

## HOSPITALITY SALES REGULATIONS

### 1. Purpose and Applicability of the Sales Regulations

- 1.1. These Sales Regulations outline the terms and conditions which apply to, and govern, the sale and use of Hospitality Packages for the AFC Champions League Elite 2025™.
- 1.2. Each Customer acknowledges and agrees that, by submitting an Order to MATCH Hospitality Asia (or a MATCH Hospitality Asia Sales Agent) in the manner described in Section 2.1, it confirms that it has read, understood and accepts these Sales Regulations and that it agrees to be irrevocably and unconditionally bound by these Sales Regulations. These Sales Regulations form an integral part, and are a binding component, of the Sales Agreement. The terms and conditions contained in these Sales Regulations shall, in any case, prevail over any other terms that the Customer may seek to impose or incorporate, or which are implied by custom, practice or course of dealing. Any such other terms shall be deemed rejected by MATCH Hospitality Asia.
- 1.3. Each Customer acknowledges and agrees that any use of a Ticket (including any Ticket forming part of a Hospitality Package) shall be governed by the AFC's Ticketing Terms & Conditions. Depending on the date of purchase of a Hospitality Package, each Customer acknowledges that the Ticketing Terms & Conditions may be published and/or modified at a date following the Customer's entering into the Sales Agreement pursuant to these Sales Regulations. The Customer fully understands and accepts that it enters into any such Sales Agreement on this basis and to the extent permitted by applicable law this shall give rise to no claims against, and no liability on the part of, MATCH Hospitality Asia and/or the AFC.
- 1.4. MATCH Hospitality Asia reserves the right to amend the manner in which it sells Hospitality Packages, and reserves the right to amend these Sales Regulations from time to time. Each Sales Agreement will be governed by the Sales Regulations in force at the date on which the Order is submitted by the Customer to MATCH Hospitality Asia. MATCH Hospitality Asia may also at any time and without notice change the scope, pricing and availability of future Hospitality Package product offerings.
- 1.5. All capitalised terms used in these Sales Regulations shall have the meaning ascribed to them in Section 18.

### 2. Ordering Hospitality Packages

- 2.1. An Order constitutes a binding offer by the Customer to MATCH Hospitality Asia for the purchase of the Hospitality Packages (as identified in such Order), on the terms outlined in these Sales Regulations. All Orders must be signed by the Customer (or the Customer's authorised representative) and may be accepted or rejected by MATCH Hospitality Asia in accordance with Section 3. Any template order form provided by MATCH Hospitality Asia for the Customer to complete will not (under any circumstances) constitute an offer or public offer by MATCH Hospitality Asia.
- 2.2. MATCH Hospitality Asia reserves the right in its sole discretion to impose a limit on Hospitality Packages which a Customer may purchase whether by reference to (i) quantities, (ii) package type, category series or location and/or (iii) monetary value.
- 2.3. The Customer is responsible for the delivery of its Order to MATCH Hospitality Asia (or the MATCH Hospitality Asia Sales Agent) in a complete, undamaged and unaltered state (the sole exception being to permit the application of the Customer's authorised signatures). Incomplete, damaged or altered Orders may be rejected by MATCH Hospitality Asia. Neither MATCH Hospitality Asia nor any MATCH Hospitality Asia Sales Agent shall be responsible or liable in any way to the Customer or any third party for any Orders which are lost, misplaced, rejected or whose delivery to MATCH Hospitality Asia or MATCH Hospitality Asia Sales Agent is delayed.
- 2.4. The Customer may opt to finalise an Order via the MATCH Hospitality Asia online acceptance process. The Customer acknowledges and agrees that the online acceptance process involves a number of steps including but not limited to: (i) creating an account with MATCH Hospitality Asia ("MY Account"), (ii) providing payment details to MATCH Hospitality Asia, (iii) providing delivery address and delivery contact, (iv) completing and submitting an Order request form to MATCH Hospitality Asia, and (v)

clicking the Acceptance of Terms and Conditions Box and the "Place Order" button or alternatively downloading, signing and uploading the signed Order on My Account (the "Online Acceptance Process").

- 2.5. If any Order is received by MATCH Hospitality Asia (whether from any corporate or other legal entity), MATCH Hospitality Asia shall be entitled to rely on the signature applied to the Order (or where applicable any other acceptance method via the Online Acceptance Process) as evidence that the relevant signatory party has full legal authority to sign on behalf of the Customer and that, if applicable, all relevant approvals have been obtained.
- 2.6. The Customer warrants that they have all authority to bind each of the Guests which it nominates in an Order, or to whom Hospitality Packages are ultimately provided, to the terms of the Sales Regulations and the Sales Agreement. The Customer shall indemnify and hold harmless and defend MATCH Hospitality Asia, the Local Organising Committee and the AFC from and against all claims and suits by third parties for damages, injuries to persons (including death), property damages, losses, and expenses including court costs and reasonable attorney's fees arising out of, or resulting from the Customer's breach of such warranty.

### 3. Confirmation of Purchase

If MATCH Hospitality Asia (but not any MATCH Hospitality Asia Sales Agent) elects to accept an Order, the Order shall only be deemed to be accepted when MATCH Hospitality Asia issues a Confirmation of Purchase to the Customer, at which point the Sales Agreement shall come into effect. MATCH Hospitality Asia shall use reasonable endeavours to accept or reject any Order as soon as reasonably practicable, and notify the Customer accordingly.

### 4. The Sales Agreement

- 4.1. Subject to Section 9, each Sales Agreement shall consist of, and incorporate the terms of:
  - (i) the Order and Confirmation of Purchase;
  - (ii) the Product Description;
  - (iii) these Sales Regulations; and
  - (iv) the Ticketing Terms & Conditions.

Any other samples, drawings, descriptive matter or advertising issued by MATCH Hospitality Asia or MATCH Hospitality Asia Sales Agent, and any illustrations or descriptions of the Hospitality Packages contained in MATCH Hospitality Asia's catalogues or brochures are issued or published for the sole purpose of giving an approximate idea of the Hospitality Packages, and shall not, under any circumstance, constitute an offer or public offer by MATCH Hospitality Asia. They shall not form part of the Sales Agreement or have any contractual force.

- 4.2. MATCH Hospitality Asia is the principal in the sale of Hospitality Packages to Customers. The Customer acknowledges and agrees, however, that MATCH Hospitality Asia has been authorised by the AFC to provide, as an agent for the AFC, a Ticket to the Customer as an integral part of each Hospitality Package and that the AFC, upon MATCH Hospitality Asia's notification to the AFC of the sale of Hospitality Packages to Customers, automatically becomes the principal in the sale of the Ticket forming part of a Hospitality Package. The Customer hereby accepts this direct contractual relationship with the AFC concerning the sale of the Ticket forming part of the Hospitality Package and acknowledges that, based on this direct relationship between the AFC and Customer with respect to Tickets, the AFC has the right to exercise any of the rights and remedies with respect to Tickets pursuant to the Ticketing Terms & Conditions as well as any other documents of the Sales Agreement.
- 4.3. MATCH Hospitality Asia has, in certain territories, appointed MATCH Hospitality Asia Sales Agents to assist in the identification of Customers and in concluding agreements for the sale of Hospitality Packages. The Customer acknowledges and agrees that no MATCH Hospitality Asia Sales Agent has the power or authority to formally accept or commit MATCH Hospitality Asia to any Order (whether on its own account or on behalf of MATCH Hospitality Asia), to make any representations, commitments, promises, guarantees, warranties or undertakings on behalf of MATCH Hospitality Asia and/or the AFC, or to bind MATCH Hospitality Asia and/or the AFC in any way.

