

# **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,  
minutes No. 109 dated August 7, 2020)

# **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, 2020**

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**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

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are consistent with the requirements of the advertising and promotion 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)*

- 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)*

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- 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)*

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- 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)*

- 2.1. In order to promote hockey among a wide range of people, ensure that the sponsors (partners, advertisers) agree to use their means of individualization appearing in the frames of video and

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photo images of the Championship Games and other events of the KHL by the KHL and third parties as part of the film production, including any fragments thereof.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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

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 shall 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)*



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- 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 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.

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- 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/licenses inside the Sports Facilities including but not limited to 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/licenses 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/licenses:  
*(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/licenses after the end of the Game and prizes provided to the Club by Championship sponsors/partners/advertisers/licenses 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. Deleted.  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
- 3.14. Ensure the online sale of tickets to the Game in accordance with the requirements of Chapter 3, Article 3 of the KHL Club Ticket Service Regulations (Appendix 4 to the KHL Marketing and Communications Regulations).  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
- 3.15. Use the access control system at all Sports Facility entrances intended to hold Championship Games in accordance with the requirements of Chapter 5 of the KHL Club Ticket Service Regulations (Appendix 4 to the KHL Marketing and Communications Regulations) .  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
- 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.

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*(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 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)*

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- 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)*
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

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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.

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).

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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)*
27. In accordance with the User Agreement, the Club shall mark products with the Club's logo produced after October 1, 2020, or packaging for such products with the KHL logo. Therewith, the marking of the above products and their packaging shall correspond to the layout sent by the Club to the KHL in accordance with the procedure established by clause 28 of this Article.  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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28. The Club shall provide the KHL with product layouts with the Club's logo and packaging layouts for such products marked with the KHL logo by e-mail not later than the fifteenth day of the first month of each quarter.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

### **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 shall 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 advertising board size (of the entire advertising board surface including 10 cm protective margin).  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
  - 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.

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*(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:
  - 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.



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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:
    - 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

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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)*

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 Spectators 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.

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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.

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

- 1.8. In the first intermission of the Game, the host Club's Hockey Player shall participate in the interview, and in the second intermission, the visiting Club's Hockey Player shall participate in the interview. Depending on the course of the Game, the order can only be changed with the approval of representatives of the three parties (the Clubs and the official Broadcaster). If the representative of one of the parties is against it, the above procedure cannot be changed.  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
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)*
5. When broadcasting, the use of obscenities by Hockey players, Coaches, or other employees of the Club shall not be allowed.  
*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
6. The Club shall develop and approve a Radio Frequency Plan for the operation of equipment at the Sports facility with the KHL (Appendix 5 to the KHL Marketing and Communications Regulations) as follows:
  - 1) no later than ten (10) days before the first Game of the Championship, the Club shall provide the KHL with a Radio Frequency Plan for the operation of the equipment at the Sports Facility (including all radio sources used during the preparation and conduct of «home» Games);
  - 2) on the grounds of the provided Radio Frequency Plan the KHL together with the broadcaster shall record the frequencies at which the Broadcaster's radio equipment will operate;
  - 3) the KHL shall provide the Club with an approved Radio Frequency Plan no later than three (3) days prior to the Club's first «home» Game, according to which the Club undertakes to use fixed frequencies during «home» Games;

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4) during the season, any change to the Radio Frequency Plan approved by the KHL shall be approved by the Club with the KHL no later than three (3) days prior to the Club's next «home» Game;

5) if during the season the Club decides to hold «home» Games at a Sports Facility other than the one declared before the start of the Championship, the Club shall approve the Radio Frequency Plan for such Sports Facility with the KHL no later than three (3) days prior to the Club's next «home» Game at this Sports Facility.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

7. With the exception of cases specified in the KHL Regulations, the Club shall not record, produce or use any kind of audio and video images of the Championship Games and other KHL events, including those obtained from third parties, and shall not transmit these audio and video images to third parties without the written consent of the KHL.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

### **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)*

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

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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.
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).

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### 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)*
  - 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)*

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- 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 — 15.00 minutes;
    - break No. 2 — 9.00 minutes.No commercial break shall be made 30 seconds prior to the first period end;
  - 4.2. Second period:
    - break No. 3 — 15.00 minutes;
    - break No. 4 — 9.00 minutes.No commercial break shall be made 30 seconds prior to the second period end;
  - 4.3. Third period:
    - break No. 5 — 15.00 minutes;
    - break No. 6 — 9.00 minutes.No commercial break shall be made three minutes prior to the third period end and in the overtime.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*
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.

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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.
  - 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.



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- 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:
  - 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.

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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-grandstand 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**

### **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.

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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.

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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 shall 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 shall 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 these Regulations. The division shall include director, manager, photographer and website administrator.

2.2. During "away" games the Club shall 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.

*(last updated on July 4, 2018. Minutes of meeting of CHL LLC Board of Directors No. 85 dated 8 July 4, 2018)*

2.3. Organize three (3) official meetings with Club and Team management per season for the Mass Media with no less than two (2) representatives (general manager or general/executive director and Head Coach):

- once no later than seven (7) days prior to the start of the Regular Championship;
- once within ten (10) days after the date of the end of transfers, exchanges and adding the Hockey Players to the rosters specified in Article 38, clause 1 of the KHL Sport Regulations;
- once after the Club is eliminated from the Championship but no later than seven (7) days after the end of the Championship.

The day of the official meeting shall be published by the Club on its official website and on the media.khl.ru website three (3) days prior to the day of the meeting. After every official meeting the Club shall publish its full video recording on the official website of the Club within one (1) hour upon its completion, and its text transcript within three (3) hours upon its completion.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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.

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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. Deleted.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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 shall 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 team.

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

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 shall 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.

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2.8. Ensure organized access for Mass Media representatives 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. In cases where ten (10) or fewer Mass Media representatives are present at the Game, access shall be granted to all of them. In cases where there are more than ten (10) Mass Media representatives at the Game, access shall be provided to at least ten (10) of them, and this number may be increased by the decision of the Head of the Press Service of the host Club. 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 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 team.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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 shall 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 Regulations.

*(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 KHL accreditation or not included in the League’s lists for access to the specified Sports Facility areas shall be banned from the media work zones (Press Box, Press Center, press-conference hall, flash-interview zone and mixed zone).

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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 shall 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.

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

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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 40%/60% (photos of the “home” team / the “visiting” team). There should be no less than fifteen (15) and no more than twenty-five (25) 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: “visiting” team’s photos in case of its winning; general photos. The Game photos should be provided to the “visiting” team and to KHL in electronic form shall be uploaded on the KHL Internet platforms (ftp-server for the KHL Club photos). Prior to the end of the third Game period photos of the Game (5-7 photos in the minimal ratio of 40%/60% (photos of the “home” team / the “visiting” team)) shall be uploaded, and the full set of the Game photos shall be uploaded no later than ninety (90) minutes after the end of every “home” Game to the KHL Internet platforms (ftp-server for the KHL Club photos).

The photos shall be provided in a format of no less than 2000 px along the wide side and may not exceed 3 MB. The Club watermark shall not be added to the photo, as in case of the use of photos, reference to the authorship of the Club having provided the photos is obligatory.

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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 shall 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 shall 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, its Club shall provide a translator for him at post-game press-conferences. The Club shall provide full and true translation of all comments of the Head Coach.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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. No monosyllabic comments of Hockey Players during such interviews shall be allowed.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

2.17. Ensure that the Club’s dressing room is ready for pre-game filming (hockey equipment shall be put in place and game jerseys shall 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 shall be either hung on hangers or be carefully folded and placed on benches with the back side (with the name

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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 one team uses more than one dressing room, the equipment and jerseys shall 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)*

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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)*

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:

1) Open practices shall be conducted:

- on the days of “home” and “away” games of the Regular Championship;

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

- Deleted;

*(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 August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

- on any day (as decided by the Club the play-off series) 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 play-off series.

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2) Open practices on play-off Game days shall be conducted at the discretion of the Club in the playoff series with account of Mass Media requests submitted. Mass Media request shall be submitted to the Club no later than 48 hours prior to the Game. If an open practice is to be held, the Club shall inform the Mass Media of the same no later than 24 hours before the start of the practice.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

In case the Club cancels an open practice, it shall inform the Mass Media of the same no later than 24 hours before the start of the Game.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

3) An open practice shall 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 (including the Head Coach) have to be available to be interviewed by the Accredited Mass Media Representatives for no less than 30 minutes.

Information regarding the time and date of an open practice shall be posted on the Club's official website and on the media.khl.ru website at least 48 hours prior to the open practice.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

2.22 Ensure that two (2) meetings of the accredited Mass Media representatives with the Main Team Players are held during the season (Media Days). The KHL shall notify the Club in writing of the periods during which the Club is required to hold a Media Day no later than ten (10) days prior to the start of the Championship.

The date of the Media Day shall be published by the Club on the media.khl.ru website five (5) days prior to the Media Day, and duplicated on the official website of the Club. Media Day shall be held if at least three (3) Mass Media has submitted relevant requests on the media.khl.ru website. If there are not enough requests from the Mass Media, the Media Day shall be considered held.

The Media Day shall be held in the format of questions and answers in the Press-conference Hall.

The Media Day shall include at least three (3) skaters and at least one (1) goaltender from the Main Team, including the Team Captain, as well as the Team's Head Coach. Each Hockey Player and Head Coach shall meet with the Mass Media in turn, the communication time of each Player shall be twenty (20) minutes.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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

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)*



## KHL MARKETING AND COMMUNICATIONS REGULATIONS

2. KHL accreditation is the ground for the Accredited Mass Media representative's access to the Sports Facility and for his stay there, and also for the Mass Media representative's work in Sports Facility areas indicated in his 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.

*(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)*

### **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:

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 Accreditation Card.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

3. In accordance with limitations of his 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 professional duties.

3.3. Request the Clubs and KHL for information necessary for carrying out his 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 a place in the Press Box for a particular Game, or a workplace with a specially equipped table, he shall send his request regarding that to the Club management of the «home» team no later than 24 hours before the Game.

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.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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/licenses and any person participating in the Championship or providing its holding, while carrying out their professional duties.

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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.

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.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

### **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 and the accredited Mass Media outlet.
  - 1.3. Recall of the Mass Media representative by his 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)*

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 accredited Mass Media outlet, the Mass Media outlet shall 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.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

6. The representative of an accredited Mass Media outlet whose accreditation has been suspended may regain his 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 host Club 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 shall be held in the official language of the country of the Game with mandatory translation into Russian. If the Head Coach does not speak the specified languages, his Club shall provide an interpreter to translate the comments of the Head Coach for all participants of the press-conference. In case of Hockey Players' participation in a press-conference, the Club shall be governed by the requirements of this sub-clause.

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1.2. The postgame press-conference with obligatory appearance of the Head Coaches of the participating teams shall 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 shall 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 shall 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)*

1.3. The format of communication between Head Coaches and/or Hockey Players and Mass Media representatives may be changed at the direction of the KHL. The KHL shall notify the Clubs of such a change no later than three (3) days prior to such Game.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

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1.4. The format of the press-conference of Clubs' Head Coaches with Mass Media representatives following the Game may be changed by the KHL through holding separate press-conferences with each Head Coach of the Club at the request of one of the participating Clubs.

A Club initiating a change in the format of a press-conference shall agree on a new format with another Club participating in the Game no later than three (3) days before such Game and send a request to the KHL for approval of a change in the format of the press-conference.

The host Club shall guarantee technical support for online broadcasts of both press-conferences in accordance with clause 2 of this Article.

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2. The media relations division of the Club of the “home” team shall broadcast the press-conference live on the official Club website and (or) the official Youtube account of the Club. At the discretion of the Club, press-conference streaming may also be performed in other social media. The video record and its full transcript (all questions, including questions to the Head Coach of the «home» team after the Head Coach of the “away” team leaves the press-conference) shall be posted on the official Club website not later than one hour after the end of the press-conference, and made available for viewing and reading during the current season. The media relations division of the Club of the “home” team shall 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.

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

### **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 shall 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.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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.

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

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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 shall 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 shall have an official Internet resource (website) which meets the following requirements:

1.1. The website shall 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 shall 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 shall contain:

1.3.1. Navigation menu. The navigation menu shall 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.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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.

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 shall 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 store functioning properly during the season, namely, providing an opportunity for the end consumer to purchase products with the Club's logo.

Short-term interruptions in the operation of the online store are allowed, including its complete unavailability for the end consumer in the event of technical work or equipment failures, with a total duration of no more than 24 hours during the season;

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1.4.7. Contact information.

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

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## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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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.

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 shall use only official statistics provided by KHL to cover KHL tournaments (including on their official websites and in mobile applications).

