. Press-conferences	34
Article 30. Interviews.....	35
CHAPTER 5. FUNCTIONING OF KHL AND CLUB INTERNET RESOURCES	36
Article 31. Cooperation between KHL and Club Internet resources	36
Article 32. CHL and Club presence in social media	38
CHAPTER 6. KHL AND CLUBS’ WORK WITH SPECTATORS	40
Article 33. Club’s Obligations.....	40
CHAPTER 7. FINAL PROVISIONS	39
Article 34. Liability for failure to meet requirements of KHL Marketing and Communications Regulations	39
Article 35. Follow-up of imposed sanctions.....	39
Article 36. Effectiveness of KHL Marketing and Communications Regulations	39
<i>Appendix 1</i> Standard Layout of Broadcaster’s Microphones	40
<i>Appendix 2</i> Minimum Requirements to Game Broadcast by Club or Club’s Broadcaster	41
<i>Appendix 3</i> Club hockey wear Approval Template.....	43

KHL MARKETING AND COMMUNICATIONS REGULATIONS

CHAPTER 1. GENERAL PROVISIONS

Article 1. Key areas of KHL operations in Marketing and Communications

1. KHL performs its commercial operations on disposing its property rights to the Championship (sale of commercial and broadcasting rights and rights to statistical databases), publishing and broadcasting activities, promotion of KHL trademarks. KHL may delegate its rights to third parties, in whole or in part.
(last updated on August 27, 2019. Minutes of meeting of CHL LLC Board of Directors No. 98 dated August 27, 2019)
2. KHL key operations areas:
 - 2.1. Disposing commercial rights, in particular, exclusive rights to use the name of the Championship and its symbolics, placing of product, works and services advertising at venues of Championship Games, determine status of sponsor/partner/advertiser and any other rights to use the name of the Championship and its symbolics associated anyhow with the status of the Championship organizer;
 - 2.2. Disposing of broadcasting rights, in particular, exclusive rights to coverage of the Championship by transmitting images and (or) sound in any way and (or) using any technologies, as well as by way of broadcast recording and (or) photographic coverage of the Championship, and any other rights to coverage of the Championship associated anyhow with the status of the Championship organizer.
 - 2.3. Disposing of non-exclusive rights to use, commercial inter alia, of subjects of the rights specified in Article 2 subclause 1.3 of the KHL Legal Regulations but only in connection with the Championship Games and the Championship in general.
Note. The phrase "only in connection with Championship Games and the Championship in general" means using such facilities with Championship symbolics and (or) the Championship name and (or) facilities of Clubs creating such facilities' association with Championship Games and the Championship in general for general public.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 2.4. Interacting with mass media.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 2.5. Disposing of rights to statistical databases regarding Championship Games created on the basis of Game statistics and Hockey Players' performance parameters by collecting such data by any way and (or) technique.
(last updated on August 27, 2019. Minutes of meeting of CHL LLC Board of Directors No. 98 dated August 27, 2019)

CHAPTER 2. ACTIVITIES OF KHL AND CLUBS WHEN EXERCISING COMMERCIAL RIGHTS

Article 2. KHL rights

1. KHL as the owner of the property rights to the Championship shall exercise all its commercial rights, including but not limited to the following:
 - 1.1. Exercising control by staff members and the Game Commercial Inspectors over implementation and placement of advertising materials by Clubs in compliance with the requirements hereof and the terms of the Advertising Space Allocation Agreement, condition of advertising materials placed at the Sports Facility and monitoring the compliance with other provisions of the KHL Regulations by Clubs
Advertising materials mean, for the purposes hereof, materials containing information about promoted goods and services including the very goods which are promoted and such materials are consistent with the requirements of the advertising and promotion laws of the Russian Federation.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 1.2. Imposing fines on Clubs for the failure to comply with or for improper fulfillment of provisions of these Regulations.
- 1.3. Accreditation and control over access of mass media representatives to Championship Games and other KHL events.
- 1.4. Approval and (or) designing procedures and contents of ceremonies held during Championship Games, including Games opening and closing ceremonies with regard to integrating representatives of Championship sponsors/partners/advertisers and other persons in such ceremonies, as well as organizing special KHL events, development and publication of products for certain campaigns and events.
- 1.5. Using individually, granting and controlling the use of rights to names, images of official memorabilia and symbolics of the Championship by third parties, including:
 - 1) images of Cups and other award-related memorabilia of the Championship;
 - 2) trademarks and other designations and means of intellectual property, symbolics and other deliverables of intellectual activities of Clubs;
 - 3) images, full names, signature and handwriting samples, appearance, stylized and photographic images of Hockey Players in the Club outfit, slogans, statements, popular expressions and other personification attributes of Hockey Players, Coaches, physicians, executives and other officers and specialists of Clubs, Officials, Commissioners, Inspectors participating in Championship Games and other KHL events, including cases when such images are basic objects for use, while the transfer of rights to third parties to photo images of Hockey Players in the Club outfit during the Game shall be only subject to the preliminary approval by the Club, where the Hockey Player's image is the main object in the photo.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 1.6. Attracting Championship sponsors/partners/advertisers and reserving any product categories to ensure exclusive status of attracted sponsors/partners/advertisers in their product categories. For the purpose of these provisions, KHL shall send the information letter no later than two (2) months prior to the Championship start with the list of product categories reserved by KHL and approve product categories, venues and appearance of advertising materials of Clubs' sponsors/partners/advertisers during home Games with the right to refuse the approval of Club's sponsors/partners/advertisers in case of overlapping product categories reserved by KHL.
- 1.7. Using advertising capacity of the Sports Facilities and their equipment and carrying out any advertising campaigns, promos, special marketing events during Championship Games and other KHL events, as well as informing Clubs of the need to replace audio clips in the public address system (PAS), audio clips for media cubes or information display, graphic content (animation) on Sports Facility fascia displays no later than 2 days prior to the Game by e-mailing a dope sheet and notice of location of advertising materials on the server.
- 1.8. Producing and sending to Clubs at its own expense:

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 1) advertising materials of Championship sponsors/partners/advertisers to be placed inside Sports Facilities during Championship Games and other KHL events (including in-ice advertising, board advertising, stickers on protective glass, audio clips for PAS, video clips for media cubes or information displays, graphic content (animation) for display fascia, etc.);

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 2) advertising materials of Championship sponsors/partners/advertisers to be placed on the outfit of Hockey Players, Coaches, physicians, Officials, servicing personnel during Championship Games and other KHL events;
 - 3) mockups of advertising materials of Championship sponsors/partners/advertisers for booklets, on Clubs' websites;
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 4) KHL promo materials to be placed at points of sale of souvenir products inside Sports Facilities during Championship Games and other KHL events (including but not limited to: POS materials for window dressing, display of goods, etc.).
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
- 1.9. Exercising independently or granting rights to third parties to trade any goods inside Sports Facilities during Championship Games which do not contain symbolics of the home Club. The sale of goods with symbolics of the home Club shall be subject to approval by the Club based on the terms set out in Article 4 subclause 3.11 of the KHL Marketing and Communications Regulations.
 - 1.10. Producing and distributing goods with the name and (or) symbolics of the Championship and Clubs specified in Article 2 subclause 1.5 of the KHL Marketing and Communications Regulations including souvenir and licensed products as well as granting rights mentioned to third parties under the User Agreement.
 - 1.11. Exercising control over the use of video and photo images of Championship Games and other KHL events including production, transmission and use of TV and radio broadcasting, online and mobile broadcast, photographic coverage of Championship Games and other KHL events globally.
 - 1.12. Providing authorizations to use Championship Games and the Championship in general, trademarks and other designations and means of individualization of Clubs, images of Hockey Players, Coaches, physicians, executives and other officers and specialists of Clubs, and statistical databases of the Championship Games and games within other KHL events to develop gaming technologies including computer games, mobile apps, etc..
(last updated on August 27, 2019. Minutes of meeting of CHL LLC Board of Directors No. 98 dated August 27, 2019)
 - 1.13. Assigning official statuses, titles and other commercial names to Championship sponsors/partners/advertisers and other KHL events.
 - 1.14. Activities in the area of promotion of the KHL Championship, KHL, Clubs and ice hockey in general by implementing advertising, exhibition and educational activities, cooperating with mass media, as well as publishing and broadcasting activities, by providing information content for the official KHL website, etc..
 - 1.15. External and internal communications for coverage of the Championship, KHL and Clubs' activities in mass media.
 - 1.16. International activities to develop and maintain contacts with foreign organizations conducting hockey competitions participated by Clubs and providing assistance to Clubs in negotiations with foreign organizations.
 - 1.17. As the Championship organizer, CHL LLC shall bear expenses related to payments in favor of Clubs when distributing revenues on sale of commercial and broadcasting rights to Championship. The procedure and amount of payments shall be determined by the CHL LLC Board of Directors. In the event of home Club's systematic breach during the season of requirements to illumination set forth by Article 3 of the KHL Technical Regulations and affecting directly the quality of Championship broadcasting by the League, the CHL LLC Board of Directors may pass a decision on non-paying a part of revenues to such Club on sale of Championship commercial and broadcasting rights.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 1.18. Control of the use of statistical databases of the Championship Games and games within other KHL events.
(last updated on August 27, 2019. Minutes of meeting of CHL LLC Board of Directors No. 98 dated August 27, 2019)

Article 3. Rights of Clubs

1. Clubs may use a part of rights to the Championship, for commercial purposes inter alia, according to the procedure and on terms set forth by the Regulations, Championship Participation Agreement, and Advertising Space Allocation Agreement. The use of KHL trademarks and (or) Championship symbolics without KHL consent in cases other than related to home Championship Games or failing the executed User Agreement by and between KHL and a Club shall be inadmissible and will be treated pursuant to the Civil, Administrative and Criminal Law of the Russian Federation.

1.1. Clubs may use logos and names of other KHL member Clubs for information purposes within holding and announcing Championship Games.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2. A part of the rights to advertising placement inside and outside of the Sports Facilities and (or) outfit of Hockey Players may be used by Clubs in accordance with the Regulations, Championship Participation Agreement, and Advertising Space Allocation Agreement.
3. The Club may only use advertising capacity of the Sports Facilities and their equipment, carry out promotional campaigns, special marketing and other events during home Championship Games for their own purposes, given a duly formalized/executed Advertising Space Allocation Agreement with KHL.
4. A Club may receive part of the fee earned by KHL on the sale of facilities specified in Article 2 subclause 1.5 paragraphs 2) and 3) of the KHL Marketing and Communications Regulations and under the User Agreement.
5. In the event that Club shall use neither board nor on the ice advertising space due to the unavailability of commercial partners or advertisers, the Club may transfer the available advertising space to KHL sale to receive commercial benefits under terms agreed upon by the parties in an individual agreement.

(last updated on August 30, 2018. Minutes of meeting of CHL LLC Board of Directors No. 87 dated August 30, 2018)

Article 4. Club's duties

1. A Club shall sign and submit to KHL, no later than 15 days prior to the Championship start, the Advertising Space Allocation Agreement and User Agreement for using facilities specified in Article 2 subclause 1.3 of the KHL Legal Regulations for the purpose of revenue distribution.

1.1. The Club shall be bound by the following documents in its operation;

- the KHL Recommendations for the Club Licensing Program, in the event of arrangement and performance of retail and wholesale of the products with Club symbolics, including joint use of the KHL symbolics and (or) KHL official events, in the Sports Facility and outside it;
- the KHL Requirements and Recommendations for design and production of the KHL hockey wear, in the event of manufacture of hockey wear.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2. A Club shall be required to have a division in its structure responsible for interaction with the Club's partners and KHL sponsors/partners/advertisers, for advertising placement at the Sports Facility, on the outfit, equipment, website and printing products.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

3. Upon each home Game, a Club shall be required to:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 3.1. Upon placing inscription inside the Sports Facility (as well as when placing it outside the Sports Facility, on its facade inter alia) with the exact and full Championship denomination according to Article 3 subclause 1.5 of the KHL Technical Regulations, agree the mockup of such inscriptions with KHL.
- 3.2. Ensure at its own expense the proper installation of KHL advertising materials and information on the Championship sponsors/partners/advertisers on the ice, boards (produced in accordance with Article 2 subclause 1.8 of the KHL Marketing and Communications Regulations), protective glasses, ice-resurfacing machines, other areas of the Sports Facility, on the outfit of Hockey Players, transmission of audio information using PAS, video information on the video cube and information display, graphic content (animation) on fascia displays. Such installation must be in full compliance with KHL requirements and will be governed by the Advertising Space Allocation Agreement.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

Where the Club initiates ice resurfacing, the Club shall produce and install the advertising material of the Championship sponsors/partners/advertisers at its own expense.

Where the KHL initiates ice resurfacing due to a special event at the Sports Facility or the need to replace the advertising material of the Championship sponsors/partners/advertisers, KHL shall produce, deliver, install and uninstall KHL advertising materials or damaged advertising materials of Clubs and their sponsors/partners/advertisers at its own expense.

In case of change of advertising boards initiated by the Club, due to the need of replacement of the advertising materials of the Club and of the Club sponsors/partners/advertisers inter alia, the Club shall produce, deliver and install such advertising materials at its expense.