4.4. The Sales Agreement represents the sole and complete statement of the respective rights and obligations of MATCH Hospitality Asia and the Customer with regard to the sale (by MATCH Hospitality Asia) and purchase (by the Customer) of the Hospitality Packages. The Sales Agreement supersedes and extinguishes any and all other oral and/or written correspondence, representations, understandings, negotiations, arrangements, proposals, sales materials and agreements relating to the purchase of the Hospitality Packages which are the subject of the Order.

4.5. All sales of Hospitality Packages under a Sales Agreement are final and binding on the Customer. Subject to Section 6.6 below, all payments made by Customers in connection with Hospitality Packages (whether or not such Hospitality Packages are the subject of a Sales Agreement which is terminated) are to be treated as non-refundable, and MATCH Hospitality Asia shall be under no obligation to repay any sums to the Customer (unless MATCH Hospitality Asia agrees otherwise).

4.6. Within 7 days of the date of MATCH Hospitality Asia issuing its Confirmation of Purchase to the Customer, MATCH Hospitality Asia may terminate and cancel the Sales Agreement, for any reason, on written notice to the Customer and refund to the Customer all sums paid by the Customer under the Sales Agreement.

## 5. Hospitality Packages

5.1. The scope of the services and benefits made available to the Customer by MATCH Hospitality Asia in respect of each Hospitality Package will be outlined in the Product Description. Customers may not, following the conclusion of the Sales Agreement, request substitutions for, or alterations to, any Hospitality Package services and benefits.

5.2. The Customer accepts and acknowledges that the scope of the Hospitality Package services and benefits made available to it under the Sales Agreement are subject to such changes as may be required for reasons of public safety and security, or as may be reasonably determined by MATCH Hospitality Asia and/or the AFC, from time to time. MATCH Hospitality Asia shall notify the Customer of such changes as soon as reasonably possible.

5.3. The Customer accepts and acknowledges that certain hospitality benefits and/or services may be delivered by MATCH Hospitality Asia in Hospitality Facilities which are located in temporary hospitality structures and/or in the Stadium in respect of which construction may not be completed as at the date of the Sales Agreement. In either circumstance, detailed descriptions of the applicable Hospitality Facility will be provided by MATCH Hospitality Asia as and when practicable.

5.4. The Customer and each of its Guests are required to bring with them, on the applicable Match day, a Ticket to enable them to access a Seat to view the Match and to access the Hospitality Facilities, together with any additional or alternative document, pass or form of identification (including any form of dedicated fan identification) that are notified to the Customer in order for the Customer and each of its Guests to access such Seats and Hospitality Facilities. The Customer and each of its Guests acknowledge that the Hospitality Access Pass shall be made available at the Stadium on the Match day.

5.5. Customers who require special assistance due to a disability or limited mobility (including but not limited to wheelchair seating and/or wheelchair access to Hospitality Facilities and/or a Stadium) must promptly notify MATCH Hospitality Asia (or the MATCH Hospitality Asia Sales Agent) prior to submission of any Order. In the event that any Customer, following execution of a Sales Agreement, subsequently wishes to provide a Hospitality Package to a person who requires any special assistance due to a disability or limited mobility, the Customer shall promptly notify MATCH Hospitality Asia in writing (or the MATCH Hospitality Asia Sales Agent) as soon as reasonably practical and MATCH Hospitality Asia will use reasonable efforts to provide such special assistance and the best level of service possible (subject to availability).

5.6. The Customer acknowledges and agrees that Stadium plans may change between the date of execution of the Sales Agreement and the relevant Match. Therefore, if a Customer purchases a Hospitality Package which incorporates the right to use a Suite, and the capacity or the location of the Suite must be changed as a result, the price payable in respect of such Hospitality Package may be subject to a corresponding increase or reduction of the price payable by the Customer pursuant to the Sales Agreement, calculated by reference to the price list provided to the Customer prior to purchase. In the event of any reduction, MATCH

Hospitality Asia will credit the difference to the Customer and if there is any increase the Customer shall pay the additional amount or have the right to receive a refund in respect of the relevant Suite. MATCH Hospitality Asia will endeavour to notify the Customer of any required changes prior to the final instalment payment contemplated by the Sales Agreement.

5.7. Subject to the Product Description, the Customer acknowledges and agrees that parking passes (i) are subject to availability and final confirmation by MATCH Hospitality Asia (ii) must be specifically requested in writing by the Customer and (iii) will, unless MATCH Hospitality Asia determines otherwise (at its sole discretion), be allocated on the basis of one (1) automobile space per Match for every four (4) Hospitality Packages purchased per Match or one (1) bus space per Match for every forty (40) Hospitality Packages purchased per Match.

5.8. The Customer voluntarily enters the Sales Agreement acknowledging that the Hospitality Package price is an all-inclusive price, which includes food, beverage and which may also include gift products which are not typically served at the Stadium and are not capable of being separately priced or sold as individual servings.

## 6. Payment

6.1. The full price of each Hospitality Package will be due and payable in one (1) instalment by the Customer immediately on the issue of the applicable invoice by MATCH Hospitality Asia. The Customer will be sent an interim invoice followed by a VAT invoice. However, Customer agrees that the full price of the Hospitality Package shall be payable upon receipt of the interim invoice.

6.2. Payments may only be made by wire transfer or those credit cards or any other payment methods identified as being accepted by MATCH Hospitality Asia from time to time.

6.3. Any VAT and/or other consumption or applicable local tax, fees or dues (which is payable either at the time of the Order or in the future) will be reflected in a separate invoice as applicable. For the avoidance of doubt, MATCH Hospitality Asia may charge VAT and/or other consumption or applicable local tax, fees or dues retrospectively after the date of an invoice in the event of any changes in applicable laws.

6.4. Payments must be received in full in the currency identified in the Order and Confirmation of Purchase, unless otherwise agreed in writing by the parties.

6.5. Any and all bank or wire payment, currency conversion, currency exchange control, credit card charge (incurred by the Customer as a result of the payment with a payment card) or other charges incurred in connection with any payment obligation outlined in this Section 6 will be the sole responsibility of, and be borne and payable by the Customer in addition to the price of the Hospitality Packages.

6.6. No refunds of any amounts paid by the Customer to MATCH Hospitality Asia will be made to the Customer under any circumstances except with respect to:

- (i) the cancellation of any Hospitality Package in the circumstances described in Section 4.6 or 5.6; or
- (ii) the cancellation of any Match in the manner outlined in Section 14.3.

No interest shall be payable in relation to any such refunds payable to the Customer under the Sales Agreement. Refunds payable in connection with:

- (i) Section 6.6 (i) and (ii) above shall be made no later than thirty (30) days after the relevant Hospitality Package cancellation or after the cancellation of the Match.

6.7. If any monies which are due and payable pursuant to Sections 6.1 are not received by MATCH Hospitality Asia in full by the applicable due dates specified above, MATCH Hospitality Asia may upon giving notice to the Customer, in addition to all other rights and remedies available to it at law:

- (i) terminate the entire Sales Agreement;
- (ii) terminate the Sales Agreement in respect of a certain number of specified Hospitality Packages only;

- (iii) immediately and without further notice make available for sale to third parties each Hospitality Package which is the subject of any termination;
- (iv) retain, as a non-refundable deposit, any amounts paid by the Customer as at the date of such termination;
- (v) charge the Customer interest on all amounts outstanding at five percent (5%) above 12 month US Dollar Libor rate as it may vary from time to time from the date payment became due until actual payment is made;
- (vi) terminate or suspend any of MATCH Hospitality Asia's obligations under the Sales Agreement; and/or
- (vii) claim for all further losses and costs suffered by MATCH Hospitality Asia as a result of non-payment and/or late payment.

MATCH Hospitality Asia retains the right to claim damages which are in excess of the amounts specified above.