12. The Clubs shall 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 shall 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 shall 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

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

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)*

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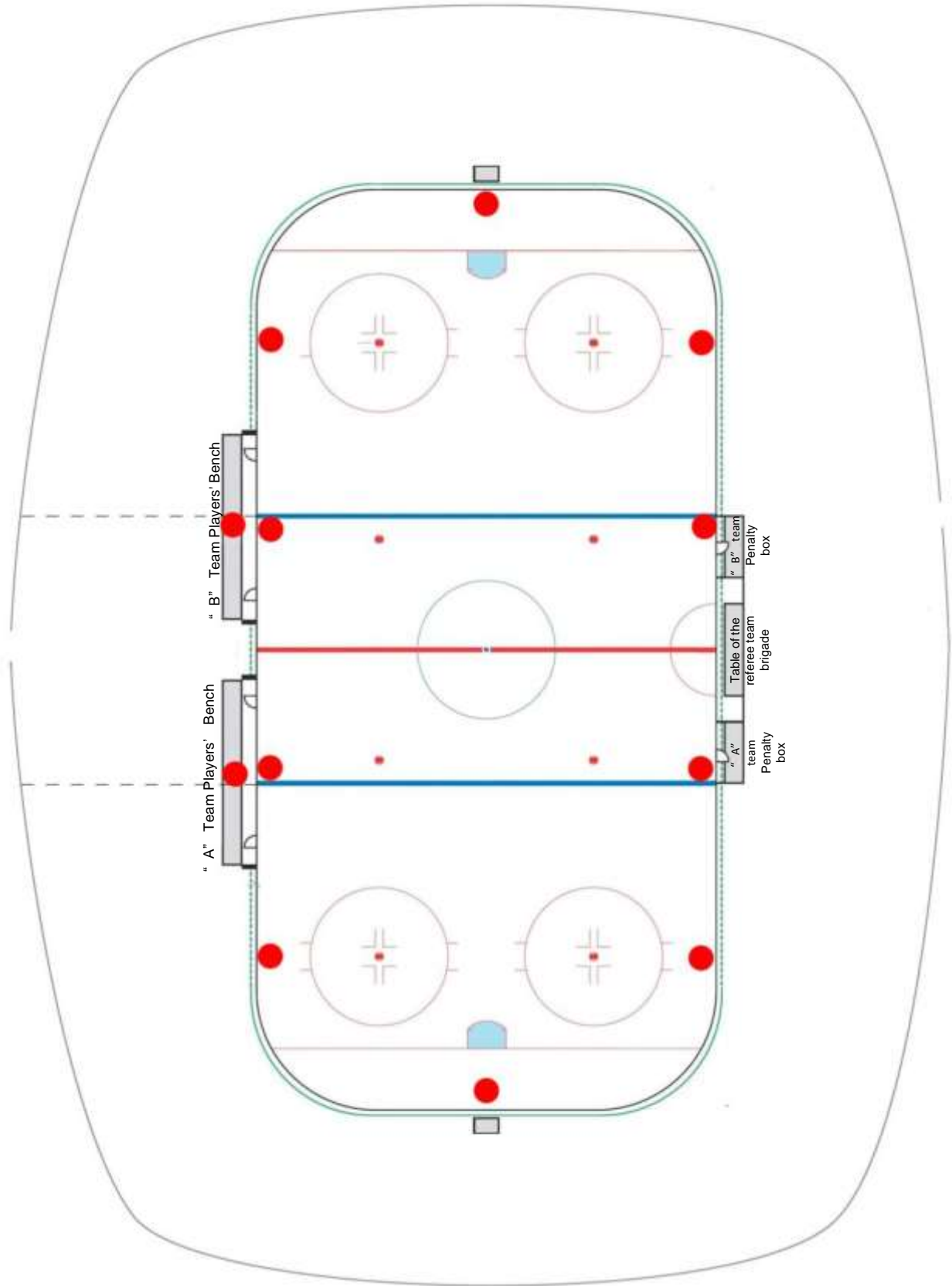
*(last updated on July 4, 2019. Minutes of meeting of CHL LLC Board of Directors No. 96 dated July 4, 2019)*

#### **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;
    - the test signal shall be sent to the KHL server no later than 30 minutes prior to the Game start;

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

- 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:


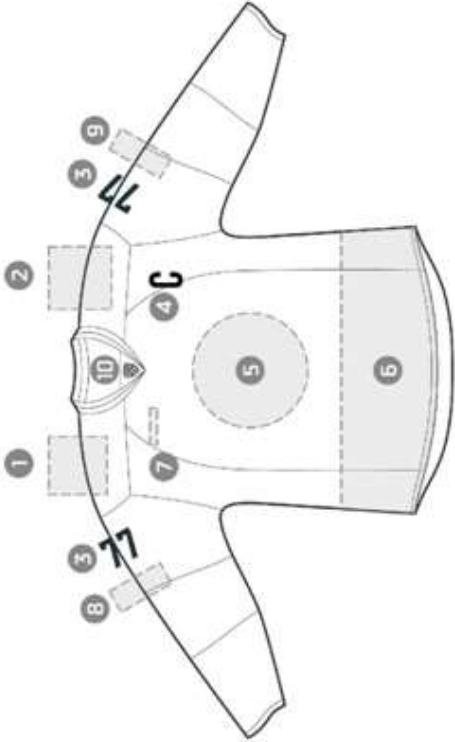
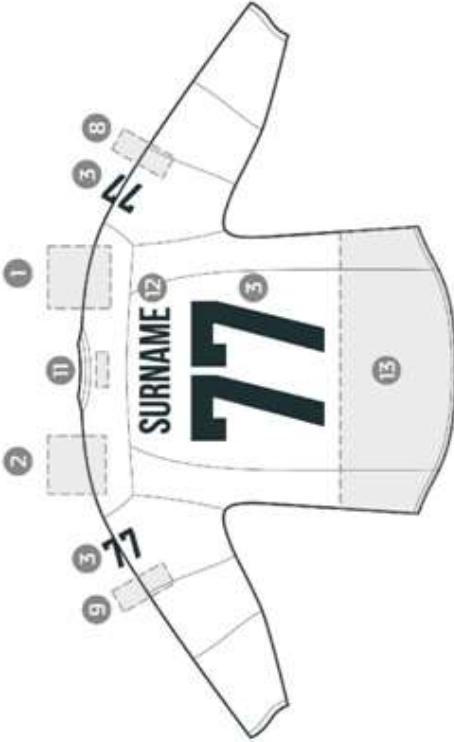
- A host Club shall be required to enable the authorized KHL contractor for supply of communication equipment to arrange communication means for ensuring the delivery of live webcast of the Game per KHL request;
- The Broadcaster is required to contact the authorized KHL contractor for supply of communication 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**




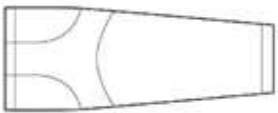
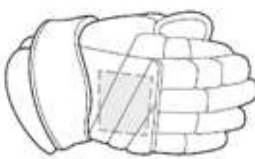
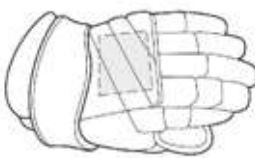
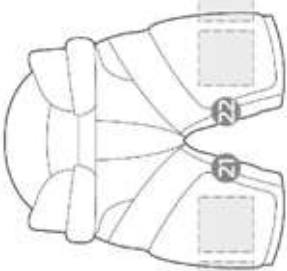
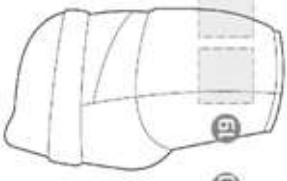
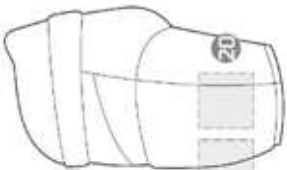



Fill-In Instructions

- 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).

 <b>KONTINENTAL HOCKEY LEAGUE</b>		<b>CLUB</b> _____ / <b>SET</b> _____ / <b>20</b> / <b>20</b> / <b>SEASON</b> _____
		<b>GRAPHIC ELEMENTS</b> <small>(companies' logos, emblems, number fonts, etc., to be added herein)</small>
		<b>TECHNICAL DATA</b> <small>(companies' logos, emblems, number fonts, etc., to be added herein)</small>
1	2	
3	4	
5	6	
7	8	
9	10	
11	12	
13		

**CLOTHING COLORS**

PANTONE/CMYK     PANTONE/CMYK     PANTONE/CMYK     PANTONE/CMYK  
 PANTONE/CMYK     PANTONE/CMYK     PANTONE/CMYK     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)
           	<p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19-20</p> <p>21-22</p>
<p><b>CLOTHING COLORS</b></p> <p> <input type="checkbox"/> PANTONE/CMYK _____                     <input type="checkbox"/> PANTONE/CMYK _____                     <input type="checkbox"/> PANTONE/CMYK _____                     <input type="checkbox"/> PANTONE/CMYK _____                 </p>	



# KHL MARKETING AND COMMUNICATIONS REGULATIONS

Appendix 4

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

## **KHL CLUB TICKET SERVICE REGULATIONS (hereinafter referred to as the Regulations)**

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# KHL MARKETING AND COMMUNICATIONS REGULATIONS

## GENERAL PROVISIONS

These Regulations set out general requirements, specifications, and descriptions of Ticket services that shall be performed by Clubs.

### **Key purposes of the Regulations:**

- effective and high-quality implementation of the Ticket program;
- unification of providing Spectators with access to Games;
- increase sales revenue and ensure the occupancy of Sports Facilities;
- optimization of expenses for Ticket services and other related services.

For a successful KHL Championship, the Spectators are one of the most important values.

For marketing partners, Spectators are the target audience that provides part of the Club's funding through the purchase of Tickets and souvenirs. The Ticket distribution stage is a key component in ensuring overall audience satisfaction and positive experience.

Ticket distribution is also important for marketing partners and KHL partners who have purchased the rights to broadcast KHL Games in their respective territories, which contributes to the overall satisfaction of partners from being involved in the KHL Championship. The quality of the seats allocated to them is an important factor in such guests' positive or negative experience.

All financial expenses related to the fulfillment of the requirements of these Regulations shall be borne by the Club.

### **Applicable laws and regulations**

When fulfilling its obligations under these Regulations, the Club undertakes to comply with the requirements of the legislation of the country where the Game is held. In the event that a provision, standard, or other requirement of these Regulations conflicts with the applicable law of the country where the Game is played, the requirements of the applicable law shall prevail over these Regulations. In all other cases, the provisions, standards or other requirements of the applicable legislation shall be the minimum requirements for Clubs, in addition to which the Club shall comply with the requirements of these Regulations.

### **Pricing**

Ticket sales are an important revenue item for the Club, so the main goal of the Ticket Program is to increase the specified revenue. At the same time, Ticket prices shall be publicly available, so it is important to maintain a balance between the cost of the Tickets and the ability of the Spectators to buy Tickets at the price set by the Club. The Club shall strive to minimize the number of free Tickets. It is also not recommended to provide discounts that do not have a marketing or communication justification.

To optimize revenue, it is important to create the maximum possible number of seats on Sports Facilities that are suitable for Ticket sales. Close cooperation and coordination between the Club and the Sports Facility staff is essential to accurately determine the number of Tickets available for sale. The Club shall receive timely up-to-date information from the Sports Facility about the capacity of the "bowl", the availability of seats withdrawn from sale, as well as seats with limited visibility for proper planning of all Ticket distribution activities.

### **Ensuring the occupancy of Sports Facilities**

One of the most important factors for the League as a whole is the implementation of a Ticket Distribution Strategy, one of the goals of which is to facilitate the presence of all Ticket holders at the Sports Facility. Moreover, it is recommended that Clubs determine the steps to dispose of unsold Tickets or seats purchased in the framework of a season pass that owners do not plan to attend Games, as well as work out solutions together with the customers who have purchased Tickets for Games but cannot use them.

### **Technologies**

To complete the Ticket Program, the Club shall establish relationships with partners who will help

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

implement the specified program and meet key requirements. The main importance will be the Club's decisions regarding the implementation of a technological system for managing Ticket sales. When making such important decisions, it is necessary to analyze the existing experience of other sports Clubs and Sports Facilities, including international experience.

### Chapter 1. TERMS AND DEFINITIONS

This Chapter contains definitions of terms and abbreviations used in these Regulations.