In case of change of advertising boards initiated by the KHL, due to the need of replacing advertising materials of KHL, Championship sponsors/partners/advertisers inter alia, KHL shall produce, deliver and install such advertising materials at its expense.

In the event of damage to advertising materials of KHL or Championship sponsors/partners/advertisers during Championship Games (as a result of natural wear and tear), KHL shall provide advertising materials to the Club for replacing the damaged ones at its own expense. The installation of provided advertising materials shall be at the expense of the Club.

Where the venue of the home Games of the Club is transferred to a Sports Facility other than the one declared by the Club as the home facility before the season start, the production and delivery of KHL and Club's advertising materials to such Sports Facility shall be made by the Club at its own expense.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

Evaluation of condition of the advertising materials of sponsors/partners/advertisers of the Championship and the Club and registration of identified defects shall be based on photo reports submitted to KHL by Game Commercial Inspectors or based on photo materials provided by Clubs.

- 3.3. Ensure at its own expense production, placement and maintenance of the proper condition and appearance of the press area banner (the background poster with logos of sponsors/partners/advertisers of the Championship and the Club, the design whereof shall be provided by KHL) in the room for pre- and post-game press conferences with participation of Coaches, KHL and Clubs' management.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.4. Ensure the availability and maintenance of proper condition and appearance of banners in the mixed zone and zone for flash interview (zones for interviewing Hockey Players and (or) Coaches)— background posters with logos of sponsors/partners/advertisers of the Championship and the Club, the design whereof shall be provided by KHL. Exclude

KHL MARKETING AND COMMUNICATIONS REGULATIONS

interviewing otherwise than on the background of banners in the mixed zone and the zone for flash interview. The banners top in the mixed zone and the zone for flash interview should be at least 2.5 m from the floor.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.5. Place Championship symbolics, logos of KHL (including sub-brand logos), Championship sponsors/partners/advertisers, advertising modules of the Championship sponsors/partners/advertisers on all printed products released by the Club or other organizations for the Club benefit in connection with holding Club home Games, in particular, on season passes, entrance and invitation tickets, on tickets and invitations to VIP boxes including electronic versions, as well as on accreditation cards, programs for home Games, booklets, event posters, press releases, vehicle passes, etc. Furthermore, logo size of Club partners on face and reverse sides of printed products (face and reverse sides are analyzed both individually and against each other) and on adjacent spread pages of printed products should not exceed the logo size of Championship sponsors/partners/advertisers.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.6. It is required to ensure transmission of video ads of Championship sponsors/partners/advertisers on the media cube or information display of the Sports Facility based on KHL provided media plan (dope sheet) just before the start and after the end of Game periods and during advertising breaks.

Video ads of Championship sponsors/partners/advertisers should be aired for 90 seconds in total during six (6) advertising breaks of each Game. In the event that a Club uses advertising breaks in full dedicating them to spectators and place no ads of its sponsors/partners/advertisers, then the Club may refuse KHL in such advertising placement.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

The duration of broadcasting of other video ads of Championship sponsors/partners/advertisers shall not exceed 210 seconds in each ad block, and:

- 1) advertising video clips shall be broadcasted before the Game (before the start of pregame show, if any) and immediately after the Game end;
- 2) during intermissions, video ads shall be broadcasted twice, immediately after the previous period end and before the next period start;
- 3) excluding the audio and muting the audio and video sequence during broadcasting video clips provided by the KHL on the media cube shall be prohibited.

Advertising clips shall be changed on KHL demand, but in any case no later than two (2) business days from the date of receiving a written notice by e-mail of uploading clips on the server and the dope sheet.

Placing graphic (animation) advertising content of Club partners on LED panels of the media cube and fascia displays during broadcasting the Championship shall be prohibited.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.7. Broadcasting the graphic (animation) content provided by KHL should be ensured on the fascia display of the Sports Facility during the home Game. The graphic content (animation) shall be changed on KHL demand, but in any case no later than two (2) business days from the date of receiving a written notice by e-mail of uploading clips on the server and the dope sheet.
- 3.8. Broadcasting audio clips provided by KHL via Sports Facility PAS shall be immediately before the start and after the end of Game periods. Audio clips shall be changed on KHL demand, but in any case no later than two (2) business days from the date of receiving a written notice by e-mail of uploading clips on the server and the dope sheet.
- 3.9. Based on KHL preliminary request, ensure on a gratuitous basis the option to carry out promo, PR or socially oriented activities of KHL, Championship sponsors/partners/advertisers/licensees inside the Sports Facilities including but not limited to

KHL MARKETING AND COMMUNICATIONS REGULATIONS

the lobby, VIP box and outside the Sports Facility, in front of the Sports Facility entrance inter alia.

On KHL request and given the technical capacity, a Club should provide access to the power source next to the fixed areas for holding promotional, PR or socially oriented events.

A Club should also provide access to Championship partners' personnel involved in promo, PR or socially oriented activities to venues of such events.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 3.10. Based on KHL preliminary request, ensure for providing areas for a fee in the lobby of Sports Facilities for setting by Championship sponsors/partners/advertisers/licensees of POS of manufactured products.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 3.11. Based on KHL preliminary request, ensure the option for a fee to display and distribute products and (or) advertising materials of KHL, Championship sponsors/partners/advertisers/licensees:

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- inside Sports Facilities, including the lobby, the grandstands, ice rink, VIP boxes;

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- outside Sports Facilities including in front of Sports Facility entrances;

- at ticket offices (when the tickets are sold by the Club).

- 3.12. Based on KHL preliminary request, ensure the option for a fee to distribute awards to the best Game players by representatives of Championship sponsors/partners/advertisers/licensees after the end of the Game and prizes provided to the Club by Championship sponsors/partners/advertisers/licensees within activities and contests held by the Club (including the option for the contest winner to come to the ice and announcement by the commentator).

- 3.13. Provide KHL with information on the ticket program (price of tickets and season passes by sectors) no later than ten (10) business days prior to the season start and two (2) business days before play-off in case of amendments. In case of changes to such information, the Club is required to inform KHL of changes within up to ten (10) business days.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

3.13.1. Provide KHL with information on the number of the season passes sold as of the date of information providing within up to thirty (30) days after the first home Game.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.14. Ensure the sale of tickets to the Game via online access control e-ticketing system (for all Sports Facilities where the home Games are played by the Club).

The used access control ticketing system should be integrated with the official KHL e-tickets distribution service. Within the integration during the season, the Club may provide the option to sell tickets for home Games on the KHL website and through its own ticket operator under a relevant Agency Agreement or transfer tickets to the KHL e-tickets distribution service operator to sell tickets jointly through gateway ticketing.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.15. Use the automated access control system at all Sports Facility entrances intended to hold Championship Games (integrated with the access control e-ticketing systems).

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 3.16. Upon Supporter's club card issue by a Club (including for use in the automated access control system), the Club is required to notify KHL of such club card existence and to agree card technical format and design with KHL and principles of loyalty program implementation.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
Championship symbolics and the advertising module with logos of Championship sponsors/partners/advertisers shall be mandatory for placement on Club cards (with a season pass function), as issued by the Club (not a bank).
No Championship symbolics and the advertising module with logos of Championship sponsors/partners/advertisers shall be placed on:
- 1) Club Cards without the season pass function, as issued by the Club;
 - 2) Club Cards with the season pass function issued by Club partner banks.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
- 3.17. Ensure providing tickets to the Game to Championship sponsors/partners/advertisers and other persons specified by KHL pursuant to provisions of Article 12 clause 12 of the KHL Technical Regulations. A Club is required to agree the layout of seats (sector, row, seat) with KHL, as allocated under the quote set out in the KHL Technical Regulations no later than two (2) months prior to the Championship start. A Club may not change the layout of seats during the Championship, as allocated under such quote, without the KHL approval.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
- 3.18. Enter into no agreements with companies with product categories overlapping with product categories assigned to KHL and with terms providing a right to a company to associate it, directly or indirectly, with the Club.
- 3.19. Allow no placement of any audio, video, printed or any other advertising materials of Club sponsors/partners/advertisers and (or) third parties which have common goods categories with those assigned to KHL, in particular, if placed by third parties:
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
- 1) inside the Sports Facility including the ice rink, food courts and outside on the Sports Facility façade and in the area adjacent to the Sports Facility, including parking areas and the territory in front of Sports Facility entrance lobbies.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
 - 2) on the outfit of Hockey Players;
 - 3) on home Game programs, season passes, including cards with the season pass function, entrance and invitation tickets, vehicle passes and on any other printed products distributed before, during and after Club Games;
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 4) on each page of official websites of the Clubs;
 - 5) in official social network accounts of the Clubs;
 - 6) in official mobile applications of the Clubs.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
- 3.20. Prevent placement of advertising materials in the rink perimeter:
- 1) on the external side of the board protective shield structures;
 - 2) directly behind the protective glass in the visibility zone through glasses;
 - 3) in the perimeter of grandstands in the visibility zone of Broadcaster's cameras.
- 3.21. Ensure the proper condition and maintenance of the due appearance of advertising materials of KHL, Championship and Clubs sponsors/partners/advertisers inside the Sports Facility and cleaning and smoothing (to eliminate marks of pucks and skates) of boards and protective glass

KHL MARKETING AND COMMUNICATIONS REGULATIONS

shields pursuant to provisions of Article 3 clause 2 of the KHL Technical Regulations. Promptly inform KHL of damaging any advertising materials.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.22. Ensure sales on a contractual basis of KHL official licensed products, including but not limited to hockey memorabilia, souvenirs, printed and other KHL products provided by KHL and (or) manufacturers of such products (KHL official licensees) in quantity agreed with the home Club.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 3.23. Ensure music broadcasting during intermissions and breaks that occur upon Game regulation stoppages and the arrangement of entertainment programs for spectators during intermissions with an option of integrating activities of Championship sponsors/partners/advertisers.

- 3.24. Send the list of musical compositions to KHL, that will be used during intermissions and breaks, as well as upon entertainment activities specifying the piece of music (album and release year), the music author and performer within up to five (5) days from the date of the Game.

- 3.25. Organize activities in the lobby for small, preschool and school-aged children aimed at obtaining positive Game visiting experience in order to promote hockey among families.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

4. Agree the following aspects with KHL:

- 4.1. The initial list of Club sponsors/partners/advertisers and changes to it no later than 2 weeks prior to executing relevant agreements and actual placement of advertising materials as well as the changes to it during the season.

- 4.2. The list of items for placement of advertising materials including items not stipulated by KHL and the Advertising Space Allocation Agreement.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 4.3. Mockups of all advertising materials and the very advertising materials scheduled for placement on relevant facilities specified in subclause 3.19 hereof.

KHL shall send a decision to the Club on the approval of advertising materials not later than five business days from the date of the relevant letter receipt.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

5. Production and placement of advertising materials of Club sponsors/partners/advertisers pursuant to Article 5 of the KHL Marketing and Communications Regulations subject to approval by KHL.

6. Prevent cases of non-use of the board advertising space owned by the Club according to the Advertising Space Allocation Agreement and take relevant steps at its own expense to design the board advertising space by displaying Championship symbolics, Club's image or social advertising.

7. Prevent placement of advertising with political, religious and (or) racial contents and other advertising violating the laws of the country of the Championship participant Club inside the Sports Facility.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

8. Prevent sales of the products including but not limited to hockey merchandise, souvenirs, printed or other products inside the Sports Facility if such sales violate the rights of the League, or Clubs, or Championship sponsors/partners/advertisers/licensees, or other persons participating in the arrangement and holding of the Championship, or the legislation of the Russian Federation..*(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)*

KHL MARKETING AND COMMUNICATIONS REGULATIONS

9. Not to enter into agreements for placing advertising materials and other information upon holding home Games on facilities for such placement, as specified in subclause 3.19 hereof, and prevent such placement by third parties without the approval of KHL.
10. Ensure participation of Hockey Players, Coaches, officers, Club executives selected by Championship sponsors/partners/advertisers, as agreed by the Club, in events carried out by Championship sponsors/partners/advertisers, for signing souvenir and other products of Championship sponsors/partners/advertisers inter alia, provided that the Club is notified thereof within up to ten (10) calendar days.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
Travel, accommodation and food costs of Hockey Players, Coaches, officers, Club executives selected by Championship sponsors/partners/advertisers shall be borne by Championship sponsors/partners/advertisers.
Photos and video images of Hockey Players, Coaches, officers, Club executives created in the course of events held by Championship sponsors/partners/advertisers may be used by KHL and (or) Championship sponsors/partners/advertisers for advertising and marketing purposes. Furthermore, using photos and video images by KHL and (or) Championship sponsors/partners/advertisers for advertising and marketing purposes when the image of a Hockey Player, Coach, officer, Club executive is the main subject of photo and (or) video shall be subject to approval by the Club.
11. Ensure participation of Hockey Players, Coaches and Club executives agreed by the Club, as selected by KHL in photo shooting and video production and other activities organized by KHL, including signing souvenir and other KHL products provided that the Club is notified thereof within up to ten (10) calendar days.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
12. Travel, accommodation and food costs of Hockey Players, Coaches, Club executives selected by KHL shall be borne by KHL except where the photo shooting and video production and other activities are performed at the place of stay of Hockey Players, Coaches, Club executives selected by KHL.
13. Use the spelling of first names and surnames of Hockey Players and Coaches as presented in the game roster submitted to the League according to the KHL Sports Regulations in all printed materials of the Club, on the official website of the Club and any other media.
14. Upon receipt of the relevant request form KHL, submit a detailed photo report to KHL on advertising and information placement drawn up in full compliance with KHL additional requirements and instructions no later than three (3) business days from the date of each placement of the advertising and information of Championship sponsors/partners/advertisers and the Club. A photo shall be provided with resolution at least 2000 px on its long side and the image size not exceeding 5 MB.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
15. Ensure access of the Commercial Game Inspector presenting the accreditation to areas of placement of advertising materials inside the Sports Facility for the purpose of control, photo shooting and video production.
16. Provide the Commercial Game Inspector with one copy of the Game program and used ticket for photo shooting at each home Game of the Club. Send Game program originals to KHL (two copies for each passed home Game), used tickets or duly certified copies (one copy for each passed home Game) no later than ten (10) days after the end of each month.
17. Upon placing advertising materials on the Sports Facility ice, ensure the full visibility of such advertising and the official rink layout according to the Rule Book of the Hockey Game and use best efforts to ensure proper whiteness, transparency, absence of turbidity of the flooded ice during the whole period of holding home Games. As required by KHL, reflood the rink and replace in-ice advertising materials in case of in-ice advertising visibility loss.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