## 7. Delivery of Hospitality Package Components

7.1. Subject to Sections 7.2-7.8 inclusive, MATCH Hospitality Asia will use reasonable endeavours to procure that, Hospitality Access Passes (if applicable), Tickets, any parking pass and all other applicable Hospitality Package components will be:

- (i) delivered to the address stated in the Order (or to a different address subsequently agreed in writing by MATCH Hospitality Asia) by a method of MATCH Hospitality Asia's choice; or
- (ii) made available for collection by the Customer at MATCH Hospitality Asia customer service centres, in accordance with policies to be established by MATCH Hospitality Asia and notified to the Customer; or
- (iii) made available for collection at an alternative location if this is notified in advance to the Customer by MATCH Hospitality Asia.

MATCH Hospitality Asia shall be under no obligation to deliver the Hospitality Access Passes, paper Tickets, any parking passes and all other applicable Hospitality Package components at the same time and may deliver the respective components at different times and to different locations in accordance with Sections 7.1 (i), (ii) and (iii) above.

The Customer acknowledges and agrees that the delivery or the availability for collection, of Hospitality Package components is subject to the Customer having complied in full with all elements of the Sales Agreement.

7.2. Where Hospitality Packages include e-Tickets and/or e-parking passes (which may include mobile tickets or 'print-at-home' tickets) the Customer acknowledges and accepts:

- (i) the e-Tickets and/or e-parking passes will be emailed to the Customer or made available by MATCH Hospitality Asia for download;
- (ii) with respect to print-at-home e-Tickets and/or parking passes, the Customer will be required to print off the e-Tickets and/or e-parking passes;
- (iii) print-at-home e-Tickets and/or e-parking passes must be printed in portrait mode (vertical) on blank white A4 paper (on both sides), without changing the print size using a laser or inkjet printer. No other medium (electronic, PC screen, portable screen, mobile screen etc) is valid. Any e-Ticket and/or e-parking pass that is partly printed, soiled, damaged or illegible shall not be considered valid;
- (iv) with respect to other forms of e-Tickets and/or e-parking passes, the Customer will be required to follow all instructions provided by MATCH Hospitality Asia and/or the AFC and that use of such e-Tickets and/or e-parking passes may require the Customer and its Guests to download a mobile application and agree to separate terms and conditions applicable thereto;

- (v) Customer and Guests will be required to have valid identification in order to access the Venue with e-Tickets.

Unless otherwise notified in writing to the Customer by MATCH Hospitality Asia, neither MATCH Hospitality Asia nor the AFC shall be responsible on behalf of any Customer or Guest for applying for, collecting or providing any travel visa or substitutional permits (including any form of fan identification system such as a fan passport or equivalent document or permit) to enter or exit Saudi Arabia. The Customer remains responsible at all times for taking care of all general and event-specific requirements relating to their own and their Guests' entry to and exit from Saudi Arabia and in relation to their movement inside Saudi Arabia.

7.3. Neither MATCH Hospitality Asia nor any MATCH Hospitality Asia Sales Agent will be responsible or liable in any way to a Customer or any third party as a result of any late delivery of a Hospitality Package which arises as a result of a failure of and/or interruption to any delivery services or failure, act or omission of any third party supplier or local authority or government department.

7.4. MATCH Hospitality Asia will not deliver Hospitality Packages to post office boxes, unless agreed otherwise in writing by MATCH Hospitality Asia on a case-by-case basis. The Customer is required to provide a street address as well as the name and contact details of an individual which has been expressly authorised to take delivery of the Hospitality Packages. It is the Customer's responsibility to arrange for an authorised representative to be present at the delivery address to take delivery of every Hospitality Package and to notify MATCH Hospitality Asia of any change in the proposed delivery address.

7.5. Save in respect of last minute sales or as MATCH Hospitality Asia may determine (acting reasonably), if the Customer has not received the Ticket, Hospitality Access Pass (if applicable) and all other applicable Hospitality Package components at least three (3) weeks prior to the first Match of the AFC Champions League Elite 2025™, the Customer will immediately notify MATCH Hospitality Asia (or the MATCH Hospitality Asia Sales Agent) in writing.

7.6. Any Ticket, Hospitality Access Pass (if applicable) or parking pass which has become damaged in any way after delivery to, or collection by, the Customer and is, as a consequence, unreadable, may not be accepted for admission to, or use at, a Stadium and/or Hospitality Facility. It is the sole responsibility of the Customer to immediately notify MATCH Hospitality Asia or a MATCH Hospitality Asia Sales Agent, in writing, in the event that any Ticket, Hospitality Access Pass (if applicable) or parking pass is delivered or collected in a damaged condition. In the absence of any such written notification, the relevant Ticket, Hospitality Access Pass (if applicable) or parking pass will be deemed to be undamaged at delivery or collection.

7.7. The AFC, the Local Organising Committee, MATCH Hospitality Asia and MATCH Hospitality Asia Sales Agents shall not be responsible or liable in any way to a Customer or any third party for any lost, stolen, damaged, destroyed, forgotten or mutilated Ticket, Hospitality Access Pass (if applicable) or parking passes or other Hospitality Package component once received or collected by the Customer.

7.8. MATCH Hospitality Asia reserves the right to determine whether to issue replacement Hospitality Access Passes (if applicable), Tickets or parking passes in the event of any occurrence of the circumstances outlined in Sections 7.5, 7.6 and/or 7.7, and to determine the conditions which may apply to any such replacements. MATCH Hospitality Asia reserves the right to determine the conditions which shall apply to the replacement Hospitality Access Passes (if applicable), Tickets or Parking Passes in the event of any occurrence of the circumstances outlined in Sections 7.5, 7.6 and/or 7.7.

## 8. Hospitality Services

The Customer acknowledges and agrees that:

- (i) access to any Stadium and/or Hospitality Facilities is strictly limited to the day of the Match in respect of which a Hospitality Package has been purchased, and to the times indicated by MATCH Hospitality Asia from time to time;
- (ii) the delivery of all hospitality services and benefits in connection with a Hospitality Package are subject to applicable laws. Without prejudice to the foregoing, Suites may have an option for the

availability or the exclusion of alcoholic beverages within the Suites provided that this is determined by the Customer at the time of the Order. The Customer may change its option after finalisation of an Order provided it has notified MATCH Hospitality Asia within an agreed notification period. The Customer shall be advised by MATCH Hospitality Asia of such notification period as soon as reasonably practicable following the finalisation of the Order.

- (iii) MATCH Hospitality Asia retains the right to amend the scope of the Hospitality Facilities and hospitality services and benefits applicable to any Hospitality Package, provided that MATCH Hospitality Asia provides the Customer with replacement hospitality services and benefits of substantially similar or better quality and value;
- (iv) access to Hospitality Facilities will be limited to Customers and Guests who are in possession of an appropriate Hospitality Access Pass (if applicable); and
- (v) MATCH Hospitality Asia will use reasonable efforts to procure that Tickets which form part of Hospitality Packages which are the subject of a single Sales Agreement will, wherever reasonably possible, correspond to Stadium Seats which are adjacent to each other or in the same block. No guarantees or warranties are provided by the AFC or MATCH Hospitality Asia that Seats will be adjacent to each other or in the same block.