<b>Season Pass</b>	A set of Tickets that grants the right to attend a specific set of Games in the corresponding season (for example, all Games, or Games during a certain stage (Regular Championship or playoff series), or individual Games).
<b>Ticket</b>	A document made on paper, cardboard or plastic media, as well as an electronic document or record on an electronic medium (chip), the presence of which, together with the Receipt, provides the bearer with the right to pass to the Game.
<b>Ticket Program</b>	A set of marketing measures and actions aimed at the implementation and distribution of Tickets in order to increase the Club's revenue and fill the Sports Facility with Spectators.
<b>Reserved Tickets</b>	Tickets reserved for cases of unforeseen circumstances.
<b>Ticket Program revenues</b>	The amount of revenue received from Ticket sales.
<b>Spectators</b>	All persons who have Tickets to Games and are present at the venue for the purpose of viewing the Game, are not participants in the Game, and are not otherwise involved in the Game. Spectators either bought a Ticket from the Club or are invited as guests (for example, guests of the representative program of marketing partners). For the purposes of the KHL Regulations and these Regulations, the term "Spectator" includes the terms "Supporter" and "Fan".
<b>Ticket category</b>	Each Ticket can have a different price category depending on the Sports Facility's grandstand, the right to seating at which it grants, and the corresponding Tariff.
<b>Tariff (Ticket type)</b>	Variation of the Ticket price within the Category (standard, discounted, children's, preferential, promotional, etc.).
<b>VIP box</b>	A separate room in the VIP area of the Sports Facility, equipped with seats for viewing Games both inside and outside the Spectator grandstands.
<b>First</b>	Tickets for seats in the Central sectors of the first tier of the Sports Facility, but not lower than the 6th row.
<b>Second</b>	Tickets for seats in the Sports Facility sectors adjacent to the central ones and located on the first tier, but not lower than the 6th row.
<b>Third</b>	Seats on the first tier of Sports Facilities that are not adjacent to the "supporter" sector and are not located in the stands outside the gate.
<b>Fourth</b>	All other places that do not belong to the First, Second, and Third categories.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

<b>Quota</b>	The percentage of seats in each Category allocated for a specific Segment. The aggregate of all Quotas in all Segments is 100% of the capacity of the Sports Facility. The size of Quotas varies depending on the Game.
<b>Customers</b>	Various groups of people or organizations that are eligible for a Ticket Program based on contractual obligations or targeted marketing considerations.
<b>Contact Center</b>	A center for providing information, receiving and processing orders, arranged to sell Tickets and provide Services to the Spectators.
<b>Marketing Partner (MP)</b>	Sponsors (partners, advertisers, and licensees) of the KHL and/or the Club.
<b>Seats withdrawn from sale (unit)</b>	Seats that cannot be allocated to the Spectators due to limited visibility and/or pre-allocation of these seats for other purposes, such as for the placement of accredited persons or platforms for video cameras.
<b>Ticket Solution Provider (TSP)</b>	A company specializing in the production and distribution of Tickets, selected as a technology provider and a consultant for the Ticket Program.
<b>Official Ticker Seller (OTS)</b>	Seller and distributor of Tickets to Spectators. Selected by the Club and gets the right to act as an authorized Ticket sales channel. The Club has the right to assume the duties of the OTS.
<b>Broadcasting rights holder</b>	Partners of the KHL, who bought the rights to broadcast Games of the League in their respective territories.
<b>Segment</b>	One or more customers who have a pre-defined Ticket quota allocated to them.
<b>Ticket Distribution Strategy or Strategy</b>	A Club document that contains the Ticket Distribution Strategy and is the basis of the Ticket Program, including a description of the Ticket Program's objectives and the funds required for its implementation, as well as the fulfillment of the terms of this provision.
<b>Souvenir Ticket</b>	A Ticket placed on a letterhead pre-printed before the start of the Game, which Spectators often keep as a souvenir.
<b>Receipt</b>	A document on paper or in electronic form (for example, a QR code) that allows you to identify a cash receipt by reading such a QR code from an electronic device belonging to it using specialized automatic devices and confirm the fact that the Spectator has purchased a Ticket or a Season Pass, and required to be presented in the territory of the Russian Federation. Mandatory requirements for the Receipt are established by the legislation of the Russian Federation.

## Chapter 2. TICKET DISTRIBUTION PRINCIPLES

Ticket distribution is based on the following key principles that shall be taken into account when making strategic decisions, planning and implementing the Ticket Program:

- everyone has the opportunity to purchase a Ticket and become a Spectator;
- all Tickets are sold and subsequently used;
- there shall be no free Tickets in the public domain.

At Sports Facilities, the Club shall monitor the following:

- the process of arrival and departure of the Spectators;
- obtaining Tickets by The Spectators;
- buying and selling Tickets;
- access to the Sports Facility for Ticket and Season Pass holders;
- availability of navigation signs and signs inside and outside Sports Facilities;
- availability of navigation signs and signs that help the Spectators when passing to the Sports Facility;
- accuracy of plans for the location of Spectator seats and sectors;
- Spectator movements, including leaving the Sports Facility;
- service management for people with limited mobility (PLM);
- presence of the Spectators in their seats;
- design of Spectator stands in Sports Facilities for TV production.

### Article 1. Market research

To study Spectators' expectations in the target region or city, it is necessary to conduct quantitative and qualitative research. The following research recommendations are offered:

a special element of visualization shall be the price levels that can be acceptable to Spectators.

it is necessary to analyze the model of purchasing behavior to determine whether Customers will purchase Tickets and/or Season Passes in advance or purchase them immediately before Games;

Customer expectations shall be evaluated based on the transport accessibility of the Sports Facility and the availability of parking spaces for different groups of Customers.

### Article 2. Vacant spaces at the Sports Facility

The analysis of successful solutions and possible problems in filling unused spaces at the Sports Facility is of high priority. It shall be planned how the Spectators will sit in relation to the angle of view of the video cameras, in order to minimize the number of empty seats that fall into the TV image.

### Article 3. Expected risks

The Club shall have a plan to restore the functionality of all Ticket services in emergency situations in relation to the necessary technological solutions for Ticket software or access control systems in the Sports Facility.

The Ticket Distribution Strategy and an operational plan shall assess the risks associated with this program and suggest ways to resolve them. The Club shall assess the likely risks, develop alternative plans and include them in the Strategy. Examples of possible scenarios include complete or partial data loss, failure to occupy the Sports Facilities, and unsuccessful Ticket distribution.

Examples of scenarios that shall be considered in operational plans:

- there are no three rows of seats on the sliding rows near the ice rink of the Sports Facility: the seats were sold, but were not installed or were dismantled;
- most Tickets fail when passing through the access control system in the Sports Facility;
- Tickets lost when sent from OTS by courier;
- the Marketing Partner does not have access to 50 Game Tickets because they are lost;
- The Game is canceled (or the start time is changed) less than 24 hours before The Game;
- the new video screen blocked the view from certain rows, which led to the cancellation of seats sold three calendar days before The Game;
- the stock of Ticket forms at the point of sale at the Sports Facility has been exhausted;
- double Tickets have been issued, so that two or more Spectators are competing for the same seat;

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

a Ticket purchased from a questionable seller is a duplicate of a previously purchased/issued Ticket;  
the website or the entire Ticket Ordering System failed due to a large number of requests;  
the website or the entire Ticket Ordering System failed, resulting in the loss of data on completed sales;

a Ticket purchased from a questionable seller has an indication of the central grandstand, but the barcode on the Ticket refers to the stand behind the goal;  
no seats left intended for planned transfers and transfers in case of force majeure;  
it is not possible to sell Tickets on the day of the Game at the Sports Facility Ticket office;  
out of Ticket forms on the day of the Game;  
on the day of the Game, there is a queue of more than 30 people at the Ticket office;  
all Tickets have been sold, and there is an unofficial resale of Tickets by individuals on the approach to the Sports Facility.

### **Article 4. Customer groups and Quotas**

4.1. All Customers play an important role in helping the Club and the KHL to achieve the goals set out in the Ticket Program. Special attention shall be paid to Customers with requirements defined in contracts with Clubs and/or the KHL.

To manage quota allocation and reporting, all Customers shall be divided into Segments. Examples of Segments:

The Spectators;  
the KHL;  
Marketing partners;  
Broadcasting Rights Holders;  
Mass Media;  
statistic teams;  
medical team;  
persons with limited capabilities (including people with disabilities and PLM);  
security personnel;  
representatives of the “visiting” Club;  
Supporters of the “visiting” Club;  
athletes.

4.2. The development of Quotas is a work within the Ticket Program that allows the Club to guarantee the reservation of the necessary part of all Tickets for all Segments that are entitled to Tickets, before the Tickets are put on sale for the Spectators. Quotas are distributed by Segment based on an analysis of the KHL Regulations, obligations to the Customers, the capacity of Sports Facilities, and an analysis of the local market.

The Customers shall be provided with a high level of services when purchasing Tickets. It is important to provide the Customers with guides/instructions for making Ticket orders. For example, informing the Customers that there is a limited number of Tickets for particularly popular Games will not disappoint expectations from the very beginning and will make it easier to place an order for Tickets.

At the same time, it is important to provide for the responsibility of the Customers in the event of their failure to attend the Game, in order to minimize such cases. For every Quota, the Club, in the framework of the Strategy, shall include in contracts with the Customers a time frame for Quota provision to the Customer, the timing of notifications of refusal or confirmation of the Quota, the timing of the release of Tickets for sale, if the Customer refuses them, etc.

#### 4.3. Quota for the KHL

4.3.1. The Club shall provide the KHL or KHL specified persons 25 free admission Tickets of the Third category, 50 admission Tickets to the Second category, 50 admission Tickets of the First category, private VIP box with a capacity of not less than ten (10) seats located on the “long” side of the rink (if the box is not provided for by the project of the Sports Facility, – 10 additional Tickets of the First category), 10 passes to a guarded parking lot of the Sports Facility.

Tickets of all Categories shall be provided for seats located on the lower tiers of Sports Facility, but not lower than the 6th row, without limiting the visibility of the ice rink.

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

4.3.2. In case of no demand for Tickets, the KHL shall notify the Clubs (including through the Club's electronic system): during the Regular Championship – no later than 48 hours before the start of the Game, during the playoff series – no later than 24 hours before the start of the Game.

4.3.3. The Club shall ensure the priority right to purchase the following number of Tickets by the KHL or persons nominated by the KHL:

130 (one hundred and thirty) Tickets in total in the selected KHL categories (First, Second, Third) for each Regular Championship Game, provided that the Club submits a request from the KHL for such purchase no later than fourteen (14) calendar days before the start of the corresponding Game;

75 (seventy-five) Tickets in total in the selected KHL categories (First, Second, Third) for each playoff Game, provided that the Club receives a request from the KHL for such purchase no later than 24 hours after determining the date of the corresponding Game.

Tickets of all Categories shall be provided to places located on the lower tiers of Sports Facilities without limiting the visibility of the ice rink.

### 4.4. Quota for Marketing Partners

Distribution of Tickets for the KHL Games is of great importance for the overall satisfaction of Marketing Partners. Tickets are extremely important for Marketing Partners and their Customers, as they are used to reward staff, conduct advertising and marketing campaigns, and demonstrate the value of partnership for corporate management and shareholders. All aspects of the Ticket service for Marketing Partners shall be coordinated, including: service levels; Ticket allocation methods; and problem solving

4.4.1. The appropriate Quota for each Game shall be considered so that all Marketing Partners can have access to Tickets for all Games in accordance with the Contract. In addition, Marketing Partners may require Tickets in excess of the allocated amount in accordance with their agreements (for example, for sweepstakes or awards for employees, local buyers, and staff). In this case, the Club shall offer its Marketing Partners a priority right to purchase additional tickets, if possible, and provide mechanisms for prompt purchase of additional Tickets.

4.4.2. The Club shall guarantee that the obligations and requests of the Club's Marketing Partners for Tickets will be fulfilled in accordance with the contractual obligations, and the Marketing Partners of the League as a whole, in accordance herewith and with the Regulations.

4.4.3. The Club shall be able to issue Tickets to Marketing Partners online in accordance with Chapter 2, clause 8 hereof. Therewith, the Club shall have a mechanism for obtaining summary information about Tickets transferred to Marketing Partners that did not attend the Game.

### 4.5. Quota for Broadcasting Rights Holders

The KHL, as part of its Quota, allocates the Tickets for the Broadcasting Rights Holders in the territories of the Games. Broadcasting Rights Holders are no less important than the representatives of other Segments – the implementation of broadcasting rights brings the League and the Club a significant part of the total revenue.

### 4.6. Quota for Mass Media

The allocation of space for Mass Media includes the withdrawal of seats from sale for the installation of Mass Media and broadcasters' equipment, as well as the allocation of seats for the press, photographers, etc. The allocation of seats for the specified group at each Sports Facility shall be performed in accordance with the KHL Regulations.