18. Clubs are required to send sketches of the playing and warm-up wear (sweater, pants, leggings, helmets and gloves in electronic form and vector format) for approval by KHL within the period from May 1 to July 1 of each year. A procedure of interaction between Clubs and the League regarding approval of sketches of the hockey playing and warm-up wear is defined in the Club hockey wear Approval Template (Appendix 3 hereto).
KHL may request one finished sample of hockey wear (one “home” and one “away” set with advertisers’ logos) to check compliance with the KHL Regulations, Advertising Space Allocation Agreement.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
19. If the helmet manufacturer’s logo is in the place designated by the Advertising Space Allocation Agreement, then such advertising space shall be deemed utilized. A Club may place another advertiser’s logo in such place.
20. In the event of hockey wear mockup modification initiated by the Club after the season start, the hockey wear mockup -in electronic form and vector format - in compliance with the Club hockey wear Approval Template (Appendix 3 hereto) should be sent for approval to KHL no later than 30 days prior to the intended date of such hockey wear use. The KHL may request the finished hockey wear with advertisers’ logos for validation. The hockey wear validation process shall be in accordance with clause 18 herein.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
21. The Officials’ gear (the sweater and helmet) is an exclusive advertising space for placing advertising materials of the KHL or Championship sponsors/partners/advertisers.
22. Using hockey wear and helmets manufactured based on sketches other than the ones agreed by KHL within the Championship and other official KHL events shall be prohibited. Where advertisers are not confirmed either by the Club or by KHL, mockups and (or) samples shall be approved with conventional logos on them, while the layout of logos of sponsors/partners/advertisers should comply exactly with placing conventional logos and will be subject to additional approval by KHL. Where a Club enters into partner agreements during the Championship, the Club when approving the sponsor/partner/advertiser and the layout of its advertising modules shall be guided by the provisions herein, including provision of hockey wear sketches and samples.
23. In the event of attracting Championship sponsor/partner/advertiser by KHL, KHL shall be entitled by its force or by force of its sponsor/partner/advertiser, in “beverage” product category, to manufacture and deliver branded items (including hockey water bottles) to Clubs, and the Club is required to ensure the exclusive use of such items by Hockey Players during “home” and “away” Games for beverage consumption. Clubs may use any beverage in such items at their own discretion.
24. Clubs are required to ensure the option of installation of podiums and other structures on grandstands of Sports Facilities in the visibility zone of TV cameras to demonstrate products of Championship sponsors/partners/advertisers and the arrangement of specially equipped seats, etc. KHL shall notify of the need to install podiums and other structures 2 months prior to the Championship start. Eventual costs relating to such installation and lost profit on sales of tickets to de-mountable seats and places in the area of limited visibility due to such placement shall be reimbursed to the Club at the expense of KHL or Championship sponsors/partners/advertisers.
25. In the event of rebranding or other modification of the main Club logo, the Club is required to notify KHL of changes on or before May 15 and send a new logo (in electronic form and vector format) and the brand book (if any) to KHL by July 1. Furthermore, during the season the Club shall undertake to use no logos modified after July 1.
26. In the event of approval of new Club symbolics by the League, Clubs shall be required to use new symbolics in all advertising and information materials.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

Article 5. Requirements to production and placement of advertising materials

1. Placement of advertising materials on the hockey rink ice:
 - 1.1. Dimensions and number of advertising places on the hockey rink ice shall be regulated by the Advertising Space Allocation Agreement and the local KHL acts.
 - 1.2. Advertising materials, unless otherwise provided by KHL written notice in accordance with clause 6 herein, shall be placed against the white background (without color layers) according to the approved layout plan.
 - 1.3. The color background of the mockup on the ice may be only used where the logo of the sponsor/partner/advertiser against the color layer is the main (the only) version according to the brand book. In such event, the color background must not exceed 60 % of advertising place dimensions. KHL shall reserve the right to refuse the advertising material placement on the ice using color layers, if it interferes with the spectators' perception of the puck on the ice.
 - 1.4. It is allowed to place only one logo of one sponsor/partner/advertiser on one advertising space.
2. Placing advertising materials (unless otherwise specified in KHL written notification according to Article 6 herein) on the board protective shield structures:
 - 2.1. Silicon coated materials should be used upon manufacturing such advertising items to enhance the quality of the Game image transmissions, clear image of logos of sponsors/partners/advertisers on the board structures and to improve their durability.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 2.2. The size of one advertising space on the board shield (advertising board) is 4,000 mm × 1,000 mm (advertising boards Nos. 3–18, 23–38 envisaged by the Advertising Space Allocation Agreement) and 3,200 mm × 1,000 mm (advertising boards Nos. 1, 2, 19–22, 39, 40 envisaged by the Advertising Space Allocation Agreement).
 - 2.3. The graphic mockup of advertising materials should be produced taking into account 100 mm margins along the advertising board perimeter.
 - 2.4. The logo of the sponsor/partner/advertiser should be placed against the white background (without color layers).
 - 2.5. The number of advertising boards in the hockey rink perimeter shall be 40.
 - 2.6. Advertising boards should be distributed evenly along the hockey rink perimeter according to the approved layout scheme. The distance between advertising boards should be equal.
 - 2.7. It is allowed to place only one logo of one sponsor/partner/advertiser on one (1) advertising space.
 - 2.8. The board mockup color background may be only used where the logo of the sponsor/partner/advertiser against the color layer is the main (only) version according to the brand book. The color background should not exceed 40 % of the board size (of the entire board surface including 10 cm protective margin).
 - 2.9. Background tints of dasher boards assigned to a Club by the Advertising Space Allocation Agreement shall not differ from the background of dasher boards assigned to the KHL thereby.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
3. Placing advertising materials (unless otherwise specified in KHL written notification according to Article 6 herein) on marking lines of board protective structures:
 - 3.1. The size of one advertising space on marking lines shall be 300 mm × 1,000 mm.
 - 3.2. The graphic mockup of advertising material should be produced taking into account 50 mm margin along the marking line perimeter.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 3.3. The number of advertising spaces on marking lines shall be 6.
 - 3.4. Advertising materials shall be placed on the blue and red lines with no use of color layers according to the approved layout scheme.
4. Placing advertising materials (unless otherwise specified in KHL written notification according to Article 6 herein) on protective glasses:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 4.1. The size of one advertising space (sticker) on protective glasses along the rink shall be 1,000 mm × 200 mm.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
- 4.2. The number of advertising stickers along the rink shall be 72.
- 4.3. Advertising stickers along the rink shall be placed according to the approved layout scheme next to the edge of the Players' Bench at the distance equal to 200 mm from each other. The maximum height of sticker placement from the lower level of protective glass shall be up to 200 mm.
- 4.4. The distance between advertising stickers in the video camera zone may be increased if required. In this case the layout of advertising stickers and video cameras along the rink should be agreed with KHL.
- 4.5. It is allowed to place only one logo of one sponsor/partner/advertiser on one (1) advertising space.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
5. Placing advertising materials (unless otherwise specified in KHL written notification according to Article 6 herein), on protective glasses of Players' Benches and Penalty Boxes:
 - 5.1. It is allowed to place only one logo of one sponsor/partner/advertiser on one (1) advertising space.
 - 5.2. The size of one advertising space on protective glasses of Players' Benches and Penalty Boxes (advertising stickers) shall be 600 mm × 200 mm.
 - 5.3. The number of advertising stickers on protective glasses of Players' Benches shall be 14.
 - 5.4. The number of advertising stickers on protective glasses of Penalty Boxes shall be 12.
 - 5.5. Advertising stickers on protective glasses of Players' Benches and Penalty Boxes shall be placed according to the approved layout scheme (from the center of the rink) at the interval of 200 mm from each other. The height of advertising stickers from the head of a sitting Player shall be at least 200 mm but not higher than 300 mm; the interval between rows of stickers on protective glasses of Penalty Boxes shall be 300 mm.
6. Placement of advertising materials, inscriptions, graphic design elements on the puck:
 - 6.1. It is allowed to place on both sides of the puck:
 - 6.1.1. logos, trademarks, advertising;
 - 6.1.2. inscriptions;
 - 6.1.3. graphic design elements.
 - 6.2. The area of logos, trademarks and advertising should not exceed 50 % of the area on each side of the puck.
(last updated on August 30, 2018. Minutes of meeting of CHL LLC Board of Directors No. 87 dated August 30, 2018)
7. KHL shall send written notifications to Clubs of changes in requirements to the production and placement of advertising materials (if required) on or before June 1.
(last updated on August 30, 2018. Minutes of meeting of CHL LLC Board of Directors No. 87 dated August 30, 2018)

Article 6. Requirements to photos and signatures (Autographs)

1. Materials specified below shall be provided by Clubs for use by KHL, Championship sponsors/partners/advertisers for advertising and marketing purposes.
2. Along with a set of documents (prepared in accordance with Chapter 7 of the KHL Sports Regulations), Clubs shall send to KHL no later than two (2) business days prior to the Championship start:
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 2.1. Color photos (on electronic media) of:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 1) Club executives, Coaches and team servicing personnel (one photo with surname, initials and position);
 - 2) all team Hockey Players individually in the Club's home Hockey wear of the new season approved by KHL (with Logo of KHL, Championship sponsors/partners/advertisers and the Club), two photos per each Hockey Player:
 - a) the static face photo without the helmet at least to the waistline upright (no half face) on a homogeneous background (contrasting with the sweater color) without sharp shadows;
 - b) dynamic photo — moment of game on the ice (with clear face image);
 - 3) group team photo in Club home Hockey wear of the new season (with the KHL logo and logos of Championship sponsors/partners/advertisers and the Club) — up to 10 players in one row naming all players on the photo;
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 4) photos of all Sports Facilities where holding Championship “home” Games is scheduled (at least six different photos of each) including photos as follows:
 - a) the Sports Facility exterior — during the day and at night time;
 - b) the Sports Facility interior — two overall views of the ice rink (from behind the goal and from any other point), spectators seating with spectators, the lobby;
 - 5) photos should be submitted with no cropped edges. The size of each personal photo — 3 × 4, the group photo — 4 × 3. Photos shall be submitted in JPG format with at least 3000 px resolution on the longer side.
- 2.2. Specimen signatures (autographs) of all team Hockey Players and Coaches on the official Club letterhead or on the electronic medium.
3. Requirements to photos and specimen signatures (autographs) in case of relocation and assignment of Hockey Players:
- 3.1. In case of relocation of a Hockey Player named in the Main Team (KHL) to the Youth Team (JHL), additional photos shall be required of such Hockey Player wearing the Youth Team (JHL) gear.
 - 3.2. In case of relocation of a Hockey Player named in the Youth Team (JHL) to the Main Team (KHL), additional photos of such Hockey Player wearing the home Main Team (KHL) gear and the specimen signature (autograph) shall be required.
 - 3.3. In case of assigning a Hockey Player named in the Main Team (KHL) or the Youth Team (JHL), to a SHL Club, it shall be necessary to submit additional photos of such Hockey Player wearing the SHL Club home gear.
 - 3.4. In case of return of a Hockey Player assigned to and named in a SHL Club to the Main Team (KHL), additional photos of such Hockey Player wearing the home Main Team (KHL) gear and the specimen signature (autograph) shall be required.
 - 3.5. In case of return of a Hockey Player assigned to and named in a SHL Club to the Youth Team (JHL), the additional photos of such Hockey Player wearing the home Youth Team (JHL) gear shall be required.
- Photos and specimen signatures (autographs) of Hockey Players shall be submitted in accordance with requirements of subclauses 2 and 5 of clauses 2.1 and 2.2 herein within three (3) business days after relocation or assignment (in case of relocation or assignment of a Hockey Player just before the series of “away” Games — within three (3) business days after return from such tour).
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
4. In the event of roster addition of Hockey Players during the season, Clubs shall present photos and specimen signatures (autographs) of Hockey Players as provided in accordance with requirements of sub clauses 2 and 5 of clauses 2.1 and 2.2 herein within three (3) days after the roster addition (in case of the roster addition just before the series of “away” Games — within three (3) days after return from such tour).
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