## 9. Ticketing Terms & Conditions

- 9.1. The Ticketing Terms & Conditions and these Sales Regulations each form an integral part of the Sales Agreement, and the Customer irrevocably and unconditionally undertakes and agrees to fully comply with the Ticketing Terms & Conditions and these Sales Regulations. The Ticketing Terms & Conditions may be amended by the AFC from time to time. The Customer agrees to accept and comply with any updated version of the Ticketing Terms & Conditions. To that end, the Customer undertakes to periodically check for updates to the Ticketing Terms & Conditions. Each Customer and Guest who uses a Ticket to enter the Stadium will be deemed to have fully and irrevocably agreed to accept, and comply with, the prevailing version of the Ticketing Terms & Conditions.
- 9.2. The Customer further agrees to ensure that its Guests fully comply with the Ticketing Terms & Conditions and these Sales Regulations and the Customer, regardless of the Customer's fault, remains primarily liable to MATCH Hospitality Asia for any non-compliance by the Guest. The Customer shall also remain directly liable to the AFC for any non-compliance by it or its Guest(s) of the Ticketing Terms & Conditions. It is the Customer's responsibility to notify to each individual Guest in writing of the requirements of the Ticketing Terms & Conditions and these Sales Regulations and to ensure full compliance with the same by its Guests.
- 9.3. All of the terms and conditions reflected in the Ticketing Terms & Conditions and these Sales Regulations with respect to the Stadium to which a Ticket Holder gains access through the use of a Ticket shall also apply to the Hospitality Facilities, in so far as is relevant, to which the Customer gains access through the use of a Hospitality Access Pass (if applicable) on Match days.
- 9.4. With respect to a Ticket which comprises part of a Hospitality Package, any reference to the "Ticket Purchaser" in the Ticketing Terms & Conditions shall be considered a reference to the Customer, and any reference to the "Ticket Holder" in the Ticketing Terms & Conditions shall be considered a reference to the Customer and/or the Guest to whom the Customer provides a Ticket which forms part of a Hospitality Package. Any reference to the "Terms of Sale" in the Ticketing Terms & Conditions shall be considered a reference to these Sales Regulations.
- 9.5. Any measures taken or imposed by an AFC Champions League Elite 2025™ Authority with respect to any Match, any Ticket or any Stadium shall apply to the Customer and/or its Guests. By way of illustration only, if any Ticket is cancelled or a Customer or Guest is expelled from, or refused entrance to, the Stadium and/or the Hospitality Facilities as a result of a violation of the Ticketing Terms & Conditions or these Sales Regulations or as result of any action authorised pursuant to any law or by-law, the Customer and/or the Guest may (without prejudice to any other rights or remedies MATCH Hospitality Asia may have) lose all rights pursuant to its Hospitality Package(s) (including the Ticket component), with no right of refund.

- 9.6. The locations of Seats for specific Ticket categories for Matches at the Stadiums are determined by the AFC in its discretion. Neither MATCH Hospitality Asia nor the AFC shall be responsible or liable in any way to a Customer and/or any Guests in relation to any complaints regarding locations of Seats provided the locations of such Seats correspond with the correct Ticket category for the particular Match at the relevant Stadium. Any drawings included as part of the Product Description are therefore approximate depictions, not actual and should not be considered definitive. Each Stadium and Match will be configured differently.

## 10. Data

- 10.1. The Customer agrees that it shall comply with the directives of the AFC and the competent Saudi authorities with regard to the provision of individual or personal data for Guests. Not limiting the generality thereof the Customer shall, in particular, provide MATCH Hospitality Asia, immediately following any request by MATCH Hospitality Asia, the AFC, any Saudi authority and/or any third party authorised by the AFC or by the applicable laws, with full details relating to its identity and the identity of each of its Guests, including but not limited to the Guest's name, passport/identity card numbers, nationality and date of birth and such other information and/or data as the AFC or MATCH Hospitality Asia may require from time to time and to the extent that the Customer has that information and the legal authority to provide that information. The Customer agrees, if requested by MATCH Hospitality Asia, to provide each of its Guests with the Ticket specifically allocated, by Ticket number or by block, Seat or row number, to such Guest.
- 10.2. In the event that the Customer fails to provide the details set out in Section 10.1, MATCH Hospitality Asia reserves the right (without prejudice to any other rights or remedies MATCH Hospitality Asia may have) to withhold delivery of the Hospitality Packages until such data is provided, to cancel the relevant Hospitality Package(s) and/or to refuse entrance to the Stadium and/or any Hospitality Facility to any Customer or Guest for which data has not been provided. The Customer acknowledges and agrees that any Ticket and any other component of a Hospitality Package(s) thus cancelled may be made available for re-sale by MATCH Hospitality Asia.
- 10.3. MATCH Hospitality Asia or an AFC Champions League Elite 2025™ Authority may carry out access controls and inspections at a Stadium. In the event that a Customer or Guest attempts to use a Hospitality Package at a Stadium and/or Hospitality Facility and the personal details of such Customer or Guest do not match the data provided in respect of such Hospitality Package, MATCH Hospitality Asia or the AFC Champions League Elite 2025 Authority expressly reserves the right to cancel the relevant Hospitality Package(s) and/or to refuse entrance to the Stadium and/or Hospitality Facility to the Customer or Guest. The Customer acknowledges and agrees that any such Ticket and other component of a Hospitality Package(s) may be made available for re-sale by MATCH Hospitality Asia.
- 10.4. The personal data provided to MATCH Hospitality Asia and/or any third party authorised by the AFC pursuant to these Sales Regulations will, subject to and in accordance with applicable law, be used, processed, stored, and transferred to third parties (including but not limited to cross-border transfer) designated by MATCH Hospitality Asia and/or the AFC for purposes relating to: (i) Hospitality Package sales and allocation procedures, (ii) any relevant safety and security measures, and (iii) rights protection measures in connection with the Matches. The Customer acknowledges its responsibility to obtain the consent of each Guest to provide their personal data to MATCH Hospitality Asia for the purposes described above.
- 10.5. Customers may update, correct or amend their personal data by contacting MATCH Hospitality Asia in writing. If an Order is rejected by MATCH Hospitality Asia or the Sales Agreement is cancelled or terminated (for whatever reason), the Customer may request deletion of its personal data provided in connection with the Order by contacting MATCH Hospitality Asia in writing.
- 10.6. For clarification, and notwithstanding anything to the contrary, Customer shall not be required to act in a manner that violates any law or data protection obligation that applies to Customer. After receipt, MATCH Hospitality Asia shall be solely responsible for the processing of personal data received from Customer. MATCH Hospitality Asia shall process personal data in accordance with applicable laws and shall have all rights and obligations associated with the controller of that personal data, including any obligations to provide relevant notices to data subjects, satisfy individual requests and comply with obligations relating to a

potential incident involving unauthorized processing. MATCH Hospitality Asia shall implement and maintain reasonable and appropriate physical, technical and administrative safeguards to protect personal data from unauthorized processing, including a data breach.

## 11. Prohibition on the Resale and Transfer of Hospitality Packages

11.1. The Customer is prohibited from:

- (i) directly or indirectly conducting, allowing, permitting, authorising and/or approving:
  - a. any resale, or the offering for resale (whether online or offline), and/or
  - b. the exchange or other transfer or assignment of rights (other than the provision to a Guest) (whether online or offline);

of any Hospitality Package, Ticket, Hospitality Access Pass (if applicable), parking pass or other benefit or service provided in connection with a Hospitality Package, whether for any value of any kind or otherwise, including, without limitation, in connection with any separate transaction with any third party under which any value of any kind is transferred to the Customer in connection (whether direct or indirect) with the provision by the Customer of any Hospitality Package;

- (ii) directly or indirectly conducting, allowing, permitting or approving:
  - a. any resale, or the offering for resale (whether online or offline), and/or
  - b. the exchange or other transfer or assignment of rights (other than the provision to a Guest) (whether online or offline);

of any Ticket, whether for any value of any kind or otherwise, including, without limitation, in connection with any separate transaction with any third party under which any value of any kind is transferred to the Customer in connection (whether direct or indirect) with the provision by the Customer of any Hospitality Package; and

- (iii) acting, purporting to act, or advertising its ability to act, as an agent, facilitator or representative of a third party for the purchase, or purported purchase, of Hospitality Packages (or any component of a Hospitality Package) and/or Tickets by the third party.