4.6.1. The Press tribune for accredited Mass Media representatives shall be located on the Sports Facility grandstand opposite the Players' Benches (no higher than the box level) in accordance with the requirements of Article 3, clause 1.29 of the KHL technical Regulations:

- provide full visibility of the ice rink and benches;
- have at least 30 equipped workplaces, during the second stage of the Championship – at least 50;
- have all places equipped with work desks with extension cords assuming at least 2 electrical outlets per workplace;
- additionally, have five (5) workplaces (during the second stage of the Championship – 15) equipped with a wired Internet connection (including an Ethernet cable with an RJ-45 connector at least 2 m long at each workplace).

### 4.7. Quota for statistics teams

Each Sports Facility where Games are held shall have places for employees of statistics teams in accordance with Article 3, clauses 1.12-1.14 of the KHL Technical Regulations:

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- ten (10) workplaces for employees of statistics teams located in the upper part of the central sectors of the grandstands on the side of the Players' Bench; equipped with desks and chairs, electrical outlets, seven laptops for each Game provided by the Club; Internet access with a guaranteed speed of at least 1 Mbit/s for each device. Internet access shall be provided via a wired connection. Backup communication channels to access the Internet shall be provided. Wi-Fi may only be used as a backup communication channel. Allocation of the statistics team employees' workplaces in different parts of the Sports Facility and/or changing the location of workplaces during the season is allowed only upon the written approval by the KHL;

- one (1) workplace for an employee of the statistics team for conducting live text broadcasts via the Internet to the KHL website with a full overview of the ice rink, Internet access with a guaranteed speed of at least 1 Mbit/s, electrical outlets, a desk and a chair. It is allowed to place the workplace of an employee of the statistics team for conducting live text broadcasts via the Internet to the KHL website separately from the main workplaces of the statistics team. It is mandatory to have backup communication channels for Internet access and a laptop provided by the Club, as well as telephone or radio communication with all workplaces of the statistics team;

- one (1) workplace for an employee of the statistics team of the KHL Partner, located next to the workplaces for employees of statistics teams, equipped with a desk and chair, electrical outlets, Internet access with a guaranteed speed of at least 1 Mbit/s for each connected device. Internet access shall be provided via a wired connection or Wi-Fi. It is mandatory to have multiple communication channels to access the Internet. Changing the location of the workplace of an employee of the statistics team of a KHL partner during the season is allowed only upon the written approval by the KHL.

### 4.8. Quota for the medical team

Each Sports Facility where Games are held shall have the marked seats to accommodate two teams of medical personnel on duty during the Game in accordance with Article 3, clause 1.15 of the KHL Technical Regulations:

- Seats for allocation of medical personnel teams on duty shall be marked with a flag/banner (size 30 × 40 cm), which shall be visible from all Spectator seats. Places for medical personnel teams shall be located in the immediate vicinity of the ice rink, near the storage area of medical equipment and technological gates for ice resurfacers, not higher than the second row of the grandstands of the Sports Facility. At the same time, there shall be no obstacles in the way of the medical team's movement from the location on the arena to the ice rink during the Game. Doctors of the teams of the "host" and "visiting" Clubs shall be informed in a timely manner about the location of the medical personnel on duty and ambulances, as well as about the location of the medical center.

### 4.9. Quota for persons with disabilities

Each Sports Facility where Games are held shall have designated seats in the grandstands for persons with disabilities and for persons accompanying this category, in accordance with Article 3, clause 1.19 of the KHL Technical Regulations:

- designated seats in the stands (at least ten (10)) for persons with disabilities and at least ten (10) seats for persons accompanying this category with a barrier-free environment and appropriate passageways equipped with special devices (ramps, lifts) for free movement and access of persons with disabilities (associated with disorders of musculoskeletal functions), moving in wheelchairs.

- all Tickets for Spectators with disabilities who have difficulty moving or are in wheelchairs shall include a Ticket for an accompanying person, if requested. The Club shall also decide whether the Tickets for the specified persons, as well as their accompanying persons, will be free of charge or subject to payment.

### 4.10. Quotas for security agencies

The host Club shall reserve the required number of seats for representatives of bodies that ensure order and security in accordance with Article 12, clause 9 of the KHL Technical Regulations:

- The host Club shall ensure the safety of Players, team representatives, and Officials on ice, on the Bench, and in the penalty box during the Game, as well as the impossibility of physical contact with the Spectators. For these purposes, the host Club shall take all necessary measures, including reserving the necessary number of seats in the immediate vicinity of the Players' Benches and penalty boxes and areas where Spectators can enter the ice. These seats are intended for representatives of bodies that ensure order and security.

### 4.11. Quota for the "visiting" Club



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The host Club shall provide the “visiting” Club with 20 free admission Tickets for a Championship Game in the event of submitting an application no later than twenty-four (24) hours before the start of the Game.

### 4.12. Quota for the “visiting” Club’s Supporters

The Club shall develop a Ticket and Season Pass Program for Games of the KHL Championship, taking into account the requirements for the organization of the «visiting» Club’s sector. As part of the distribution of Tickets to the “visiting” sector, Clubs shall comply with the rules of Article 10 of the KHL Technical Regulations:

“Visiting” sector is a part of the grandstands of the Sports Facility (multiple sectors, sector, part of the sector), where Fans are seated compactly and separately from the rest of the Spectators, as well as Supporters of the “visiting” Club, if desired.

The “visiting” sector shall necessarily be restricted by security zones on all sides. Security zones (passageways, stairs, several rows of unoccupied seats) shall be created to eliminate the possibility of direct contact between fans of the “visiting” Club and the “host” Club, and unauthorized movement of Fans. Security zones shall be controlled by employees of bodies that ensure order and security.

The “visiting” Club shall have the right of priority purchase of admission Tickets to the Championship Game for the Fans in the “Visiting” sector in the amount of 3% of the total number of seats in the Sports Facility, where the Game is held, subject to the condition of requesting a purchase of these Tickets no later than forty-eight (48) hours before the start of the Game (in a series of Games of the playoffs –twenty four (24) hours) and of their purchase no later than two hours prior to the Game.

A box-ticking approach to submitting a request by a “visiting” Club is not allowed in terms of determining the number of entrance Tickets for its Fans in the “visiting” sector (overstating the number on a box-ticking approach basis, based on 3% of the capacity; understating the number; no request). The “visiting” Club shall have objective information about the number of its active Fans who are going to be present in the “visiting” sector at the “away” Game of their team and reflect it in the request.

The size of the “visiting” sector shall meet the requirements of the KHL Technical Regulations for the number of Game Tickets allocated to the “visiting” Club and security requirements. The host Club shall reserve an additional quota in the “visiting” sector in the amount of 10% of the “visiting” Club’s seats specified in the request in case of arrival of an additional number of “visiting” Fans who are not included in the request, provided that the total number of Tickets for the Game for “visiting” Fans does not exceed the amount established by these Regulations.

In case of presence of Fans of the “visiting” Club who arrived at the Game in other sectors, the “host” Club shall promptly take measures to move them to the “visiting” sector.

The “host” Club shall take measures to localize the presence of Fans of the “visiting” Club team on the entire territory of the Sports Facility: in canteens, smoking areas, common areas, stairs, and passageways. Measures may include changing the location of the “visiting” sector, changing the flow of Spectators in the territory of the Sports Facility, moving food outlets, changing the assignments of entrances to the Sports Facility, etc.

The “host” Club has the right to reduce the size of the “visiting” sector, subject to mandatory compliance with security requirements in accordance with the request of the “visiting” Club.

The “host” Club has the right to increase the size of the “visiting” sector from the one established by the Regulations, subject to mandatory compliance with security requirements, guided by commercial interests or agreements reached with the “visiting” Club.

In cases when only a part of the Sports Facility sector is used for the “visiting” sector, it shall be located in the upper part of the grandstand, tier (there shall be no other Spectators behind the Fans of the “visiting” Club).

The “visiting” sector and the “fan” sector of the host Club shall be arranged on opposite grandstands.

### 4.13. Quota for Hockey Players

The Club shall provide a Quota for possible sales or free provision of Tickets to Hockey Players so that their relatives and friends can attend Games.

## Article 5. Reserved Tickets

5.1. A certain number of Tickets shall be retained as a reserve Quota after the start of sales, intended for unforeseen events during the course of the competition or before the Games, such as: reducing the

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capacity of the Sports Facility; changing the position of TV cameras; changing the view from the previously planned one, etc. The allocation of the reserve is part of the Quota and shall be made before the start of sales. The reserve can reach 3-5% before the Games and no more than 1% on Game days.

5.2. A small portion of Tickets shall be reserved in case of problems on the day of the Game. This part shall be 0.5-1% of the capacity of the Sports Facility. These Tickets shall cover all price categories and can be used in such cases as double Ticket sales, broken seats, unforeseen circumstances, etc. The Club employee responsible for the Ticket Program shall be responsible for the maximum occupancy of the Sports Facility during the Game, and shall work to identify unclaimed reserve seats that may be released for sale.

### **Article 6. Seats withdrawn from sale**

Planning for determining the maximum number of seats withdrawn from sale shall be performed at an early stage. Seats withdrawn from sale may be intended for the Mass Media, broadcasting organizations, security services, the needs of Sports Facilities, Ticket reservations and grandstands for accredited persons.

In all cases, discussions with the relevant services and broadcasters are required to determine the exact location of the seats withdrawn from sale. It is important to plan the seats withdrawn from sale both by Price Zone and by Customer Quota, so that the exact number of Tickets can be put up for sale.

### **Article 7. Limited view**

Places with limited view are places where something prevents a full view, but which are suitable for viewing Games.

Places with limited view shall be clearly marked, and Customers shall be aware of the limited view when purchasing a Ticket. When selling Tickets of this category, the Club shall indicate that the seat it sells is a seat with a limited view, and its price shall be lower than the Ticket price for similar seats, but with a full view. The Club can release them for sale as places with a full view are sold.

### **Article 8. Seat use**

All Customer groups shall be responsible for the proper management and use of the Tickets provided to them. No later than 3 days during The Regular Championship and 1 day during the playoff series Games (the period can be adjusted for each group of Customers as part of the Strategy) before the corresponding Game, Customers shall inform the Club of Tickets or Season Passes that they expect will not be used. The Club shall have a mechanism for such notification and coordinated Strategies and procedures for further actions. For exchange or redistribution of Tickets or seats for Season Pass the Club shall provide the Customers with the functionality developed by the Club to maximize use and occupancy, described in detail in Chapter 3, clause 2.4. of these Regulations.

Groups of allocated seats in the framework of requests from Customers shall be concentrated in one place of the Sports Facility and shall not be separated by other places, stairs or passageways for Spectators.

## **Chapter 3. TECHNOLOGIES AND TICKET DISTRIBUTION MANAGEMENT SYSTEMS**

The Club shall have its own Ticket system, or have the rights to use it, or have a contractor that provides such a system and related services, covering the full scope of Ticket operations, including the sale, printing and distribution of Tickets for all “home” Games of the Club, regardless of the Sports Facility where the Club plays.

When considering information technology systems, attention shall be paid to proven technological solutions. The latest technologies shall be studied, but they shall only be applied if they are well tested and will bring significant benefits to the Program with minimal risks.

The Club shall require its Ticket solution provider to have a stable support structure with service staff. The effectiveness of these relationships is the key to the successful implementation of the Ticket Program. In case of placing Ticket services in cloud solutions, the Club shall have a backup Internet channel for such a solution with the possibility of switching channels in no more than 5 (five) seconds.

### **Article 1. Supplier selection**

The main recommendations on the choice of the Supplier of the Ticketing system:

- a partner who has experience in large/complex sports events;

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- meets all technical standards and requirements of these Regulations;
- has employees with experience of participating in major events;
- ready to provide support by the Head Office during periods of the greatest load.

The Ticket solution provider shall be able to:

- deliver or provide access to the software for all operations of planning, allocation, sales and distribution of Tickets, including having the functionality of selling a seat as a separate Ticket or as part of a Season Pass.

- create a Ticket distribution website linked to the Club's website, as well as the Club's Spectators database, and manage or integrate e-commerce functionality;

- interact with Partners of the Club or the KHL (for example, with banks and sponsors in the field of telecommunications, with credit card issuers) to develop special procedures for the sale and distribution of Tickets;

- provide a CRM solution or integrate with the Club's existing CRM solution for marketing and service communications with Customers (including in automated mode according to pre-developed scenarios).

### **Article 2. Ticket Management**

Ticket management involves tracking the entire movement of electronic documents, generating reports on Tickets, as well as controlling Ticket management by the relevant Customer. Using unique barcodes (QR codes or other means) on the Ticket allows the Club to track which account the Ticket belongs to, as well as the initial sale, subsequent resale, exchange or transfer of the Ticket, re-printing the Ticket (with a change in the unique barcode), up to the final stage when the Ticket is scanned or remains unused. Online Ticket management shall allow for transparent and convenient transfer or resale of Game Tickets using the system.