5. In case of changes in executive and coaching staff during the season, Clubs shall provide photos and specimen signatures (autographs) in accordance with requirements of subclauses 2 and 5 of clauses 2.1 and 2.2 herein within three (3) business days after such changes.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

CHAPTER 3. ACTIVITIES OF KHL AND CLUBS WHEN EXERCISING BROADCASTING RIGHTS

Article 7. Clubs' duties

1. When playing any home Game, Clubs are required to:
 - 1.1. Ensure KHL exclusive rights to organize any type of video shooting and audio recording, including TV and radio broadcast of the Game. Prevent cases of video shooting and audio recording unauthorized by KHL at the Sports Facility on the Game day and other cases of breaching KHL exclusive rights.
 - 1.2. Give no actual access to producers of TV or radio signal other than official Broadcasting Companies of the Championship to the Broadcaster area of the Sports Facility to perform professional activities during home Games without a written KHL consent.
 - 1.3. Ensure free accommodation for the Broadcaster and required connections (power supply, audio and TV connections) for TV equipment to perform TV production of Club home Games and convenient working conditions for the Broadcaster's personnel or persons authorized thereby ensuring the TV production of Games. Ensure free access of the Broadcaster personnel to their places of work, commentary positions (boxes), engineering rooms required for quality production of direct TV signal and access to other Sports Facility premises necessary for their operation.
 - 1.4. Prevent disruptions of and delays in broadcasting Games and image and (or) sound degradation during the Game broadcasting due to violation of requirements of the KHL Technical Regulations.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
 - 1.5. Prepare the Club team's dressing rooms for promotional shooting (put the apparel in its places, hang up jerseys) no later than three hours before each Game start, and provide access to such shooting to the official KHL Broadcaster prior to arrival of the teams. Game jerseys shall be hung up or put on the benches while carefully folded, they shall be turned to the viewers with Players' names and numbers. The Broadcaster's representatives are entitled to ask the Club's servicemen or administrators to turn down Hockey Players' jerseys or change their positions. If a team uses more than one dressing room, the wear shall be put and hung up in each dressing room.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
 - 1.6. Ensure communication of the official KHL Broadcaster with one Hockey Player and one Coach of the Club on the Players' Bench during pregame warm-up (starting from the 15th minute) before any Game of the Club Main Team. The Hockey Player to be interviewed shall have no helmet on.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)
 - 1.7. Ensure, in the flash interview zone, communication of the official KHL Broadcaster with a Coach of each Club before the Game, and with one (1) Hockey Player with no helmet on in each Game intermission, and with the Head Coach of the winner upon completion of the Game. If the Hockey player and/or Coaches chosen for the interview speak neither English nor the state language of the country where the Game is held the Club shall provide an appropriate interpreter.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2. Official Club preseason Games may be broadcasted using any techniques. Clubs are required to inform KHL of all known plans of organizers of preseason Games with participation of relevant Clubs no later than seven (7) days prior to such Games and inform organizers of preseason Games of the need to ensure the free provision of relevant rights to the extent sufficient for the purposes of broadcasting such Games on the official KHL TV Channel.
3. Where the TV broadcast of a Club home Game is not performed by the official Broadcaster, TV or other KHL partner or KHL, the Club may broadcast the Game by its own force or using resources of the Club's partners under the agreement entered into with KHL for the purpose of webcasting it on the official website of the Club and (or) video cube of the Club Sports Facility. The Club shall be required to agree the sublicensing option and (or) TV broadcast or via other resources (including on websites) with KHL not later than ten (10) business days before the Game. In all the cases hereinabove the Club shall notify KHL of such broadcast at least five (5) business days prior to the Game and provide access to KHL to the original signal (video and sound) to use the signal by KHL (including the broadcast rights sublicensing option) via webcast in the RTMP streaming format on the server specified by KHL and (or) (per KHL instruction) to a KHL communication support contractor.

The quality of the Club's broadcast and the format of transmitted signal should meet requirements specified in Appendix 2 to these Regulations or higher.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

4. If the Game venue is changed on the Club's initiative and no equipment of the KHL communications providing contractor is installed in such venue, all expenses for TV signal delivery shall be imposed on the Club initiating the venue change.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 8. Ensuring conditions for equipment layout at Sports Facility

1. Prior to each season start, the layout of video cameras and OB Vehicle, as well as the layout of Broadcaster zones (for the purpose of this Article collectively referred to as the "Layouts") shall be developed for each Sports Facility:

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 1.1. The layout of video cameras and OB Vehicle should be prepared by the Broadcaster and KHL and sent to a Club forty-five (45) days prior to the first Championship Game. A Club is required to provide spaces for video cameras and OB Vehicle of the official Broadcaster according to the sent layout fifteen (15) days prior to the first Championship Game.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 1.2. The layout of Broadcaster zones (commentary positions, TV studios, room for press conferences, mixed zone and flash interview zone) should be submitted by a Club for the KHL approval thirty (30) days prior to the first Championship Game. The League is required to approve the layout within seven (7) days. In case of failure to approve the layout, the League should provide its own version of layout fifteen (15) days prior to the first Championship Game. A Club is required to ensure the allocation of Broadcaster's areas according to the agreed layout five (5) days prior to the first Championship Game.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

1.3. In case of the operational need to install additional equipment, modifications and improvements shall be possible to the Layouts during the season.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2. In line with the Layouts approved for each Sports Facility, a Club should ensure:
 - 2.1. A parking space for the Broadcaster's vehicles, outside broadcast vehicles (OB Vehicles), back up diesel generators, satellite communications stations, etc..
 - 2.2. TV equipment installation outside the Sports Facility arena and on the arena directly, arrangement of spaces to install the cameras (fixed and platforms).
 - 2.3. The layout of TV studios, commentary positions, room for press conferences, mixed zone and flash interview zone.
 - 2.4. Ensure free installation of low voltage and power supply cables.
 - 2.5. Strict compliance to the effect that no foreign moving objects (aerostats, balloons, etc.) would cross optical axis of TV cameras. Furthermore, such objects should be fixed and stop moving in the Sports Facility 2 minutes prior to the beginning of each period and the first 2 minutes after each period.
(last updated on 04.07.2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated 04.07.2018)
3. The violation of the Layouts shall entail penalties under the KHL Disciplinary Regulations.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
4. Clubs operating under the lease agreement with the Sports Facilities for holding "home" Games are required to make appropriate conditions for broadcasting in such lease agreements for each subsequent season in accordance with the Layouts.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
5. Failing the Layouts approved by KHL, conducting TV production of Championship Games shall be prohibited.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
6. On the day of the Game (before, during and after the Game) the Broadcaster shall assess the actual Sports Facility condition for the purpose of broadcast transmission. In case of identifying violations subject to prompt elimination, the Broadcaster may request the Club and the Sports Facility to perform the required works. According to broadcast transmission results, the Broadcaster shall draw up a statement to be signed by the home Club representative, whereupon it shall be handed over to the Game Inspector, Game Commissioner and to KHL by the Broadcaster.

Article 9. Parking space for OB Vehicle and TV equipment

1. For the purpose of broadcasting, Clubs shall allocate the required parking space on one parking lot to ensure the routine operation of the OB Vehicle and transmitting radio relay or satellite equipment for broadcasting to be used exclusively by the Broadcaster. The OB Vehicle parking lot should be as close as possible to the SPTVTS of the Sports Facility on the side of the main camera; it should be free from the vehicles, with snow cleaned in the winter time and free access. The parking lot should be open for use at least 24 hours prior to the start of each Game. Lists with the license plate numbers of the OB Vehicle, TV vans with auxiliary equipment, fire and rescue service vehicles should be at all security points adjacent to the Sports Facility and ensuring access of vehicles and spectators.
2. The parking lot shall be under security control 24/7 from the time of the first vehicle arrival and until the last vehicle departure. The parking lot territory should be fully enclosed. The home Club shall be responsible for the parking lot safety.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

3. When there are paired Games and the Broadcaster requires, all vehicles may stay on the parking lot of the home Club until the next Game. The home Club shall ensure the parking lot security on regular terms.

Article 10. Arrival of Teams, “off-Ice” warmup

1. A Club is required to enable the Broadcaster exclusively to broadcast the arrival of teams to the Sports Facility, in the dressing room area and as the teams leave the dressing rooms and walk into the rink.
2. The Broadcaster may shoot an “off-ice” warmup of both Clubs’ Hockey Players, and Clubs should ensure access to teams for such shooting. The max time of one team warmup shooting should not exceed 10 minutes. Where an off-ice warmup area is inside the team dressing room, the Broadcaster may enter such area. The camera crew may be composed of up to three people (cameraman, producer and assistant).

Article 11. Extended broadcasts

1. The Broadcaster may request a permit from KHL to arrange and conduct KHL Game extended broadcasts (in the Regular Championship — no later than 2 weeks prior to the Game, in play-offs — no later than 5 days prior to the Game, as the extended broadcast is suggested at). KHL in its turn should notify both Clubs of the extended broadcast during the Regular Championship no later than seven (7) days prior to the Game, and during the play-off — no later than 24 hours before the Game. Upon approval by KHL, the Broadcaster may perform additional shooting on the Game date, including (but not limited to):

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- 1.1. Pregame Coach instructions of both Clubs. Clubs should ensure access to the teams for such shooting. The max time of camera crew (up to three people — cameraman, creative producer, producer) stay in the dressing room during the coach instruction should not exceed 1.5 minutes.
- 1.2. An interview with Head Coaches of the both teams of up two minutes long. The interview time shall be agreed with the Club and the interview shall be completed at least 45 minutes prior to the starting faceoff.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 1.3. 30-second express interviews with Head Coach assistants during commercial breaks of the second and third periods (as agreed with press services of Clubs no later than 24 hours before the Game). The home team Coach shall communicate with the Broadcaster correspondent during the first break of the second period, and the visiting team Coach — during the second break. During the single break of the third period — the home team Coach

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 1.4. In the winning team’s dressing room immediately after the end of the Game. The maximum time of camera crew (max three people — cameraman, audio engineer, correspondent) stay shall be 5 minutes. Furthermore, the Broadcaster’s camera crew shall not be a part of the total number of the mass media representatives who can be present in the dressing room on regular terms. The Head Coach shall thank the team for winning the Game during live broadcast.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

- 1.5. Both participating teams shall delegate one Club representative from each team to the Broadcaster’s studio at the Sports Facility during the broadcast of the final series of Games play-off: the Coach, a Hockey Player or the executive. Broadcaster experts shall review the finalized series with the winner and summarize season results with the losing team. The interview timing shall not exceed 3 minutes per person.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

1.6. Before the Game, the Broadcaster may place a microphone on a Hockey Player of each participating Club, subject to prior approval by the appropriate Hockey Player and the Club.
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 12. Commercial breaks during the Game

1. There will be six (6) commercial 70-second breaks during each Game.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
2. Commercial breaks announcing procedure:
 - 2.1. The advertising coordinator shall be a part of the Officials' team and is appointed according to Article 83 clause 3 of the KHL Sports Regulations.
(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)
 - 2.2. The Game Broadcaster shall ensure the two-way communication for the advertising coordinator and the broadcast director via the operator telephone set.
 - 2.3. Just before the commercial break, the advertising coordinator sitting next to the Officials' team desk shall turn on the red lamp of the commercial break.
 - 2.4. After the signal to stop the Game given by the Game Chief Referee and provided that the provisions of clauses 3 and 6 herein are complied with, the advertising coordinator shall give notice to the TV station that the advertising starts and record the time simultaneously.
 - 2.5. One of Linesmen shall put the puck on the spot of the next faceoff while Chief Referees will proceed to the bench of the Game Secretary. The Hockey Players take their seats on the benches and the other Linesman stays between the Hockey Players' benches.
 - 2.6. At the 50-seconds mark the advertising coordinator shall inform the Chief Referee of giving a whistle for the Hockey Players to proceed to the faceoff spot.
 - 2.7. At the 65-seconds mark the Linesman at the faceoff shall get a signal from the advertising coordinator on the Game continuation.
 - 2.8. At the 70-seconds mark the advertising coordinator shall turn off the commercial break red lamp and the Game should resume. Exceptions include commercial breaks announced in the following instances:
 - 1) Hockey Player's injury;
 - 2) damage and (or) repair of the rink (glasses, boards, safety netting);
 - 3) any unforeseen delay requiring extra time to address the situation.
3. Commercial breaks are possible only when the Game is interrupted and the teams' composition is equal (4 by 4, 5 x 5 or 6 x 6 Hockey Players). Where one team has one Hockey Player less than the other and the penalty is imposed on that team, no commercial break shall be allowed because the number of the Hockey Players in teams differs.
4. Commercial breaks shall be after the first interruption of the Game and at the following time on the Game timer:
 - 4.1. First period:
 - break No. 1 — 14.00 minutes;
 - break No. 2 — 8.00 minutes.No commercial break shall be made 30 seconds prior to the first period end;
 - 4.2. Second period:
 - break No. 3 — 14.00 minutes;
 - break No. 4 — 8.00 minutes.No commercial break shall be made 30 seconds prior to the second period end;
 - 4.3. Third period:
 - break No. 5 — 14.00 minutes;
 - break No. 6 — 8.00 minutes.No commercial break shall be made four minutes prior to the third period end and in the overtime.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

5. No commercial break shall be allowed when the first interruption of the Game is after the netted goal or icing. In such cases the commercial break shall be after the next Game interruption. If icing is concurrent with imposing a penalty (penalties) that may change the number of Players on the ice, the commercial break shall be announced according to a regular procedure.
6. In the event that no commercial break is announced during such time interval because of penalties or Game continuation, the skipped commercial break will start after the first Game interruption within the next designated time interval. The second commercial break will begin after two Game interruptions following the first commercial break within the said time interval. In the event of an incident when the second commercial break is skipped, the procedure shall be repeated until all commercial breaks are used. The exclusion is when a Hockey Player is subject to a major five-minute (mismatching) penalty. In this case, the commercial break should be announced after the Referee whistles and will be controlled by the advertising coordinator according to the regular procedure.
7. During interruptions for advertising:
 - 7.1. Goaltenders shall be allowed to go to appropriate Players' Benches.
 - 7.2. Teams may change lines after the whistle of the Chief Referee that is the signal to teams to return to the faceoff area when 20 seconds are left to the commercial break end, such changes of lines shall be based on the same rules as a regular change of lines during the Game interruption.
 - 7.3. 20 seconds before the commercial break ends, teams are allowed to request an official timeout from the Chief Referee after he gives signal to return to the faceoff area.
 - 7.4. The Chief Referee shall immediately inform the Official Secretary of the Game of the timeout request to be taken after the commercial break.

