



Marketing Guidelines (“the Guidelines”) in relation to the Licensee’s use of CE Europe Limited Licensed Property (as defined in the Branded Agreement) in relation to the marketing and promotion of the Street Fighter™ II The World Warrior Slot.

Except as expressly permitted under these Guidelines, and any other applicable agreements signed between the Licensee and NetEnt, no other permissions or rights of any kind are granted to Licensee hereunder, or otherwise, to the Street Fighter™ II The World Warrior Slot.

NetEnt and CE Europe Limited reserve the right to change these Guidelines upon notice, from NetEnt to Licensee, including the right to use the CE Europe Limited Licensed Property or any respective element thereof, in any manner.

1. Authorized Use of CE Europe Limited Licensed Property

Only Licensees who have signed a software license agreement (the “Software License Agreement”) and the supplementary agreement for Street Fighter™ II The World Warrior Slot (“the Branded Agreement”) with NetEnt, may use the provided CE Europe Limited Licensed Property as made available in the promotional pack in the NetEnt client area in the advertising and promotion of the Street Fighter™ II The World Warrior Slot. The CE Europe Limited Licensed Property may only be used in such form, materials and manner which have been provided to the Licensee by NetEnt without any alteration by the Licensee (unless pre-approved by NetEnt in writing). Such rights are subject to any additional restrictions in the Software License Agreement and any Branded Agreement entered into by and between Licensee and NetEnt in relation to the CE Europe Limited Licensed Property.

- a) Licensee must use the CE Europe Limited Licensed Property exactly as it provided to Licensee, subject to such modifications as maybe agreed with NetEnt in writing as more particularly set out in clause 4 of these Guidelines.
- b) Licensee may not display any of the CE Europe Limited Property online for use by the general public. The CE Europe Limited Property Licensed Property may only be used for the creation of marketing and promotion materials for the Street Fighter™ II The World Warrior Slot.
- c) Licensee may not modify, edit, distort, remove or otherwise alter, amend, or change the CE Europe Limited Licensed Property or any element thereof.
- d) Licensee may not display the CE Europe Limited Licensed Property or any respective element thereof in a manner that is misleading, unfair, defamatory, derogatory, infringing, libelous,

disparaging, obscene or otherwise objectionable, as decided by NetEnt, in NetEnt's sole discretion.

- e) Licensee may not display CE Europe Limited Licensed Property or any respective element thereof on a website, in social media or on any digital platform in any way that violates any applicable law.
- f) Licensee may not combine, combine or incorporate CE Europe Limited Licensed Property or any respective element thereof into their own product names, service names, trademarks, logos, URLs, website addresses, materials, products, company names, D/B/A/ names, or otherwise.
- g) Licensee may not, and may not cause or induce third parties to, create, use, adopt or file for trademark in any jurisdiction, trademarks, logos, slogans, and/or designs that are confusingly similar to the CE Europe Limited Licensed Property or any respective element thereof, as decided by NetEnt, respectively, in that party's sole discretion.
- h) Licensee may not create, use or register domain names, social media handles and/or ad words containing the CE Europe Limited Licensed Property or any respective element thereof.
- i) In relation to advertising and promotion of the Street Fighter™ II The World Warrior Slot, Licensee shall abide by NetEnt's directions regarding trademark notice provisions to be used with the CE Europe Limited Licensed Property or any respective element thereof, in the applicable territory, including but not limited to use of the proper "TM", "®" and © designations and other trademark and copyright notices and information, as instructed by NetEnt.

2. Creative Specifications:

With the exception of the small game icons used in the Licensee's game lobbies online or in mobile apps, which click through directly to launch the Street Fighter™ II The World Warrior Slot ("The Game Tiles"), all of Licensee's products, packaging, manuals, advertisements, promotional materials and web pages bearing the CE Europe Limited Licensed Property or any element thereof must include the following:

- a) The 'Street Fighter™ II The World Warrior Slot' Game Logo: The logo must be used as provided only. Street Fighter™ II logo should always have "The World Warrior Slot" merged together.
- b) Legal Notices: All materials shall contain the following in no less than and 8.5point font, it being understood that in certain mobile digital materials, a shortened version, in a smaller font will be required:

©CAPCOM U.S.A., INC. ALL RIGHTS RESERVED.

- c) The NetEnt logo

In the case of The Game Tiles, if space does not allow for all of these elements then as a minimum, they must contain The 'Street Fighter™ II The World Warrior Slot' Game Logo.

Images: Only the provided assets are allowed to be used. No additional images of the Street Fighter™ II game may be used to promote Street Fighter™ II The World Warrior Slot.

When creating new images from the provided approved assets, the Licensee must:

- a) Follow these Creative Specifications, including the Visual Brand Guidelines as set out in Annex A to these Guidelines.
- b) Obtain written approval from NetEnt for each new image created before publication as more particularly specified in clause 4 below.

3. Licensee's Affiliates

NetEnt has a direct business relationship with Licensee only, and not in any way with Licensee's

service providers, including but not limited to Licensee's business, advertising, marketing, print, artistic, digital and other partners, or other third parties, all of whom are "Licensee's Affiliates." As such, Licensee is solely liable for, ensuring that Licensee's Affiliates are fully informed of, and adhere to, these guidelines as well as any subsequent updates, and that Licensee's Affiliates are only ever provided with, and accordingly only use marketing/promotional materials that have been provided by NetEnt.

4. Approvals

- a) **Fast Track.** Content for approval that makes use only of the CE Europe Limited Licensed Property and elements provided by NetEnt in the promotional pack, and does not contain any other material or assets, can be fast tracked for written approval by NetEnt. Fast Tracked approvals must be submitted to NetEnt by 30 April 2020. NetEnt will use reasonable endeavors to turn around fast tracked approval request within 72 hours of receipt of complete requests if submitted by the date above, however NetEnt will not be held responsible for any delays.

Approval requests must be sent to: studio@netent.com

- b) **Other Approvals.** Any and all uses of the CE Europe Limited Licensed Property or any element thereof combined with any additional elements, text or artwork CANNOT be fast track approved, and NetEnt will endeavor to provide required written approval within ten (10) working days from submission of complete assets for approval, however, NetEnt will not assume any responsibility or liability for delays.

Annex A

Logotype



Netent Logo Missing



Netent Logo Missing

Game Thumbnails



or



If space doesn't allow it, NetEnt logo is not needed



Cropped character, too much clutter

Use of Stages and Characters

Background/Stage

Character



Blanka Stage



Blanka

Background/Stage

Character



Chun Li Stage



Chun Li



Ryu Stage



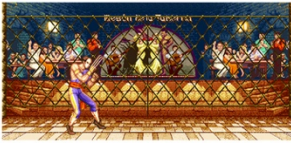
Ryu



Dhalsim Stage



Dhalsim



Vega Stage



Vega



Ken Stage



Ken



Zangief Stage



Zangief



Bison Stage



Bison



Ryu Stage



Ryu Stage



Ken Stage



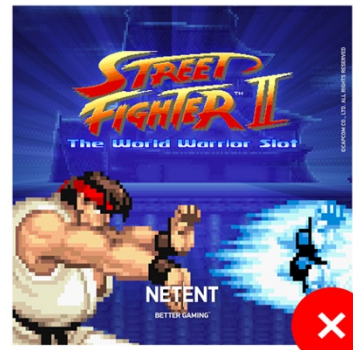
Ken Stage



Marketing Collateral



NetEnt logo missing



Character cropped out



Wrong Stage. Should be Ken or Chun Li's Stage



No legal line and characters cropped