#### **2.1. Website for special Customers**

Starting with the 2022/23 season, a separate Ticket distribution website shall be developed for KHL Marketing Partners and individual Customer groups, separate from the Spectators website. The website shall provide Customers with automated functions for requesting and issuing Tickets from the Quota online, managing Tickets, as well as returning already issued Tickets and canceling Tickets within the allocated Quota. Customers shall also be able to manage their Tickets through this website after seat allocation by independently allocating seats to their guests/groups/destinations.

#### **2.2. The Official Ticket Seller (OTS)**

The Club can choose an Official Ticket Seller (OTS) who can provide valuable support in promoting the distribution of Tickets. The OTS shall act in accordance with the legislation of the Russian Federation and/or the host country, be able to prove technically and financially that it is able to effectively manage Ticket sales operations, and shall be able to meet the requirements of the Spectators and the Club. The OTS shall be able to provide the Club with Contact Center services and a wide network of points of sale in the Club's city/region.

Clubs shall be responsible for providing the Spectators with access to purchasing the Tickets. Therefore, Clubs and their potential partners shall provide a wide range of Tickets and services that meet the needs of the Customer groups. This includes both individual Tickets and Ticket packages (including Season Passes).

#### **2.3. Minimization of illegal resale**

It is important to take administrative measures to minimize unauthorized resale of Tickets in accordance with the laws of the country of the Game.

The Clubs shall study the legal framework that protects them from unauthorized resale of Tickets and take action against companies and individuals who perform unauthorized resale of Tickets, including online. Clubs shall strive to reduce the number of Tickets sold and purchased through illegal sellers and their websites.

As part of the use of the Ticket system, the Club shall be able to track transactions from the same bank cards, e-mail addresses, phone numbers, with the same personal data, etc.

The presence of an official Ticket sales system helps to weaken the illegal market. Customers who purchase Tickets through the Club's website are assured that they are purchasing official Tickets.

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### 2.4. Official Ticket redistribution

The possibility of resale, transfer, or donation ensures that Tickets are reallocated, which helps ensure that they are used by the Spectators in need and that all seats in the Sports Facility are occupied.

The tools that the Club shall have available at the beginning of the 2021/22 season in Ticket Management Programs:

sale of a visit by the Season Pass owner;

donation;

#### 2.4.1. Sale of Game attendance rights by the Season Pass holder

Due to the fact that the occupancy of seats by Season Passes can be 50-70%, it is necessary to provide the opportunity for Season Pass holders to withdraw from the Game included in their Season pass in advance with the ability of putting it for sale and receiving remuneration in case of its sale, in the amount of 70% of the average cost of the Ticket within the Season Pass. At the same time, the Club has the right to sell the given Ticket at the nominal weekly price. The Club shall put such Tickets on sale only after implementing 90% of its own Quotas in the same price category, intended for Spectators, and/or to fill seats that fall into the cameras of the TV broadcaster. Additional conditions for the sale of such Tickets (for example, acceptable cancellation periods) shall be specified by the Club in the Strategy. If the place offered for sale has not been sold, the remuneration shall not be paid.

#### 2.4.2. Donation

This feature allows a registered Ticket holder to donate Tickets to a Club or Club-approved Organization for distribution to those who have no other opportunity to attend the KHL Games.

### **Article 3. Ticket System requirements**

Ticket distribution systems shall take advantage of emerging technologies, communication methods, and sales methods that have been proven in other areas. Using the Internet is a mandatory method of sale. In this case, Customers receive information about the availability of seats in real time, and the Ticket distribution process is performed in the same mode. The Internet shall be considered as the main system, and not as an additional sales tool.

#### 3.1. The system load

The website's system for selling Tickets to Spectators shall be prepared to handle both potential traffic spikes and overall traffic increases, to prevent the site from slowing down and/or stopping. A failure of the Ticket Distribution System can greatly damage the overall image of the Club and the KHL and cause negative responses from potential Customers.

#### 3.2. Security system

3.2.1. In addition to testing the load and preparing the content of the website, the Club shall provide security measures in relation to the Ticket system and the Ticket sales website (for example, using a firewall), as well as to already printed Tickets.

3.2.2. Ensuring high-quality storage and processing of personal data of Spectators shall be performed in accordance with the legislation of the country where the Club's "home" Game is held.

3.2.3. It is necessary to conduct proper security testing of the website for the distribution of Tickets with the joint efforts of the TSP and the Club.

A security failure can cause serious offenses, such as credit card fraud or illegal use of personal information (personal data).

### **Chapter 4. TICKET SALES**

One of the main goals of the Ticket Program is to ensure the occupancy of the Sports Facilities and develop an appropriate pricing policy that will help achieve this goal. To access the Sports Facility, all Spectators shall have a Ticket. Ticket prices shall be formed in such a way as to avoid a large number of empty seats. It is very important to calculate the ratio between the optimal financial return and the maximum occupancy of the Sports Facility.

#### **Article 1. Tickets**

1.1. When issuing any Tickets, including Tickets for press seats, seats for security personnel, other than the usual seats for Spectators, the Club shall reflect the relevant signs in the Club's Ticket information system.

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1.2. Free entry to the Game shall be provided for children under six years inclusive, but without providing a separate seat. At the same time, the Club has the right to provide children's/school/student/family Tickets, as well as package offers (Season Passes) that provide certain discounts.

1.3. Tickets issued on material media shall have a high quality that reflects the status of the Game. The Ticket shall be required for registration in the access control systems at Sports Facilities, but, at the same time, it can be a souvenir Ticket for the Spectator.

1.4. The Club has the right to sell Tickets in printed and electronic form (except for the case specified in Chapter 4, Section 5, clause 5.5.6 of these Regulations). Different types of Tickets can be issued:

souvenir Tickets – when a Customer purchases a Ticket at a point of sale, Ticket printing is usually performed on-site, on a ready-made souvenir sheet using a Ticket printer. These Tickets may differ from others in size, shape, and design, but shall meet the general design and technical requirements;

Tickets at points of sale (OTS forms);

e-Ticket;

mobile e-Ticket;

wallet;

a Ticket in the form of a Bank card or a special card with a chip.

1.5. When selling Tickets to VIP boxes, as well as other areas of the Sports Facility that differ from the usual Spectator seats, the Club shall reflect these sales in the Club's information Ticket system.

1.6. When making admission Tickets, Season Passes for the Club's "home" Games, the Club shall provide multiple high-quality degrees of protection in order to prevent their forgery, such as: special paint, barcodes and copy protection.

1.7. The Ticket or Season Pass shall provide the Customer with information in accordance with Article 12, clause 3 of the KHL Technical Regulations:

Entrance Ticket or a Season Pass is mandatory to provide the Customer with information about the name of the Game, the name of the Sports Facility, the date and time of the start of the Game, to have a clear indication of the grandstand, sector, row and seat, and entrance (optional), excerpts from the Code of Conduct of the Sports Facility (see Appendix 6 to the KHL Technical Regulations), concerning the responsibilities of the Spectators and items prohibited for taking into the Sports Facility or use, or a link to this Code of Conduct, as well as other information recommended or required by the legislation of the country of the Game including: invoice number, order number, Event code, printed date and time, Ticket price, taxes or fees (if applicable), etc.

1.8. The Club shall provide the Customer with a Confirmation of purchases made through the website, which displays all the details identifying the Customer's order and complies with the requirements of the legislation of the country of the Game, as well as these Regulations.

### **Article 2. Pricing**

2.1. As part of the Ticket Program, the pricing calculation shall be drawn for each Game or group of Games. Pricing decisions shall be based on a thorough study of the market and the expected demand from various Customers.

Price levels and division into zones shall correspond to the view from the seats and their location in terms of viewing of what is happening on the ice rink of the Sports Facility.

2.2. The lack of discounts

It is not recommended to provide discounts for Tickets that do not have a marketing and communication justification. The Club has the right to introduce discounts for visiting the KHL Games in the following cases:

package offers for multiple Games;

purchase of Tickets for persons under 18;

marketing campaigns of the Club and Marketing Partners;

need for Spectator actions (for example, filling out a profile to save in the Club's database);

Fan loyalty (for example, buying Tickets for several years in a row).

Any potential discount strategy (if it is considered that it will help achieve the goals of the Ticket Program) shall be carefully considered and included in the Strategy. The above strategy is important for achieving planned revenues and shall help avoid inequality and discontent among Customers who buy Tickets to Games.

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### 2.3. Special cases

If it becomes clear that all Tickets cannot be sold, backup programs may be considered, such as, for example, the allocation of Tickets to youth organizations and/or volunteers, while such allocation can be made no earlier than three (3) days before the Game, shall be organized centrally through the relevant organization and shall not be publicly available.

### **Article 3. Price zones**

#### 3.1. Price category

Spectators' access to Sports Facilities' sectors that do not correspond to the purchased Tickets shall be prohibited by controlling the entrance and by the actions of security service representatives (supervisors). This shall be taken into account when dividing into price zones.

#### 3.2. The number of seats by category

A sufficient number of seats in each price category shall be available to the Spectators at the Sports Facility. For example, at a Sports Facility with three price categories, 90% of Tickets cannot be in the top price category. Optimal distribution of price categories: 20% – upper price category, 50-60% – middle, 20-30% – lower.

### **Article 4. Means of payment**

4.1. The Club's Ticket solution shall be integrated with the leading payment systems and services: credit and debit cards (Mastercard, VISA, MIR); cashless payment and payment processing for corporate Customers.

The Customer shall also be able to pay in cash at Ticket sales points.

4.2. Clubs, conducting home Games in the territory of the Russian Federation, in accordance with the Federal law No. 54-ФЗ dated May 22, 2003 shall comply with the following rules (in case of change in norms of 54-ФЗ, Clubs shall be governed by the amended Law):

4.2.1. If the calculations are performed with the Customer, the Club shall issue a Receipt and the Ticket in hard copy, also according to the Customer's requirement, and if provided with the subscriber number, or e-mail address, the Club shall send an electronic invoice.

4.2.2. When using electronic means of payment and there is no possibility of direct interaction between the Club and the Customer, the cash Receipt shall be sent to the Customer in electronic form.

4.2.3. The Club shall ensure the transfer of cash receipts through fiscal data operators (FDO) to the Tax Inspectorate.

### **Article 5. Ticket sales to Spectators**

5.1. All Ticket sales programs for special categories of individuals, such as employees and volunteers, Fan Clubs, etc., shall be included in the Spectators Quota. The allocation shall be reasonable, with the distribution of Tickets for all Games and in all price categories.

At least 70% of Tickets from the capacity of the Sports Facility shall be allocated for open sale (sub-commercial sale). Sales methods and the quality of Customer service are important for Spectators satisfaction with the Ticket Program.

#### 5.2. Restrictions

The limitations in the number of Tickets per order (including one phone number/e-mail/IP address) and/or per Customer shall be considered. This applies to Games with a predicted increased demand for Tickets, and shall also be aimed at limiting possible Ticket resale and guerrilla marketing. For example, a maximum of four Game Tickets per order is usually accepted.

#### 5.3. Sales techniques

Methods of Offering Tickets for sale may vary at the Club's discretion. They can use the following methods:

online orders;

contact centers;

points of sale:

Ticket offices in Sports Facilities;

points in places controlled by the Club;

OTS points;

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points that use third-party sales networks (such as a Ticket Agency) or the network of a Marketing Partner (such as a bank).

All methods shall be connected to the real-time Ticket Distribution System and shall sell the Remaining Tickets until the end of the Game.

### 5.4. Points of sale

Points of sale outside the perimeter of the Sports Facility shall be properly located. When planning in the strategy of points of sale/Ticket offices, the Club shall take into account the following:

required number of points;

location of points;

opening hours of points outside of the Sports Facility in comparison to the Ticket offices at the Sports Facility (i.e. arena schedule is consistent with the Game schedule, while the points outside the Sports Facility have regular hours of operation);

expected demand and the required number of working windows – on the Game day, all windows shall be used if there are enough Tickets to sell;

staffing and adjustment of their work schedules to meet demand;

distribution of information about the points (such as opening hours, location) on the points themselves (for example, Ticket availability).

### 5.5. Ticket Offices

5.5.1. In the zone of points of sale in the territory of the Sports Facility, the Code of Conduct in the Sports Facility and the necessary information for Spectators shall be posted in accordance with Article 12, clauses 4 and 5 of the KHL Technical Regulations:

The Ticket offices of the Sports Facility where the Championship Game shall be held shall contain all the necessary information for Spectators (Fans), including for fans of the “visiting” Club: clear information about the “visiting” sector, the possibility of purchasing admission Tickets for this Game (at the Ticket offices or through the “visiting” Club). A separate Ticket office shall be allocated for the Supporters of the “visiting” Club.

The Code of Conduct in the Sports Facility (Excerpts from the Code of Conduct) shall be placed in the Ticket office area. Foreign Clubs shall publish Code of Conduct in Sports Facilities in Russian and in the official language of their country.