Article 13. On-Ice filming

1. The camera may be used on the ice to broadcast the teams coming on the ice before the Game and as the Anthems are performed, after the end of periods and before they begin or on special occasions when requested by KHL in writing.
2. Filming on the ice may be performed by two teams composed of two (2) people each: one cameraman with the camera and one technical assistant. When the camera is on the ice before the Game start:
 - 2.1. Only two cameras may be used on the ice.
 - 2.2. Only radio frequency (wireless) cameras may be used.
 - 2.3. A cable camera may be used subject to cable control by the technical assistant of the cameraman, without interfering with the appearance of Hockey Players on the rink.
 - 2.4. The camera may be equipped with a microphone.
3. Camera installation by the Broadcaster for filming from the goal shall be as follows:
 - 3.1. Placing and fixing cameras (including transmitters and batteries) inside the goal:
 - a) should be approved by the Department of Competitions and Officiating Department of the League.
 - b) should not interfere with the Video Goal System operation and stay outside of its range; in case of any problems in the Video Goal System due to simultaneous operation of cameras in the goal, the operation of Broadcaster's cameras should be stopped or switched to a mode allowing the joint operation of both systems with no loss in quality.
 - 3.2. The equipment installed inside the goal should be shock resistant or placed in soft (shock-absorbing) covers. All fixtures should be protected or closed not to injure Hockey Players.
 - 3.3. Cameras shall be only mounted on the goal used during the Game and not used for the pregame warmup. A Broadcaster's employee may only go out on the ice to change batteries, clean camera lenses and to do other things required for smooth running of the system during intermissions in the Game regular time.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 3.4. If the KHL Officiating Department is interested in obtaining video signals from the Broadcaster's cameras inside the goal, it can be done, where the Broadcaster has a technical capability. All required cables shall be provided by the Broadcaster.
- 3.5. If the Broadcaster is satisfied with the quality of the Video Goal System signal, it may connect to and use the signal of cameras, and the Broadcaster should ensure the absence of interferences or malfunctions in the Video Goal System. All required equipment for this purpose shall be provided by the Broadcaster.
4. Where a shootout determining the Game winner is required, the operation of the TV crew on the ice shall be as follows:
 - 4.1. A 1.5 x 1 m mat should be placed on the ice between the Officiating area and the faceoff circle, the center of the cameraman mat shall be on the red line. The mat shall be provided and placed by the Club or Sports Facility employees, and such mat should slip on the ice surface.
 - 4.2. The need to place the mat should be specified before the Game by a designated Sports Facility employee with the Broadcaster's representative and brought to the attention of Chief Referees. If the Broadcaster has no technical capability for such type of shooting, no mat shall be placed on the ice during the shootout.
 - 4.3. The cameraman with portable camera shall be on the ice for the entire shootout duration. The cameraman shall not leave the mat limits and head towards Hockey Players. In case of this rule breach, the Broadcaster shall be deprived of its right to shoot shootout on the ice.
 - 4.4. Only one cameraman and one camera shall be allowed on the ice. Cable unwinding shall be made via one of Penalty Boxes. One more TV engineer may be involved in cable unwinding onto the ice.
5. The Broadcaster also may use wireless video cameras mounted on the helmet of one of Officials serving the Game. Performance specification of cameras used should be agreed with the League Officiating Department.

Article 14. Commentary positions

1. Access to commentary positions should be safe and separated from the entrance for spectators. It is the Club's duty to prevent access of unauthorized persons to the area of commentary positions.
2. Each commentary position should have enough space for two (2) people and be equipped with power outlets, illumination, intercity communication, access to the Internet, ISDN lines for the commentary channel arrangement. Each of two seats and all equipment in the commentary position should be located in such a way as to allow access for the technical personnel to it during the Game, creating no inconveniences for commentators.
3. The installation and providing communication services shall be ensured by the Club. The cost of calls and traffic shall be borne by users.
4. Clubs and (or) the Sports Facility management may not charge any fees for using commentary positions and equipment thereof.
5. A correspondent/commentator may stay between Players' Benches to improve the quality of TV broadcasts.

Article 15. Installation of Broadcaster microphones

1. Clubs should enable the Broadcaster to install microphones at the Sports Facility. Club employees, Coaches and administrative staff shall not turn off microphones, change their position, act intentionally to cause equipment breakdown, etc.
2. The Broadcaster may individually define the shape and type of placed microphones of various modifications (loops, "gooseneck", flat pickups, shotgun microphones, long shotgun microphones on grandstands, etc.).
3. The standard microphone layout is set out in Appendix 1 to the KHL Marketing and Communications Regulations.
4. Microphones shall be installed on the grandstands in the rink perimeter or fixed to protective glasses:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- a) microphones with holders placed on surface of the protective glass facing the rink shall be installed not less than 2.8 m from the ice level. Where their layout is inconsistent with this requirement, the KHL officers may request their dismantling or placement at the required height;
 - b) microphones with holders on the edge of the protective glass should be installed on special clips ensuring fixed position of the microphone during the Game. The active part of such type of microphones may not protrude to the rink for more than 10 cm;
 - c) microphones on the protective glasses in the area of blue lines shall be installed outside the blue lines closer to the center of the rink. If teams' benches exceed the size of the neutral zone and end in the offensive zone (excluding thereby the placement of microphones between blue lines), then microphones shall be fixed on side glasses in points closest to blue lines.
5. Players' Benches shall have one microphone each. Depending on the bench design, microphones shall be fixed on the protective glass approximately in the middle of the bench behind Coaches and Hockey Players or on the side partition between two Players' Benches.
 6. Penalty Boxes shall have one microphone each, and depending on the bench design, microphones shall be fixed on the protective glass in the middle behind Hockey Player or on the side partition between the Officiating area and the Penalty Box area.
 7. All microphones installed on the protective glass should be additionally fixed with transparent adhesive tape. All on-camera microphones should be placed on shoulder mount cameras operating around the rink and in the under-grandstands premises.

Article 16. TV studios

1. Clubs should ensure the space for one TV studio on the Sports Facility arena directly facing the rink and grandstands, provided that its installation is not in conflict with safety interests. A potential location of such studio shall be approved by the Layout before the season start for each Sports Facility.
2. Power supply and furniture (desks, chairs) shall be provided by a Club free of charge, while the technical equipment and studio illumination shall be provided by the Broadcaster.
3. A Club shall ensure the reduction of seats for spectators (as required) upon the installation of the studio.

Article 17. New technologies

New cameras, radio-controlled TV equipment, statistical systems, tracking equipment and other technical capabilities may appear during the season as a result of technological progress. Such equipment and cameras may be authorized for use after approval by the Broadcaster, KHL and a Club.

Article 18. Cabling

1. Clubs should provide the cabling infrastructure free of charge according to the specification and Terms of Reference of the Broadcaster, access to Sports Facility cable systems, SPTVTS, hardware and other fixed cable equipment including cases, when due to operation challenging conditions the Broadcaster starts preparing for broadcast one day before the Game.
2. Where SPTVTS is located far from the parking lot of the OB Vehicle, a Club is required to provide cable trays and trunks (special cable conduits) to install TV cables outdoors from the OB Vehicle to SPTVTS.
3. Where the Sports Facility is not equipped with SPTVTS or SPTVTS fails to comply in full with technical tasks of TV broadcasting, unwinding of the TV cables may be performed inside the Sports Facility.
4. All necessary safety measures should be complied with when installing additional cables is required.

CHAPTER 4. COOPERATION BETWEEN KHL AND THE CLUBS WITH MASS MEDIA

KHL MARKETING AND COMMUNICATIONS REGULATIONS

Article 19. Areas and order of cooperation between KHL and the Clubs with Mass Media

1. Cooperation between KHL and the Clubs with Mass Media is organized by the KHL media relations department in the following areas:

1.1. Organization and hosting of events for the media on order to popularize and cover the Championship, Clubs, Hockey Players, and their achievements, including press-tours, press-conferences, various promotions and other events.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

1.2. Provision of the media with information through official websites of KHL and the Clubs, and also by sending out official KHL and Clubs press-releases and other informational materials to the media newsrooms.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

1.3. Provision of the media with information at press-conferences hosted by KHL and the Clubs outside the Sports Facilities where Championship Games take place.

1.4. Individual meetings of KHL and Clubs representatives with Mass Media representatives outside the Sports Facilities where Championship Games take place.

1.5. Provision of Mass Media representatives with opportunities to carry out their professional duties at Sports Facilities where Championship Games take place.

2. The procedure of organizing cooperation with KHL and the Clubs using methods specified in this chapter of the Regulations shall be controlled by the relevant decisions of KHL and the Clubs.

Article 20. Responsibilities of the Clubs

1. Every Club must follow KHL Regulations on unified information policy and KHL Regulation on unified content policy.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2. Responsibilities of the Club in cooperation with Mass Media:

2.1. The Club structure must have a division responsible for media and public relations, hosting of press-conferences, provision of information materials, media monitoring and carrying out of the Club's responsibilities in accreditation of Mass Media representatives, as specified in the these Regulations. The division shall include director, manager, photographer and website administrator.

2.2. During "away" games the Club must employ a person responsible for media relations (media officer of the Club or any other employee of the division responsible for media relations) to provide cooperation of Hockey Players and Coaches with Mass Media representatives. It is forbidden to replace the above-mentioned person by other Club employees from other divisions.

2.2.1. Provide and approve with KHL the plan of media zones location at the Sports Facility where the Club hosts their "home" Games thirty (30) days before the Championship start.

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2.3. Organize official meetings between the media and Club and Team management with no less than two (2) representatives (general manager or general/executive director and Head Coach) twice during the season:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

* once no later than seven (7) days prior to the start of the Regular Championship;

* once after the Club is eliminated from the Championship but no later than seven (7) days after the end of the Championship.

On the official website of the Club shall be an announcement of such meeting no later than two (2) days before it and after the meeting – full video record of it.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.4. Ensure participation of the Club’s Head Coach in a postgame press-conference after any Game of the Main Team of the Club. Such press-conferences shall take place after Mass Media representatives visit the home team’s dressing room (not earlier than 20 minutes and no later than 30 minutes after the Game end).

At the press-conference Head Coach of every team shall give a detailed comment on the Game (on the course of the Game, Players’ performances, following of the Game plan, etc.). That is to be followed by answering questions from Accredited Mass Media Representatives, observing corporate ethics and refraining from emotions (including the use of vulgar and profane language).

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.4.1. The format of communication between Head Coaches and (or) Hockey Players with Mass Media representatives can be changed at the KHL direction. KHL shall inform the Clubs about such changes no later than three (3) days before the relevant Game.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.5. Ensure that advertising materials and products of sponsors/partners/advertisers/licensees of the Championship are present on the tables next to each participant of the press-conference sitting at the table at the postgame press-conferences in accordance with KHL requirements. The advertising materials and products shall be provided and paid for by KHL or by sponsors/partners/advertisers/licensees of the Championship.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.6. Ensure that no later than seven (7) minutes after the end of every “away” Game there are at least three Hockey Players of the Club, selected by Mass Media representatives, ready for interviews in the mixed zone specifically organized for this purpose in the immediate vicinity of the teams’ dressing rooms. The interviewed Hockey Players must take their helmets off. The media officer of the “visiting” Club also has the right to allow a limited number of Mass Media representatives to its team’s dressing room after the end of the Game.

