



RADIO | AUDIO

GENERAL TERMS AND CONDITIONS OF SALE 2026



RADIO | AUDIO

CGV 2026

01

Editorial by Hortense
Thomine-Desmazures

02

The M6 Group ecosystem

- a. Our media brands
- b. The M6 Group's CSR strategy and commitments

03

M6 Group advertising solutions

- a. Formats
 - 1. Global audio
 - 2. Radio
 - 3. Audio
 - 4. CSR
- b. Targeting

04

M6 Group services to support you

05

M6 Group pricing conditions

06

Commercial discounts

07

M6 Group general terms and
conditions of sale

08

Distribution elements

09

Definitions



01

EDITORIAL BY HORTENSE
THOMINE-DESMAZURES

Editorial

"An advertising agency on the move, looking to the future"

The advertising agency of tomorrow is one that knows how to transform emotion into impact for brands.

This is the conviction that guides us.

In this context, the advertising agency is changing its name to M6 Unlimited.

Just as practices evolve, so does our business. This new name embodies our desire to push the traditional boundaries of advertising: to break down the barriers associated with formats, channels, and purchasing methods in order to offer a more fluid, more open advertising experience that is fully connected to contemporary practices.

This name also reflects an ambition: that of a group that is constantly transforming itself in line with technological developments, a group on a conquest, aware of its strengths and faithful to its values.

2026 promises to be an exceptional year for the M6 Group.

Driven by exceptional programming, our offering will once again make a lasting impression this year, combining power and emotion and bringing together all generations. M6 Unlimited will be flying the flag for the FIFA World Cup, the biggest global event, and will offer a unique showcase for its partners through M6, RTL, and the M6+ platform, which is enjoying a historic season.

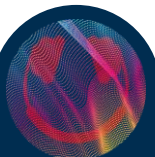
2026 will also be a year of transformation and new strategic partnerships, with the aim of making advertising more effective, simpler, more responsible, and more in line with consumer expectations.

With this new momentum, we are consolidating our position as a major advertising agency, clear-sighted about market changes and bold in building the future. It is by working closely with our partners and cultivating creativity and innovation that we will continue to make a difference.

Without limits.

Hortense Thomine-Desmazures

Deputy CEO, Advertising & Development – M6 Group





02

THE M6 GROUP ECOSYSTEM

a. Our media brands



RTL, RTL2, FUN RADIO, M RADIO

4 complementary stations



YOUR RADIO

**France's number one private radio station with 1^{re} .
5 million listeners every day.**

RTL is the leading generalist radio station in the audiovisual landscape.

This season looks promising with the arrival of strong voices and experts in their fields: Marc-Olivier Fogiel, Anne-Sophie Lapix, Augustin Trapenard, André Dussollier, and others.

RTL prioritizes news and understanding of the world throughout the day with Thomas Sotto, Amandine Bégot, Anne-Sophie Lapix, and others.

In addition to these major news slots, RTL also offers programs featuring stories, culture, advice, and entertainment, always designed to inform, educate, and inspire, and available as podcasts.



POP-ROCK SOUND

**1^{re} s of young adult music for 25-49 year olds and
upper socio-professional categories.
2 million daily listeners.**

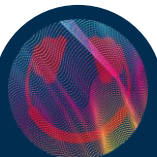
For 30 years, RTL2 has embodied pop-rock sound, offering an irresistible mix of timeless classics from legendary artists such as U2 and Coldplay, and new releases that are shaking up the current music scene.

RTL2 also features popular shows such as Double Espresso, which is celebrating its 10th anniversary this year, and Le Drive.

Pop-rock experts such as Waxx, Zégut, and Marjorie Hache immerse you in the world of pop-rock with passion.

Two new shows are joining the lineup every Sunday, hosted by Ophélie Meunier and Matt Bastard.

Finally, RTL2 brings you unique musical moments with live studio performances and unforgettable concerts such as RTL2 Pop-Rock Live at Le Trianon.



RTL, RTL2, FUN RADIO, M RADIO

4 complementary stations



ENJOY DANCE MUSIC

2.^e -private morning audience among 25-49 year olds.

1.9 million listeners every day.

In the new 2025-2026 season, Fun Radio, the benchmark for dance music, will continue to thrill its listeners every day.

Fun Radio Ibiza Experience, the electronic music event of the year, returns for its tenth edition in April 2026 with an exceptional show featuring the biggest French and international DJs. The show confirms its unmissable status in France after nine sold-out editions!

Surprises, games, good vibes, news, dance music... Bruno Guillon and his entire team are back for a new season of "Bruno sur Fun Radio."

And Fun Radio is also creating a buzz with the eagerly awaited arrival of Cyril Hanouna and his crew, every afternoon, with his show: "Tout Beau Tout Fun."



M RADIO

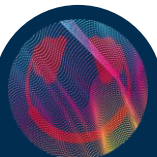
Number one for French music.

M Radio, a warm, family-friendly station aimed at women, attracts nearly 600,000 listeners every day thanks to its focus on French pop music. It is the only radio station to support French music from the 1980s to the present day, with artists such as Slimane, Santa, Calogero, Céline Dion, Vianney, Vitaa, Francis Cabrel, and more.

Every day, its iconic presenters embody the station's values: authenticity, proximity, and friendliness! and friendliness!

Good vibes guaranteed as soon as you wake up with Jérôme and Constance from 6 a.m. to 10 a.m.
On Saturdays from 10 a.m. to 12 p.m., tune in to a new show:

"Bienvenue chez Beaugrand," a late morning show with your favorite artist, featuring confidences, laughter, and kindness.



A WIDE RANGE OF TOPICS

Available in digital audio format

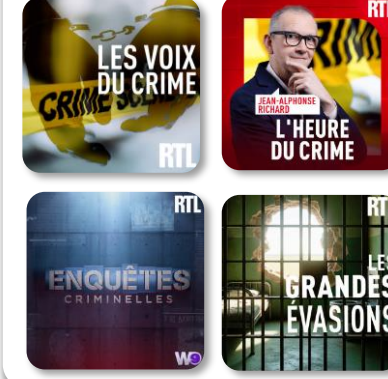
INFO



ENTERTAINMENT



CRIME



WELLNESS



CULTURE



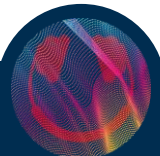
YOUTH



ADVICE



ENVIRONNEMENT





02

THE M6 GROUP ECOSYSTEM

b. The M6 Group's CSR strategy
and commitments

M6 UNLIMITED'S CSR POLICY

True to the M6 Group's DNA, our channels have been informing, entertaining, and supporting the daily lives of French people with warmth and kindness since our creation, reflecting the evolution of French society and its major challenges.

The Engagement Department coordinates the M6 Group's CSR policy, which consists of six roadmaps:

- ▮ Carbon footprint
- ▮ Eco-production
- ▮ Media education
- ▮ Digital sobriety
- ▮ Anti-waste
- ▮ Equal opportunities

CONTRIBUTING TO THE SUSTAINABLE TRANSFORMATION OF ADVERTISING AND THE CREATION OF ADVERTISING NARRATIVES THAT INSPIRE CHANGE

M6 Unlimited is fully aligned with the M6 Group's CSR policy. In line with this, it has defined **six roadmaps** within its scope of action to contribute to the sustainable transformation of advertising and fulfill its mission of **"Co-creating the advertising of the future"**:

- ▮ Leading the way towards sustainable and positive narratives
- ▮ Designing responsible advertising offerings
- ▮ Build tailor-made solutions to support brand engagement
- ▮ Advise its partners on high-impact advertising campaigns
- ▮ Contribute to the associative and philanthropic world
- ▮ Cooperate with interprofessional organizations for more responsible advertising

CONTRIBUTING TO ACCELERATING THE CULTURAL SHIFT TOWARDS SUSTAINABLE BEHAVIOR IN THE INTERESTS OF CONSCIOUS CONSUMPTION THAT IS MORE RESPECTFUL OF THE ECOSYSTEM

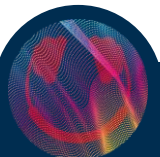
There are many challenges involved in responsible communication: conveying messages that encourage behavioral change, promoting new collective representations of a more responsible, ethical, and supportive society.

The role of an advertising agency such as M6 Unlimited is key in capitalizing on its ability to influence:

- ▮ To advise its clients on transformative content
- ▮ To design responsible advertising offers

Participating in the Business Climate Convention (CEC) through the "Nouveaux Imaginaires" program, alongside some 60 organizations, has helped us accelerate our thinking and actions in favor of more responsible advertising.

We carry out this coalition work on a daily basis with partners from different backgrounds and with complementary perspectives and expertise for the implementation of our studies, our offers, our internal initiatives, in solidarity and with other professions.



M6 UNLIMITED'S CSR POLICY

THE 6 CSR ROADMAPS OF M6 UNLIMITED

DRIVING THE DISCUSSION TOWARDS SUSTAINABLE AND POSITIVE NARRATIVES

By taking part in the Business Climate Convention through the "Nouveaux Imaginaires" (New Imaginaries) program, we have questioned our societal role as an advertising agency. This program has strengthened our commitment to raising awareness and supporting our partners in integrating sustainable and positive narratives into their communications.

Through our studies (*Trends, The Age of Responsible Brands, Resonance*), we analyze responsible consumption trends and engagement drivers, and we promote brands that are leading the way in rethinking advertising that inspires sustainable behavior.

DESIGNING RESPONSIBLE ADVERTISING OFFERS

Based on these reflections and insights, we develop offerings dedicated to highlighting committed brands, promoting the dissemination of more inclusive and responsible messages.

BUILDING TAILOR-MADE SOLUTIONS TO SUPPORT BRAND COMMITMENT

M6 Unlimited & Beyond, the agency integrated into the advertising sales unit, is committed to supporting its partners in developing communication solutions that meet their responsible communication challenges.

ADVISING OUR PARTNERS ON HIGH-IMPACT ADVERTISING CAMPAIGNS

M6 Unlimited encourages its advertisers to make their ads more inclusive by incorporating subtitles for the deaf and hard of hearing or audio description.

M6 Unlimited raises awareness and encourages its advertisers to adopt eco-friendly practices in the production of their advertising content.

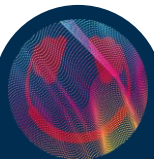
CONTRIBUTING TO THE NONPROFIT AND PHILANTHROPIC WORLD

By helping to raise the profile of associations and supporting impactful projects, we are working to bring about lasting change in society.

Through our actions such as the Hackathon Engagé, the broadcasting of free campaigns on our channels, and our support for the "Top Chef des Positifs" solidarity competition, we put our expertise and influence at the service of the non-profit sector.

COOPERATING WITH INTERPROFESSIONAL ORGANIZATIONS FOR MORE RESPONSIBLE ADVERTISING

We participate in the ongoing development of responsible advertising within our industry associations (ADMTV, SRI, Alliance de la Radio) around the issues of reducing the carbon footprint of advertising, inclusivity, and solidarity.



MEASURING THE CARBON IMPACT OF YOUR CAMPAIGNS

Campaign carbon measurement tools and benchmarks

DEVELOPING COMMON STANDARDS

For several years now, the advertising industry has been working to understand and measure its carbon footprint with the aim of reducing it.

ADMTV, SRI, and **Alliance de la Radio** have therefore decided to work with their members on common benchmarks and measurement tools. They have been supported in this work by leading players BL Evolution and DK.

COMMITMENT TO RESPONSIBLE DIGITAL ADVERTISING

M6 Unlimited is committed to the **Sustainable Digital Ad Trust** program of the **Syndicat des Régies Internet** (SRI). This program aims to promote all transitions by SRI advertising agencies towards more responsible digital advertising, whether technological, business, or environmental.

During the **third assessment cycle** (September 2025), M6 Unlimited achieved **Diamond status**, an improvement of **10 points** compared to the second cycle (October 2024). This result **highlights the advertising agency's commitments and actions** towards more responsible communication.



MEASURING THE CARBON IMPACT OF CAMPAIGNS BROADCAST ON OUR MEDIA ASSETS

To measure the carbon footprint of advertising campaigns broadcast on its media assets, M6 Unlimited uses measurement tools developed by DK as part of the work carried out by ADMTV and **Alliance de la Radio**.

These tools incorporate the measurement standards common to members of advertising industry associations for calculating the carbon impact of advertising: ADMTV, **Alliance de la Radio**, SRI, and Alliance Digitale.

These benchmarks are based on methodologies established according to collectively defined assumptions, on a database averaged between the various members of the advertising industry associations, and on market data.

TV and radio campaign reports are available on request. M6 Unlimited is committed to systematically integrating carbon data into campaign reports in Q1 2026.

REDUCING THE WEIGHT OF DIGITAL AUDIO ADVERTISING CREATIONS

STANDARDIZATION OF THE TECHNICAL SPECIFICATIONS OF DIGITAL AUDIO ADVERTISING MESSAGES

The advertising agencies of the **Alliance de la Radio** (Ketil, Lagardère Publicité News, M6 Unlimited, NRJ Global, RMC BFM Ads, Skyrock Public) have **reinforced the action** initiated in 2024 by the Bureau de la Radio **to reduce the carbon impact of broadcasting** advertising messages in **digital audio**.

This initial initiative **reduces the impact** of both message **storage** and **broadcasting**. All national advertising agencies have standardized technical specifications so that **30-second** messages do not exceed **1.5 MB** in size, and **20-second** messages do not exceed **1 MB**.

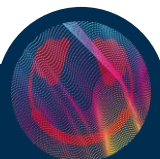
These specific provisions, which came into force on January 1, 2025, **will once again be applicable** as of January 1, 2026.

REDUCING THE IMPACT OF ADVERTISING PRODUCTIONS

M6 Unlimited & Beyond (M6 Unlimited's integrated agency) supports its agency and advertiser partners in **organizing more responsible filming**. The M6 Unlimited & Beyond teams are trained in **Ecoprod** and the **Carbon'Clap** measurement tool.