5.5.2. Ticket offices of the Sports Facility shall sell Tickets for the Game on the day of its holding. However, Ticket offices shall open at least six (6) hours before the start of the Game and remain open at least until the end of the first intermission of the Game.

5.5.3. The technology available at Ticket offices of Sports Facilities shall include among other things:

device for printing Tickets at the counter;

credit/debit card payment system behind the counter;

RFID/barcode scanning/reading tools (including registered symbols – encoded barcode);

Ticket printing tools and Replacement Tickets;

cancellation of existing smart cards;

providing smart cards for replacement;

access to the Ticket system.

5.5.4. Ticket offices shall be accessible to all categories of Spectators, including PLM.

Clubs are encouraged to maintain a special reference line for Spectators with disabilities who may need special information and assistance related to the availability of Sports Facilities and the services provided. Employees of the Ticket distribution service (Clubs and Sports Facilities) shall be familiar with the principles of operation of auxiliary hearing devices and existing forms of service for deaf and hard-of-hearing Spectators. The Sports Facility administration and Ticket office staff shall take appropriate measures to ensure that people with disabilities who have Tickets are not discriminated against in any way.

### 5.6. The release for sale

5.6.1. Tickets shall be available for open sale at least thirty (30) calendar days before the start of the corresponding Game. If a Game appears in the official schedule of the Championship less than thirty (30) calendar days before the date of its holding, Tickets shall be released for sale no later than twenty-four (24) hours after the announcement of the date and time of such a Game.

5.6.2. Season Passes shall be released for sale at least forty-five (45) days before the start of the corresponding season. It shall be taken into account that the launch of Season Pass sales is one of the factors

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that attract Spectators actively. The release date shall be determined by studying the internal market of the target region or city. The systems used in the Season Pass application process shall be installed and tested before sales start.

5.6.3. When working with Spectators, including those living in other cities and States, Clubs shall switch to the scheme of selling admission Tickets to “visiting” Games through their Club (a representative of the Club working on the «visiting” Game) in accordance with Article 12, clause 6 of the KHL technical Regulations.

The KHL Clubs with their Supporters, including those living in other cities and States, shall switch to the scheme of selling admission Tickets for “visiting” Games through their Club (Club representative working on a “visiting” Game), taking into account that the “visiting” Club shall have information about the number of its fans who are going to visit an “away” Game of the Club, to supply objective information in the request for the purchase of Tickets.

5.6.4. As part of the distribution of Tickets to the “visiting” sector, Clubs shall comply with the rules of Article 10 and Article 12 of the KHL Technical Regulations. Ticket sales to the Supporters of the “host” team in the “visiting” sector are prohibited. The cost of Tickets to the “visiting” sector shall not exceed the cost of Tickets to neighboring or similar sectors in the arena. The sale and distribution of Tickets to the “visiting” sector via the Internet is prohibited.

### 5.7. Additional services

5.7.1. In addition to the sale of Tickets for Spectator seats, the Club's Ticket system shall allow the simultaneous sale of non-Ticket products:

Parking Tickets (starting from season 2021/22, if there is paid parking for Spectators);

Souvenirs that you can pay for when buying Tickets and pick up at the Game (starting from season 2022/23).

### 5.8. Changes in the Championship Schedule

There is always the possibility of changes in the schedule of the Championship Games after the announcement of dates and the start of Ticket sales. Changes can be of the following types:

minor changes that do not affect Ticket distribution (for example, changing the start time by 30-60 minutes);

significant (for example, changing the date or the opposing team).

The Strategy shall agree on a policy for determining whether such changes are significant to the Ticket distribution process. According to the Club's policy, Customers affected by such changes shall be contacted and offered options for Ticket replacements. The Club shall be ready to return funds to the Customers quickly, systematically and understandably in such cases, both through points of sale and centrally through special centers determined by the Club.

If possible, it is necessary to use a flexible approach when exchanging Tickets for Spectators who bought Tickets before the changes in the schedule of the Championship Games.

The Club shall have and reflect in the Strategy a policy of informing Spectators about such situations, indicating the channel of information, responsible persons, necessary financial resources and their sources, etc.

### 5.9. Game cancelation

5.9.1. If a Game is cancelled, all Ticket holders shall receive financial compensation.

5.9.2. If a Game is postponed and then rescheduled, the original Tickets shall be valid for the new date, but the Spectators shall be entitled to return the Tickets purchased before the rescheduling and receive a full financial refund, including the service fee charged (if any).

5.9.3. The strategy shall also reflect the policy of exchange and/or refund of Tickets for Games that have already started, but were canceled later.

Possible example of a policy: if a Game is cancelled after it has started and less than two (2) Game periods have taken place, buyers will receive a refund. If two (2) Game periods or more have taken place, the Game is considered to have taken place, and the Ticket price is not refundable.

5.9.4. All buyers who receive a refund shall be assisted in purchasing Tickets for an alternative Game.

## Article 6. Ticket operations support



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6.1. the Club shall have its own responsible employees (or employees of the OTS) of the Spectator support center and ensure its operation and management to resolve Customer complaints (including mandatory during the “home” Game of the Club from the moment the entrances to the Sports Facility are opened until the end of the Game). Responsible employees shall have relevant experience with the Ticket solution or receive the appropriate training. The above center shall include a Contact Center and provide relevant information about Tickets on the official website of the Club and/or the OTS for the sale of Tickets for the Games. All Customer complaints shall be processed and tracked.

### **Article 7. The relationship with the Spectators**

#### 7.1. Customers’ questions and complaints

Customer service shall be friendly, it shall serve as a means of introducing the Spectators to the Club.

All full-time employees OF the Club shall be trained in the etiquette of communicating with the Spectators and people with disabilities, and receive training related to accessibility issues, since both Game and non-Game days, people with disabilities can be in any area of the Sports Facility. Employees shall understand that persons with disabilities require special conditions when accessing the territory of the Sports Facility. These conditions can be physical, sensory, intellectual, or psychological.

It shall be possible to address prospective requests and complaints from the Customers by contacting the Club or Contact Center directly. All requests and complaints shall be reviewed, and actions on the most common complaints shall be reflected in the Strategy.

### **Article 8. Ensuring Sports Facility occupancy**

To successfully achieve the goal of ensuring the occupancy of the Sports Facility, various programs shall be developed that allow all key Customers to benefit from the developed programs for unsold Tickets. Programs shall be communicated to Customers in advance so that they can plan their actions accordingly.

Below are the program options for unsold Tickets that the Club needs to use to increase occupancy.

#### 8.1. Ticket Refunds

8.1.1. All Tickets are sold to the Customer on the basis of the rules and laws of the country where the Game is held, and the Club is fully responsible for performing all tasks of its Ticket Program. Therefore, there may be situations where the Club may need to intervene when returning, exchanging or resolving issues with Tickets, especially if unforeseen circumstances or problems arise when selling or using Tickets for entering the Sports Facility. To meet these needs, a contingency plan and working methods for the Club and Sports Facility staff, as well as the personnel involved, shall be developed and approved in the Strategy.

8.1.2. The Club shall process the refund paid for the Ticket or Season Pass, in accordance with the legislation of the country of the Game, including in the event of cancellation or postponement of the Game, which entails a mandatory refund for the Ticket. The preferred method is for the Customer to use the tools specified in Chapter 3, section 2.4.

#### 8.2. Occupancy by Club Employees

The Club can distribute Tickets that were not sold within the organization, i.e. among its employees, volunteers, and representatives of organizations that cooperate with the Club.

#### 8.3. The use of seats for Spectators with disabilities

If there are unsold seats for Spectators with disabilities that do not need to be held in reserve for last-minute sales, in the seats designated for the for PLMs with accompanying persons, temporary transfer seats can be set, and Tickets for such seats can be sold immediately before the Game.

#### 8.4. Vacant Spectator area occupancy

If there is information from the Broadcaster about which areas of Spectator seats will be most visible and at what angle cameras will be installed, it is necessary to develop an action plan for the appropriate filling of the stands at the Sports Facility for television and strengthening support for Players. If the areas that need to be filled by Spectators have not yet been sold out by the time of the Game, Spectators from the upper and more remote seats may be moved to empty seats, as well as banners may be placed above the main visible blocks of empty seats. Sold but empty blocks of seats in such zones can be used by volunteers as Spectators. It is necessary to have an approved action plan in the Strategy to resolve such situations (coordination through stewards or representatives of the control and administrative service, notifications at the entrance, etc.).

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## **Chapter 5. SPORTS FACILITY INFRASTRUCTURE**

Proper planning of infrastructure and seats for Spectators with Tickets at Sports Facilities will ensure a high level of services/assistance for all Ticket holders if there are problems with the use of their Tickets for the Games.

### **Article 1. Ticket offices at Sports Facilities**

It is necessary to ensure the proper location of Ticket offices in the Sports Facilities, the correct and timely supply of electricity and the provision of telecommunications services (Internet and telephone). The number and location of Ticket offices in Sports Facilities depends on the size of the Sports Facility, the direction of movement of the flow of Spectators and the number of entrance groups to the Sports Facility. The number of working windows in the Ticket office shall depend on the expected number of Customers who can receive pre-purchased Tickets at the Sports Facility (if the corresponding functionality is available), the volume of sales and available services at each Sports Facility. At least one (1) working cash window on Game days for every 250 (two hundred and fifty) Tickets that are forecasted for sale, and at least one (1) working cash window on the remaining days shall be provided.

### **Article 2. Entrance groups and exits at Sports Facilities**

2.1. Entrance groups of Sports Facilities shall be located so that the flow of Spectators (when moving to the Spectator areas) maintains a uniform distribution as long as possible. In places where the distribution is uneven and leads to a crowding of Spectators at the entrance, options for directing the Spectators to more free entrance groups shall be considered. Additional measures may include announcements over the speakerphone or through the use of loudspeakers, the placement of special signs, and an increase in the number of supervisors, both inside and outside the Sports Facility.

2.2. In the Spectator access mode, all main access points shall be used for entry, and the limited number of highlighted points shall be clearly marked as exits. In the Spectator exit mode, access points shall be switched to the appropriate mode, and during the Game or Event itself, a combination of the two modes is required.

2.3. All turnstiles at entry points shall be equipped with means of verifying the validity of Tickets and/or accreditation cards and take into account the number of Spectators entering the Sports Facility.

2.4. The Sports Facility shall be equipped with a separate entrance for PLM, or each group of turnstiles shall have at least one turnstile for PLM; there shall be a separate queue for this turnstile. A separate entrance and/or turnstiles for PLM shall be equipped so that all people entering through them are counted as Spectators passing to the Game.

2.5. All Spectators shall receive clear and consistent information on all aspects of the passage to the Sports Facility. The following measures shall be considered, and the provisions of the KHL's recommendations for working with Spectators shall be taken into account:

all entrances and entrance paths shall be clearly marked with signs, and when used in the absence of daylight, have adequate lighting;

all entry points shall be numbered. These numbers shall be distinguishable and appear in all documentation related to the Sports Facility, including horizontal plans and emergency plans. It is also advisable to indicate the numbers of entrances/stands on the Ticket forms;

Sports Facility plans with all entry points shall be placed at strategic points outside the Sports Facility, ideally so that people approaching the Sports Facility can quickly decide which entrance to use.

the first signs to the entrances of the Sports Facility shall be installed near the transport stops and a parking lots in two languages (the official language of the country where the Sports Facility is located, and English), if this is not prohibited by the legislation of the State where the Sports Facility is located.

### **Article 3. Ticket utilization issues management**

3.1. The Club shall provide a separate office/space on the Sports Facility to accommodate the Ticket service center (TSC) for Customer support ("problem entrance") in order to resolve on-site problems related to the use of purchased Tickets (for example, an invalid barcode, the presence of multiple Tickets for the same seat, etc.). Club employees and/or OTS and/or TSP shall be constantly present on-site to solve issues.

3.2. Customers who are not granted further access to the Sports Facility shall be sent to the Sports Facility's TSC for assistance.

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3.3. TSC is used as a place for resolution of problems with the use of the acquired Tickets. If such issues occur, the TSC is the first point where you can resolve any problems related to the use of the purchased Tickets.

3.4. The TSC staff shall be able to connect to the Ticket solution provided by the TSP and the Sports Facility's ACS in order to determine why the Customer was denied entry at the turnstile; including to get information by Ticket number (barcode) on when and where the Ticket was purchased, as well as e-mail address, phone number, and full name if the Ticket was purchased electronically.

3.5. Problems that the TSC staff may encounter:  
problems with entry (for example, a Ticket for a different date);  
lost/damaged/stolen Tickets;  
printing problem;  
exchanged or resold Tickets;  
fake Tickets, etc.