A representative of the visiting Club’s press service shall be present in the mixed zone and shall specify with the Mass Media representatives a list of the Players they have chosen for the interview or accompany them to the “away” dressing room of his/her team.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

2.7. Ensure that after every home Game during play-off no later than seven (7) minutes after the end of every “home” Game (excluding the final Games of the series, after which Mass Media representatives can visit the “home” team’s dressing room) there are at least three Hockey Players of the “home” Club, selected by the Mass Media representatives, ready for interviews in the mixed zone. The interviewed Hockey Players must take their helmets off.

A representative of the “home” Club’s press service shall be present in the mixed zone and shall specify with the Mass Media representatives a list of the Players they have chosen for the interview.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.8. Ensure organized access for Mass Media representatives (no less than ten (10) persons) to the “home” team’s dressing room seven (7) minutes after the end of every Game of the Regular Championship and after the end of each playoff series for conducting interviews. The Mass Media representatives will be allowed to work in the dressing room for 10 minutes. Mass Media representatives are required to have media Accreditation Cards issued by KHL to gain access to the dressing room. At least ten (10) media members must be granted access to work in the dressing room, but the director of the media relations division of the “home” team can increase this number. At least fifteen (15) Hockey Players who have participated in the Game, including the starting goaltender and the team captain, should be in the dressing room when Mass Media representatives visit it.

A representative of the “home” Club’s press service shall accompany the Mass Media representatives to the dressing room of his/her team.

2.9. Ensure for every “home” Game production and selling at the Sports Facility special color Game and (or) series of Games programs for spectators with following information:

- history of Games between the participating teams;
- team rosters;
- Club news;
- articles (including interviews and photos) about Hockey Players and Coaches of the Clubs.

The Club must provide no less than 60 free copies of such Game programs at every Game for Mass Media representatives and not more than 20 copies for members of each of the participating team.

2.9.1. Ensure implementation of all clauses of the KHL Accreditation Regulation .

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.10. Ensure at every “home” Game that Mass Media representatives respect the terms of their individual accreditations. Any person without an accreditation will be strictly banned from the media work zones (Press Box, Press Center, press-conference hall, flash-interview zone and mixed zone).

2.11. Ensure at every “home” Game opening at the Sports Facility of the Press Center meeting requirements of the KHL Technical Regulations and ensure its functioning begins not later than two hours prior to the Game and lasts during two (2) hours after the end of the postgame press-conference, and that it also functions during the open morning practice (for the “home” and “visiting” teams). Mass Media representatives must be provided with contacts of technical employees of the Club or the Sports Facility so they could quickly solve any issues regarding the functioning of the Press Center equipment, as mentioned in subclauses 1.27 and 1.28 of Article 3 of the KHL Technical Regulations.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.11.1. Ensure photo coverage of the Game moments and atmosphere in the grandstands at every “home” Game provided by a qualified photographer (staff or freelance) using professional photo equipment. Game photos should include photographs of Hockey Players and Coaches of both teams in the minimal ratio of 60/40 (photos of the “home” team / the “visiting” team). There should be no less than ten (10) and no more than fifteen (15) photographs per each Game. Among the provided photographs there should be no less than five (5) photographs of the Hockey Players who scored points in the Game. The Game photos should be provided to the “visiting” team and to KHL in electronic form no later than ninety (90) minutes after the end of every “home” Game. The photos are to be uploaded to the KHL Internet platforms. The photos should be provided in a format of no less than 2000 px along the wide side and may not exceed 3 MB. The Club watermark must not exceed 5 % of the photo. In case of use of photos, reference to the authorship of the Club which provided the photos is obligatory.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.12. Provide an opportunity to accredited KHL photographers, if they have a special protective case for their cameras (with a certificate approved by KHL), to place the case with a camera in the middle of the net frame (not more than one camera) or up the rafters (at the ceiling of the Sports Facility). If a photographer wants to take pictures in that way, he/she must report about it to the Club’s media relations division no later than four (4) hours prior to the beginning of the Game. The case with a camera must be installed in the place specified in cooperation with the Club’s or Sports Facility’s technical employee.

2.13. Provide accredited KHL photographers with access to the off-ice warm-up area used by the Hockey Players of both teams.

2.14. If the ice rink has an area between Players’ Benches of two teams, the Club has to provide accredited KHL photographers and “home” team’s staff photographer with access to that area, so they could cover the Game from there, in case no TV personnel broadcasts the Game live from that area. Entry and exit to and from the area are available only when photographers do not get in the way of hockey teams (before and after the periods when the teams are in their dressing rooms).

2.15. If the Head Coach does not speak Russian, the Club must provide a translator for him at post-game press-conferences.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.16. Ensure that no Hockey Player refuses to be interviewed by Mass Media representatives after that Game in the dressing room or in the mixed zone, unless there is a serious reason for that.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.17. Ensure that the Club’s dressing room is ready for pre-game filming (hockey equipment must be put in place and game jerseys must be hung up) no later than three (3) hours prior to any Game and that accredited KHL photographers have access to them prior to the teams’ arrival. Game jerseys must be either hung on hangers or be carefully folded and placed on benches with the back side (with the name and jersey number) facing up. The accredited KHL photographers have the right to ask the servicemen or Club administrators to either flip or change the alignment of the game jerseys. In case

KHL MARKETING AND COMMUNICATIONS REGULATIONS

one team uses more than one dressing room, the equipment and jerseys must be put in place in every dressing room.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.18. Deleted.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.19. Deleted.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2.20. Do not allow public dissemination, including in the media and Internet (with no exception to official social media accounts of Clubs) of information (films, images, comments, etc.) of a provocative or insulting nature, nor allow any use of swearing towards the opponent team, KHL and its employees and members, or negative comments on the sponsors/(partners/ advertisers) of the Championship and (or) Clubs.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2.21. Ensure access of Accredited Mass Media Representatives to the open practice of the first team:

- on the days of “home” games of Regular Championship (starting from the 2019/2020 season for both “home” and “away” Games);

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- Deleted;

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

- one (1) time during every break in the Championship for the games of national teams;
- on any day (as decided by the Club) in the period between the end of the Regular Championship and the beginning of the first play-off series, and also on any day in the period between a completed play-off series and the next following playoff series.

An open practice has to feature at least five (5) skaters and at least one (1) goaltender from the first team. Mass Media representatives gain access to an open practice before its start. Mass Media representatives will have no less than 30 minutes to work at an open practice. After the end of the open practice, the Hockey Players and Coaches have to be available to be interviewed by the Accredited Mass Media Representatives for no less than 15 minutes.

Information regarding the time and date of an open practice should be posted on the Club’s official website and also sent to the KHL media relations department no later than a day before.

Article 21. General information about accreditation of Mass Media representatives at events organized by KHL

KHL MARKETING AND COMMUNICATIONS REGULATIONS

1. Mass Media accreditation for Games and official KHL events (hereinafter, accreditation) is performed to provide necessary conditions for Mass Media representatives to carry out their professional duties and improve the quality of the coverage of the Championship and other KHL events in Mass Media.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

1.1. Accreditation is performed in accordance with these Regulations and the KHL Accreditation Regulation which regulate the Mass Media accreditation rules and Mass Media operation rules for KHL official events subject to applicable laws of the Russian Federation.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

2. KHL accreditation is the ground for the Accredited Mass Media representative's access to the Sports Facility and for his/her stay there, and also for the Mass Media representative's work in Sports Facility areas indicated in his/her Accreditation Card. During KHL Games access to the media zones is granted only by KHL accreditation. Access to these zones by Club IDs and (or) accreditations, letters or any other arrangements is forbidden and implies immediate removal of any person violating this article from the zone.

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3. Deleted.

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Article 22. KHL rights and responsibilities regarding Mass Media accreditation

1. KHL provides the opportunities for carrying out professional duties of covering Championship Games at the Sports Facilities hosting Championship Games exclusively to the Mass Media representatives accredited by KHL.

2. KHL has the right to make decisions regarding granting or declining of Mass Media accreditation.

Article 23. Clubs' rights and responsibilities regarding Mass Media accreditation

1. The media relations divisions of the Clubs with teams participating in the Championship shall:

1.1. Ensure that Mass Media representatives obey the terms of their accreditation, inform KHL about violation of the terms of accreditation and by KHL direction suspend accreditation of Mass Media representatives, who violates the terms of accreditation.

1.2. During the competitions organize and ensure access and order of transit for Mass Media representatives at the Sports Facilities, where "home" Games of the Club are held, order of communication between the Mass Media representatives and Game participants, hockey experts, Coaches, Club and KHL managers, video and photo coverage in the mixed zone, flash-interview zone and press-conference hall.

Article 24. Rights and responsibilities of the Accredited Mass Media Representatives

1. The following Mass Media can apply for accreditation for official KHL events:

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 1.1. Mass Media abiding to the Law on Mass Media of the Russian Federation and the laws of the countries participating in the Championship regarding mass media.
- 1.2. Mass Media with hockey sections in sports outlets and a sports section in the news outlets (not fewer than two posts per week for the news outlets), confirmed in the official application for accreditation of the relevant Mass Media.
- 1.3. Mass Media timely applying for accreditation and providing full information about themselves and each of their representatives (qualified media functionaries holding valid IDs of employees of the relevant Mass Media).
2. KHL accreditation is the ground for access of the Accredited Mass Media Representative to the Sports Facility subjected to accreditation, and also for the work of the Mass Media representative in the Sports Facility areas indicated in his/her Accreditation Card.
3. In accordance with limitations of his/her accreditation card, the Accredited Mass Media Representative has the right to.
 - 3.1. Attend the Championship Games and any other official KHL events related to the Championship.
 - 3.2. Have access to the Press Box, Press Center, mixed zone and flash-interview zone at the Sports Facility to carry out his/her professional duties.
 - 3.3. Request the Clubs and KHL for information necessary for carrying out his/her professional duties in accordance with the law on mass media.
 - 3.4. Communicate in the mixed zone and flash-interview zone with Hockey Players and Coaches, participated in the Game, after the end of every Championship Game in accordance with limitations set for specific type of accreditation and staying in the area, indicated for relevant type of the Mass Media types.
 - 3.5. Have access to the dressing room seven (7) minutes after the end of the Game for 10 minutes to conduct interviews with Hockey Players.
 - 3.6. Participate in the postgame press-conference of Head Coaches of the teams.
 - 3.7. Bring audio-recording, video-recording and photo equipment to the Championship Sports Facilities in accordance with limitations set for specific type of accreditation. In the event of violation of the terms set for specific type of accreditation the Sports Facility security will step in and check the equipment in the storage-room. The equipment will be returned later.
 - 3.8. Make video and audio records of Hockey Players, Coaches and other Club representatives inside the Sports Facility only in accordance with limitations set for specific type of accreditation, at the ice level, in the mixed zone, flash-interview zone and at press-conferences before and during the Game. Video and audio recording of Hockey Players, Coaches and other Club representatives outside of the specified Sports Facility areas or with violation of limitations set for specific type of accreditation may be used as grounds for suspending of the accreditation of the respective Mass Media representative.
4. If the Accredited Mass Media Representative wants to guarantee himself/herself a place in the Press Box for a particular Game, or a workplace with a specially equipped table, he/she must send his/her request regarding that to the Club management of the home team no later than 24 hours before the Game.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

5. The Press Center, Press Box, mixed zone, flash-interview zone and dressing room are workplaces for Accredited Mass Media representatives, Club and KHL employees, who cooperate with Mass Media. The following ethic and behavior norms should be observed at these places:

5.1. Accredited Mass Media representatives are not allowed to wear any Club attributes. Wearing Club attributes may be grounds for denying to such Mass Media representative access to the Press Box, Press Center, mixed zone, flash-interview zone, dressing room and press-conference hall.

5.2. Accredited Mass Media representatives and other persons present in the Press Box, mixed zone, flash-interview zone, dressing rooms, Press Center and press-conference hall due to their professional duties, are not allowed to display emotions of fans towards any team participating in the Game outside of professional journalistic ethics.

5.3. Mass Media representatives are not allowed to talk on their cellphones while working in the dressing after the Game, as specified in subclause 2.11 of Article 20 in the KHL Marketing and Communications Regulations.

5.4. Violation of the above-mentioned terms may be grounds for suspending of accreditation of the respective Mass Media representative.

6. Accredited Mass Media and their representatives are obligated to:

6.1. Respect the rights, legal interests, honor and dignity of employees of the KHL, Clubs, sponsors/partners/advertisers/licensees and any person participating in the Championship or providing its holding, while carrying out their professional duties.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

6.2. Fact-check the information they report.

6.3. Satisfy requests of the persons providing information, regarding the naming of its source and also authorization of the quotes if used for the first time.

6.4. Inform citizens and authorized personnel if they are audio, video, film or photo recorded.

6.5. Immediately provide their media ID or any other document confirming the identity and rights of the Mass Media representative if requested, while carrying out their professional duties.

6.6. Not publish false or discrediting information regarding KHL, KHL employees or Clubs in the media, blogs and social media; or information obviously disrespectful regarding KHL, KHL employees or Clubs.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

6.7. Not use their professional advantages to conceal information or falsify information of public interest, to spread rumors as allegedly authentic news and/or to collect information for a non-media third party.