To raise awareness and encourage the Group's internal producers, service providers, and clients to adopt Ecoprod actions, M6 Unlimited & Beyond has developed a **guide to best practices in production**.

Comprising **five themes**, it covers the entire process to enable better consideration of the environmental challenges of filming: **pre-production, production, and post-production**.





03

M6 GROUP ADVERTISING SOLUTIONS

a. Formats for each objective

EXPLORE OUR PLAYGROUND

Audio solutions for all your challenges

FIRST

Capture everyone's attention



EP1
EP1 TREMLIN
M6+ AUDIO

EMERGENCE

Be memorable



EP1 TREMLIN ECHO
VOCIE ANTENNE AUDIO

PRECISION

Target your audience



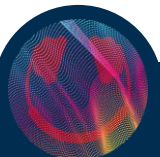
DATA FIRST PARTY
DCO

CSR

Showcase your commitment



RESPONSIBLE
BEHAVIOR COMMITTED
VOICES
SOLIDARITY



OUR INNOVATIVE RADIO FORMATS

EP1 TREMLIN



Concept

EP1 Tremplin offers a **personalized jingle tailored to the context** before the commercial, based on a key date in the calendar or the weather.

EP1 Tremplin is available on RTL, RTL2, FUN RADIO, and M Radio.

Benefits

The personalized, contextual jingle immediately captures listeners' attention. The ad also benefits from premium placement in a 1-^{ère} -position to **maximize its impact**.

EP1 ECHO



Concept

EP1 Echo **repeats the message** to maximize memorization. The spot is broadcast in a 1-^{ère} -position format and, thanks to the echo format, the message is repeated within the same screen. The EP1 Tremplin format can also be added as an option.

EP1 Tremplin is available on RTL, RTL2, and FUN RADIO.

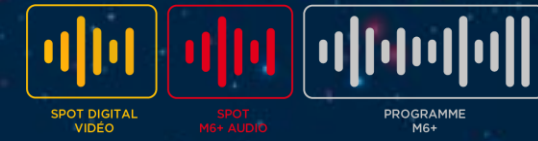
Mechanics of the echo format:

1. Break at the beginning of the spot
2. A listener calls in to ask a question about the commercial heard in the 1-^{ère} -position
3. An RTL operator answers and repeats your key information
4. **Drive to Web version** available with specific sound design

Benefit

In addition to being broadcast in a 1-^{ère} , repeating the ad on the same screen boosts its **visibility and helps drive home its message**.

M6+ AUDIO



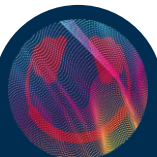
Concept

M6+ Audio combines the advertiser's audio message with an instream display visual, giving the audio spot a new visual and clickable dimension on M6+.

This format is only available on programs lasting less than 40 minutes in the Last in Break position (last screen before the program resumes).

Benefit

M6+ Audio offers an enriched visual dimension to the audio message, allowing **for complete immersion and enhanced memorization**. The combination of sound and visuals on M6+ creates an **innovative and captivating advertising** experience.



CAPITALIZING ON OUR HOST READ FORMATS

RECORD YOUR PODCAST MESSAGE WITH THE ICONIC VOICE
OF AN M6 GROUP RADIO HOST



Lorant
Deutsch



Eric Jean
Jean



Flavie
Flament



Elie
Semoun



Faustine
Bollaert

A STRONGER EMERGENCE

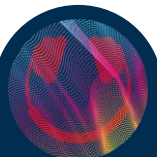
Thanks to the host's **recognizable voice** and up to
1 minute of airtime

AN IDEAL STYLE FOR PODCASTS

Available as a **pre-roll** and/or **mid-roll**

A CREATION THAT ADAPTS

By recording **several versions** (depending on the
weather, to play a countdown, etc.)



OUR RESPONSIBLE ADVERTISING OFFERS

Promoting committed brands

Comportements responsables

PROMOTING THE ADOPTION OF NEW CONSUMPTION PRACTICES

Concept

Promote your communications promoting more responsible consumption behaviors on the radio in our EP1 Echo, where your spot will be preceded by a contextualized jingle.

Available options

- Environmental labels
- Responsible behaviors (13 eligible)
 - New: **Reuse instructions**
- Made in France (5 eligible labels)

NOUVEAU

Activable

On radio (RTL, RTL2, FUN RADIO) and digital audio.

Voix engagées Testimonial

HIGHLIGHT YOUR BRAND'S COMMITMENT WITH THE LONG FORMAT

Concept

Get your CSR message across in a minimum of 30 seconds, in a premium slot introduced by a dedicated jingle. An educational format that allows you to highlight and reinforce your commitment without time constraints.

Slot

Choice of: EP1 Tremplin, off-screen, showcase

Activatable

On the radio (RTL).

Solidaire

SUPPORTING CHARITIES THROUGH ADVERTISING

Concept

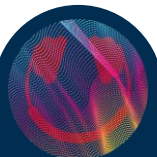
Support an association project or a worthy cause with your advertising budget.

Your ad will be broadcast in a 1^{ère} t the top of the advertising screen or before the audio podcast, preceded by a solidarity jingle to highlight your commitment.

In partnership with Goodeed.

Activable

On radio (RTL, RTL2, FUN RADIO) and digital audio.





03

ADVERTISING SOLUTIONS

b. Targeting

M6 GROUP TARGETING OFFER



GEOLOCALISATION

Boost your campaign in specific areas

4 LEVELS OF GEOLOC TARGETING

CUSTOMER AREA
ZIP CODE
DEPARTMENT
REGION

RETARGETING DRIVE TO STORE

Kairos fire

AVAILABLE ON AN OVER-THE-COUNTER AND PROGRAMMATIC BASIS



SOCIODÉMO

Maximize your target contacts

9 SEGMENTS BASED ON 2 CRITERIA

AGE
GENDER

CERTIFICATION

Our RTL, RTL2 and FUN RADIO websites and applications are certified by « Digital Ad Ratings »



LIFESTYLE

Target listeners based on their lifestyle

5 AXES OF LIFESTYLE TARGETING

SOCIAL GRADE
INCOME LEVEL
GEOTYPE
LIVING ENVIRONMENT
HOUSEHOLD COMPOSITION



AFFINITOR

Reach an affinity target audience for your brand

+30 SEGMENTS AVAILABLE INCLUDING:

SPORTS
ECONOMY
BUSINESS
CINEMA
ECOLOGY
HEALTH
AUTOMOTIVE

POWERFUL INVENTORIES

all formats and media



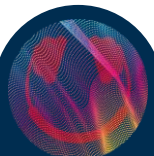
PROGRAM CONTEXT

12 THÉMATIC PACKS

ENTERTAINMENT
CULTURE
NEWS & BUSINESS
TRUE CRIME
CONSUMER ADVICE & SPENDING
SPORTS & NEWS
WELLNESS
HUMOR

NOUVEAU

...



MEASURE THE EFFECTIVENESS OF YOUR CAMPAIGNS



POST TEST & BRAND LIFT

M6 Unlimited and its partners help you analyze your radio campaigns using post-test and brand lift tools.

In partnership with:



BRAND LIFT

M6 Unlimited and its partners offer Brand Lift solutions tailored to digital audio throughout the year.

In partnership with:



DRIVE TO STORE

M6 Unlimited offers to assist you in measuring the drive-to-store effect of your digital audio campaigns.

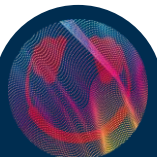
In partnership with:



CERTIFICATION

Certify your contact on target, during data activation, using the Digital Ad Rating (DAR) tool.

In partnership with:



GO FURTHER WITH OUR DIGITAL AUDIO BRAND CONTENT SOLUTIONS

PODCAST SPONSORSHIP

Benefit from a transfer of values with your brand's presence in 100% of the airtime on the podcast(s) of your choice.

SPECIAL EPISODE

Capitalize on a program's loyal audience and offer exclusive content based on a special episode.

BRANDED PODCAST

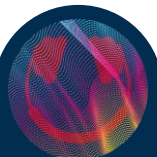
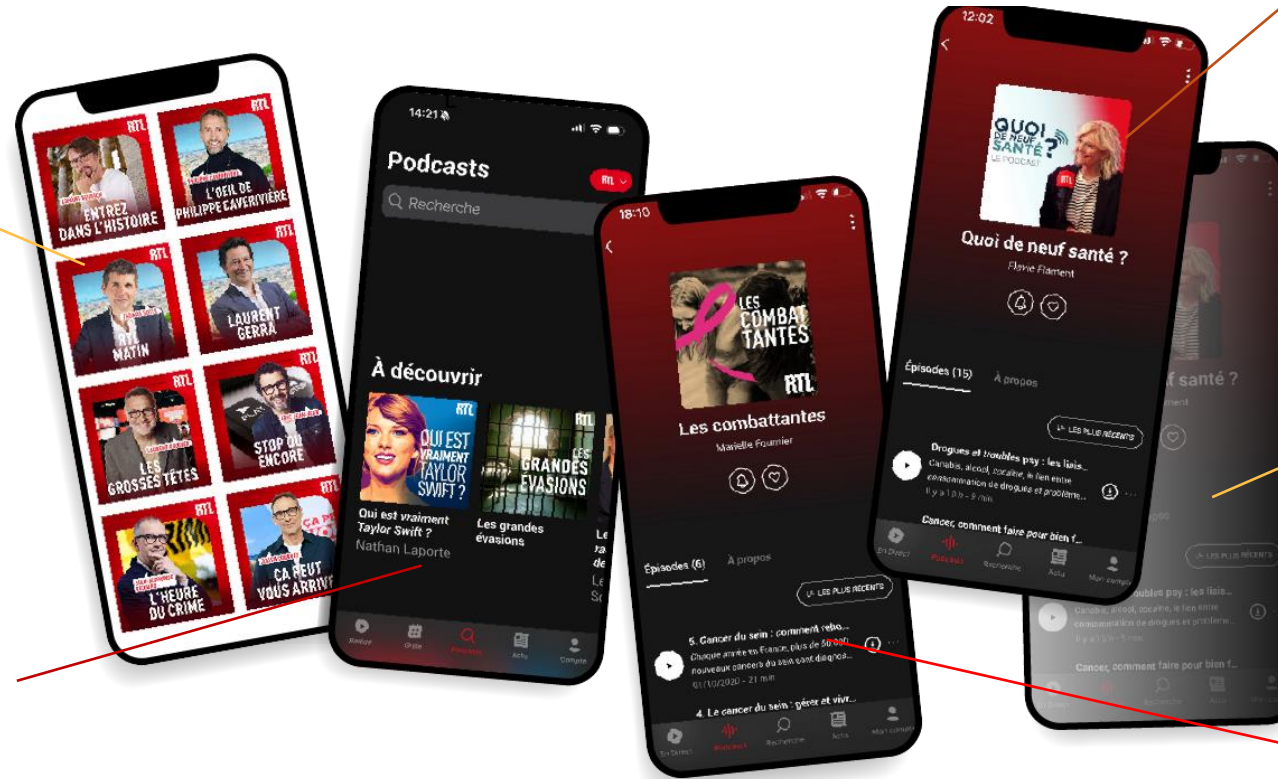
Develop your own tailor-made audio storytelling using the editorial and technical expertise of M6 Unlimited & Beyond.

HOST READ FORMAT

Promote your integration on air: record your message with an iconic RTL voice or one of the voices from our three stations, and freely customize your creation.

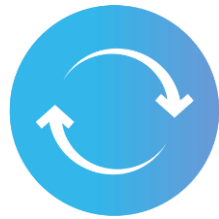
COLLABORATION

In collaboration with RTL and 100% editorialized, create a series of podcasts related to the theme you want to highlight.



EXPAND YOUR ADVERTISING REACH WITH OUR FIRST MUSIC OFFER

Simultaneous purchase of our 3 music stations



**A POWERFUL
COMBINATION**



5,5 M

LISTENERS AGED 25-49
EVERY WEEK



**OPTIMIZED
COVERAGE**



A CONTRIBUTION OF

+602 000

LISTENERS AGED 25-49
VS THE DUO



**VERY LOW
DUPLICATION**



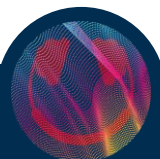
ON 25-49 YEARS OLD

62 %

M RADIO LISTENERS DO
NOT LISTEN TO FUN OR
RTL2

EAR insights JM25, Average week LâV, 5 a.m.-midnight, Maximum coverage FUN+RTL2+M Radio.
Contribution of M Radio vs. FUN+RTL2 - M Radio exclusives vs. First - Target audience aged 25-49

Integration
in the same **time**
slot single rate
single billing



RADIO AUDIO TV SPONSOR PACKAGE

Leverage the synergy of our media around the personalities we embody



Le cave'reveil / L'Œil de...
PHILIPPE CAVERIVIÈRE



6h54 and 7h55 on RTL
12h30 on M6



Ça peut vous arriver
JULIEN COURBET



10h-12h on RTL
9h45-12h30 on M6



Tout beau tout FUN/9
CYRIL HANOUNA



15h-18h on FUN
18h45-21h15 on W9

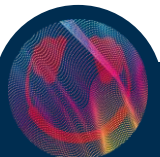


Le Double Espresso
GRÉGORY ASCHER ET JUSTINE SALMON



6h-9h on RTL2
7h-9h on W9

AVAILABLE AS A PODCAST



TAKE ADVANTAGE OF OPPORTUNITIES

Sponsorship on RTL



MONTHLY PURCHASE

- One 8-second billboard per day at the start of appointments
- Live or pre-recorded message
- Option of audio-digital sponsorship (live or podcast)



7H38 L'ANGLE ÉCO
FRANÇOIS LENGLET



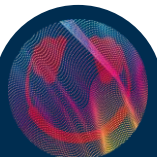
8H43 LES SECRETS DE LA CONSO
OLIVIER DAUVERS



8H46 ÇA VA BEAUCOUP MIEUX
JIMMY MOHAMED



9H25 LE TRAPENARD DU VENDREDI
AUGUSTIN TRAPENARD



CROSS AUDIO PACK

Affinity contexts to track your audiences across all linear and digital touchpoints