11.2. The Customer shall ensure that any Hospitality Packages are only used by the Customer itself or by its Guests to which the Customer provides the Hospitality Packages.

11.3. The Customer shall ensure that none of its Guests resell, exchange or otherwise transfer, whether in whole or in part and whether for value or otherwise, any Hospitality Package, Ticket, Hospitality Access Pass (if applicable), parking pass or other benefit or service provided in connection with a Hospitality Package, and that all Guests are informed in writing by the Customer of this prohibition.

11.4. Any Customer or Guest who is entitled to use any component of a Hospitality Package must be the same person as the Customer or Guest who uses each of the corresponding components of the relevant Hospitality Package.

11.5. At no stage will a Guest become a party to the Sales Agreement or receive any rights under or in connection with the Sales Agreement, or be entitled to any recourse against MATCH Hospitality Asia or the AFC or any AFC Champions League Elite 2025™ Authority under the Sales Agreement.

## 12. Use of Hospitality Packages

12.1. The Customer expressly acknowledges and agrees that the purchase of a Hospitality Package does not grant the right to, or permit the Customer and/or its Guest(s) to exercise, any marketing, advertising or promotional rights with respect to the AFC Champions League Elite 2025™ or any ancillary event, any Match, any team, player or official participating in the AFC Champions League Elite 2025™, the AFC, MATCH Hospitality Asia, or any other affiliated body or event.

12.2. The Customer shall not, and shall ensure that each of its Guests shall not, hold itself out as a sponsor of, or otherwise associate itself or its name, services or products in any manner whatsoever with, the AFC Champions League Elite 2025™ or any ancillary event, any Match, any team, player or official participating in the AFC Champions League Elite 2025™, the AFC, MATCH Hospitality Asia, or any other affiliated body or event.

12.3. The Customer shall not, and shall ensure that each of its Guests shall not, before, during and after the AFC Champions League Elite 2025™:

- (i) use a Hospitality Package or any component thereof for any marketing, advertising or promotional purposes including, but not limited to, use as a prize in competitions, games, lotteries, sweepstakes, or any other similar activity;
- (ii) conduct any promotional, advertising or marketing activity in connection with the AFC Champions League Elite 2025™ or any ancillary event, any Match, any team, player or official participating in the AFC Champions League Elite 2025™, the AFC, MATCH Hospitality Asia or any other affiliated body or event; or
- (iii) conduct any activity which MATCH Hospitality Asia or the AFC reasonably believes may lead to an association between the Customer, its Guest and/or the Customer's or its Guests' name, services or products and the AFC Champions League Elite 2025™ or ancillary event, any Match, any team, player or official participating in the AFC Champions League Elite 2025™, the AFC, MATCH Hospitality Asia, or any other affiliated body or event.

12.4. The Customer shall not, and shall ensure that each of its Guests shall not, develop, use or register any name, logo, trademark, symbol, service mark or other mark (including without limitation the official name and mascot of the AFC Champions League Elite 2025™) which may be inferred by the public as identifying with the AFC, the AFC Champions League Elite 2025™, or any similar indicia or derivation of such terms or date in any language.

12.5. The Customer shall not, and shall ensure that each of its Guests shall not, bring or cause to have brought any promotional, advertising or commercial items of any kind into a Stadium or Hospitality Facility, including any banner, sign (including handheld lollipop signs) or leaflet for the purposes of display or distribution. By way of illustration only, the Customer and each of its Guests shall refrain from wearing, in any Stadium or Hospitality Facility, any clothing or materials which prominently features the name and/or logo and/or any other trademark of the Customer and/or its Guest(s) and which is intended to be worn as part of a group wearing the same or similar clothing in a way which MATCH Hospitality Asia or the AFC may regard as the conduct of a promotional, advertising or commercial activity.

12.6. The Customer shall not, and shall ensure that each of its Guests shall not, promote, sell, display or distribute any promotional, advertising or commercial items or services at any Stadium or Hospitality Facility, such as, without limitation, any drinks, food, souvenirs and clothing and flyers. All such items are subject to removal or confiscation by any AFC Champions League Elite 2025™ Authority or, at the entrance of and within a Hospitality Facility, MATCH Hospitality Asia, and any person engaging in such activities is subject to ejection from the Stadium and/or Hospitality Facility.

12.7. By using any component of a Hospitality Package to attend a Hospitality Facility or Stadium, each Customer grants, and confirms that each of its Guests grants, the AFC and any third party authorised by the AFC the unrestricted right and licence to use worldwide and in perpetuity the Customer's and Guests' image, likeness, actions, name, voice and statements in connection with any live or recorded broadcast or other transmission or reproduction of the AFC Champions League Elite 2025™, in whole or in part, by means of any media existing now or in the future, for any purpose and without compensation, consideration or notification. The Customer waives, and confirms that each of its Guests waives, in advance all rights and actions seeking to oppose such use.

12.8. Nothing in these Sales Regulations or the Ticketing Terms & Conditions grants any person in possession of a Ticket or Hospitality Access Pass (if applicable) the right to capture or produce any photographs, sounds, videos, other audio, visual or audio-visual material, accounts or descriptions of any Match or any other content relating to the AFC Champions League Elite 2025™ while attending the Hospitality Facility or Stadium ("Event Content") other than for personal, non-commercial

purposes. Any Event Content captured or produced in contravention of this Section 12.8 is strictly prohibited.

12.9. The Customer acknowledges and agrees that any violation by Customer and/or its Guests of the terms relating to the use of a Hospitality Package pursuant to Sections 12.1 to 12.8 above represents a material breach of these Sales Regulations by Customer. In such case:

- (i) MATCH Hospitality Asia is entitled to terminate with immediate effect the Sales Agreement pursuant to Section 15.2 below;
- (ii) The AFC is entitled to exercise its rights pursuant to Sections 15.3 and 15.4 below; and
- (iii) the Customer acknowledges and agrees to be directly liable to the AFC for any direct and indirect damages suffered by the AFC, including but not limited to consequential damages, incidental damage, loss of profits, loss of revenues, indirect damages of whatsoever nature or punitive damages.

### 13. Acceptance of Risk, Limitations on Liability, Customer and Guest Responsibilities

13.1. The following limitations of liability apply with respect to all Hospitality Package components, including, but not limited to, Tickets.

13.2. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE CUSTOMER AND EACH GUEST (IN ITS OWN NAME AND ON BEHALF OF ANY MINORS USING A HOSPITALITY PACKAGE BOUGHT BY IT) ACCEPTS ALL RISKS AND DANGERS WHICH IT MAY FACE OR ENDURE WHILE ATTENDING ANY MATCH OR PARTICIPATING IN ANY HOSPITALITY ACTIVITY AND WAIVES ANY CLAIMS AGAINST MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS AND THE AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITIES RELATING TO SUCH RISKS AND DANGERS. THE CUSTOMER AND EACH GUEST (IN ITS OWN NAME AND ON BEHALF OF ANY MINORS USING A HOSPITALITY PACKAGE BOUGHT BY IT) ACCEPTS THAT THERE ARE RISKS TO ITS PERSONAL SAFETY OR PROPERTY LOSS ON THE WAY TO OR FROM AND OUTSIDE OF OR WITHIN THE STADIUM AND THE OTHER SITES. NOTHING IN THIS PARAGRAPH IS INTENDED TO REQUIRE A CUSTOMER OR GUEST TO ACCEPT RISKS OR DANGERS FROM, OR WAIVE RIGHTS TO DAMAGES, LOSSES, COSTS, EXPENSES, CLAIMS OR FEES ARISING FROM, THE GROSS NEGLIGENCE OR WILFUL MISCONDUCT OF MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS OR AN AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITY.

