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## CREATIVE GUIDELINES

All of Licensee’s products, packaging, manuals, advertisements, promotional materials and web pages bearing the Gordon Ramsay Hell’s Kitchen™ Slot or any element thereof must include the following:

- The ‘Gordon Ramsay Hell’s Kitchen™ Video Slot’ Game Logo: The logo must be used as provided only. Gordon Ramsay Hell’s Kitchen™ logo should always have “Video Slot” merged together.
- Legal Notices: All materials shall contain the following in no less than and 7.5 point font, it being understood that in certain mobile digital materials, a shortened version, in a smaller font will be required:

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or

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- Licensee may request permission from NetEnt to develop and use line art and/or other design elements including the Gordon Ramsay Hell’s Kitchen™ Slot IP or any element thereof subject to NetEnt’s final written approval at its sole discretion.

## APPROVALS

All of Licensee’s advertising/promotional/commercial campaigns for the Gordon Ramsay Hell’s Kitchen™ Video Slot game, which must include Gordon Ramsay Hell’s Kitchen™ Slot IP, must be approved in writing by NetEnt *prior to launch*. This shall include, but shall not be limited to artistic/graphical assets and representations. Examples include, but are not limited to, any TV/radio commercials, print and digital advertisements, press releases, online media buys, and giveaways/sweepstakes/merchandising

offerings used across any marketing channels such as television, radio, website, email, social media, other digital, etc.

Specifically, regarding television commercials and/or graphical productions such as print/digital ad buys, Licensee must secure NetEnts' approvals as follows:

- Before production starts the idea, campaign, storyboards/mood- board, media plans, to include duration, countries, outlets, stations, with campaign script/messaging (for example, Voice Over scripts), all submitted in English or accurate English translations.
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- During production for all larger projects, Licensee must provide NetEnt with regular status update, bearing in mind it is best to keep Net Ent apprised and secure NetEnt approvals to avoid last minute changes.
- After production, final versions of all television commercials and graphical productions/print and digital ad buys, must be sent to NetEnt for approval, and again with all final English or accurate English translations.
- PLEASE NOTE: No broadcast production can go live on air, on radio, digitally or otherwise, without NetEnt's prior written approval over the final production. NetEnt reserves the right, exercisable at any time and in NetEnt's sole discretion, to require edits or modification, including but not limited to the removal of any assets, and Licensee will ensure that such occurs with immediate effect. Any financial impact from such edits or modification, including but not limited to the removal, shall be borne solely by the Licensee.

Specifically regarding "freespins/tournaments," both the "mechanics" of running a freespins promotional event as well as the promotional content and messaging used to promote the mechanic (i.e. prizes, messaging, art work, etc.) must be submitted and pre-approved by NetEnt in writing.

If in doubt about the approval process, please contact your dedicated NetEnt Account Manager.

**Images: Only the provided assets are allowed to be used. No additional images of the artist and/or of Gordon Ramsay Hell's Kitchen™ Video Slot brand are permitted to be used.**

#### **Fast Track Approval Process:**

- Content for approval that makes use only of the Gordon Ramsay Hell's Kitchen™ Slot IP 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. **FOR FAST TRACKED APPROVALS, THEY MUST BE SUBMITTED TO NETENT BY 12th MARCH 2021.** *NetEnt will endeavor to turn around fast tracked approval request within 24 hours of receipt of complete requests if submitted by the date above, however NetEnt will not be held responsible for any delays for approvals outside of the pre-approved promo pack images supplied and date agreed above.*
- Any and all uses of the Gordon Ramsay Hell's Kitchen™ Slot IP or any element thereof combine 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 package for approval, it being understood that NetEnt assumes no responsibility or liability for delays.

**Licensee's Affiliates:**

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