3.6. When determining the appropriate location of the TSC, the following factors shall be considered:  
The TSC shall be located near the entrance, where the largest flow of Ticket holders is expected;  
the holder Of a Ticket without one on hand or with an unreadable Ticket shall be able to approach the TSC;

on the territory of the TSC, there shall be equipment that allows Checking Tickets, exchanging them, transferring them, making payments, etc.

### **Article 4. Access control and Ticket control**

Access control is the concept of controlling individual physical access to a Sports Facility using automatic electronic means, i.e. checking whether a person has a valid Ticket or accreditation for a Game in order to enter or be accredited. Access control shall be performed for all persons who visit the Sports Facility and have access to the "bowl" of the Sports Facility during the Game.

4.1. The Sports Facility shall have an access control system needed to meet the following goals:  
the transmission of the information on entering the Sports Facility to the Ticket system in real time;  
the presence of counterfeit Tickets;  
dividing the flow by grandstands/tiers/sectors (if necessary, i.e. for safety reasons or for constructive reasons);  
identification of PLM Tickets and their accompanying persons;  
refusal of admission to the Sports Facility to the holders of the Tickets that are counterfeit or invalid Tickets;  
refusal of admission to the Sports Facility to the holders of the Tickets that have already been used to enter the Sports Facility;  
control of exit and re-entry to the Sports Facility.

4.2. The Club shall ensure that proper access control of the Spectators to the Sports Facility is provided according to the official documents of the standard form (Tickets, Passes, accreditation, invitations, etc.), eliminating the possibility of penetration into the Sports Facility on the day of the Game for persons having no such documents or using the documents, bearing the obvious signs of forgery (the mismatch of color, size, pattern, structure of paper, text, etc.). The presence in the grandstands of the number of Spectators exceeding the established capacity of the Sports Facility (individual seats) is strictly prohibited.

4.3. The Club can verify the Ticket prior to validation by the turnstiles (visual check of Ticket/scanning): all Tickets shall be checked by the appropriate persons at the magnetic scanning and personal items inspection point located at the entrance to the outer perimeter of the Sports Facility. Among the elements checked on the Ticket during a possible visual check/electronic scan (among other things):  
confirmation of correct data about the Sports Facility, participants of the Game and the date of the Game;

confirmation that the Ticket form is valid.

To avoid Ticket fraud, this check may include an additional electronic scanning of the Ticket with a portable hand-held device, performed by the staff. The holder of a valid Ticket shall obtain permission to pass through the external perimeter of the transport facility. In case a fake/suspicious Ticket is used, or if there is no Ticket, the Spectator shall be denied entry. A Spectator who has been denied entry shall be advised to go to the TSC and seek help.

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4.4. The Club shall organize proper control of admission of Spectators to the grandstands of the Sports Facility, prohibiting bringing the items and substances banned by the Code of Conduct in a Sports Facility to the Sports Facility.

4.5. Access to the internal perimeter of the Sports Facility requires Ticket validation by access control system (ACS) scanners at the turnstiles.

A Spectator presenting a Ticket that is recognized by the ACS scanner as real and valid for a given Game or Event shall obtain an entry permit. The owner of the rejected Ticket will not be granted access. Holders of Tickets rejected at the turnstiles shall be sent to the TSC for help.

4.6. The ACS shall check and read information from Tickets and ensure that Ticket data transmitted from the TSP system can be processed. In other words, the Sports Facility's ACS and the Ticket system shall be compatible in real time.

4.7. The Club shall provide a sufficient number of functional controller cards (master card). Controllers shall be able to unlock turnstiles an unlimited number of times and with any frequency using the master card/controller card.

Master cards/controller cards shall be contactless (RFID) smart cards. Another option is to use plastic cards with a one-dimensional or two-dimensional barcode. The number of the required master cards/controller cards shall be at least two for each entry. Master cards shall only be used by supervisors in exceptional cases regulated by the Strategy.

4.8. If the Sports Facility is equipped with a centralized system of electronic/non-cash payments, it is desirable that such a system and the ACS are operatively compatible with each other in order to enter data into a single database.

4.9. After the Spectators have passed the turnstiles, the security service/stewards/supervisors shall be responsible for directing the Spectators to the appropriate grandstands. Stewards shall be familiar with the Sports Facility schemes and pass the appropriate instructions to ensure that visitors are assigned to their seats according to the data indicated on the Ticket.

4.10. At the entrance to the grandstands of the Sports Facility, the Game organizer's security staff shall conduct a visual inspection of the Tickets to check the information about the sector/row/place, to make sure that the Spectators take the correct seats in accordance with the data indicated on the Tickets.

### 4.11. Attendance registration

4.11.1. The Sports Facility shall have a system for recording the number of Spectators entering the Sports Facility through each turnstile/entry point; the flow rate and the number of Spectators entering the Sports Facility shall be regularly transmitted to the central server.

4.11.2. All components of the ACS and, in particular, all turnstiles shall have a wired connection to the ACS via Ethernet network connections. The only exception may be made for wireless connections are components of an access control system, such as readers i.e. hand-held scanners.

4.11.3. The Club shall record and collect information on all Tickets, Season Passes and accreditations that have passed the control at the entrance to the Sports Facility.

4.11.4. The Club has the right to enact a rule prohibiting the re-entrance to the Sports Facilities. In this case, Spectators who have left the Sports Facility will not be allowed to re-enter. At the same time, the Club shall have a dedicated area located outside the Sports Facility, which is located within the security perimeter and has no exit. If there is an opportunity to leave the Sports Facility with the right to return, such exit and entrance shall be performed through the Sports Facility's ACS.

4.11.5. Starting from the season 2021/22, access to the Sports Facility during Games for accredited persons shall only be performed through separate entrances for such persons equipped with turnstiles with readers. Accredited persons present at the Sports Facility shall be counted in the total attendance of the Game.

4.11.6. Starting from the season 2021/22, in order to control the access of Mass Media representatives to the Sports Facility during the Games, their access shall also be performed through turnstiles. Mass Media representatives present at the Sports Facility shall be counted in the total attendance of the Game.

### 4.12. Change in the capacity of the Sports Facility

Any deviations from the declared capacity of the Sports Facility before the start of the corresponding season, expressed in the number of seats, shall be approved by the KHL.

### 4.13. Access for PLM

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Turnstiles for wheelchair users/persons with limited mobility shall be placed so that a Spectator with a limited mobility can reach his seat using special “simplified access” paths within the loads Sports Facility. This group of Spectators will need suitable paths (according to local building codes) from their points of arrival (car parking, bus stops, etc.) to the turnstiles, then to their seats.

### **Article 5. Number of turnstiles**

#### 5.1. Turnstiles at the entrance

5.1.1. The Club shall calculate the time when the main stream of Spectators arrives at the Sports Facility, based on the experience of holding Games at the Sports Facility. Depending on the time of the Game, its status and planned activities for Spectators on the territory of the Sports Facility, this indicator may change from Game to Game. The Club shall ensure that the entrance groups of the Sports Facility are opened in advance. Depending on the calculation of the time of arrival of the Spectators at the Sports Facility, some entrance groups may be opened at the same time and not all frames may be used, but at the time of peak load, all possible resources shall be used for quick and comfortable passage of Spectators to the Sports Facility.

5.1.2. One turnstile shall provide access to only one Spectator with a valid Ticket to enter or exit at any given time. The total number of turnstiles required depends on the capacity of the grandstands used for the Game and the Sports Facility, and shall meet the following requirements:

the number of turnstiles shall allow reading and provide access to the Sports Facility to all Spectators for thirty (30) minutes;

the number of turnstiles is calculated based on at least one turnstile for every 360 (three hundred and sixty) Spectators from the total capacity of the Sports Facility (five (5) seconds to check the Spectator’s Ticket in the peak thirty (30) minutes before the Game);

the entrance groups of the Sports Facility shall be opened to the Spectators at least ninety (90) minutes before the start of the Game;

turnstiles shall be installed based on the capacity of the grandstands/sectors that are served by the turnstile.

at the time of peak loading (thirty (30) minutes before the start of the Game -fifteen (15) minutes after the start of the Game), all entrance groups to the Sports Facility shall be made accessible to the Spectators.

Successful passage of the security zone by a Spectator depends on the high qualifications of the personnel performing the inspection and Ticket control, stable operation of the ACS, and correctly planned work with the flow of Spectators around the entrance area, including placing fencing system for separation of the flows of Spectators.

5.1.3. It is important to note that the following circumstances shall be specifically taken into account:

if temporary seats are installed in the Sports Facility, the load on individual turnstiles may increase.

Therefore, it is necessary to increase the number of turnstiles in proportion to the number of temporary seats.

in some cases, there are physical barriers to traffic after the turnstiles, which means that you will need to redirect the flow of Spectators to other turnstiles (the load of other turnstiles increases);

if full-height turnstiles are installed, account shall be taken of the correspondingly reduced speed of passing Spectators (by about 30% compared to half-height turnstiles) when calculating the required number of turnstiles to enter the Sports Facility.

#### 5.2. Turnstiles for exiting the Sports Facility

5.2.1. Around the internal perimeter of the Sports Facility, it is usually necessary to install one (1) turnstile for the exit for every ten (10) turnstiles for the entrance (at least one (1) turnstile for the exit to the entire entrance area).

5.2.2. In VIP service areas, it is advisable to install at least one (1) exit turnstile for every three (3) entrance turnstiles.

5.2.3. The arrangement of the turnstiles at the exits may depend on what solution the ACS supplier has to offer. These can be either two-way turnstiles or separate entrance and exit turnstiles.

#### 5.3. Hand-held scanners

5.3.1. It is allowed to use hand-held scanners to ensure the passage of Spectators with Tickets to VIP boxes.

5.3.2. For hand-held scanners, the same requirements are applied as in the sections “readers” (clause 6.3. of this Chapter) and “access control devices” (clause 6.4. of this Chapter), and, in addition, the following requirements:

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switching between entrance and exit modes via the user interface;  
wireless connection;  
minimum battery capacity (i.e. for continuous use): five (5) hours;  
display of the current battery charge.

### **Article 6. Technical requirements**

#### 6.1. ACS

6.1.1. Central ACS server shall meet the following functional requirements:

storing all data of valid Tickets (whitelist) and invalid Tickets (blacklist), including Season Passes, for the corresponding Game (minimum requirement for one Game: 50,000 Ticket entries);

storing accumulated data updates about Tickets;

storing all access data (entry and exit events, as well as all Ticket refusal data at turnstiles) in long-term memory for at least two years;

connecting central servers to manage the Ticket system and the ACS through a local network, or with double redundancy of Internet channels through geographically separated network contours;

UPS (uninterruptible power supply), designed for at least 30 minutes of work; tools for automatic and secure distribution of the Ticket data and software for access controllers.

6.1.2. The ACS shall provide data duplication and quick recovery after the faults.

6.1.3. Real-time central control unit shall communicate with an access control device on all turnstiles.

In case the central management servers or the network fail for some reason, each turnstile shall be able to operate independently of the rest of the ACS.

The access control device for Ticket readers on turnstiles shall download the full database image for the current Game from the central management server at least one (1) time per minute. This creates a mirror of the central server, so that the turnstile can function independently of the rest of the network in an offline mode.

#### 6.2. Turnstile unit

The design of the turnstile (“full-height” or “half-height”) shall allow the controller (supervisor) to see the Spectators and communicate with them.

Each turnstile unit consists of the following components

turnstile;

reader;

access control device;

indicator and/or display;

software.

6.2.1. All components of the turnstile unit shall meet the following requirements:

protection against atmospheric influences;

operating parameter range: -40 to 60 degrees Celsius for outdoor turnstiles and -10 to 40 degrees Celsius for indoor turnstiles;

UPS (uninterruptible power supply) designed for at least thirty (30) minutes of work;

the maximum time is one (1) second from the start of the read operation to the opening of the turnstile in the case when the read resulted in granting access;

the reader shall be positioned so that the Spectator stands very close to the crosspiece of the turnstile when the Ticket is held up to the reader. This shall prevent an unauthorized person or a person who has an invalid Ticket from “slipping in”;

it is desirable that the barcode and the RFID reader is positioned so that barcode Tickets and RFID Tickets can be easily read in the same position.

#### 6.3. Reader

6.3.1. Each turnstile shall have a barcode reader and an RFID reader.

6.3.2. Requirements for the barcode reader:

read one-dimensional barcodes, such as code 128, alternating 2/5, code 39, code 93, EAN codes;

to read one-dimensional bar codes with a width up to 60 mm;

read one-dimensional barcodes of different widths and heights during a single Game;

read two-dimensional barcodes, such as data matrix, PDF 417, Aztec Code.