13.3. AN INHERENT RISK OF EXPOSURE TO COVID-19 EXISTS IN ANY PUBLIC PLACE WHERE PEOPLE ARE PRESENT, INCLUDING STADIUM PROPERTY. COVID-19 IS AN EXTREMELY CONTAGIOUS DISEASE THAT CAN LEAD TO SEVERE ILLNESS, TEMPORARY AND PERMANENT DISABILITY, AND DEATH. PRE-EXISTING RISK FACTORS SUCH AS UNDERLYING MEDICAL CONDITIONS AND ADVANCED AGE MAY MAKE CERTAIN INDIVIDUALS PARTICULARLY VULNERABLE. BY ENTERING ANY HOSPITALITY FACILITY OR STADIUM, THE CUSTOMER CONFIRMS THAT IT AND EACH OF ITS GUESTS VOLUNTARILY ASSUME ALL RISKS RELATED TO EXPOSURE TO COVID-19. THE CUSTOMER FURTHER ACKNOWLEDGES AND ACCEPTS THAT IT AND EACH OF ITS GUESTS WILL FOLLOW ANY AND ALL RULES AND/OR PROTOCOLS THAT THE AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITIES MAY IMPLEMENT THROUGHOUT THE AFC CHAMPIONS LEAGUE ELITE 2025™ IN ORDER TO ATTEMPT TO REDUCE THE SPREAD OF OR THE RISK OF CONTRACTING COVID-19 AND THAT THE INABILITY OR UNWILLINGNESS TO COMPLY WITH SUCH RULES AND/OR PROTOCOLS SHALL NOT ENTITLE THE CUSTOMER OR ITS GUESTS TO A REFUND OR ANY OTHER FORM OF COMPENSATION.

13.4. SUBJECT TO SECTION 13.5 BELOW, MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS AND EACH OF THE RESPECTIVE ENTITIES REFERRED TO AS THE "AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITIES" HAVE INDEPENDENT ROLES AND RESPONSIBILITIES IN CONNECTION WITH THE AFC CHAMPIONS LEAGUE ELITE 2025™. NEITHER MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS OR ANY AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITY SHOULD BE HELD RESPONSIBLE FOR THE ACTIVITIES OR OMISSIONS OF ANOTHER AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITY OR MATCH

HOSPITALITY ASIA OR THE MATCH HOSPITALITY ASIA SALES AGENTS. MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS AND EACH AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITY IS RESPONSIBLE FOR ITS OWN ACTS AND OMISSIONS.

13.5. SUBJECT TO SECTION 13.6 BELOW AND TO THE EXTENT PERMITTED BY APPLICABLE LAW, NEITHER MATCH HOSPITALITY ASIA NOR THE AFC SHALL BE LIABLE TO THE CUSTOMER AND/OR ANY GUEST FOR ANY INDIRECT OR CONSEQUENTIAL LOSS (INCLUDING, WITHOUT LIMITATION, LOSS OF REVENUE, LOSS OF PROFITS, LOSS OF ANTICIPATED SAVINGS, LOSS OF GOODWILL OR LOSS OF REPUTATION) ARISING OUT OF OR IN CONNECTION WITH THE PERFORMANCE OR ANY BREACH OF THE SALES AGREEMENT. THE MAXIMUM LIABILITY OF MATCH HOSPITALITY ASIA TO THE CUSTOMER AND/OR GUEST IN CONTRACT OR OTHERWISE UNDER OR IN CONNECTION WITH THE SALES AGREEMENT SHALL NOT EXCEED THE TOTAL PRICE PAID FOR HOSPITALITY PACKAGES BY THE CUSTOMER TO MATCH HOSPITALITY ASIA IN RESPECT OF THE SALES AGREEMENT.

13.6. NOTHING IN THE SALES AGREEMENT WILL AFFECT THE STATUTORY RIGHTS (INCLUDING CONSUMER RIGHTS IF AND WHEN APPLICABLE) OF ANY CUSTOMER OR GUEST OR EXCLUDE OR RESTRICT ANY LIABILITY FOR DEATH OR PERSONAL INJURY ARISING FROM THE NEGLIGENCE OR IMPROPER CONDUCT BY AN AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITY, MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS OR ANY OTHER LIABILITY WHICH CANNOT BE EXCLUDED OR LIMITED UNDER APPLICABLE LAW.

13.7. THE CUSTOMER AND EACH GUEST IS RESPONSIBLE FOR THE USE OF ITS TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE). TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE CUSTOMER AND EACH GUEST INDEMNIFIES AND HOLDS HARMLESS MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS AND THE AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITIES FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES AND LIABILITIES SUFFERED AND/OR INCURRED IN CONNECTION WITH, ARISING OUT OF OR RESULTING FROM:

- (i) ITS MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE); OR
- (ii) THE MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE) BY A MINOR IF THE TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE) WAS PROVIDED BY THE CUSTOMER; OR
- (iii) THE MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE) BY ANY OTHER THIRD PARTY WHICH HAS OBTAINED, DIRECTLY OR INDIRECTLY, A TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE) THROUGH IT; OR
- (iv) A VIOLATION OF THE TICKETING TERMS AND CONDITIONS, THESE SALES REGULATIONS AND/OR ANY OTHER RELEVANT LAWS OR BY-LAWS; OR
- (v) ANY OTHER HARMFUL CONDUCT IN CONNECTION WITH THE TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE).

THIS MEANS THAT IF A CUSTOMER OR ANY GUEST VIOLATES ANY TICKET AND/OR HOSPITALITY ACCESS PASS (IF APPLICABLE) RELATED RULES, THE CUSTOMER MUST TAKE FULL FINANCIAL RESPONSIBILITY AND PAY FOR ANY DAMAGE, INCLUDING LEGAL COSTS, THAT MATCH HOSPITALITY ASIA, THE MATCH HOSPITALITY ASIA SALES AGENTS AND/OR THE AFC CHAMPIONS LEAGUE ELITE 2025™ AUTHORITIES MAY INCUR IN MANAGING OR RESOLVING THE PROBLEMS CAUSED BY THE VIOLATION.

13.8. THE CUSTOMER AND EACH GUEST IS RESPONSIBLE FOR THEIR PERSONAL ARRANGEMENTS CONNECTED TO THE HOSPITALITY PACKAGES (INCLUDING, WITHOUT LIMITATION, TRAVEL, ANY FORM OF TRANSPORTATION AND ACCOMMODATION) AND SUCH ARRANGEMENTS ARE ENTERED INTO BY THE CUSTOMER AND EACH GUEST AT THEIR OWN RISK AND MATCH HOSPITALITY ASIA

SHALL NOT BE LIABLE FOR ANY COSTS OR LOSSES RELATING TO SUCH ARRANGEMENTS SUFFERED BY THE CUSTOMER AND ANY GUESTS.

