

City, date

Company details:

NIP (Tax Identification Number):

Allegro login(s):

### Declaration

I, the undersigned ....., hereby declare that on behalf of the company ..... (hereinafter: "Company") which on a professional basis creates advertising campaigns and single ads for products, within the meaning of Article 56(2) of the Act of April 7, 2022, on medical devices, I approve all advertising activities undertaken by Allegro Sp. z o.o. (hereinafter: "Allegro") for the benefit of the Company's clients active on the Allegro Platform (hereinafter: "Platform") in the period they use the services of Allegro provided on the Platform and in permanent promotional campaigns organized by Allegro for products with the parameter "medical device – YES," as follows:

- I. Activities and tools used as part of Allegro Advertising in the managed service model
  - Offer and display ads sold to clients of Advertising BU with the participation of Advertising Business Partnerów (implemented by the Ad Operations team)
  - Ads in special projects carried out at Advertising BU covering custom advertising services, including cross-media campaigns (e.g., TV spots in ATL campaigns)
- II. Marketing activities of Allegro.pl
  - Offers displayed in Google results and on associated platforms in the Google Display Network
- III. Special programs, including AlleDiscount, Allegro Prices, GREAT PRICE, Best Price Guarantee

And self-service activities, i.e.:

- IV. Activities and tools used as part of Allegro Advertising in the self-service model
  - Allegro Ads (Display Self-Service, Sponsored Offers, Ads FAIR, AdExpress),
  - Ads Network: Sponsored Offers displayed in the Google search results, on Facebook, in the form of a product carousel
  - Ads DSP: Sponsored Offers displayed in partner media (Wirtualna Polska and Onet, along with their associated platforms)
- V. Promoted offers and featured offers
- VI. Loyalty programs, including Coins and Coupons
- VII. Deal Zone Badges, such as:

- Permanent, including Deal, Smart! Deal, New, Hit, and Quantity Discount
- Recurring (repeated periodically), including Weekly Smart! deals or Allegro Days
- Seasonal (displayed during specific seasons), including Winter Sale, Black Week, Smart Week

VIII. Activities in Allegro campaigns:

- Ads as part of the Allegro Trade Plan events calendar (for example, Allegro Days, Women's Day)

At the same time, on behalf of the Company, I declare that:

The Company is duly authorized to represent the Company's clients operating on the Platform in the scope specified above, and the Company's actions have been agreed in advance with those clients. At the same time, the Company agrees to bear full responsibility for any falsehood within the above declarations and warranties, and if Allegro suffers damage as a result, the Company agrees to compensate for it. If the advertising activities covered by this declaration are challenged, the Company agrees to repair any damage suffered by Allegro as a result. Particular advertising services will be used in accordance with the rules indicated in the above-mentioned Terms & Conditions and the Terms & Conditions of promotional campaigns. This statement constitutes the approval of the advertising of the device as referred to in Article 56(2) of the Medical Devices Act of 7 April 2022.