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Tipico Advertising Policy

Status:	Release	Version	1.0
Classification:	PUBLIC	Date	11/08/2017
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Document Control

0.1 Target Audience

All Tipico employees, consultants and business partners.

0.2 Classification

This document is classified as „PUBLIC“

0.3 History

Version	Modifications	Date	Type	Responsible
1.0	First Release	08.08.2017	Release	Joachim Haeusler

0.4 Revision

The policy is reviewed on an annual basis and adapted, when found necessary.

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2 General

Tipico Group is dedicated to the **highest standards of responsible and fair marketing** of its brands and products and ensures best efforts to comply with applicable legal provisions and fundamental ethical principles for advertisement.

As a leading operator of gaming products, we place advertisements and implement marketing measures with the aim to inform people and to channel consumer demand to our regulated and supervised channels and therewith prevent them from exposure to unauthorised games of chance, lacking appropriate responsible gambling measures.

A main objective of our advertising activities is the maintenance of the good standing of our brands and licenses, including our reputation as a safe and reliable operator. As such it is our intention to always assure the protection of consumers, minors, third-party rights as well as the integrity of sports. In the course of advertising our brand and products, it is our responsibility to ensure that all statements and practices are:

- decent, honest and truthful,
- prepared with a due sense of social responsibility (in particular with the aim to protect minors and prevent disordered gambling),
- conform to the principles of fair competition and
- do not impair public confidence in advertising.

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3 Social responsibility

The advertisement of our brands and products is determined by the principle of social responsibility and public morality. Based on this principle, we ensure that advertisements engaged in by Tipico do not:

- address consumers in an inappropriate manner. In particular, mental or physical weaknesses, age, lack of business acumen, gullibility or financial or social predicaments shall not be exploited.
- directly or indirectly discriminate, promote discrimination or contain content discriminating on grounds of gender, nationality, skin colour, ethnicity, religion, ideology, sexual orientation, age or other grounds,
- contain or make any incitement to violence,
- contain pornographic content or content relating to other sexual conduct,
- encourage the addressees to contravene any applicable laws, in particular gaming laws, or to conduct any other criminal or anti-social behaviour.

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4 Protection of consumers

All our advertising measures are always taken in consideration of the risk of problem gambling. We are aware that this risk requires additional measures of consumer protection, so we act accordingly and ensure that advertisements engaged in by Tipico allow the consumer an informed choice and do not:

- play down the risks of gambling,
- exploit the credulity, vulnerability or lack of experience or knowledge of vulnerable persons,
- portray abstinence from gambling in a poor light,
- suggest that gambling is a form of financial investment or connote that gambling might improve someone's social acceptance, personal or financial success or resolve any economic, social or personal problems.
- encourage consumers to regain losses or reinvest winnings,
- mislead the addressee through inaccurate statements on the chances of winning and the nature or amount of the return,
- overemphasize the influence of skill in a misleading manner – specifically in games that are determined purely by chance.

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5 Protection of minors

We have a no tolerance policy towards underage gambling and betting. In order to restrict the appeal of our services to minors, we thus ensure that our advertisements:

- do not incite minors to participate in gambling and are not intentionally targeted at minors or other vulnerable persons,
- do not show minors in the act of gambling,
- do not portray gambling as a rite of passage to adulthood,
- are not advertised in media (including TV and web) whose editorial content is directed at minors.

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6 Respect of third-party rights and fair competition

In the course of advertising our products, we are dedicated to respect and protect the rights of others and strictly reject any form of support to illegal activities. We strictly oppose to unfair competition resulting from advertisement misplacement. To be more precise, we ensure that:

- our advertisements do not tarnish the reputation of competing licensees,
- our advertisements do not infringe or support the infringement of intellectual property rights. Therefore, we invest best efforts to ensure that advertisements are not placed on websites that systematically infringe intellectual property rights (eg illegal streaming websites),
- our advertisements do not disproportionately infringe an individual's fundamental rights, especially the right to privacy and the right to data protection,
- as a matter of course, we always respect human dignity and the integrity of the person.

This policy is valid for Tipico Group companies and applies to all marketing and sales activities.

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