#### 14. Unforeseen Circumstances

- 14.1. If a Match is rescheduled or relocated owing to a Force Majeure Event, MATCH Hospitality Asia shall use reasonable efforts to arrange for corresponding hospitality services and benefits to be provided at the rescheduled or relocated Match, but will have no obligation to do so. MATCH Hospitality Asia reserves the right to make alterations to the times, dates and locations in connection with the delivery of hospitality benefits and services as a result of any such unforeseen circumstances. Subject to Section 14.2 below, in the event of a rescheduling or a relocation of a Match, neither party shall be relieved from its obligations under this Agreement, it being understood that the respective obligation (together with any payments) shall be transferred and applied instead to the rescheduled/relocated Match.
- 14.2. Regardless of the availability of hospitality services and benefits, the rescheduling or relocation of any Match owing to a Force Majeure Event or another circumstance outside the control of MATCH Hospitality Asia does not affect the validity of any Ticket for that Match (other than as specified in the Ticketing Terms & Conditions). The use of Tickets is exclusively governed by the Ticketing Terms & Conditions with respect to the rescheduling or relocation of any Match.
- 14.3. If a Match or any part thereof is cancelled or is held behind closed doors due to a Force Majeure Event or another circumstance outside the control of MATCH Hospitality Asia (including but not limited to a safety and security concern or a decision made by the AFC, or any other AFC Champions League Elite 2025™ Authority or the disqualification or withdrawal of a team), MATCH Hospitality Asia shall refund the full price of each affected Hospitality Package, such refund to be determined by reference to the prevailing circumstances. Any such refund shall constitute the sole and exclusive remedy to which the Customer is entitled.
- 14.4. The cancellation of any Match or part thereof due to a Force Majeure Event (including but not limited to a safety and security concern or a decision made by the AFC or any other AFC Champions League Elite 2025™ Authority, or the disqualification or withdrawal of a team) does not affect the validity of any Ticket for that Match (other than as specified in the Ticketing Terms & Conditions). Tickets are exclusively governed by the Ticketing Terms & Conditions with respect to the cancellation of any Match.

#### 15. Termination

- 15.1. In the event that any Customer fails to ensure that MATCH Hospitality Asia receives, in full and by the due date set out in Section 6 and/or also specified in the relevant invoice, the amount specified in the relevant invoice as consideration due and payable, MATCH Hospitality Asia reserves the rights specified in Section 6.7, including, without limitation, the right to terminate the Sales Agreement in full or in part.
- 15.2. The Customer acknowledges and agrees that, in the event of a violation or breach of any term of the Ticketing Terms & Conditions, these Sales Regulations or any other relevant laws or by-laws, MATCH Hospitality Asia shall, in addition to all other rights and remedies that MATCH Hospitality Asia may have, retain the right to:
- (i) terminate the Sales Agreement in whole or in part immediately without further notice in unilateral and extrajudicial manner by way of refusal to perform;
  - (ii) render null and void any applicable Hospitality Access Pass (if applicable);
  - (iii) enforce the AFC's termination of the sale of the Ticket(s) forming part of the Hospitality Package and the AFC's right to render null and void the Ticket(s) comprised in the Hospitality Package;
  - (iv) refuse entry into the Stadium and/or any Hospitality Facility to the offending Customer and/or Guest, or eject the Customer and/or Guest from the Stadium and/or Hospitality Facility;
  - (v) enforce the Sales Agreement and/or claim damages; and/or
  - (vi) notify governmental authorities of a violation of the provisions of the Ticketing Terms & Conditions, these Sales Regulations and/or the

relevant laws or by-laws that correspond to violations of applicable criminal or other laws.

- 15.3. The Customer acknowledges and agrees that, in the event of a violation or breach of any term of the Ticketing Terms & Conditions, or any other relevant laws or by-laws, the AFC, or MATCH Hospitality Asia acting on the AFC's behalf, shall, in addition to all other rights and remedies that the AFC may have, retain the right to:
- (i) terminate, in whole or in part, the direct agreement between the AFC and the Customer concerning the sale of the Ticket(s) forming part of the Hospitality Package;
  - (ii) cancel or render null and void any Ticket forming part of the Hospitality Package; and/or
  - (iii) refuse entry into the Stadium and/or any Hospitality Facility to the offending Customer and/or Guest, or eject the Customer and/or Guest from the Stadium and/or Hospitality Facility.
- 15.4. The Customer acknowledges and agrees that:
- (i) MATCH Hospitality Asia shall be entitled to terminate, in whole or in part, the Sales Agreement if the AFC has exercised any of its rights set out in Section 15.3 above; and
  - (ii) The AFC shall be entitled to terminate the direct agreement between the AFC and the Customer concerning the sale of a Ticket forming part of the Hospitality Package if MATCH Hospitality Asia has exercised any of its rights set out under Section 15.2 above.
- 15.5. In addition to laws applicable in other countries, the Qatari and/or Saudi Arabian government may enact laws or regulations that make it a criminal offence to transfer and/or use Tickets or Hospitality Access Passes (if applicable) in violation of the Ticketing Terms & Conditions, these Sales Regulations or any other relevant laws or by-laws. Customers and their Guests are advised to obtain information about applicable laws relating to Tickets and Hospitality Access Passes (if applicable).
- 15.6. Further to other termination rights granted under the Ticketing Terms & Conditions and the corresponding right to cancel Hospitality Packages reflected in these Sales Regulations, MATCH Hospitality Asia shall have the right to cancel any Hospitality Package in the event of:
- (i) any insolvency, bankruptcy filing or liquidation of the Customer;
  - (ii) the appointment of an administrator in respect of the Customer;
  - (iii) the Customer entering into an arrangement with its creditors; or
  - (iv) any other event which may give rise to the reasonable belief that the Customer will not be able to complete the full payment of the Hospitality Package purchase price;

provided that any such events occur prior to receipt by MATCH Hospitality Asia of the full purchase price of the Hospitality Package.

- 15.7. In the event of termination of the Sales Agreement or cancellation of any Ticket forming part of the Hospitality Package, any payment made by the Customer, whether in full or in part, will be retained by MATCH Hospitality Asia and/or the AFC as partial compensation for the administration, cancellation fees and production costs and/or instead of damages or other compensation. MATCH Hospitality Asia nevertheless retains the right to sue for a higher level of applicable damages.
- 15.8. The termination of the Sales Agreement for any reason whatsoever shall not affect any provision of the Sales Agreement which is intended to survive its termination, nor prejudice or affect the rights of either party against the other in respect of any breach of the Sales Agreement, or in respect of any monies payable by the Customer to MATCH Hospitality Asia in respect of any period prior to termination.

#### 16. Miscellaneous

- 16.1. Should any provision(s) of these Sales Regulations and/or the Sales Agreement be declared void, ineffective or unenforceable by any competent court, the remainder of the Sales Regulations and the Sales Agreement will remain in effect as if such void, ineffective or unenforceable provision(s) had not been contained.