Pack
CSP+



**27 MILLION
CONTACTS**

Radio

- News segments
- 6 spots per day
- 20-second basis

Digital audio

- RTL live player news slots
- RTL News & Business podcast pack

1 week campaign*

BUDGET: €60K

Pack
BIG HEADS EXTENDED



**41 MILLION
CONTACTS**

Radio

- Sponsorship of the program at the beginning and end (3:30 p.m. to 6 p.m.)
- 2 spots per day
- 8-second spots

Digital audio

- Podcast Grosses têtes
- 100% Grosses Têtes digital radio

1-month campaign*

BUDGET: €60K

Pack
ENTERTAINMENT



**10 MILLION
CONTACTS**

Radio

- 9 spots per day
- 20-second basis

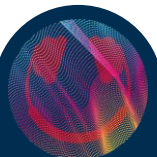
Digital audio

- FUN RADIO live player
- FUN RADIO digital radios
- Podcasts: Bruno on Fun Radio, TBT9, La Team Fun Radio

1 week campaign*

BUDGET: €35K

*Médiamétrie EAR April-June 25, EAR Insights 2025, red period, rates as of August 25, 2025 FMA budget included for up to 2 weeks on digital audio/radio: Target contacts 13+, rates subject to change



CROSS AUDIO PACK

Affinity contexts to track your audiences across all linear and digital touchpoints

Pack
POP-ROCK



**12 MILLION
CONTACTS**

Radio

- 9 spots per day
- 20-second basis

Digital audio

- RTL2 live player
- RTL2 digital radio stations
- RTL2 podcasts

1 week campaign*

BUDGET: €55K

Pack
FAMILY



**4 MILLION
CONTACTS**

Radio

- 9 spots per day
- 20-second basis

Digital audio

- Podcasts of Caroline Dublanche and Flavie Flament shows (RTL)

1 week campaign*

BUDGET: €10K

Pack
YOUTH



**10 MILLION
CONTACTS**

Radio

- 9 spots per day
- 20-second basis

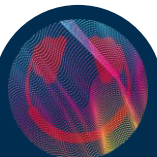
Digital audio

- FUN RADIO live player
- FUN RADIO digital radio stations
- FUN RADIO podcasts

1 week campaign*

BUDGET: €45k

*Médiamétrie EAR April-June 25, EAR Insights 2025, red period, rates as of August 25, 2025 FMA budget included for up to 2 weeks on digital audio/radio: Target contacts 13+, rates subject to change

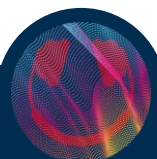


TAKE ADVANTAGE OF SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities on M RADIO



SPONSORSHIP	NUMBER OF MESSAGES/DAY		NUMBER OF MESSAGES / MONTH
	BRANDING	SELF-PROMOTION	
Weather	Monday to Friday from 6 a.m. to 10 a.m.: 5 x 7-second spots "The weather on M Radio with..."	Sunday to Saturday: 4 x 15-second spots "Check out the weather forecast Monday through Friday on M Radio with + advertising signature"	60 station IDs 80 self-promotions
Horoscope	Monday to Friday from 6 a.m. to 10 a.m.: 5 x 7-second spots "The weather on M Radio with..."	Monday to Sunday: 4 x 15-second spots "Check out the horoscope Monday through Friday with + advertising signature"	60 jingles 80 self-promotions
	NUMBER OF MESSAGES/DAY		NUMBER OF MESSAGES/MONTH
	BRANDING		
Top hourly Morning	Monday to Friday from 6 a.m. to 1 p.m.: 8 seven-second spots "... gives you the time"		224 jingles
Hourly news Afternoon	Monday to Sunday from 2 p.m. to 9 p.m.: 8 spots of 7 seconds "... tells you the time"		224 jingles

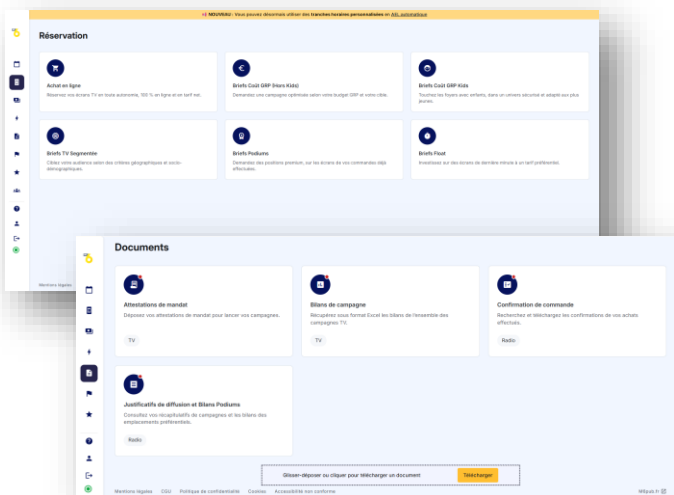




04

SERVICES
TO SUPPORT YOU

ACCESS TO MY6



MY6

My6 is the media campaign consultation and management platform developed by M6 Unlimited, which opened up to the radio world in 2024.

Once logged in, each administrator and/or user will have access to the following documents via this platform, in accordance with the Terms of Use available on My6:

RADIO CUSTOMER AREA

- Order confirmations
- Broadcast receipts and EP reports

Other information about our clients' campaigns may be added to this area in 2026.

OFFERS & TERMS AND CONDITIONS

Find out about advertising innovations, commercial offers, terms and conditions, etc.

NEWS

See press releases, station news, etc.

STUDIES

Find key findings from studies conducted by M6 Unlimited.

BUYERS

A pioneering platform created in 2007, My6 facilitates media budget management and the administrative management of M6 Unlimited's commercial partners.

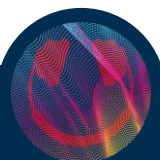
Since 2019, My6 has become a personalized service and transactional platform, offering an optimized customer experience. Access to MY6 is subject to the administrator/user's acceptance of and compliance with these Terms and Conditions and the My6 Terms of Use.

My6 may be subject to change and/or may be temporarily unavailable at any time.

To create your account as a media agency, contact adv@m6.fr

BUSINESS ACCESS TO MY6

Whether you are a small or large business, you can now access My6 in just a few clicks right here. You can build your local and national TV campaigns independently.



STEP BY M6

The right solution for one-to-^{re} communication



POWER

BOOST YOUR PERFORMANCE!

- Unique multimedia ecosystem: TV, radio, digital, and influencer marketing.
- Reaches 9 out of 10 French people every month.
- Leading brands: M6 (2nd national channel), RTL (1st private radio station in France), M6+ (28 million people reached every month).

For more information,
contact

Noémi Carpentier

noemi.carpentier@m6.fr

+33 (0)6 30 63 20 51



PROXIMITY

TO SUPPORT YOU BEFORE, DURING, AND AFTER YOUR CAMPAIGN

- Win-win relationship.
- A dedicated contact person for personalized support.
- Dedicated experts at every stage: marketing, legal, creative, planning.
- KPI monitoring and media planning optimization for your campaign on My6.



EXPERTISE

TO OPTIMIZE YOUR ADVERTISING EFFECTIVENESS

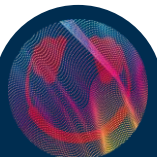
- Media analysis of advertisers in your industry.
- Comprehensive range of marketing solutions (shopper marketing, B2B, social selling, etc.).
- Specific expertise: drive-to-web and drive-to-store.
- Customized, turnkey advertising creation with our M6 Unlimited & Beyond studio.
- Performance-oriented thanks to partnerships.

Cross Media Study Wave 2024.1

Médiamétrie - Médiamat - 2024-2025 season on the main commercial targets.

EAR September 24-June 25, LâV, 5h/24h, QHM base 16 national commercial radio stations - Target audience aged 16+

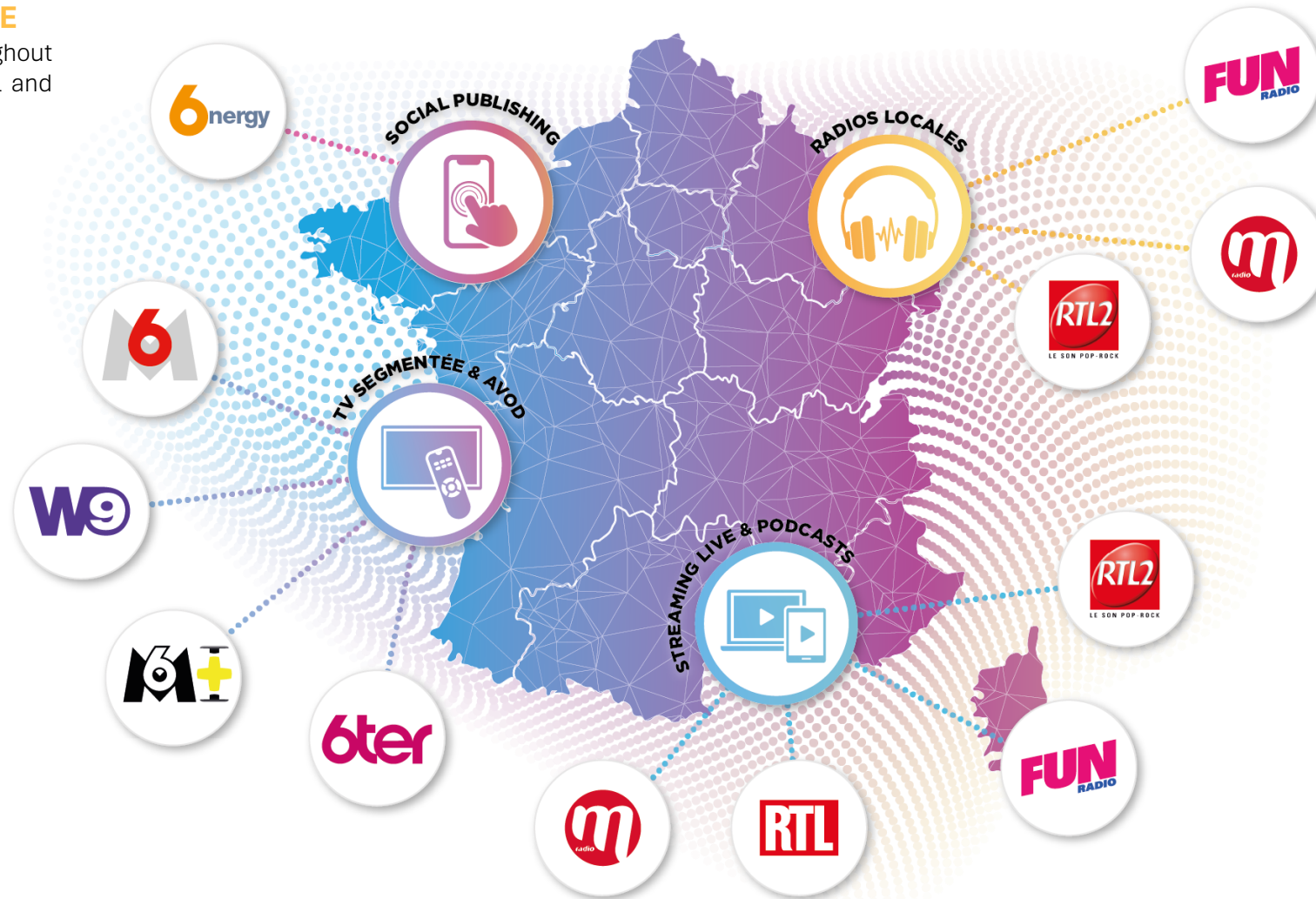
AVOD: Médiamétrie-Médiamat Average January-August 25 - 4-screen measurement - Target 4+



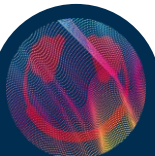
M6 UNLIMITED LOCAL

PROXIMITY AND EXPERTISE

A sales team available throughout France to respond to all your local and national issues.



For more information, contact
Yvan Coffignal
yvan.coffignal@m6.fr
+33 (0)6 70 79 21 01



M6 UNLIMITED & BEYOND

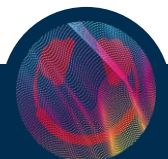


THE CREATIVE AGENCY DEDICATED TO THE EMERGENCE OF YOUR BRANDS

Partnering with agencies and advertisers, M6 Unlimited & Beyond devises original, powerful, and engaging solutions across all media. From television to radio, digital, social, and influencer marketing, right through to on-the-ground experiences.

With a large catalog of licenses for flagship programs and influential personalities, M6 Unlimited & Beyond is constantly pushing the boundaries of its playing field to offer audiences experiences that are as engaging as they are entertaining!

Advertising and institutional films, event media formats, short programs, podcasts, social content, corporate conventions... M6 Unlimited & Beyond is the preferred partner for brands looking to stand out.



INFLUENCE

A powerful ecosystem of ambassadors

Whatever your field, M6 Unlimited provides your brand with the expertise of our personalities to give you the best possible support in meeting your various challenges.

TV/RADIO PERSONALITIES

The faces of the M6 Group, experts in their field, bring brands the benefit of their influence across the M6 ecosystem.



