



Statement on Commissions

There are potentially a number of parties involved for every advertising campaign and therefore a number of different contracts and fee arrangements between those parties. Each campaign is different and may involve, amongst others, some or all of an advertiser, advertising agency, poster specialist and outdoor advertising company. Governing the relationships between these parties will be a number of contracts and arrangements which can give rise to the possibility of confusion on commissions, discounts, rebates, fee arrangements and payments.

Customarily outdoor advertising companies offer commission rates of 15% of the total advertising spend to advertising agencies and a further 5% to poster specialists. As a matter of industry practice, such commissions are granted as a discount off the total advertising spend. Primesight will typically grant these types of discounts to advertising agencies and poster specialists.

In addition to these commission rates, outdoor advertising companies, including Primesight, will, in most circumstances, grant volume rebates that reflect principally the volume of business placed by the poster specialist over a contract period (typically a calendar year). These arrangements are likely to vary, in the future, among outdoor advertising companies and between poster specialists. The arrangements that Primesight has in place with the poster specialists, include progressive rebate rates.

We are committed to ensuring that the outdoor advertising industry has transparency of commissions, discounts, rebates, fee arrangements and payments. As such, we recommend that you contact your advertising agency and/or your poster specialist to obtain information about any such arrangements that might be relevant to you.

Primesight Ltd's standard terms and conditions can be found at <http://www.primesight.co.uk>

You may also wish to consult the ISBA (the Incorporated Society of British Advertisers), the IPA Outdoor (the Institute of Practitioners in Advertising -Outdoor) and OAA websites for general information on industry practices in relation to the purchasing of outdoor advertising and best practices for remuneration and commission levels."

Relevant links:

Outdoor Advertising Association of Great Britain: <http://www.oaa.org.uk/>

Incorporated Society of British Advertisers: <http://www.isba.org.uk/isba/guidance-notes>

IPA Outdoor: www.ipa.co.uk/outdoor