- 16.2. The Sales Agreement (together with its component parts) has been drafted in English. In the event of any discrepancy between the English and other language version of the Ticketing Terms & Conditions, the English text will prevail and will be used to resolve all questions of interpretation and application.
- 16.3. Certain provisions of the Ticketing Terms & Conditions and these Sales Regulations may be restated in a condensed format so that they may be included, respectively, within the confined space allocated on each Ticket and the Hospitality Passes. In the event of any doubt regarding the scope or meaning of the condensed provisions of the Ticketing Terms & Conditions as located on the reverse side of any Ticket and these Sales Regulations as located on the reverse side of any Hospitality Passes, the full terms of the Ticketing Terms & Conditions and these Sales Regulations will apply and will prevail over the condensed provisions.
- 16.4. MATCH Hospitality Asia reserves the right to refuse (at its sole discretion) the purchase of Hospitality Packages by Customers who are the subject of football match banning orders or who are identified by the AFC as being prohibited from any such purchase.
- 16.5. If there is any inconsistency between the provisions of these Sales Regulations and the Ticketing Terms & Conditions with respect to any matter pertaining to the use of a Ticket at a Stadium, the Ticketing Terms & Conditions shall apply and will prevail over the terms of the Sales Regulations.
- 16.6. Subject to Section 16.8, the Sales Agreement will be governed by the Law of the State of Qatar and the Ticket sales agreement with the AFC pursuant to Section 4.2 will be governed by, and interpreted in accordance with, the substantive Laws of the State of Qatar.
- 16.7. Subject to Section 16.8, to the fullest extent allowed by applicable law and without affecting any consumer rights of the Customer and in the absence of amicable settlement, any disputes arising out of or in connection with the Sales Agreement and the Ticket sales agreement with the AFC pursuant to Section 4.2 shall, unless otherwise determined by MATCH Hospitality Asia or the AFC (if applicable), be exclusively referred to, and finally resolved by, an arbitral tribunal in accordance with the Qatar Arbitration Law No (2) of 2017. The seat of the arbitration shall be Doha, Qatar. The language of the proceedings shall be English. For the avoidance of doubt, any determination by the arbitral tribunal shall be final and binding on the parties.
- 16.8. The Customer acknowledges and agrees that MATCH Hospitality Asia may transfer and assign its rights and obligations under the Sales Agreement to an MH Affiliated Company and in the event it does so will notify the Customer in writing, and the Sales Agreement will be governed by, and interpreted in accordance with, the substantive laws of the jurisdiction in which the MH Affiliated Company is located ("**MH Affiliated Company's Jurisdiction**") and any disputes arising out of or in connection with the Sales Agreement shall be resolved in accordance with the equivalent rules of arbitration that apply in the MH Affiliated Company's Jurisdiction.
- 16.9. The Customer agrees to indemnify and hold harmless MATCH Hospitality Asia and MATCH Hospitality Asia Sales Agents and the AFC Champions League Elite 2025™ Authorities, as well as their respective officers, directors, employees, representative or agents against any and all liabilities, obligations, losses, damages, penalties, claims, fines and expenses (including reasonable legal expenses) resulting from, arising directly out of, or directly attributable to:
- (i) any claim by any Guest against MATCH Hospitality Asia (or any MATCH Hospitality Asia Sales Agent) or an AFC Champions League Elite 2025™ Authority in connection with any purported breach by MATCH Hospitality Asia of the Sales Agreement;
  - (ii) any activity conducted by the Customer or any of its Guests which causes damage to MATCH Hospitality Asia (or any MATCH Hospitality Asia Sales Agent) or an AFC Champions League Elite 2025™ Authority or to the enjoyment of Hospitality Packages by any other Customer or Guest; and
  - (iii) any activity conducted by the Customer or any of its Guests which infringes the intellectual property rights of MATCH Hospitality Asia and/or the AFC.
- 16.10. A notice under or in connection with the Sales Agreement must be in writing and must be delivered personally or sent by overnight mail delivery service or by fax to the party due to receive the notice at its address specified in the Order or to another address specified by the receiving party by written notice to the other party.
- 16.11. Without limiting the AFC's ability to modify the Ticketing Terms & Conditions in accordance with Section 9.1 above, the Sales Agreement shall not be amended or modified, and no provision hereof shall be deemed to have been waived by either party, except by a written instrument signed by both MATCH Hospitality Asia and the Customer.
- ## 17. Definitions
- "Accommodation"** means any overnight accommodation services provided by MATCH Hospitality Asia or any authorised third party on behalf of MATCH Hospitality Asia to its Customers in connection with the AFC Champions League Elite 2025™
- "The AFC"** means the Asian Football Confederation.
- "AFC Champions League Elite 2025™ Authority"** means any out of the AFC, the Local Organising Committee, the AFC Ticketing Centre, the AFC Ticketing Office, the Stadium management and/or any Saudi governmental entity responsible for safety and security in connection with the Matches, and their respective employees, volunteers, agents, representatives, officers and directors.
- "Category 1 Seat"** means Seats associated with the best category of Tickets available to the general public.
- "Confirmation of Purchase"** means MATCH Hospitality Asia's written confirmation and acceptance of the Customer's Order which is issued by MATCH Hospitality Asia in accordance with Section 3.
- "Customer"** means any legal entity or individual duly identified in the Order, who purchases a Hospitality Package which is subject to these Sales Regulations.
- "Force Majeure Event"** shall mean any event or circumstances which is beyond the control of MATCH Hospitality Asia, the AFC, or another AFC Champions League Elite 2025™ Authority including but not limited to a storm, earthquake, flood or other act of God, war, invasion, act of foreign enemy, hostilities (whether war be declared or not), civil war or strife, riot, national state of emergency, plague, any epidemic and/or pandemic, act of terrorism, rebellion, strikes, lock-outs or other industrial disputes, acts of governments or other prevailing authorities, or any requirement, whether operational, organisational or any other AFC Champions League Elite 2025™ Authority.
- "Guest"** means any individual invited by the Customer and to whom a Customer provides a Hospitality Package which has been sold to the Customer by MATCH Hospitality Asia.
- "Hospitality Access Pass"** means the pass, badge, wristband or other device issued by MATCH Hospitality Asia which identifies the holder and will seek to entitle the holder (being only the Customer or a Guest) to access Hospitality Facilities.
- "Hospitality Facility"** means any location or facility at the site of a Stadium to which Customers and Guests are admitted, by virtue of the rights afforded by a Hospitality Package, to enjoy the provision of official AFC Champions League Elite 2025™ hospitality services and benefits.
- "Hospitality Package"** means any official hospitality package created by MATCH Hospitality Asia comprising a Ticket and certain Match-day hospitality benefits and services to be provided at any Hospitality Facility in connection with the AFC Champions League Elite 2025™. Hospitality Packages do not include services or benefits provided other than at a Hospitality Facility, such as (without limitation) ground transportation, air travel or overnight accommodation services.
- "Match"** means any football match comprising one matches scheduled to comprise the AFC Champions League Elite 2025™ football tournament.
- "MH Affiliated Company"** means, in relation to MATCH Hospitality Asia, any entity that directly or indirectly controls, is controlled by, or is under common control with MATCH Hospitality Asia, including but not limited to its parent company, subsidiaries, and sister companies under common ownership or control.
- "MATCH Hospitality Asia"** is a trading name of Byrom Consultancy LLC incorporated and registered in Doha, Qatar with company number 126724 and whose trading office is at Palm Tower B, 2<sup>nd</sup> Floor, Office 202, Majlis Al Tawoon Street, West Bay, Doha, Qatar.



**"MATCH Hospitality Asia Sales Agent"** means any third party sales agent appointed by MATCH Hospitality Asia to provide certain sales services to MATCH Hospitality Asia in connection with the sale of Hospitality Packages.

**"Order"** means the Customer's signed order for Hospitality Packages, as set out in the purchase order document that has been completed by the Customer (and in the form which is provided by MATCH Hospitality Asia from time to time).

**"Product Description"** means the description of each Hospitality Package, or series of Hospitality Packages which are the subject of any Order.

**"Sales Agreement"** means the agreement between MATCH Hospitality Asia and the Customer for the purchase of Hospitality Packages, as more fully described in Section 4.

**"Sales Regulations"** means these regulations governing the sale and use of Hospitality Packages.

**"Seat"** means an individual sitting position within a designated seat block in a Stadium for each Match with a view onto the pitch and which may include Balcony Seats, Category I Seats or Suites.

**"Suite"** means an elevated box or suite which is customarily an enclosed private or collective compartment inside the Stadium, with direct access to guests' Seats, which are separated from other Seats in the Stadium.

**"Stadium"** means any stadium (including the entire surrounding and adjacent areas which are under the control of the AFC) at which a Match takes place.

**"Ticket"** means any physical, digital or other device (in whatever form the AFC may decide) which is issued by the AFC (or a third party authorised by the AFC) and which entitles its holder to access the Stadium on a Match day and to view a Match "live" and in person from a Seat.

**"Ticketing Term & Conditions"** means the terms and conditions issued by the AFC which apply to the use of any and all Tickets and which are, among others, binding on, and enforceable against, any person purchasing, holding or using a Ticket, including any Ticket forming part of a Hospitality Package.