






Identifikátor: **KUMSX02V0YEE**

Amendment No. 1 of the Agreement on Promotion of the Moravian-Silesian Region and the Statutory City of Ostrava

I. Contracting Parties




1. Moravian-Silesian Region

with registered office: 28. října 117, 702 18 Ostrava
Represented by: 
Company ID Number: 70890692
Tax ID Number: CZ70890692
Bank, SWIFT: 
EUR account number: 

(hereinafter referred to as the "Client")

and

2. POLSKIE LINIE LOTNICZE "LOT" SPÓŁKA AKCYJNA

with registered office: Komitetu Obrony Robotników 43, 02-146 Warsaw, Poland
Represented by: 
Company ID Number: 0000056844
Tax ID Number: PL5220002334
Bank, SWIFT: 
EUR account number: 

Entered in the Register of Entrepreneurs kept by the District Court for the City of Warsaw 13th Commercial Division of the Domestic Court Register, under the number KRS 0000056844, NIP (tax ID number) 522-000-23-34, REGON (business statistical number) 01005896000000

(hereinafter referred to as the "Provider")

(The Client and Provider hereinafter jointly as the Parties).

II. Basic provisions

1. On 22.05.2023, the Parties entered into an Agreement on promotion of the Moravian-Silesian region and statutory city of Ostrava, registration no. 02192/2023/DSH, to the purpose the implementation of the promotion of the Moravian-Silesian Region and the Statutory City of Ostrava for the Client, to the extent and in the manner specified in this Agreement and in Annex No. 1 to this Agreement (hereinafter referred to as the "Promotion").
2. On 31.08.2023, the Client received the information that the advertisement implementation – Airplane branding will not be possible as from September 1st, 2023, which was caused by different ideas about the final graphic design. The Parties assessed the circumstances, and on that basis, they have agreed to the modifications of the Agreement specified below, in order to spend the total price for the Promotion from the Client effectively, aiming of introducing the region and the city to potential visitors as a holiday destination or to business travelers as potential investors in the Moravian-Silesian Region.



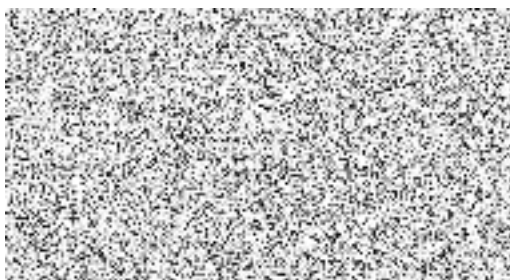
**III.
Purpose of the Amendment**

1. In view of the fact that there have been objective reasons for the delay, which are not attributable to either party and advertisement implementation – Airplane branding have not been possible as from September 1st, 2023, **the Parties have agreed to change the Annex no. 1** by replacing Airplane branding (September and October 2023) with other agreed media. Annex no 1 in a new wording constitutes the annex to this Amendment.
2. For the avoidance of doubt, the Parties agree that the Client shall not pay the price for promotion – Airplane branding for the months of September and October 2023.
3. For the avoidance of doubt, the Parties agree that the Provider has no obligation to pay the Client a contractual penalty for every day of delay promotion – Airplane branding for the months of September and October 2023, as defined in article IX., paragraph 1.