Flavie Flament



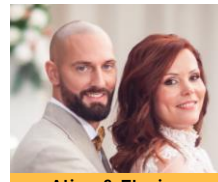
Stéphane Rotenberg



Karine Le Marchand



Timothée
Le Meilleur Pâtissier



Alice & Florian
Mariés au premier regard



Mathieu Stepson
La France a un incroyable talent



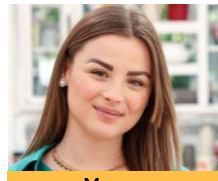
Bruno Guillon



Eric Antoine



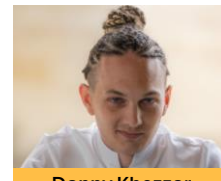
Cyril Lignac



Manon
Le Meilleur Pâtissier



Jérôme & Lucile
L'amour est dans le pré



Danny Khezzar
Top Chef



Camille Cerf



Juju Fitcats



Laurent Maistret



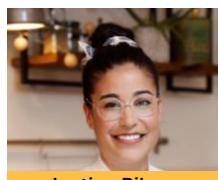
Faustine Bollaert



Norbert Tarayre



Philippe Etchebest



Justine Piluso
Top Chef



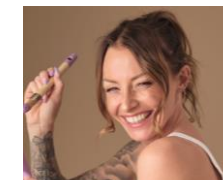
Ryad & Louison
Pékin Express



Mohamed Cheikh
Top Chef



Logfive



L'atelier de Roxane



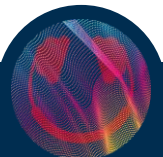
Cindy Poumeyrol

TV CANDIDATE INFLUENCERS

Young rising stars from our shows, acclaimed by the public, they bring together a real community on their social networks.

DIGITAL NATIVE INFLUENCERS

Powerful digital creators share their daily lives and engage their communities on social media.



EVENT PLANNING

WILD BUZZ AGENCY

Leader and pioneer in spaces dedicated to brands and institutions, creator of experiences.

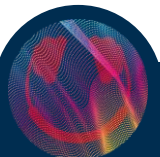
A new approach focused on **emotion** and **engagement** to win the hearts of consumers.

M6 Unlimited and WBA are joining forces to provide solutions to brands' media and non-media challenges, drawing on their ability to imagine, produce, and publicize **unique, tailor-made special operations**.

WBA offers brands a theatrical physical experience to create emotion and disruption and engage directly with their customers as well as those who have never used their products.

This experiential dimension is all the more strategic for initiatives with strong social resonance.

There are numerous synergies between M6 Unlimited and Wild Buzz Agency, enabling them to multiply the reach of campaigns and advertisers throughout France in two ways: through experience and emotion. This is a step forward in the battle to win brand preference.



THE LAB6

The M6 Group's creative audiovisual expertise

soun(dB)ox

A pioneer and innovator, LAB6 has already attracted more than a hundred advertisers in recent years.

lab6

THE OBJECTIVE

Raise awareness among advertisers about the importance of advertising creation in terms of audio and video effectiveness (brand recognition, message comprehension, creative levers, etc.).

TWO ANALYSES TO TRANSLATE LAB6 EXPERTISE

- A marketing analysis developed using a grid for analyzing creative standards that predict the effectiveness of a TV or radio advertising campaign.
- A scientific analysis using our Soundbox algorithm, which allows us to measure auditory salience (sound attention).

NEW

AI TO REVOLUTIONIZE AUDIO CREATION

Building on our IA LAB6 service, which helps advertisers optimize their scripts using artificial intelligence, we are now taking things to the next level. LAB6 now draws on the expertise of ElevenLabs, through the creation of customized voices and text-to-speech, in order to propel advertisers into advertising creation and formalize a comprehensive support program around LAB6 & AI.



05

PRICING CONDITIONS

PRICING

All M6 Unlimited Radio gross rates and their terms and conditions of application described below are available on the M6 Unlimited website.

Our rates are exclusive of tax and VAT will be added. Any new taxes or duties will be payable by our customers. Our rates are subject to change at any time during the year.

1. GROSS RATE

The gross rate corresponds to the unit cost of an advertising insertion within an advertising screen on one of the media marketed by M6 Unlimited Radio in 2026.

This rate varies depending on the medium and the half-hour start time of the advertising slot in which the insertion is located.

It is expressed on the basis of a 30-second format and is weighted by the format index (see chapter "Format indices").

The rate taken into account (and the audience) when a message is broadcast is the rate (and audience) in effect at the time of broadcast and corresponding to the half-hour start time of the advertising screen. In the event of a dispute, the time stamp of the broadcast concerned shall prevail.

Broadcast fees (FMA) are billed based on the number of messages broadcast across all M6 Unlimited Radio media, at a rate of €32 net excluding VAT per message. Broadcast fees are not subject to any commercial discounts.

The commercial terms and conditions applicable to gross rates are those set out in the M6 Unlimited Radio 2026 General Terms and Conditions of Sale.

2. FIRST MUSIC

First Music is a single rate that allows you to purchase simultaneously on the same campaign of the same product FUN RADIO national, RTL2 national, and M RADIO national. This rate must be validated at the time of booking with the sales department.

M6 Unlimited also reserves the right not to offer FIRST MUSIC during certain periods of the year, particularly depending on scheduling availability.

This rate corresponds to the cumulative unit sum of the three stations and is subject to review with each wave of national audience figures published by Médiamétrie. The rate taken into account (and the audience) when broadcasting a message is the rate (and audience) corresponding to the half-hour starting time of the advertising screen on each station. In the event of a dispute, the time stamp of each station concerned shall prevail. The First Music rate does not benefit from placement conditions other than the surcharges provided for in the context of multiple advertisements.

Reservation terms: First Music schedules must be optioned at least 6 weeks before the first day of the campaign's broadcast. All schedules optioned less than 6 weeks in advance will be budgeted based on the unit rates of each station and invoiced according to the terms and conditions of sale specific to each station.

First Music is not available for purchase at a guaranteed net GRP cost and cannot be combined with the purchase of a 48-hour Pass.

Broadcast fees will be charged at €32 net excluding VAT per message broadcast and per station. They are not subject to any commercial discounts.

The commercial terms and conditions applicable to the First Music rate are those set out in the M6 Unlimited Radio-Audio 2026 Terms and Conditions of Sale.

3. ÉCRINS

An écran is an exclusive insertion for a single advertiser within RTL programs.

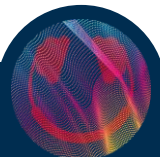
Écrins rates are subject to program changes. Until the day of broadcast, M6 Unlimited reserves the right to close a half-hour slot to marketing.

Écrins must be requested specifically from the sales departments.

Écrins are not available for purchase at a guaranteed net GRP cost.

Broadcast fees are billed based on the number of messages broadcast on RTL, at a rate of €32 net excluding VAT per message. They are not subject to any commercial discounts.

The commercial terms and conditions applicable to Écrins rates are those set out in the M6 Unlimited Radio-Audio 2026 General Terms and Conditions of Sale.



ADJUSTMENTS

The price adjustments below apply to all prices published by M6 Unlimited.

1. FORMAT INDICES

DURATION (seconds)	FORMAT INDEX
5	50
10	65
15	81
20	93
25	97
30	100
35	125
40	150
45	170
50	190
55	210
60	240

The format of messages delivered must strictly comply with the reserved duration. For any other format, please consult us for feasibility and the associated index.

2. SEASONALITY INDICES

2.1 NATIONAL RADIO

PERIOD	RATE	SEASONALITY INDEX
01/01 – 04/01	WHITE	100
05/01 – 18/01	ORANGE	120
01/19 – 03/01	WHITE	100
03/02 – 05/17	RED	145
05/18 – 07/12	PURPLE	160
07/13 – 08/23	WHITE	100
08/24 – 09/13 and 09/14 – 11/15 and 11/16 – 11/29 and 11/30 – 12/24	BLUE	178
12/25 – 12/31	WHITE	100

For each period, the valid rates are those indicated in the document "M6 Unlimited Radio 2026 Rates" available on the M6 Unlimited website.

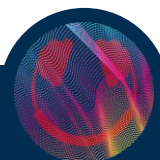
M6 Unlimited reserves the right to modify the "NATIONAL RADIO" seasonality indices during the year. In this case, the period and the new index will be communicated no later than 21 calendar days before the date of application of this modification.

2.2 DIGITAL AUDIO

In digital audio, seasonality indices will apply to all CPMs negotiated between M6 Unlimited and an advertiser or its agent, with these CPMs being negotiated on a "base 100" basis.

PERIOD	SEASONALITY INDEX
01/01 – 04/01 and 01/05 – 01/18	90
01/19 – 03/01	100
03/02 – 05/17 and 05/18 – 07/12	110
07/13 – 08/23	90
08/24 – 09/13 and 09/14 – 11/15 and 11/16 – 11/29 and 11/30 – 12/24 and 12/25 – 12/31	115

M6 Unlimited reserves the right to modify the "DIGITAL AUDIO" seasonality indices during the year. In this case, the period and the new index will be communicated no later than 21 calendar days before the date of application of this modification.



MODULATIONS

3. LOCATION CONDITIONS

Location surcharges apply to the gross rate in effect at the selected station at the time of booking.

3.1 48-HOUR PASS

In order to control advertising time on our stations, M6 Unlimited offers the 48-Hour Pass to guarantee its advertisers access to the schedule, particularly during busy periods.

The 48-hour Pass allows advertisers to obtain their plans within a maximum of 48 hours (i.e., two business days) after the reservation request, with a 100% service rate guarantee for the requested GRP volume, subject to schedule availability. It takes priority over all other purchase methods.

It also allows you to block your programming, even well in advance of broadcast. Under the 48-hour Pass, a **+25%** surcharge will be applied to the campaign in question (either on the net GRP cost for purchases at a guaranteed net GRP cost, or on the gross space rate for purchases at a rate), regardless of the station or time slot.

Requests for 48-hour passes must be made at least 21 business days before the broadcast of the first spot covered by the pass.

In the event of cancellation of a 48-hour Pass received 10 working days or less before the scheduled start date (15 days for spots ≥ 45 seconds), a cancellation fee corresponding to 100% of the net amount of the canceled advertisement(s)

(including the 48-hour Pass surcharge) will be payable by the advertiser or its representative.

M6 Unlimited reserves the right not to apply the 48-hour Pass (during certain periods, on certain screens, etc.).

3.2 ON-SCREEN SERVICE

Service available only on RTL. It allows the choice of screen from among the screens available within the same sales unit at the time of booking.

Advertisers can thus choose precisely the advertising screen on which their message will be broadcast, as close as possible to the desired program.

+10% surcharge on the current gross rate.

3.3 PREFERENTIAL PLACEMENT

Placing a commercial at the beginning or end of an advertising screen offers the advertiser additional visibility. This is valued for the top position (T1), second position (T2), third position (T3), third-to-last position (F3), second-to-last position (F2), and end of screen (F1):

- All time slots: **+20%**

3.4 SPECIFIC LOCATION

Choice of position on the screen, including preferred placement.

- All time slots: **+25%**

3.5 EP1 TREMLIN

1st position with themed jingle.

- All time slots: **+30%**

3.6 EP1 ECHO

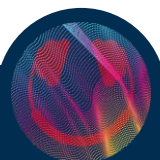
M6 Unlimited allows advertisers to make their commercials stand out by broadcasting them in 1st position. The advertising message is then reactivated within the same screen using the echo format, which helps boost memorization.

- All time slots: **+30%**

The echo format is created free of charge by M6 Unlimited.

3.7 OFF-SCREEN

Service available upon request.



MODULATIONS

3.8 TWO MESSAGES FOR THE SAME PRODUCT ON THE SAME SCREEN

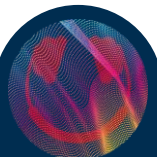
+20% surcharge on the message with the shortest format on the same screen.

3.9 MULTIPLE ADVERTISEMENTS

Quotation of two or more advertisers in the same message.
Surcharge of **+25%** on the gross rate in force.

The surcharge does not apply in the following cases:

- Campaigns in the mass retail sector that exclusively mention one or more brands of products on promotion in their stores (without any sales pitch or product presentation).
- Games or contest campaigns quoting the brand(s) of the prizes offered (without product promotion or presentation).*



PURCHASE AT GUARANTEED NET GRP COST

A guaranteed net GRP cost purchase is offered on stations marketed by M6 Unlimited.

In this context, a non-indexed net GRP cost based on 30 seconds is defined jointly between the advertiser or its representative and M6 Unlimited:

- Under specific terms and conditions of sale.
- Prior to the first programming request.

The indexed net GRP cost for the format will take into account the advertiser's media planning choices. These are reflected in the application of indices linked:

- Formats.
- Seasonality (see indices published on page 39).
- Any digital audio index.

Purchases at guaranteed net GRP cost are not available for First or Écrins screens, or in the case of OPS or off-screen devices.

For purchases at guaranteed net GRP cost, M6 Unlimited reserves the right to modify the programming up to two days before the spot is broadcast and, in this case, will inform the advertiser or its representative by sending a new purchase order. In the context of counterproposals and programming changes made to campaigns purchased at guaranteed net GRP cost, M6 Unlimited reserves the right to schedule a maximum of 30% of the GRPs requested by an advertiser on a station other than the one initially requested.

SPECIFIC FEATURES OF PURCHASES AT GUARANTEED NET GRP COST

- The maximum weight of GRPs requested on RTL, RTL2, or FUN RADIO during prime time (6 a.m. to 9 a.m. Monday through Friday) may not exceed 50%.
- For any campaign lasting more than two calendar weeks, M6 Unlimited reserves the right to make a partial return every two weeks.
- Any campaign that includes an interruption of 7 days or more may be treated as separate campaigns and therefore be subject to separate schedule returns (in accordance with the deadlines indicated in paragraph 5 on page 51 of this document).

Certain screens, sales units, days, or periods may be excluded from the scope of purchases at a guaranteed net GRP cost. These provisions may be included in the specific terms and conditions of sale agreed between the advertiser or its representative and M6 Unlimited.

In the context of purchasing at guaranteed net GRP cost, M6 Unlimited provides buyers with a briefing matrix. This briefing details the media planning strategy adopted for the campaign. On this basis, M6 Unlimited takes charge of scheduling the commercials.

The brief may be sent in a standardized and secure manner by the advertiser or its representative. It will define the following characteristics in particular: net budget, target audience, communication period, format, distribution by time slot, etc.