6.8. TV and Internet media representatives holding Mass Media Accreditation Card in TV category should record videos of Hockey Players, Coaches and other Club representatives in the mixed zone, flash-interview zone and press-conference halls of the Sports Facility in front of a KHL backdrop. The requirement for video recording in front of a KHL backdrop does not apply to the Mass Media representatives working in the dressing rooms after the end of the Game.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

6.9. Use highlights of the Games and other official KHL events in TV and video programs and (or) post them in the Internet outlets of any but official KHL TV broadcasters only with a written permission by KHL.

6.10. Mass Media and their representatives are also subject to responsibilities set by the laws on mass media of the Russian Federation and countries participating in the Championship.

6.11. Use photos and videos taken for informational purposes without the right of their commercial use or transfer to third parties.

6.12. Deleted.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 25. Additional Mass Media accreditation

For separate Games the Club media relations division can provide additional Mass Media accreditations in accordance with the KHL media relations department, informing thereof not later than 24 hours before the Game.

Article 26. Accreditation for official KHL events

1. The KHL media relations department provides additional accreditation for official KHL events: KHL All-Star Games, KHL press-conferences, award ceremonies, etc.

2. Accreditation for official KHL events is performed by the KHL media relations department by processing official applications from the Mass Media. Announcements of the start of the accreditation procedure for official KHL events are posted on KHL Internet resources or e-mailed to newsrooms.

3. The procedure of Mass Media representatives' work at official KHL events is specifically determined by KHL and e-mailed to newsrooms not later than 24 hours before the beginning of the relevant event.

Article 27. Suspending of Mass Media accreditation

1. Mass Media accreditation is revoked or suspended in the following cases:

1.1. Termination or suspension of the Mass Media outlet in accordance with the legislation of the Russian Federation.

1.2. Cancellation of work or other contractual relations between the Mass Media representative r and the accredited Mass Media outlet.

1.3. Recall of the Mass Media representative by his/her accredited Mass Media outlet.

1.4. Expiration of Mass Media accreditation.

1.5. Mass Media representatives and (or) Accredited Mass Media editors fail to implement their obligations provided hereby and by the Mass Media operation rules for KHL official events.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

2. In case of cancellation of work or other contractual relations between an Accredited Mass Media representative and the Mass Media outlet or recall of the Mass Media representative by his/her accredited Mass Media outlet, the Mass Media outlet must inform the KHL media relations department about it within seven (7) days and return accreditation card of the relevant person, after which accreditation of this person will be terminated. The Mass Media outlet has the right to apply for Mass Media accreditation for its other employee.

3. Mass Media accreditation may be suspended with withdrawal of the Mass Media accreditation card in case of violation of the terms of these Regulations and (or) terms of Mass Media work at official KHL events by the Mass Media outlet or its representative. In case of publication of false or libelous information about KHL, KHL employees and the Clubs; and also in case of publication obviously disrespectful remarks towards KHL, KHL employees or the Clubs.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

4. Accreditation may be renewed only after appealing against suspension of the Mass Media accreditation to the courts of the Russian Federation in case they decide to renew such accreditation.

5. The decision to suspend the Mass Media representative's accreditation is taken by the KHL media relations department and registered as an order.

6. The representative of an accredited Mass Media outlet whose accreditation has been suspended may regain his/her rights only after the courts of the Russian Federation decide to renew said accreditation.

Article 28. Equipment usage

1. Accredited Mass Media representatives are allowed to bring audio-recording, video-recording and photo equipment to Championship Sports Facilities only in accordance with the limitations set for specific type of accreditation. In the event of violation of the terms set for a specific type of accreditation the Sports Facility security will step in and check the equipment in the storage-room. The equipment will be returned after the end of the Game or any other Championship event.

2. Video and audio recording of Hockey Players, Coaches and other Club representatives inside the Sports Facilities is allowed to Accredited Mass Media representatives only in accordance with limitations set for specific type of accreditation at ice level, mixed zone, flash-interview zone and press-conferences before and during the Game. Video and audio recording of Hockey Players, Coaches and other Club representatives outside of specified Sports Facility areas or with violation of limitations set for specific type of accreditation, may be used as grounds for revoking Mass Media accreditation of the respective Mass Media representative.

3. No use of professional photo and video equipment at Sports Facility by visitors of Championship Games who are not Accredited Mass Media representatives or Club employees is allowed.

Article 29. Press-conferences

1. The Club of the "home" team is responsible for organizing and hosting the postgame press-conference.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

1.1. The press-conference must be held in Russian.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

1.2. The postgame press-conference with obligatory appearance of the Head Coaches of the participating teams must be held not earlier than 20 minutes and not later than 30 minutes after the end of every Game. The media relations divisions of the teams must ensure the necessary conditions for the Accredited Mass Media representatives to carry out their professional duties. In case of delay of a press-conference the team responsible for the delay must inform all participants thereof. Unreasonable delay of a press-conference is forbidden.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2. The media relations division of the Club of the “home” team must broadcast the press-conference live on the official Club website and (or) the official social media accounts of the Club. The video record and its transcript are to be posted on the official Club website not later than one hour after the end of the press-conference. The media relations division of the Club of the “home” team must take complete audio and video recording of the press-conference and keep the records in its archives until the end of the season and provide it to the KHL media relations department if officially requested.

Article 30. Interviews

1. Communication with Mass Media representatives has to be done through the Club media relations division in accordance with these Regulations. Communication with Mass Media without an approval from the media relations division is not allowed.

2. Communication with Mass Media representatives approved by the Club media relations division can be done in the following ways:

- a) after the pregame practice before the Game start;
- b) in the flash-interview zone in intermissions and right after the end of the Game;
- c) in mixed zone or team dressing room after the end of the Game;
- d) at any other time as a one-on-one interview;
- e) answers in person or by phone to questions submitted by the Mass Media representative in advance;
- f) answers in writing to questions submitted by the Mass Media representative in advance.

3. Before the Game Accredited Mass Media Representatives can interview the Hockey Players and Coaches of both teams having sent a written request to the media relations division of the Club. The request must be sent not later than 24 hours before the Game. If the Club agrees, the interview can last no longer than 15 minutes and has to end not later than 90 minutes before the Game start.

4. After the Game Accredited Mass Media Representatives have the right to interview Hockey Players in the dressing room of the “home” team in accordance with the terms specified in subclause 2.8 of Article 20 of these Regulations.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

5. Deleted.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

6. After the Game no less than three (3) Hockey Players, selected by Mass Media representatives for interviewing, must appear in the mixed zone in accordance with the terms specified in subclauses 2.6 and 2.7 of Article 20 of these Regulations.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

7. Deleted.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

8. Requests for one-on-one interviews or other communication with Hockey Players, Coaches and Club management have to be made to the media relations division of the Club. Such request has to specify the name of the Club's representative, the name of the reporter, the topic of the interview, preferable time, meeting place and time required for the interview. The limit for the requests from one Mass Media outlet to one Club is one per day. The limit for maximum requests to the Club from representatives of one Mass Media outlet for interviews with one Hockey Player is two per month. The media relations division of the Club must officially reply to the request within 48 hours after it is received. The Club and the Hockey Player always decide where the interview is going to take place.

9. If KHL makes a request to interview Hockey Players, Coaches and (or) Club management for the official KHL website, the media relations division of the Club has to organize the interviews within two days after the request is received.

CHAPTER 5. FUNCTIONING OF KHL AND CLUB INTERNET RESOURCES

Article 31. Cooperation between KHL and Club Internet resources

1. Every Club must have an official Internet resource (website) which meets the following requirements:

1.1. The website must be adapted for mobile devices. It has to have an adapted design or a separate mobile version (it is obligatory starting from the 2019/2020 season).

1.2. Information of the website must be in the Russian language, the national language of the Club's country (if other than Russian) and also in English.

1.3. Every page of the website must contain:

1.3.1. Navigation menu. The navigation menu must be located on top of all pages of the website. KHL provides the Clubs with the navigation menu template which can be adjusted to their website interface and design.

1.3.2. Banner templates with hyperlinks to the official KHL website provided by KHL, official KHL service for ticket sales and websites of Championship sponsors/partners/advertisers.

The templates provided by KHL may not be changed in color or size.

The block of above-mentioned banners on all pages cannot be visibly smaller and (or) be placed lower than the respective block with links to the websites of the Club partners.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

1.3.3. Space for banners provided by KHL, for placing advertising contents of the Championship and KHL project sponsors/partners/advertisers. The banner space has to be located at the top of the main page and be not less than 200 x 150 px.

1.3.4. System codes for statistics and Internet audience analysis provided by KHL, for the purpose of counting the global Internet audience of KHL and the Clubs.

1.4. The Club website must contain the following sections and information, including but not limited to:

1.4.1. Team (Players, coaching staff, personnel);

1.4.2. Club (history, management, contacts);

1.4.3. News (news, photo, video, etc.);

1.4.4. Games (Game schedule, tournament table, statistics, broadcasts, highlights);

1.4.5. Tickets (season pass program, ticket program);

1.4.6. Online shop ((it is obligatory starting from the 2019/2020 season));

1.4.7. Contact information.

All sections must contain valid information and be kept up to date.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

2. Deleted.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

3. Deleted.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

4. Deleted.

(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

5. KHL provides Internet users with various online services, including:

5.1. Live broadcasts of the Championship Games or any other Games, hosted by the League.

5.2. Videos and highlights of the Championship Games.

5.3. Text broadcasts of the Games connected to the online statistics service of the Games.

5.4. Online shop with memorabilia and souvenirs.

5.5. KHL electronic ticket sale service.

KHL MARKETING AND COMMUNICATIONS REGULATIONS

6. The text broadcasts and statistics count of the Games are carried out by the Clubs in accordance with the requirements of KHL Sports Regulations.
7. Online services used by Clubs for selling tickets to their “home” Games have to be integrated with KHL online service for selling tickets on the KHL website for selling tickets in accordance with subclause 3.14 of Article 4 of the KHL Marketing and Communications Regulations.
8. KHL may provide the Clubs with a “showcase” of an online shop to be embedded in their official websites for subsequent selling of memorabilia and souvenirs of the Club and (or) KHL.
9. The Clubs have the right to put videos and highlights of their Club Games on their official websites. The videos and highlights are provided by KHL in the KHL video player.
10. The Clubs have the right to put the interface for paid purchase of video broadcasts of the Championship Games provided by KHL, on their official websites, as specified in the respective agreement.
11. KHL provides the Clubs with access to their statistics in the KHL information and statistics base (automatic for usage on official websites and also analytic interface for extended analysis). The Clubs must use only official statistics provided by KHL to cover KHL tournaments (including on their official websites and in mobile applications).
12. The Clubs must provide KHL with access in an automatic mode (in the RSS format) to their newsfeed with the right to publish the data on official KHL Internet resources.

Article 32. CHL and Club presence in social media

1. The Clubs must have official accounts / communities / pages in the largest social media of their country. KHL and the Clubs are obligated to regularly update and administrate their official accounts in social media in accordance with the current legislation, in particular, moderate user interaction and delete unlawful content.
2. Publishing their impressions, opinions, comments and any other expressions in social media, the Club employees bear full responsibility for the consequences of their actions. Posting in social media, they have to make sure that their posts do not contradict the current legislation and KHL Regulations and must obtain the necessary permissions of third parties whose images or property are used in the posts. The Club employees bear personal responsibility for any comments and (or) posts that may be found obscene, offensive, libelous, illegal or infringing upon the rights of third parties.
3. The Clubs should use social media to create positive emotions among the supporters related to the Club, KHL and the game of hockey. The Clubs should do their work with understanding that their actions affect the image and attractiveness of the Clubs, KHL and the game of hockey among general public.
4. The Clubs are not allowed to use in their social media expressions, images and video that may offend, undermine or question the honor, professional and personal qualities of Officials, KHL, other Clubs and their Hockey Players (representatives, supporters).

CHAPTER 6. KHL AND CLUBS' WORK WITH SPECTATORS

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

KHL MARKETING AND COMMUNICATIONS REGULATIONS

Article 33. Club's Obligations

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

1. In compliance with Clause 1 of Article 9 of the KHL Technical Regulations, each Club shall keep on the payroll an employee who is responsible for work with Spectators.
2. Within arrangement of work with Spectators, the Club shall provide:
 - 2.1. Maintenance of basic services for Spectators and performance of measures to improve them under the requirements of the KHL Regulations and KHL Recommendations of work with Spectators;
 - 2.2. Control of services for Spectators and due reporting on the level of services for Spectators upon the KHL's request including the form established by the League (checklists, explanations, etc.).