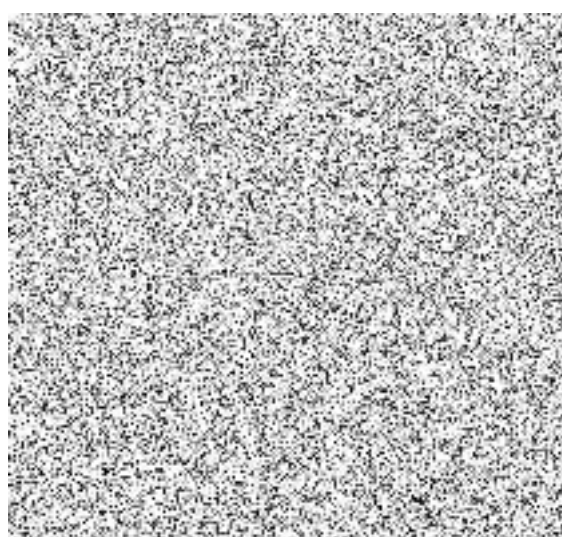
**IV.
Other provisions**

1. This Amendment comes into effect on the date of its signing by the last Party, unless Act No.340/2015 Coll., on the special conditions for the effectiveness of certain contracts, publication of such contracts and on the contracts register (Contracts Register Act), as amended (hereinafter referred to as the "Contracts Register Act") stipulates otherwise. In this case, the Amendment comes into effect at the earliest on the date of its publication in the Contracts Register.
2. This Amendment is drawn up in electronic form, with each party receiving its electronic original.
3. Clause on validity of the legal act pursuant to Section 23 of Act No. 129/2000 Coll., on Regions (Regional Establishment), as amended:
The Client has the consent of the Regional Council to conclude this Amendment, granted under Resolution No. 80/5864 dated 23.10.2023.
4. The following annex forms an integral part of the Amendment:
Annex No. 1 - Specification of the subject of performance, period of performance and price calculation.

Ostrava dated:



Warsaw dated:



Annex no. 1



MEDIA PLAN

Nazwa klienta:
 Nazwa kampanii:
 Autor:
 Data przygotowania:
 Okres promocji:
 Wersja:

Ostrava Airport
Promocj Portu Lotniczego w Ostrawie
1/04/2023 - 31/3/2026
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Lp.	Media	Details	Total regular rate net in EUR	2023												2024												
				April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December				
1.	Advertising in the onboard magazine Kaleidoscope	1 page, A4 format																										
2.	Advertorial in the onboard magazine Kaleidoscope	advertorial full page, 205x265 mm, 2 pages																										
3.	Video spot on LCD screens in the Business Lounge	video format, 8 screens, change of content at least 1																										
4.	Graphic box, banner on the LOT.com main website	PL market, PL language, size 16:9, change of content at least 1																										
5.	Graphic box, banner on the LOT.com main website	USA market, ENG language, size 16:9, change of content at least 1																										
6.	Graphic box in „Crazy Wednesday” mailing	graphic in electronic newsletter, 1 time in a month																										
7.	Airplane branding	Production and wrapping - 2 airplanes																										
8.	Video spot IFE	30 sec.																										
9.	Social media channels	Facebook (PL+Global), Instagram (+LinkedIn in December 2023)																										
Total																												

Podsumowanie	
Total net EUR	€

Lp.	Media	Details	Total regular rate net in EUR	2025												2026												
				January	February	March	April	May	June	July	August	September	October	November	December	January	February	March										
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Ostrava Airport
Promocj Portu Lotniczego w Ostrawie

1/04/2023 - 31/3/2026
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Lp.	Media	Details	Technical specifications	Deadline
1.	Advertising in the onboard magazine Kaleidoscope	1 page, A4 format	Files format : PDF English and Polish subtitles.	By the 10th day of the month preceding publication
2.	Advertorial in the onboard magazine Kaleidoscope	advertorial full page, 205x265 mm, 2 pages	1 page in english, 1 page in polish. Customer delivers the finished article, possibly for editorial correction	By the 10th day of the month preceding publication
3.	Video spot on LCD screens in the Business Lounge	video format, 8 screens, change of content at least 1	Resolution 1920 x 1080, File weight 100-140 MB, Format mp4	5 days before
4.	Graphic box, banner on the LOT.com main website	PL market, size 16:9, change of content at least 1	Graphics in 16:9 format (1920x1080px) Clean graphics preferred, possibly graphics with a logo (logo should take up to 30% of the graphic) Link	5 days before
5.	Graphic box, banner on the LOT.com main website	CZK market, size 16:9, change of content at least 1	Character limit: title: characters with spaces 33 text: characters with spaces 350-400	5 days before
6.	Graphic box in „Crazy Wednesday“ mailing	graphic in electronic newsletter, 1 time in a month	Graphics in the format 375x240 px - weight 50-100kb Headline up to 40characters with spaces Text up to 200 characters with spaces	5 days before
7.	Airplane branding	Production and wrapping - 2 airplanes	Graphic fields as a separate attachment	3 month before
8.	Video spot IFE	30 sec.	- MOV H.264 codec / NTSC (720x480 / 29.97fps); - MOV compression DV / NTSC (720x480 / 29.97fps); - AVI compression DV / NTSC (720x480 / 29.97fps) - Pro Res The Polish-language clip should have English subtitles, and the English-language clip should have Polish subtitles. The file may have subtitles already uploaded, or the partner can send separately the video file and the subtitle file with timing	45 days before
9.	Social media channels	Facebook (PL +Global), Instagram, LinkedIn	Materials (graphics, videos) from client. Posts prepared by the editors, published upon approval	10 days before