DIGITAL AUDIO INDEX

M6 Unlimited will apply a "Digital Audio" index to purchases at a guaranteed net GRP cost, valid across all our national stations, based on the share of revenue invested in digital audio in total audio revenue* in 2026:

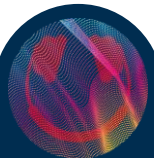
% digital audio revenue / total audio revenue*	< 7%	≥ 7%
INDICES	102	100

M6 Unlimited will adjust the advertiser's commercial terms during the financial year if necessary, with quarterly monitoring of commitments between M6 Unlimited and the advertiser or its representative.

**Total audio revenue corresponds to the sum of traditional national revenue generated by the four stations managed by M6 Unlimited (RTL, RTL2, FUN RADIO, and M RADIO) and their digital versions (over-the-counter or programmatic), excluding sponsorship, OPS, display, and revenue from third-party resellers.*

TERMS AND CONDITIONS FOR LISTING MUSIC STATIONS IN THE M6 UNLIMITED OFFER

When purchasing at a guaranteed net GRP cost, all campaign requests made on the M6 Unlimited music offering must include the three music stations (RTL2, FUN RADIO, and M RADIO). The corresponding EDI must therefore include these three stations.



DEMAND MANAGEMENT PLANNING

In order to streamline request management and respond as closely as possible to its customers' needs at the most strategic moments for them, M6 Unlimited will maintain a schedule for prioritizing requests in 2026 based on various criteria depending on specific events (particularly calendar events).

Requests will be processed by M6 Unlimited in descending order of priority as follows:

AUTOMOBILE OPEN HOUSE WEEKS*

- 48-hour pass for the Automobile/Transport family
- 48-hour pass for other families
- Other campaigns

WEEKS WITH STRONG PROMOTIONAL NEWS (SALES, BLACK FRIDAY, ETC.)*

- 48-hour pass for the Distribution family
- 48-hour pass for other families
- Other campaigns

OTHER WEEKS OF THE YEAR

- 48-hour pass
- Other campaigns

In the event of simultaneous Car Open House weeks and major promotional events, prioritization will be carried out in the same way as for the "other weeks of the year."

* As of the date of publication of M6 Unlimited's 2026 Radio-Audio Terms and Conditions, these weeks are as follows:

2026 Sales:

- January 7 to February 3, 2026
- June 24 to July 21, 2026

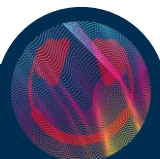
Black Friday 2026:

- November 16 to 29, 2026

2026 Car Open House Days:

- Week of January 12 to 18, 2026
- Week of March 9 to 15, 2026
- Week of June 8 to 14, 2026
- Week of September 7 to 13, 2026
- Week of October 5 to 11, 2026

M6 Unlimited reserves the right to modify these dates (or add to them), particularly depending on the actual schedule of these events.



PRICING

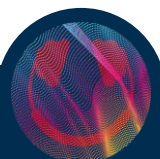
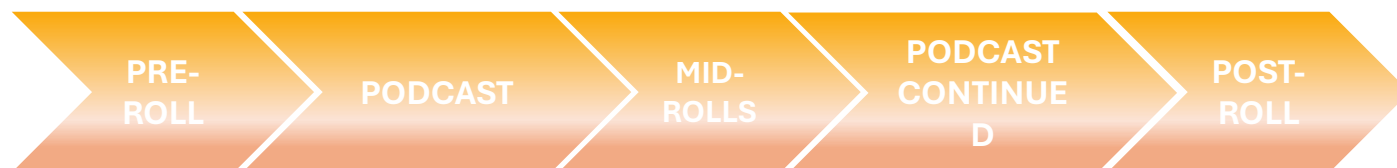
LIVE, DIGITAL RADIO AND PODCASTS

OVER-THE-COUNTER	OFFERS	FORMAT	CONTENT	NET BASE RATE 100 (SEE SEASONALITY INDICES ON PAGE 54)
	ALL			€12
PACKS	Entertainment, Well-being, News-business, True-crime, RTL TOP 15, Sports, morning show, RTL for women...	0-30	Live, Digital Radio & Podcasts	€13
CUSTOM	À la carte		Station, Live Player, Digital Radios, or Podcast of your choice	€14
DATA TARGETING			Contact us	

Live



Podcasts





06

COMMERCIAL DISCOUNTS

COMMERCIAL DISCOUNTS

All of the conditions described below apply to devices purchased on stations marketed by M6 Unlimited in 2026 based on gross rates, showcase rates, and First Music rates. These conditions do not apply to devices purchased digitally.

1. VOLUME DISCOUNT

The volume discount is determined by the net revenue generated by an advertiser's purchase of traditional advertising space, excluding products and commercial offers, on all stations marketed by M6 Unlimited (RTL, RTL2 national, FUN RADIO national, M RADIO national) between January 1 and December 31, 2026.

The volume discount applies to the gross paying revenue generated by the purchase of traditional advertising space by this advertiser, excluding products and commercial offers, on all stations marketed by M6 Unlimited (RTL, RTL 2 national, FUN RADIO national, M RADIO national) between January 1 and December 31, 2026.

Any commitment must be subject to a written agreement between M6 Unlimited and the advertiser as soon as the first euro is invested. These discounts are deducted each month on the invoice and apply according to the following scales:

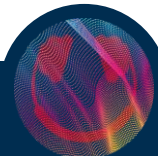
RACKS	RATE
Less than 30 K€	-20%
From 50 K€	-21%
From 100 K€	-22%
From 200 K€	-23%
From 500 K€	-24%
From 1 000 K€	-25%
From 1 500 K€	-26%
From 2 500 K€	-28%
From 3 500 K€	-30%
From 5 000 K€	-32%
From 7 500 K€	-36%
From 10 000 K€	-40%

Reference basis: Net revenue
Application basis: Gross revenue

2. CONDITIONS FOR APPLYING DISCOUNTS

Commercial offers do not entitle the customer to volume discounts, and their gross paying turnover is not included in the volume discount base unless explicitly stated in the terms and conditions of purchase for the offer in question. Discounts:

- Cannot be combined with each other.
- Are applicable provided they are specified at the time of booking the space. Any change in offers or services will result in a complete overhaul of the system, depending on availability on the day of the change.



COMMERCIAL DISCOUNTS

3. COLLECTIVE AND GOVERNMENT CAMPAIGNS' CONDITIONS

'Collective' and "government" campaigns benefit from a 40% reduction on the gross rate, it being specified that these campaigns include, in particular:

- Campaigns aimed at promoting ecological transition, i.e., any information campaign originating from an administration and/or organization (excluding charities linked to advertisers or advertising groups) that promotes responsible practices and the use of less polluting products.
- Collective campaigns promoting healthy eating and exercise, i.e., campaigns aimed at promoting products or services presented collectively in the food and/or sports sector, without highlighting one or more brands of the products or services concerned.

These campaigns are not eligible for other commercial terms and conditions.

4. SPECIFIC MARKETING

4.1. CAMPAIGNS AIMED AT PROMOTING ECOLOGICAL TRANSITION

M6 Unlimited ensures compliance with climate agreements aimed at encouraging and supporting behavioral changes in order to promote lifestyles and consumption patterns that have less impact on the environment, under the terms of which it is planned to "Offer specific commercial terms, taking into account schedule availability, for information campaigns by government agencies and charitable organizations (excluding charitable organizations linked to advertisers or advertising groups) promoting responsible practices and the use of less polluting products.

In this context, M6 Unlimited offers the following specific marketing:

4.1.1. Definition

A campaign is considered an information campaign when it is initiated by a government agency and/or organization and promotes responsible practices and the use of less polluting products.

To obtain information campaign status, applications must be sent exclusively by email to: adv@m6.fr and must be accompanied by a file justifying the validity of the application for the current year. Only M6 Unlimited is authorized to classify a campaign as "information aimed at promoting responsible practices and the use of less polluting products" within the meaning of the climate contracts. Campaigns that do not qualify for this status for the year 2026 are subject to the general rate and the GTC.

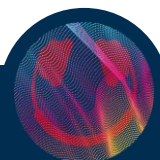
4.1.2 Marketing

Campaigns that have obtained "information campaign" status as defined above benefit from a 40% reduction on the gross rate and are not eligible for any other discounts.

4.2. CAMPAIGNS AIMED AT PROMOTING ECO-FRIENDLY PRODUCTS

4.2.1. Framework

M6 Unlimited wishes to promote the efforts of the most committed advertisers by promoting the visibility of their products with a lower environmental impact, in collaboration with ADEME (the French agency for ecological transition).



COMMERCIAL DISCOUNTS

M6 Unlimited relies exclusively on the “Advertising, responsible consumption offer” specifications established by ADEME. As part of the development of new advertising offers aimed at distinguishing products (goods and services) with a lower environmental impact, ADEME has developed a positioning grid to inform advertisers about the products that could benefit from these specific offers.

These specifications enable M6 Unlimited to determine whether an advertiser's commercial is eligible for Green offers.

4.2.2 Conditions of access

Advertisers must include the environmental information selected by ADEME (labels, tags, indices, etc.) relating to the product or service being promoted in a distinct and visible manner in the commercial. All products featured in the commercial must meet the specifications and carry one or more pieces of environmental information selected by ADEME.

4.2.3 Marketing

Campaigns relating to eco-responsible products carried out by new M6 Unlimited* advertisers are subject to specific marketing across all our radio media.

They benefit from a 55% discount applied to the gross rate, valid regardless of the date of booking. The volume discount does not apply to the amounts invested.

*Advertisers who have never advertised on stations managed by M6 Unlimited.

5. GROSS RATE TO NET RATE CASCADE

GROSS RATE

- Format index

GROSSE RATE FORMAT

- On-screen service surcharge
- Preferential placement surcharge
- Specific placement surcharge
- EP1 Springboard surcharge
- EP1 Echo surcharge
- Multi-spot surcharge within the same screen
- Multiple ad surcharge
- 48-hour Pass surcharge

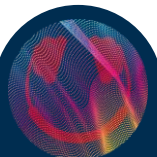
PAYABLE GROSS RATE INCREASE

- Volume discount

NET RATE

6. LETTERS OF COMMITMENT

All advertisers are eligible to benefit from commercial discounts from the first euro invested, which can be deducted from the invoice on the basis of a prior written commitment from the advertiser or their representative.





07

GENERAL TERMS AND CONDITIONS
OF SALE

GENERAL TERMS AND CONDITIONS OF SALE

1. ACCEPTANCE OF THE GENERAL TERMS AND CONDITIONS OF SALE

By placing an advertising order, advertisers or agents acting on their behalf:

- Acknowledge that they have read the GTC set out below and accept their terms and application.
- Undertake to comply with the laws, regulations, and practices governing radio advertising and commercial communication.

2. EXCLUSIVITY OF THE ADVERTISING AGENCY

M6 Unlimited, the exclusive advertising agency for each publisher, is therefore solely authorized, within the scope of its mission, to prospect for customers and market advertising space on radio and/or audio stations.

3. CERTIFICATE OF AUTHORIZATION

3.1. In the event that the advertising order is sent to M6 Unlimited by an agent, the advertiser must send M6 Unlimited, before the start of the advertising campaign, a certificate of authorization accrediting the intermediary company and specifying for

the current year or for a specified period, the specified products and assignments.

The mandate certificate, a template of which is available at m6pub.fr, is only valid for the year 2026. It must be sent by email in PDF format to: adv@m6.fr.

EDIPub members and/or advertisers, agents who have subscribed to the mymandat service developed by EDIPub may send M6 Unlimited the aforementioned mandate certificate via this mymandat platform.

No other provision in the mandate certificate shall be enforceable against M6 Unlimited.

3.2. M6 Unlimited will only accept orders for the purchase of advertising space placed by a sub-agent if the advertiser has expressly authorized the substitution of the mandate in writing.

3.3. In all cases, the advertiser is required to fulfill the commitments made by its agent (or sub-agent) within the scope of the authority granted to them.

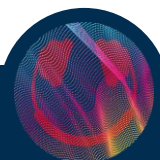
3.4. The advertising order is personal to the advertiser. It may not be transferred, even partially, without the prior consent of M6 Unlimited. In particular, when the advertiser changes agent, the advertising space reserved by the previous agent may not be transferred to another advertiser.

3.5. In the event of modification or termination of the mandate, the advertiser must immediately inform M6 Unlimited by registered letter with acknowledgment of receipt and remains bound by the commitments made prior to said notification by its representative.

4. ELECTRONIC SIGNATURE

Any contractual document relating to the purchase of advertising space may be signed electronically by the advertiser and/or its representative. As such, advertisers and their representatives acknowledge and accept the legal effect and admissibility of the electronic signature process and agree to sign contractual documents electronically via M6 Unlimited's approved service provider "DocuSign"*.

* DocuSign is supervised by the French National Cybersecurity Agency (ANSSI) and is a trusted service provider (PSCE). DocuSign is certified by the eIDAS 2014/910 regulation and listed as such in the PSCE list, available on the ANSSI website. In partnership with DocuSign, CDC Arkhinéo provides secure storage of signed documents for each signatory party. Contracts are automatically archived in this electronic vault, ensuring the preservation and integrity of documents for a renewable period of 10 years.



GENERAL TERMS AND CONDITIONS OF SALE

5. BOOKING TERMS AND CONDITIONS

M6 Unlimited records booking requests and reserves the right to make counter-proposals depending on schedule availability.

The booking request is subject to a purchase order sent by M6 Unlimited to the advertiser and/or its representative no later than 6 working days before the start of the first broadcast. This is sent via EDI or, where applicable, by any other means.

This purchase order must be returned, signed by the advertiser or its representative, to M6 Unlimited no later than 2 business days after it is sent.

In all cases, the purchase is considered firm and final by M6 Unlimited if no response is received from the advertiser or its representative within this period.

For purchases at a guaranteed net GRP cost, M6 Unlimited reserves the right to modify the programming up to 2 days before the spot is broadcast and, in this case, will inform the advertiser or its representative by sending a new purchase order. In the context of counter-proposals and programming changes made to campaigns purchased at guaranteed net GRP cost, M6 Unlimited reserves the right to schedule a maximum of 30% of the GRPs requested by an advertiser on a station other than the one initially requested.