CHAPTER 7. FINAL PROVISIONS

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 34. Liability for failure to meet requirements of KHL Marketing and Communications Regulations

In the event of non-compliance or improper compliance with the requirements of the KHL Marketing and Communications Regulations a Club may be subject to sanctions in accordance with the KHL Disciplinary Regulations.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 35. Follow-up of imposed sanctions

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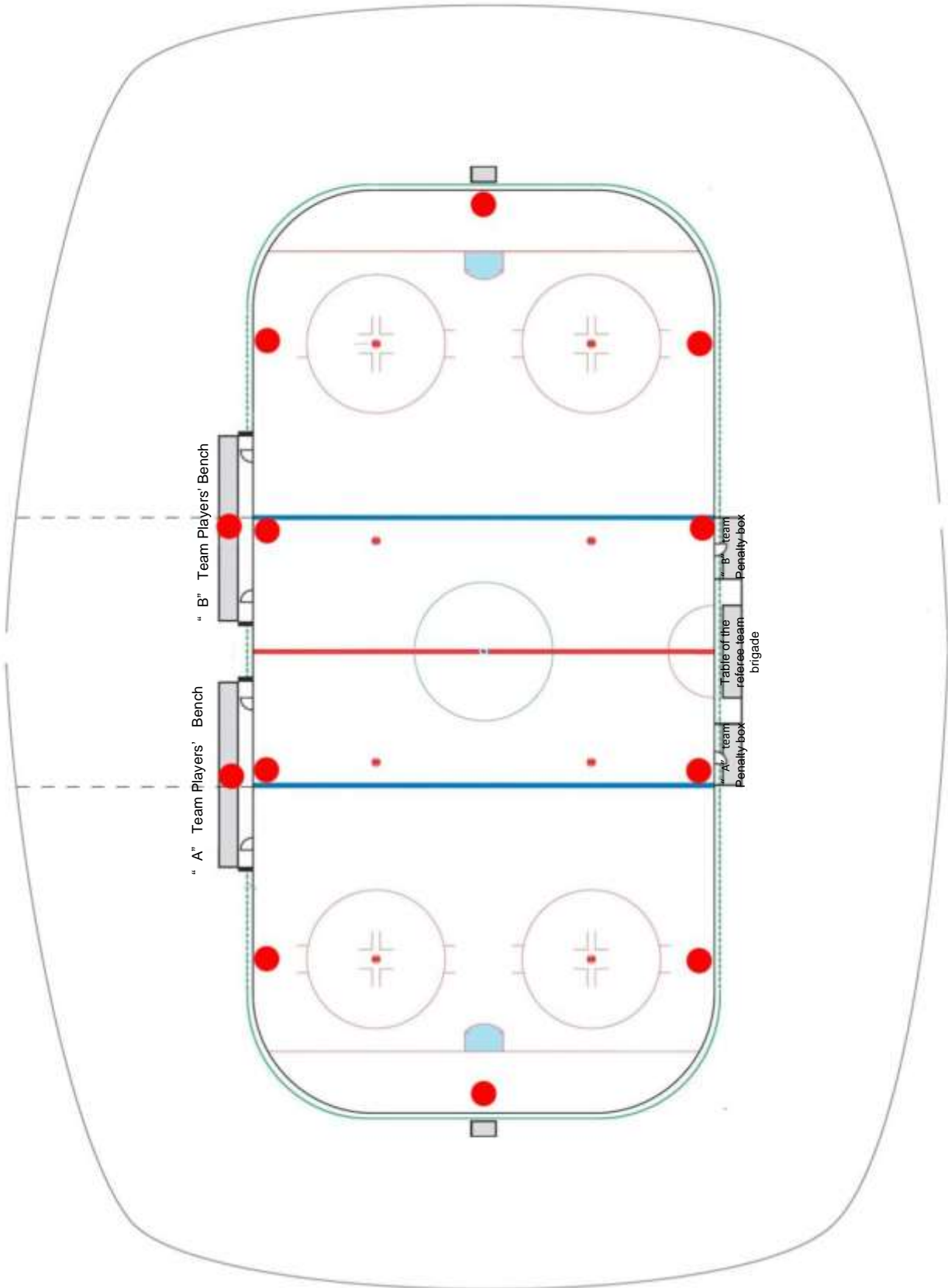
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Article 36. Effectiveness of KHL Marketing and Communications Regulations

The KHL Marketing and Communications Regulations come into effect from the moment they are approved by the CHL LLC Board of Directors and shall remain effective until the approval of the new KHL Marketing and Communications Regulations.

(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Standard Layout of Broadcaster's Microphones



(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated July 4, 2018)

Minimum Requirements to Game Broadcast by Club or Club's Broadcaster

1. The Broadcaster is required to be ready to be on the air at least 1 hour before the Game start.
2. Minimum requirements and specification to webcast:
 - 2.1. Image format: 16:9 Full HD 1080i50.
 - 2.2. Min number of cameras: 4 — 2018/2019 season of, 6 — starting from the 2019/2020 season;
 - 2.3. Min equipment specification:
 - 3CCD TV 2/3" SMPTE camera chain with remote color correction, automatic iris control, service communication and live camera display;
 - 2 M/E director's video console (at least 20 ports) with wipe screen effect for replays and at least 2 keyers per M/E;
 - matrix switcher (at least 40 × 40);
 - slow motion replay system at least from 4 cameras in the 2018/2019 season and from 6 cameras — from the 2019/2020 season;
 - 2/3" lenses:
 - 11–22x wide-angle zoom — 2 units (from the season of 2019/2020 — 4 units);
 - 42–100x medium-focal-length lenses — 2 units;
 - commentary position and sound:
 - commentator's console – at least 1 per commentator with service communication, 2 TV HD SDI monitors, commentator's headset — at least 1;
 - digital audio control console with stereo signal option — 1 unit;
 - directional stand microphone (shotgun) — 2 units;
 - sports broadcasting graphics with KHL design — 1 unit;
 - digital hard drive video recorder in H.264 format — 1 unit;
 - power supply back up system.
3. The Broadcaster is required to use standard elements of graphics in transmissions:
 - Game score;
 - countdown synchronized with the officiating system.
4. Min acceptable broadcasting equipment:
 - individual PC, Windows or MacOS, at least 8 GB RAM;
 - dual-core processor (at least Intel Core i7 or similar processors of other manufacturers);
 - TeamViewer remote access software.
5. Requirements to Internet connection on the arena:
 - dedicated channel connection with upload speed at least 10 mbps for webcasting.
6. Signal transmission:
 - 6.1. The signal may be delivered via ground-based facilities or the Internet at KHL discretion;
 - 6.2. Signal transmission to RTMP server:
 - stream transmission shall be to the server specified by KHL in advance;
 - the RTMP server address shall be agreed in advance with the KHL manager no later than 24 hours prior to the transmission start;

KHL MARKETING AND COMMUNICATIONS REGULATIONS

- the test signal shall be sent to the KHL server no later than 30 minutes prior to the Game start;
- in case of technical issues and impossibility to webcast, KHL representatives should be informed no later than 30 minutes prior to the Game by -mail or telephone;
- in case of inadequate quality signal, the Broadcaster should enable the remote PC access and broadcasting program for KHL technical specialists.

Technical requirements to RTMP stream:

Recommended software: Flash Media Live Encoder; Wirecast, OBS.

Requirements to video stream:

- Codec: H.264 (baseline, main);
- Resolution: 1920 × 1080 (1080p);
- Interlaced: supported;
- GOP size: 100;
- Frame types: P, I;
- Bitrate: 1.5–5 Mbps.

Requirements to audio stream:

- Codecs: AAC;
- Sampling frequency: 44100 Hz;
- Channels: 2 (stereo);
- Multibitrate: supported;
- Bitrate (general): up to 10 Mbps;
- AMF: 3.

6.3. Signal transmission from ground-based station:


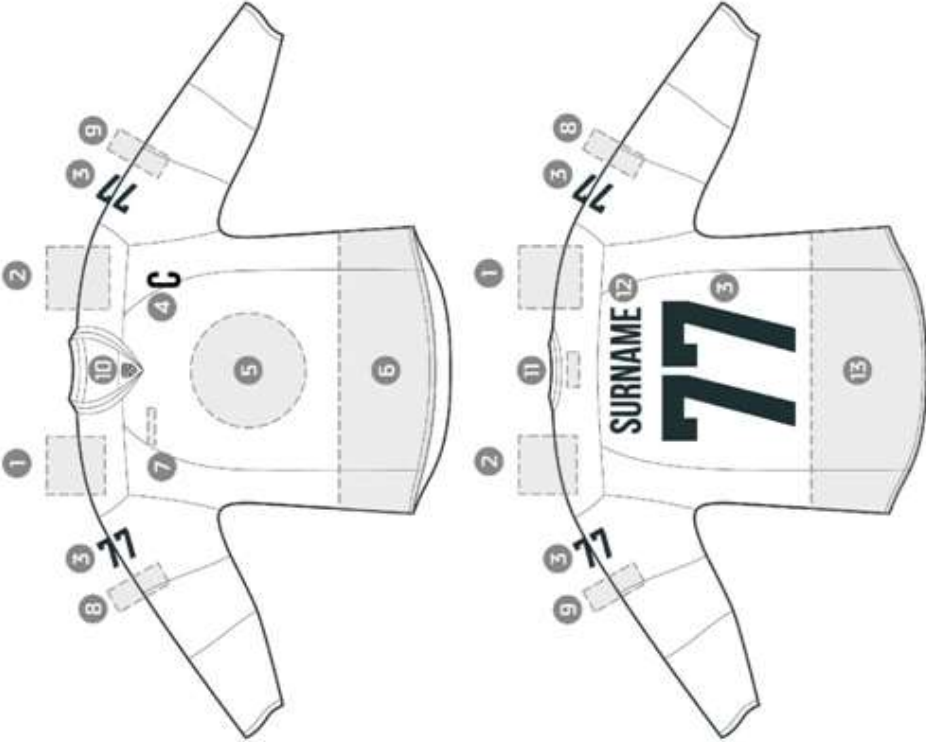
- A host Club shall be required to enable the authorized KHL contractor for supply of communication equipment to arrange communication means for ensuring the delivery of live webcast of the Game per KHL request;
- The Broadcaster is required to contact the authorized KHL contractor for supply of communication equipment no later than 24 hours prior to the Game start and agree the switching equipment and the required list of equipment for the official KHL contractor for supply of communication means;
- if the webcast is not possible due to technological issues, a Club is required to inform KHL no later than 30 minutes prior to the Game start; the signal transmission should be carried out no later than 30 minutes prior to the Game start.

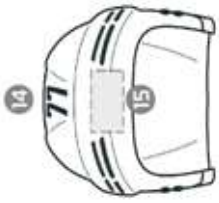


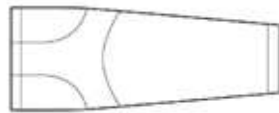
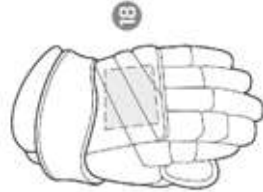
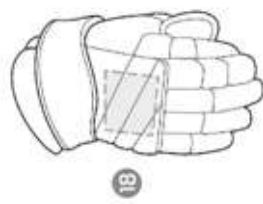
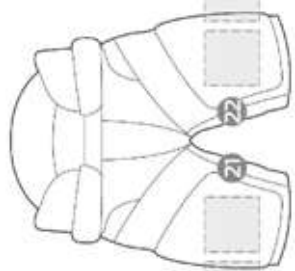
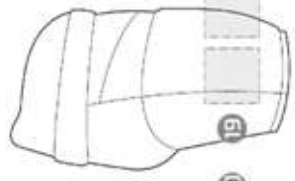
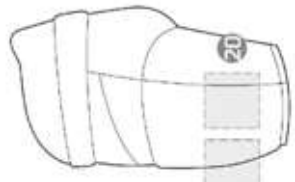
(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)

Club hockey wear Approval Template

Fill-In Instructions

- Columns shall be filled in for all elements used (including those sent to KHL Clubs).
- The following images shall be added to Column “Graphic Elements”: companies’ logos, emblems, number fonts, etc.
- Column “Technical Data” shall be filled in with the following information: sizes of the elements applied, description of the materials used and production techniques.
- Information on the colors used for the apparel shall include the PANTONE/CMYK numbers.
- All ten figures of the font used shall be indicated for element 2 (a Hockey Player’s number on the back and sleeves).

 KONTINENTAL HOCKEY LEAGUE	CLUB _____ / SET _____ / 20__/20__ SEASON	GRAPHIC ELEMENTS <small>(companies' logos, emblems, number fonts, etc., to be added here/in)</small>	TECHNICAL DATA <small>(companies' logos, emblems, number fonts, etc., to be added here/in)</small>		
		1-2			
		3			
		4			
		5			
		6			
		7			
		8-9			
		10			
		11			
		12			
		13			
		CLOTHING COLORS <input type="checkbox"/> PANTONE/CMYK _____ <input type="checkbox"/> PANTONE/CMYK _____ <input type="checkbox"/> PANTONE/CMYK _____			

CLUB _____ / SET _____ / 20__/20__ SEASON	
GRAPHIC ELEMENTS (companies' logos, emblems, number fonts to be added herein)	TECHNICAL DATA (companies' logos, emblems, number fonts to be added herein)
  	14 15 16
  	17 18 19
  	20 21 22
<p>CLOTHING COLORS</p> <input type="checkbox"/> PANTONE/CMYK _____ <input type="checkbox"/> PANTONE/CMYK _____ <input type="checkbox"/> PANTONE/CMYK _____ <input type="checkbox"/> PANTONE/CMYK _____	21-22