6.3.3. Requirements for the RFID reader:

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compatible with ISO/IEC 14443 A/B;  
support for encoded radio communication;  
collision prevention function: if there are multiple RFID Tickets in the reading range (defined in ISO/IEC 14443 of no more than 10 cm), the reader first completes the transaction before starting another transaction.

### 6.4. The access control devices

6.4.1. The access control devices shall meet the following functional requirements:  
import from the central control device and store the data of the valid Tickets (whitelist) for the relevant Game. Option: import and store invalid Ticket data (blacklist);  
import and store accumulating Ticket data updates;  
automatically switch between online and offline modes: in case of an interruption connections between the central control device and the access control device, or if the central control device fails, the access control device switches to offline mode and independently verifies Tickets based on the saved whitelist (and blacklist, if any).  
transfer of access data to the central control unit of the access control system:  
online mode: real-time transmission;  
offline mode: transfer the collected data after restoring online mode;  
the maximum time is one (91) second from the start of the read operation to unlocking the turnstile in the case when reading resulted in granting access;  
connecting access control devices to the Sports Facility's Network via the LAN interface;  
integration of access control devices into the Sports Facility's ACS management network;  
implementation of the control function for connected reading devices (devices for barcode and RFID reading);  
applying configuration procedures defined by system users;  
key management and support for standard methods of decoding barcodes; exchange of information with the corresponding Ticket using a RFID reader:  
transmit commands and instruction sets;  
transmit cryptographic keys;  
read data and data records of any length;  
write data and data records of any length;  
read the UID (unique identifier of the RFID chip – “UID”).

### 6.5. Indicator and/or display

6.5.1. Displays are required to display the result of the Ticket verification process. At least one text display (at least 2 x 20 characters) or a graphic display shall be installed.

The result of Ticket verification at the turnstile may result in different messages being displayed to the Spectator and/or steward, depending on the circumstances. These messages can be configured depending on various circumstances. It is desirable that if a single display is placed, it shall be visible to both the visitor presenting the Ticket and the steward standing behind the turnstile.

### 6.6. Software

6.6.1. The ACS provider shall guarantee that the software includes the right to receive continuous updates (when new releases are available) of the system and specialized software (SW).

6.6.2. The database shall be configured to automatically save a backup copy at times specified by the user in the backup system. The backup program shall be provided, installed, and configured by the ACS provider. It shall be compatible with the server operating system and be able to back up, including to any type of portable/portable media.

6.6.3. Specialized software and software that is used to administer the system as a whole shall meet the following minimum functional requirements:

monitoring the operation of turnstiles, issuing crash reports (including network connection);  
managing the rights of users and user groups;  
defining access rights, access profiles (time and place), and access groups. The distribution of Tickets at the turnstiles/manual scanners is performed in accordance with the information of the Ticket for the podium data, the number and location;  
display of entry and exit events and filtering them according to time, result, zone, Customer group, turnstiles or hand readers, grandstands, row, seat;

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- display of the current occupancy level of the Sports Facility, zone (or entrance), and unit;
- import of data about valid (whitelist) and invalid Tickets (blacklist) for the corresponding Game from the Ticket system;
- import of data for multiple Games or data from different Ticket systems for a single Event;
- import of Ticket data updates;
- generation and access to checksums: to check the number of imported Ticket data and to ensure data integrity; the values of the amount of valid and invalid Tickets stored in the Ticket system and in the ACS shall be compared with each other;
- remote emergency function: instant retraction (lowering) of all folding parts of the turnstile by a remote command;
- configuration of authorization cards with the functions of master cards/controller cards. Supervisors shall be able to unlock turnstiles using the master card/ controller card an unlimited number of times;
- determining of whether the turnstile/hand reader is used at the entrance or exit. The system shall also mark the direction(s) in which the turnstile/hand scanner is operating;
- determining how long the blocking device will be unlocked after the read that resulted in granting access;
- setting of the settings when the Ticket is considered checked – during the reading operation or after turning the turnstile (i.e. the user enters);
- selecting or canceling the re-entry ban mode on a specific turnstile;
- disabling blocking of one, multiple, or all turnstiles in both directions, when unlocking turnstiles, the rotor shall be able to move freely;
- setting the minimum time (in seconds) allowed between consecutive reads is used to adjust the speed of passage through turnstiles;
- access to specialized software is protected by a user ID and password.

6.6.4. To solve any problems that arise during the passage to the Sports Facility, the relevant TSC may request access to information from the ACS. A software tool for this purpose shall meet the following requirements:

- network interface, protection with a user ID and password;
- display of all available Ticket entries at the entrance to the unit, row and seat with the following information:
  - the barcode number of the corresponding identifier, UID (when using RFID Tickets).
  - Ticket type (category, Customer group, etc.);
  - status (according to the definition: valid, cancelled, invalid due to reprint, blocked), or the corresponding predefined attribute;
- request Ticket entries by entering the barcode number or UID; display all entry/exit events for each Ticket entry:
  - authorized entrances with place and time;
  - authorized exits with place and time;
  - rejected entrances with place and time;
  - rejected exits with place and time;
  - blocking access rights for Ticket entries.

### **Chapter 6. SPECTATOR NOTIFICATIONS**

#### **Article 1. General**

1.1. The Club's Ticket Program influences the overall image of the KHL and is probably the most noticeable link between the KHL, the Club and the Spectators. Everyone's perception of the Ticket Program as fair and successful makes a big contribution to creating a positive image of the KHL and the Club.

1.2. For a Ticket Program, it is necessary to have relevant data in the information field and carefully manage communications throughout its existence.

1.3. The importance of all aspects of the Ticket Program, from price announcements for Season Passes and Tickets to the visibility of empty seats on Sports Facilities during a Game or Event is to be noted.



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1.4. In the Club's communication strategy, create a section on communication support for Ticket sales and reflect the Procedure for actions and information in problem situations related to the operation and implementation of Ticket services.

Examples of problems that may arise in connection with the Ticket Program:  
the capacity of Sports Facilities and the impact of this factor on the availability of Tickets  
Ticket sales;  
the failure of the website due to the large demand  
illegal sale of Tickets;  
large number of empty seats in the grandstands;  
empty seats at Sports Facility, despite the lack of Tickets on Sale;  
Ticket pricing.

### **Article 2. Spectator registration and electronic communications**

2.1. It is necessary to integrate the site Club Season Pass tools (i.e. visitors to the website and/or mobile app shall be able to subscribe to electronic newsletters, ads, etc.). It is important to comply with the national laws on personal data.

2.2. The e-mails are a good communication tool for the Club. The Club shall request permission from Spectators to receive similar information from the Club in accordance with applicable law.

2.3. The Club shall collect information about the Customers if it has the Appropriate permission from the Customers. Registering such key information from Spectators can give the Club the necessary data (for example, Spectators geography, demographic information, areas of interest).

2.4. Special attention shall be paid to the frequency of communication and simplicity of messages. Too many e-mails or too much content causes an outflow of readers. The optimal number of requests by e-mail is no more than two (2) requests per week, by SMS – no more than one (1) request per week, and no more than one (1) request per day for push notifications in the Club's mobile apps.

2.5. If there is a corresponding request from the Customer, the Club shall provide the Customer with all the information about the Customer stored.

2.6. If there is a corresponding request from the Customer, the Club shall delete all stored information about the Customer from its database in accordance with the applicable legislation.

### **Article 3. Social Mass Media**

Social Mass Media shall be included in the information plan for the distribution of Tickets and Season Passes for Club Games.

## **Chapter 7. REPORTS**

### **Article 1. Reports and statistics**

1.1. ACS Shall provide the ability to record and maintain statistics on the occupancy of the Sports Facility in real time, which will optimize access to the entrance groups of the Sports Facility. These reports allow for monitoring the access of the Spectators to the territory of the Sports Facility in real time.

1.2. For further monitoring and Evaluation (for example, to make a detailed assessment of the number of used and unused Tickets to resolve financial disputes), the following statistics are required in an editable file format (for example, csv) for each Game:

full number of logins with a chronological display of logins;  
the total number of people who entered each entry zone (for example, "South entrance") with a chronological display of entry acts;  
total number of users logged in according to Segmentation;  
total number of people who entered through each turnstile, each section (if available) and unit;  
number of re-entries: number of allowed re-entries after exit  
from the Sports Facility through the exit turnstile; attempts (unauthorized) to re-enter:  
number of re-entrance attempts;  
a list of Tickets with marked cases of re-entry attempts, indicating the sector/row/seat; the exact time of entry failure; the place of entry (identification of the turnstile);  
the number of Tickets not allowed according to their status, as listed below: canceled.  
invalid due to reprint;

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blocked;  
other, if necessary, depending on the definition of the Ticket system;  
a list of prohibited Tickets indicating:  
sectors/rows/places;  
barcode numbers of the corresponding identifier, UID;  
reasons for failure (status);  
number of master card uses: total;  
for each entry zone;  
for each map;  
list of allowed Tickets indicating: sector/row/seat;  
barcode number of the corresponding identifier, UID;  
time of the first entry;  
entry points (identification of the turnstile);  
categories and discount information, according to the Ticket system;  
list OF Tickets that were not presented at the entrance to the Sports Facility with the following information:  
sectors/rows/seats;  
barcode numbers of the corresponding identifier, UID;  
Customer type;  
the category of the Ticket.

1.3. All of the above statements shall be provided to the KHL upon the appropriate request.

### **Article 2. Running reports**

2. The Club shall provide the KHL with real-time automated information about the capacity of the grandstands (sectors) of the Sports Facilities in accordance with the technical parameters specified below:

For a GET request of the form `http://%ip:%port/attendance/?gameid=%gameid` the corresponding Club server shall return the following data:

```
{
  "Attendance": {
    "game": {
      "id": "77940",
      "sold": "2020",
      "entered": "1800",
      "inside": "1190"
    }
  }
}, where:
```

id – game id in the KHL system;  
sold – number of Tickets sold for the Game;  
entered – the number of Tickets that were validated at the turnstiles;  
inside – the number of Spectators located in the adjacent territory

### **Article 3. Financial statements**

3.1. The Club shall be able to receive the following reports in real time (with the ability to upload data in an editable format, such as csv or xls):

data reflecting price categories for each Game;  
General report on Tickets sold for each Game at a non-zero price divided by price categories;  
General report on free Tickets sold for each Game;  
transaction data for Ticket sales with the ability to use the following filters:  
order number;  
order status;  
date of sale;  
Game;  
Game date;  
price category;  
payment type;

## KHL MARKETING AND COMMUNICATIONS REGULATIONS

sales channel;  
Spectator data;  
number of Tickets in the order;  
sector/row/seat;  
sale price;  
barcode on the Ticket;  
status.

3.2. The Club shall submit the following financial statements for the sale of Tickets for the Club's "home" Games (in the format .csv, .xml or .xls) on a monthly basis no later than the 10th day of the month following the reporting month, by each Game:

General report on Tickets sold for each Game at a non-zero price divided by price category;  
General report on free Tickets sold for each Game;  
transaction data for Ticket sales with the ability to use the following filters:  
order number;  
order status;  
date of sale;  
Game;  
Game date;  
price category;  
payment type;  
sales channel;  
number of Tickets in the order;  
sector/row/seat;  
sale price;  
barcode on the Ticket;  
status.

3.3. The Club shall submit the following financial statements for the sale of Season Passes for the Club's "home" Games (in .csv, .xml or .xls) no later than thirty (30) days after the first "home" Game:

General report on sold Season Passes at a non-zero price divided by price categories;  
General report on free Season Passes sold;  
transaction data for the sale of Season Passes with the ability to use the following filters:  
order number;  
order status;  
date of sale;  
price category;  
payment type;  
sales channel;  
number of Season Passes in the order.  
sector/row/seat;  
sale price;  
status.

### **Article 4. Ticket Distribution Strategy**

The requirements specified in these Regulations, as well as the ways to implement them, shall be included in the Ticket Distribution Strategy developed and approved by the Club.

The Club shall provide the KHL with a Ticket Distribution Strategy or an internal order annually not later than 15 calendar days before the start of the KHL Championship to approve the specified Strategy in the Club (without providing the full text of the document).

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Appendix 5

*(last updated on August 7, 2020. Minutes of meeting of CHL LLC Board of Directors No. 109 dated August 7, 2020)*

## Radio Frequency Plan

**Club name**

**Club's address**

**Club's TIN**

**Club's PSRN**

**Sports Facility name**

**Sports Facility address**

			No. 1	No. 2	No. 3
Device description, function, manufacturer and model					
Operating frequency range		MHz			
Place of application					
Number of identical radioelectronic systems (number of access points)		psc.			
Frequencies (bandwidths)	transmitting	MHz			
	receiving	MHz			
Radio channel bandwidth		kHz			
Radio transmitter output power		W			
Application					

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(position of the Club employee)                      (signature)                      (full name)