6. EXECUTION OF ORDERS

If the necessary administrative authorizations were withdrawn from the stations, the order would be automatically canceled, but the broadcasts and placements already made would still be billed.

M6 Unlimited reserves the right to refuse to execute any advertising order or to interrupt it:

- If it appears to be non-compliant with the laws, regulations, and practices governing advertising and broadcast communication, or contrary to the interests of the radio station publishers managed by M6 Unlimited and the M6 Group or one of its companies.
- If the circumstances that allowed the advertising text to be accepted have changed.
- If ARCOM subsequently deems a message to be non-compliant and prohibits any further broadcasting of it and/or requests the withdrawal of the advertising film from the airwaves.

In this case, M6 Unlimited shall not be liable for any compensation or indemnity to the advertiser, its agents, or interested third parties.

M6 Unlimited is entitled to request from the advertiser or its representative any document necessary to assess the compliance of the messages with the laws, regulations, and practices governing advertising and broadcast communication. The advertiser or its representative undertakes to provide these documents as soon as possible.

The locations, dates, and times of broadcast or placement of the advertisement are provided for informational purposes only.

Stations may be required to modify them based on program requirements or circumstances beyond their control.

If possible and as soon as possible, a new campaign plan proposal will be made to the advertiser or its representative under the conditions defined in the above articles.

The station or advertising agency shall not be held liable for any insertion outside the agreed dates, or for any failure to comply with the schedule or location.

Failure to broadcast or place one or more messages shall not give rise to any compensation, shall not exempt the advertiser from payment for messages broadcast or inserted, and shall not interrupt any agreements in progress.

The stations and the advertising agency disclaim all responsibility for the consequences of errors or omissions in broadcasts or placements, whatever their nature or origin.



GENERAL TERMS AND CONDITIONS OF SALE

7. SCREEN SERVICE

The screen service or screen selection is available on the national RTL station. The screen selection is made from among the screens available within the same sales unit at the time of booking. The rate applied to the selected screen is the gross rate for the half-hour in which the screen is located. The rate taken into account when broadcasting a message is the rate in effect at the time of broadcast. The on-screen service is available to all advertisers, with the exception of special operations, sponsorship, barter, and exchanges. All commercial conditions (discounts and bonuses) set out in these GTC apply to devices purchased on the basis of the on-screen service. The gross paying revenue generated on RTL as part of this service is included in the M6 Unlimited Radio 2026 volume discount base.

On-screen reservations will take priority over sales unit reservations, subject to schedule availability:

- Any standard campaign reserved on screen will be optioned on screen by M6 Unlimited subject to schedule availability.
- Any standard campaign booked by sales unit may be optioned by M6 Unlimited within screens in the desired sales units. In this case, M6 Unlimited reserves the right to modify the assigned screen while respecting the requested sales units, up to two business days before the start of the campaign.

8. SPECIAL SERVICES – SPECIAL OPERATIONS (OPS)

Mandatory placements, live readings, repeats within the same quarter hour, multiple announcements, multi-advertiser commercials, and requests for exclusivity in a particular sector, market, or product, placements that may be available in the week preceding the date of delivery of technical elements (opportunities) are subject to special conditions specified in the rates for each medium or each commercial offer, or communicated upon request. Regardless of the medium, mandatory placements will only be applied and billed if the broadcast allows it.

Special operations (OPS) are subject to specific quotes available upon request.

9. CANCELLATION TERMS

EXCEPT IN CASES OF FORCE MAJEURE

9.1 Any modification or cancellation of an order, even partial, must be made by mail or email within these time limits. Any request to modify a plan may result in its complete redesign. Modification requests only take effect after acknowledgment of receipt by the advertising sales department.

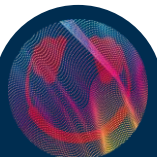
Any modification shall be subject to a new campaign plan proposal or order confirmation under the terms and conditions set forth in these GTC.

- Spots < **45''** (excluding 48-hour Pass): for any modification or cancellation received 5 working days or less before the scheduled start date, a cancellation fee corresponding to 100% of the net amount of the canceled advertisement(s) (including any surcharges) will be payable by the advertiser or its representative.
- Spots ≥ **45''**: for any modification or cancellation received 15 working days or less before the scheduled start date, a cancellation fee corresponding to 100% of the net amount of the canceled advertisement(s) (including any surcharges) will be payable by the advertiser or its representative.

9.2. For special operations, sponsorship, partnerships, and for devices purchased on the digital offer, any modification or cancellation must be made by letter or email no later than 35 working days before the start date of the campaign.

For any modification or cancellation occurring between 35 and 15 working days before the first day of the campaign, a cancellation fee corresponding to 50% of the net amount of the order confirmation shall be payable by the advertiser or its representative.

For any modification or cancellation occurring less than 15 working days before the first day of the campaign, a cancellation fee corresponding to 100% of the net amount of the order confirmation will be payable by the advertiser or its representative.



GENERAL TERMS AND CONDITIONS OF SALE

FORCE MAJEURE

9.3. If the cancellation is due to force majeure (see definition on page 67), the advertiser or its representative must notify M6 Unlimited in writing within five days of the event occurring, justifying its nature and providing an estimate of its duration. If the force majeure is proven, the advertising campaign in question will then be suspended within 2 days of receipt of the notification by M6 Unlimited and until the end of the event.

As soon as this event has ended, the total amount of the canceled campaign must be reinvested by the advertiser within a period to be defined by mutual agreement with M6 Unlimited.

10. AUDIENCE MEASUREMENTS

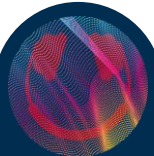
Over a given period, the reference audience files are those used to construct the rate schedules. An audience wave cannot be used before the effective date of the rates associated with it.

Scheduled advertising campaigns may not, under any circumstances, be subject to compensation claims calculated on the basis of audience results published after the spots have been scheduled.

Advertising campaigns scheduled over a given period may not, under any circumstances, be subject to rates valid for a different period of application.

The calendar and reference waves, subject to change during the year, are as follows:

PERIOD	REFERENCE WAVE	PUBLICATION OF HEARINGS	PUBLICATION OF RATES	APPLICATION OF RATES
1 ^{er} january – 1 ^{er} february 2026	September – October 2025	Thursday 13 november 2025	Friday 21 november 2025	Thursday 1 ^{er} january 2026
2 february – 3 may 2026	November – December 2025	Tuesday 13 january 2026	Friday 23 january 2026	Monday 2 february 2026
4 may – 23 august 2026	January – March 2026	Tuesday 14 april 2026	Thursday 22 april 2026	Monday 4 may 2026
24 august – 31 december 2026	April – June 2026	Friday 10 july 2026	Wednesday 22 july 2026	Monday 24 august 2026



GENERAL TERMS AND CONDITIONS OF SALE

11. BILLING

11.1. M6 Unlimited complies with the billing instructions given by the advertiser or on the mandate certificate in the context of the intervention of an authorized third-party company. In any event, the invoice is sent to the advertiser in accordance with Law No. 93-122 of January 29, 1993. In addition, the invoice shall state the date of broadcast of the advertising messages.

11.2. Prices are quoted exclusive of tax: any taxes and duties applicable to the advertising order at the time of broadcast shall be borne by the advertiser.

11.3. Advertising messages and the costs of broadcasting them shall be invoiced on a weekly basis.

12. PAYMENT

12.1. Payment of invoices issued by M6 Unlimited shall be made exclusively in cash (except for exchanges). The advertiser shall in all cases be responsible for the payment of orders and late payment interest. Payment made to the agent shall not release the advertiser from its obligations to M6 Unlimited.

For the purposes of receiving payments, M6 Unlimited provides its bank details on its invoices. In the event that a request to change M6 Unlimited's bank details is received by the advertiser, the latter must ensure that this request actually originates from M6 Unlimited by sending an email to validation.coordonnees.bancaires@m6.fr to confirm this request. Only confirmation from this email address should be taken into account by the advertiser.

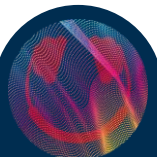
12.2. Advertising campaigns are payable no later than 30 days after the invoice date on the 10th of the month. Failing this, the penalties and sanctions set out below will apply automatically. M6 Unlimited reserves the right to request, prior to any broadcast, advance payment or a bank guarantee or any other guarantee, particularly in the following cases:

- For any new advertiser or any advertiser who does not provide M6 Unlimited with satisfactory guarantees of their solvency.
- For any advertiser with whom M6 Unlimited has previously experienced delays and/or defaults in payment of sums owed by them in connection with their purchases of advertising space from M6 Unlimited, whether such delays and/or defaults in payment are due to the advertiser or their agent.

The advertiser for whom M6 Unlimited has made such requests must provide the aforementioned guarantees and/or advance payment no later than 10 business days before the first broadcast. M6 Unlimited does not grant any payment discounts.

12.3. For any payment made after the 30-day deadline from the invoice date on the 10th of the month, M6 Unlimited will automatically charge, without prior notice:

- Late payment interest calculated at a rate of 15% (or, if higher, at a rate equal to 3 times the legal interest rate). This rate applies to the total amount outstanding beyond the 30-day period from the invoice date on the 10th of the month.
- A fixed compensation fee for collection costs in the amount of €40. If the collection costs incurred by M6 Unlimited exceed the amount of this fixed compensation fee, M6 Unlimited will request, upon justification, additional compensation from the advertiser concerned.
- In the event of non-payment resulting in collection action, the advertiser will be required to pay M6 Unlimited automatically and by operation of law a lump sum equal to 10% of the amounts to be recovered.



GENERAL TERMS AND CONDITIONS OF SALE

12.4. In the event of non-compliance with the terms of payment (default and/or late payment) of invoices issued by M6 Unlimited to the advertiser, M6 Unlimited reserves the right, until such time as the principal and interest due have been paid:

- To refuse the advertiser the benefit of all or part of its commercial and/or specific terms and conditions and to suspend the allocation of all discounts granted on invoices and those that may be due at the end of the financial year, and/or;
- To withdraw all or part of the commercial terms and conditions and discounts granted in respect of invoices that have not yet been paid, and/or;
- To terminate current orders without notice or compensation; the advertiser shall pay the amounts due for messages broadcast up to the effective date of termination of current orders and on the basis of invoices issued by M6 Unlimited.

12.5. In the event that M6 Unlimited is required to issue a credit note that will be applied:

- To the invoice concerned by the said credit note or
- If the said invoice has already been paid, to the advertiser's oldest invoice.
- This credit note may be sent to the agent if the advertiser has instructed the agent by means of a certificate of mandate to collect the said credit note. In this case, the payment made to the agent in this context releases M6 Unlimited from its obligations to the advertiser.

Finally, in the event that M6 Unlimited is required to issue a credit note to an advertiser or its representative, the amount of this credit note issued by M6 Unlimited will be offset against the advertiser's outstanding invoices.

For the purposes of receiving payments, M6 Unlimited provides its bank details on its invoices. If the advertiser receives a request to change M6 Unlimited's bank details, the advertiser must ensure that this request actually comes from M6 Unlimited by sending an email to validation.coordonnees.bancaires@m6.fr to confirm the request. Only a confirmation from this email address shall be taken into account by the advertiser.

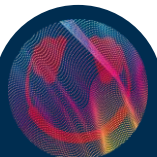
13. CONFIDENTIALITY

The advertiser and its representative, as well as the Publisher and M6 Unlimited, undertake, both on their own behalf and on behalf of their employees for whom they are responsible, to observe and respect the confidentiality of all written or oral information exchanged, as well as the provisions contained in all contractual documents. The advertiser and its representative, as well as the publisher and M6 Unlimited, expressly agree that all written or oral information exchanged, as well as the provisions contained in all contractual documents, are strictly confidential and commercially sensitive within the meaning of competition law.

appearing in all contractual documents (including invoices) and financial, pricing, and commercial information exchanged verbally and/or in writing between M6 Unlimited and/or the Publisher and the advertiser and/or its representative in connection with the negotiation, preparation, and execution of any contractual document (hereinafter “confidential information”). Consequently, the Advertiser and its representative, as well as the Publisher and M6 Unlimited, undertake, unless prior written agreement has been obtained from the party concerned, not to disclose, directly or indirectly, in any manner whatsoever, such Confidential Information to any third party.

14. RULES RELATING TO THE PROCESSING OF PERSONAL DATA

For the purposes of this article: The advertiser undertakes, both on its own behalf and on behalf of its service providers and/or agents (advertising agency, media agency, advertising film producer, etc.), hereinafter referred to as the “agents,” to comply with the obligations and guarantees set forth herein, the latter being jointly and severally liable and hereinafter referred to collectively as “the advertiser.”



GENERAL TERMS AND CONDITIONS OF SALE

M6 Unlimited and the advertiser are hereinafter referred to collectively or separately as “the party(ies)”.

14.1 PROTECTION OF PERSONAL DATA OF USERS OF M6 SERVICES

14.1.1 PROHIBITION PRINCIPLE

The advertiser is fully aware that, unless prior authorization is obtained from M6 Unlimited and a specific agreement is entered into, in the context of an advertising targeting offer, as provided for in the following paragraph, the following are prohibited:

- Any collection or retrieval of personal data by any means whatsoever on the media services (television channels, websites, applications, and other services) of the M6 Group (collectively, “M6 Services
- Any reading and/or writing of cookies on the devices of users of M6 Services (referred to as “users” or “data subjects”), or use of any technique that allows information to be stored on users' devices and/or M6 Services.

- Any processing of personal data derived from these cookies, intended in particular to feed its own databases or those of any agent, service provider, partner, and/or subcontractor, may not be carried out without the prior authorization of M6 Unlimited. In particular, the advertiser is informed that any insertion or placement of cookies, tags, pixels, codes, or any other trackers (collectively referred to as “cookies”) on users' devices during any advertising campaign entrusted to M6 Unlimited (in particular during the execution of advertising orders), for any reason and for any purpose whatsoever, is strictly prohibited. In this context, the advertiser is considered to be jointly and severally liable, even if the operation in question (deposit, collection, processing of any kind) is carried out by one of the advertiser's subcontractors or any third party authorized to do so. M6 shall have the right to verify compliance with these obligations at any time and to ensure, by any technical or technological means or solutions, that no cookies that do not comply with the applicable data rules are stored on the M6 Services.

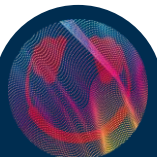
14.1.2 EXCEPTIONS / DPA

In the event that M6 Unlimited agrees to allow the advertiser to collect and/or process personal data as part of a digital audio advertising targeting operation offered by M6 (such as the SMART AUDIO offer or any other new offer proposed and integrated into the

These Terms and Conditions), the parties must specifically contract this through a specific agreement (the “specific data agreement”) or, at a minimum, comply with the following rules forming a data protection agreement (the DPA).

As such, the only data that may be collected through cookies by the advertiser (or, in this context, referred to below as “the depositor”) is non-directly identifiable or identifiable user browsing information concerning the content viewed on the M6 Services, for measurement purposes (statistical analysis, reports, counting, etc.) etc.) and/or to enable the advertiser to tailor its advertising messages (based on location or socio-demographic criteria in particular), or for any other purpose provided for in the specific data agreement, in compliance with the applicable data rules.

In particular, the advertiser may not under any circumstances collect and/or process data relating to users of M6 Services that is considered “sensitive” within the meaning of the applicable data rules, or data concerning children under the age of 16.



GENERAL TERMS AND CONDITIONS OF SALE

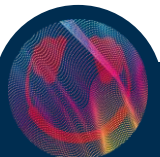
Therefore, before placing any cookies, and in order to enable the establishment of a specific data agreement, the depositor must inform M6 Unlimited of any relevant information relating to:

- The technical characteristics of the cookies.
- The type of information collected through the cookies.
- The purpose of collecting information through the cookies.
- The recipient(s) of the information collected via cookies.
- The lifetime of cookies on users' devices and/or M6 Services (it being specified that cookies placed must not be stored on users' devices beyond the legal lifetime of cookies in accordance with applicable data rules).
- The locations where data is hosted and stored. It is hereby reiterated that, in accordance with applicable data regulations, users must be able to choose, at any time, simply and free of charge, to refuse the storage of cookies on their device, which the advertiser, its service provider, and/or its agent expressly acknowledge and accept.

In any event, the advertiser undertakes to comply with the consent or non-consent signals sent by M6 Unlimited and to strictly comply with the obligations imposed under this specific data agreement. In particular, the advertiser must guarantee, in accordance with the applicable data protection rules, the security of the information collected following the deposit and/or processing of cookies, compliance with the purpose of the information collected, the non-use of the information collected by third parties other than the recipient(s) mentioned in the specific data agreement, the deletion of cookies beyond their lifetime, etc.

In the event of a breach by the advertiser of any of the above obligations and/or any applicable data rules, M6 Unlimited will request that the advertiser comply, the deactivation or removal of cookies placed during the execution of a campaign entrusted to M6 Unlimited, or will refuse to execute the advertising order for the campaign concerned or will interrupt it if a cookie used in the context of the said campaign has not been placed or used in accordance with the above-mentioned rules. In this case, the advertiser will be required to pay for the entire campaign as well as, where applicable, any technical costs and any compensation related to the placement or processing of the cookie in question, without prejudice to any damages and legal fees incurred by M6 Unlimited.

Reimbursement may be claimed in court by M6 Unlimited due to any failure by the advertiser to fulfill its obligations.



GENERAL TERMS AND CONDITIONS OF SALE

In any event, M6 Unlimited shall not be liable for any compensation or indemnity whatsoever to the advertiser or any third party in the event of any malfunction related to cookies placed by the depositor and/or in the event of a delay or cancellation of the campaign attributable to the advertiser's failure to comply with any of the above obligations or any applicable data rules.

14.1.3 GENERAL DATA OBLIGATIONS OF THE PARTIES

In any event, if the collection and processing of personal data is authorized, the parties are required to comply with the following obligations.

A. COMMON OBLIGATIONS OF THE PARTIES

a. Compliance with applicable data rules The Parties undertake to comply with all applicable legal, regulatory, interprofessional, and/or ethical provisions relating to the protection of user data, the processing of electronic communications data, and the use of tracking technologies such as cookies and direct marketing, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, which came into force on May 25, 2018 ("the GDPR"), the (iii) Directive

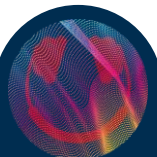
2002/58/EC of July 12, 2002, as transposed into French law ("the e-Privacy Directive"), Law No. 78-17 of January 6, 1978 on information technology, files, and civil liberties, amended by Law No. 2018-493 of June 20, 2018 on the protection of personal data, as well as the deliberations and recommendations of the French Data Protection Authority (Commission nationale informatique et libertés, "CNIL"), in particular deliberation No. 2020-091 of September 17, 2020 adopting guidelines relating to the application of Article 82 of the amended law of January 6, 1978 to operations involving reading or writing in a user's terminal (in particular "cookies and other interprofessional rules applicable to the processing of personal data"; these texts being collectively referred to in these GTC as "the applicable data rules." In addition, in the event of any changes to the applicable data rules during the year, the parties undertake to comply with them.

b. Each party is solely responsible for making the necessary modifications and deletions to its own databases, information systems, and files of any kind to give effect to the rights of the persons concerned under the applicable data rules, when the conditions for exercising these rights are met.

c. Each party may act as a point of contact for receiving and processing requests from data subjects to exercise their rights. Each party undertakes to publish an email address for this purpose.

contacting the persons concerned to enable them to exercise their rights, following up and processing requests received at this email address or by any other means, and informing the other party as soon as possible of the actions to be taken to comply with these requests, where applicable. The other party may, without ever being obliged to do so, participate in the examination and processing of requests received by the party contacted in the first instance, and the said party may in turn seek its assistance or advice in the context of this examination and processing, where this appears relevant.

d. The parties undertake to ensure at all times an adequate level of security of processing and confidentiality of the data of the persons concerned, insofar as and to the extent that their respective infrastructures, information systems, personnel, documentation, databases, or subcontractors are involved in the processing concerned. **e.** In the event of a data breach, the responsible party undertakes to notify the CNIL as soon as possible, and within 72 hours at the latest.



GENERAL TERMS AND CONDITIONS OF SALE

B. ADVERTISER'S OBLIGATIONS

The advertiser undertakes, in accordance with the requirements of the applicable data regulations:

- To have informed the persons concerned about the processing carried out by the advertiser and M6 Unlimited as provided for in this article.
- Obtain valid consent from the persons concerned for the purposes of segmentation and targeted advertising by the advertiser, via a Consent Management Platform that complies with the requirements of the applicable data rules.
- Ensure that each email address is encrypted by the advertiser before being made available to M6 Unlimited (using the universal encryption mode "MD5" or "SHA256").
- Keep available for M6 Unlimited, and provide to it upon first written request, any document or evidence necessary to demonstrate its compliance with this clause and applicable data rules.
- Pass on signals of non-consent/refusal to M6 Unlimited in real time (as it is recalled that, under the applicable data rules, users must be able to choose at any time, simply and free of charge, to refuse the storage of cookies on their device and/or the processing of their personal data ("opt-out"), which the advertiser expressly acknowledges and accepts).

- Strictly comply with the obligations imposed under this article, the specific data agreement, and the applicable data rules.

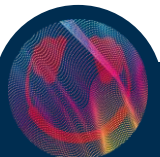
The advertiser indemnifies M6 Unlimited against any damage resulting for this other party from a breach by the advertiser of its obligations under or arising from this clause and/or the applicable data rules. In this respect, the advertiser undertakes in particular to hold M6 Unlimited harmless from any action, dispute, claim or complaint by any third party, as well as from any sanction or conviction by any authority or jurisdiction, which would have its origin, cause or basis in such a breach on its part of its obligations under this clause and/or the applicable data rules.

C. OBLIGATIONS OF M6 UNLIMITED

M6 Unlimited undertakes to:

- Use the data of the persons concerned only for the advertiser in question, for the purposes of segmentation and targeted advertising on M6 Services or for any processing authorized by the advertiser.
- Not use the data concerned for the purpose of enriching the M6 database.
- Not monetize the data with third parties.

- That the data concerned be deleted at the end of the campaign or retained for a subsequent campaign wave only at the request and with the agreement of the advertiser in question.
- That the data concerned be deleted at the end of the campaign or retained for a subsequent campaign wave only at the request and with the agreement of the advertiser in question.



GENERAL TERMS AND CONDITIONS OF SALE

14.2 PROTECTION OF PERSONAL DATA OF NATURAL PERSONS

All information that may be provided by natural persons working for the advertiser and/or its agent in the course of their exchanges with M6 Unlimited is processed by M6 Unlimited, which is necessary in the context of its commercial activities, in particular its commercial prospecting and advertising space sales activities (traditional advertising space or sponsorship space). This information may contain personal data. To find out what data is collected, why and how it is used, and to learn about your rights, please read the personal data protection policy relating to the collection and processing of personal data concerning the M6 Group's business partners and visitors, which is available at: <https://www.groupem6.fr/rgpd/>

15. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Unlimited declares that, in the context of the execution of these GTC, it adheres to the principles of the M6 Group's Code of Ethics and Professional Conduct, available on the website www.groupem6.fr

In its Code of Ethics and Professional Conduct, the M6 Group declares that it complies with and enforces compliance with all applicable French legal and regulatory provisions, particularly those relating to the fight against fraud, breaches of integrity, corruption, and influence peddling (in particular Law No. 2016-1691 of December 9, 2016, on transparency, anti-corruption, and the modernization of economic life, known as the "Sapin II" law).

The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place within the M6 Group, as well as the names and contact details of the ethics and professional conduct officer to whom reports can be made. The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place at M6 Group, as well as the names and contact details of the ethics and professional conduct officer to whom reports can be made.

Similarly, the advertiser and/or its representative undertake to adhere to the same principles and to comply with the applicable regulations in this area, it being specified that the advertiser and/or its representative may be required to provide any additional information upon request by M6 Unlimited (certificates, questionnaires, etc.).

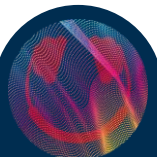
16. APPLICABLE LAW - JURIDICTION

These general terms and conditions of sale, any exchange, and any contractual document are subject to French law, and any dispute or litigation that may arise from the interpretation or application of these general terms and conditions of sale, exchanges, and/or contractual documents shall fall within the jurisdiction of the courts of Paris, even in the event of related proceedings, third-party proceedings, or multiple defendants.

The GTC shall take effect on January 1, 2026.

M6 Unlimited and the publisher reserve the right to modify all or part of these GTC during the year, in particular in accordance with legislation.

These modifications will be published on the M6 Unlimited website or on My6.





08

DISTRIBUTION ELEMENTS

DISTRIBUTION ELEMENTS

1. BROADCASTING OF ADVERTISING MESSAGES GENERAL PROVISIONS

1.1. All information related to advertising broadcasts, including audio and broadcast instructions (roll plans, texts, music references, etc.), must be communicated exclusively via CopieStation, the online platform dedicated to the exchange of such information and shared by all radio stations, accessible at CopieStation.com. In order to secure the broadcast and ensure that broadcast instructions are properly taken into account, this information must be provided by the advertiser or its representative: media agency, consulting agency in charge of creation, production.

Any other means of transmitting broadcast instructions cannot be taken into account by M6 Unlimited. In addition to sending audio files and broadcast instructions, any questions should be addressed to diffusionpubradio@m6.fr.

1.2. Broadcast audio files must be delivered in WAV or MP3 format (256 Kbit/s), stereo, sampling frequency 48Khz.

1.3. Each broadcast audio file sent must be accompanied by the following information:

- Advertiser.
- Product/campaign name identical to that used for space reservation.
- Sound title identical to that used in the instructions.
- Duration (format).
- Sound version, if multiple versions.
- In the case of a sound containing a legal notice that may be subject to change (in particular: automobile, etc.), specify the notice concerned by the sound.
- Musical references associated with each sound (title, songwriter, publisher).

The accuracy of the musical references and the actual duration of the excerpts used is mandatory to enable M6 Unlimited to fulfill its reporting obligations to SACEM. The duration of the sounds received must correspond to the format reserved in the Schedule.

Any message exceeding the time reserved in the schedule by more than 1 second will, unless otherwise agreed in advance, have its format modified at the time of booking in increments of 5 seconds.

- 1.4** To improve the listening experience for listeners and harmonize the broadcast of messages within advertising slots, **sounds must be delivered at a sound level of -9db**
- If a sound does not comply with this level, M6 Unlimited may proceed to bring the sound(s) into compliance.

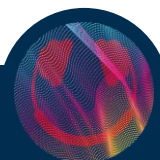
- provided without the advertiser being able to object, which the advertiser, its representative, and the production company expressly acknowledge and accept.

1.5. Broadcast files must be delivered to M6 Unlimited no later than three business days before the first broadcast.

In the event of a delay in the delivery of the material or delivery that does not comply with the requirements set out in these GTC, resulting in non-broadcast, the price of the scheduled message will be payable in full by the advertiser to M6 Unlimited. If the deadline for delivery of the elements is not met and if the sounds and broadcast instructions have not been communicated via CopieStation.com, any error or omission in the broadcast of an advertising message shall be the sole responsibility of the advertiser, as well as its agent (agency, production company) in charge of sending the sound and broadcast instructions.

1.6. In the event that, for technical or legal reasons, due to the program context, broadcast schedule, etc., the advertising message proves unsuitable for broadcast and the advertiser is unable to provide new elements within the required time frame, the price remains payable in full by the advertiser as if the broadcast had taken place.

1.7. Any complaint concerning the programming and/or broadcast of a message and/or the technical quality of a message must be made within three days of the broadcast of



DISTRIBUTION ELEMENTS

the message, failing which it will be forfeited. If the advertiser, its representative, or the company in charge of the production, with the agreement of M6 Unlimited, wish to make technical changes to the message broadcast, the costs incurred by these operations will be borne entirely by the applicant.

1.8. In order to guarantee the best possible broadcast quality, M6 Unlimited may request new technical elements during the campaign if necessary.

1.9. One year after the date of the last broadcast of a campaign, the broadcast media may be destroyed at the initiative of M6 Unlimited, which may then request a new delivery of the broadcast files in the event of a rebroadcast.

1.10. The titles of the sales units and advertising slots appearing on the price lists, program schedules, or advertising orders do not correspond to scheduled broadcast times but refer to slots within or between programs. Unless the publisher's programs are modified, M6 Unlimited's obligation relates exclusively to the broadcast of messages in the advertising slots reserved by the advertiser or its agent. Consequently, the broadcast time of an advertising slot shall in no way justify a change in the price of the order and/or give rise to any compensation.

1.11. The purchase of advertising space is independent of the purchase of sponsorship and does not exclude the presence of competing advertisers on sponsored programs

in or around which the advertising screens are broadcast.

1.12 M6 Unlimited reports to the advertiser on the commercial communications broadcast by sending a summary at the end of each advertising campaign or a corresponding invoice at the end of each month and/or by any other means, thereby providing proof of the broadcast of said commercial communications.

1.13 At the request of the advertiser or its representative, M6 Unlimited shall provide proof of linear broadcast including the dates, broadcast times and screen titles, as well as the position of the spot on the screen.

1.14 M6 Unlimited may, upon specific request and within three months of the broadcast of the commercial in question, provide a recording of the commercial broadcast in audio format (linear broadcast). Each recording will be subject to a flat-rate charge of €500 excluding VAT, which is not subject to the discount scale.

2. COMPLIANCE OF MESSAGES

2.1. M6 Unlimited reserves the right to refuse to execute any advertising order or to interrupt it:

- If it appears to be non-compliant with the laws, regulations, customs, recommendations and/or charters and other commitments governing advertising and audiovisual communication, or contrary to the interests

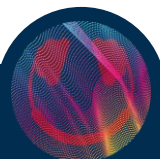
- of the publishers of radio stations managed by M6Unlimited of the M6 group or one of its companies.
- If ARCOM subsequently deems a message to be non-compliant and prohibits any further broadcast of it and/or requests the removal of the advertising message from the airwaves.

In this case, M6 Unlimited shall not be liable for any compensation or indemnity to the advertiser, its agents, or interested third parties.

2.2. M6 Unlimited is entitled to request from the advertiser or its agent any document necessary to assess the compliance of messages with the laws, regulations, and practices governing advertising and audiovisual communication. The advertiser or its agent undertakes to provide these documents as soon as possible.

3. RESPONSIBILITIES

3.1. All advertising messages are broadcast under the sole responsibility of the advertiser, who declares that they are aware of and comply with the laws, regulations, and practices governing advertising and audiovisual communication in France and in the country where the stations are broadcast. The advertiser, its representative, and the production company undertake to comply with any changes made during the year to legislation and/or regulations, in particular by following the recommendations of the ARPP.



DISTRIBUTION ELEMENTS

3.2. The advertiser, its representative, and the company responsible for producing the advertising message declare that the advertising production is legal and does not violate any laws, regulations, or customs governing advertising and audiovisual communication. They jointly and severally guarantee M6 Unlimited and the publisher against any claims and recourse, particularly from authors, producers, directors, composers, performers, and any natural or legal person who considers themselves to have been harmed by the broadcast of the message. In particular, the advertiser guarantees M6 Unlimited and the publisher against any recourse that the third-party company in charge of creation may assert in relation to the advertising creation.

3.3. The advertiser, its representative, and the company in charge of production undertake to ensure that the campaign name associated with the sound and indicated in the broadcast instructions is the same as that of the campaign reserved for the schedule and does not correspond to any product and/or service other than that presented in the message. Any broadcast of an advertising message in place of another advertising sound, resulting from incorrect wording or a different title, shall remain payable by the advertiser. In the case of campaigns with provisional names, M6 Unlimited undertakes to ensure that any confidentiality imposed by the advertiser, its agents, and the company in charge of production is respected by all its employees.

In all cases, it is imperative that, no later than 10 days before broadcast, the campaign name associated with the advertising messages provided and that of the campaigns reserved for scheduling are strictly identical. Failing this, M6 Unlimited cannot be held liable and the messages broadcast will be payable in full.

4. USE OF TECHNICAL ELEMENTS

The advertising order or request gives the media and the advertising agency the right to reproduce, present, play, archive, and monitor said messages for the purpose of communicating them for professional or other information, using all relevant processes and practices, regardless of the media or technical processes used.

This authorization is granted on a non-exclusive basis for the legal duration of the intellectual property rights on said messages.

5. PROHIBITED OR REGULATED SECTORS

5.1. Certain products and economic sectors do not have access to radio advertising. For other products and economic sectors, this access is supervised and/or regulated. Sectors prohibited from advertising

radio broadcasts and/or regulated by specific broadcasting conditions have a legislative, regulatory, or ethical basis.

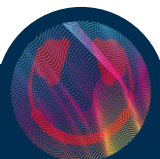
In this context, current regulations require educational messages in advertisements for certain economic sectors (health information, energy, consumer credit, gambling, etc.).

5.2. In particular, under the Evin law, promotional messages for alcoholic products must be broadcast within the following specific framework:

- Broadcast only between midnight and 4:59 p.m.
- No broadcasts on Wednesdays.
- No encouragement to consume (in particular through the use of neutral sound design) or criticism of sobriety.
- No targeting of minors or use of children's voices.

Advertisers, their representatives, or the agency in charge of creation are advised to consult with ARPP and M6 Unlimited during the creative process to validate these aspects.

5.3. For more information on these prohibited or regulated sectors and on changes to the legislative, regulatory, or ethical framework during the year, please contact M6 Unlimited.



DISTRIBUTION ELEMENTS

6. ELEMENTS AND DEADLINES STATIONS



ELEMENTS TO BE PROVED

- 1 WAV or MP3 audio file (256 Kbit/s), stereo, sampling frequency 48Khz, per sound.
- Sound level: -9db.
- Text transcription of each sound.
- Musical references associated with each sound (title, songwriter, publisher, duration of the excerpt used).
- Broadcast instructions (including rotation schedules per station).

These elements must be sent via the copiestation.com website.

- The texts of the sounds to be broadcast must correspond exactly to the recorded messages. If there is any doubt about the legal compliance of the messages, it is recommended that you consult the ARPP before finalizing them.
- The broadcast schedule (the order of play and details of the sound planning) must be sent at the same time as the texts and music references (all music used must be declared) for all stations concerned by the booking of airtime.

DEADLINE FOR SUBMITTING MATERIAL

- Three working days before the first broadcast.

9. DIGITAL SPECIFICITIES

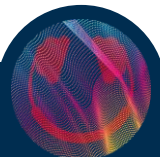
STANDARDIZATION OF TECHNICAL SPECIFICITIES FOR DIGITAL AUDIO ADVERTISEMENTS

The advertising agencies of the **Alliance de la Radio** (Ketil, Lagardère Publicité News, M6 Unlimited, NRJ Global, RMC BFM ADS, Skyrock Public) have **reinforced the action** initiated in 2024 by the Bureau de la Radio **to reduce the carbon impact of broadcasting** advertising messages in **digital audio**.

This initial initiative **reduces** both **the impact of storage** and **the broadcasting of messages**.

As a result, **all national advertising agencies** have **standardized technical specifications** so that **30-second** messages do not exceed **1.5 MB** in size, and **20-second** messages do not exceed **1 MB**.

These specifications, which came into force on January 1, 2025, **will be applicable again** from January 1, 2026.





09

DEFINITIONS

DEFINITION

RADIO CAMPAIGN

Simultaneous broadcast of an advertising message with identical content on M6 Unlimited Radio (RTL and/or RTL2 national and/or FUN RADIO national and/or M RADIO national), with a maximum interruption of 6 days.

ADVERTISER

For the purposes of these general terms and conditions of sale (GTC), all companies within the same group that purchase radio advertising space are deemed to constitute a single advertiser. M6 Unlimited considers companies to be part of the same group if, on January 1, 2026, more than half of their share capital and voting rights are held, directly or indirectly, by the same natural or legal person governed by private law and which, together with that person, constitute a coherent economic entity.

When an advertiser acts, in accordance with the law of January 29, 1993, as an agent for another advertiser without disclosing this status to M6 Unlimited, the ordering advertiser is jointly and severally liable with the beneficiary advertiser for the purchase of advertising space for the payment of orders.

AGENT

For the purposes of these GTC, any intermediary company to which the advertiser has entrusted tasks defined by a written agency agreement relating to the purchase of advertising

space on stations managed by M6 Unlimited is deemed to be an agent. The agency agreement for a given task must be unique.

BRAND

A brand is defined as “a distinct line of products offered on a market by an advertiser.”

M6 UNLIMITED RADIO SCOPE

This refers to all stations marketed by M6 Unlimited: RTL, RTL2 national, FUN RADIO national, and M RADIO national.

SALES UNIT

A sales unit corresponds to a half-hour program slot with its own gross rate across all national media marketed by M6 Unlimited (RTL, RTL2 national, FUN RADIO national, and M RADIO national).

GROSS PAYING REVENUE

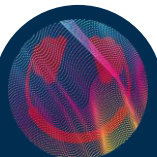
Gross paying revenue is equal to gross revenue plus or minus price adjustments. The following are not included in standard gross paying revenue: special operations, partnerships, any free airtime, and broadcasting costs.

NET REVENUE

Net revenue corresponds to gross paying revenue generated between January 1 and December 31, 2026, less any discounts provided for in these GTC.

CASES OF FORCE MAJEURE

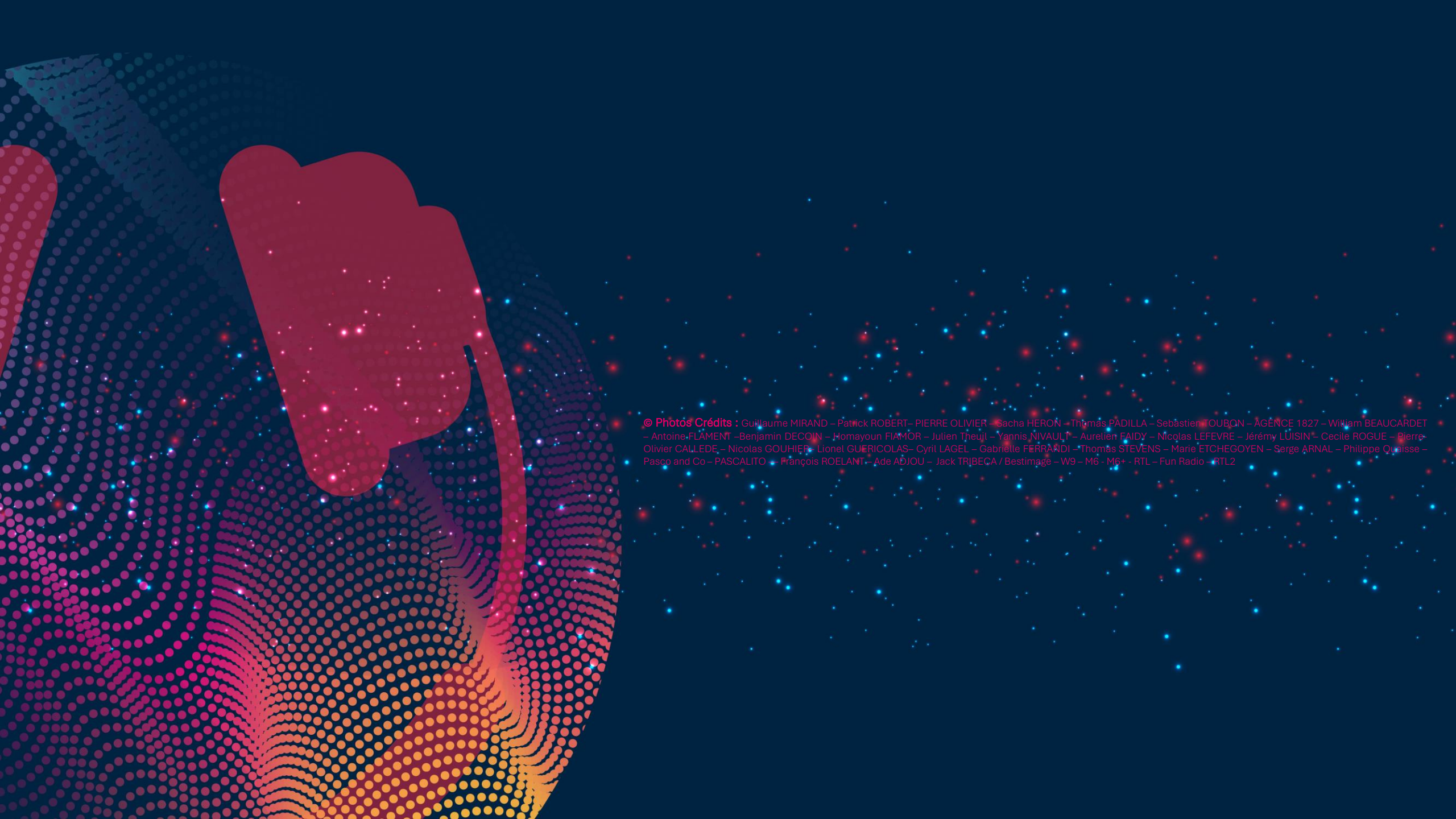
Force majeure refers to any unforeseeable, unavoidable event beyond the advertiser's control and, more generally, any event that meets the criteria set out in the Civil Code and French court rulings.





CONTACT

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