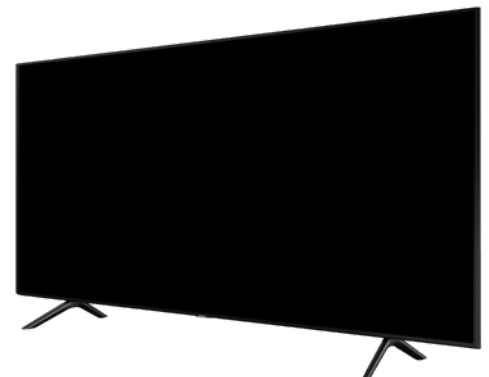


Restricted Messaging Alcohol

Guidelines

Alcohol-related advertising is allowed on the Samsung platform in the United States and Canada with some restrictions. Samsung reserves the right to change this policy at any time and approve advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (website/video/app/microsite etc.).

Requirements	Available Products
What we allow: - Alcohol ads are allowed if the primary focus of the advertisement is for Branding or informational purposes. Not allowed: - Ads promoting the sale of alcohol are not allowed (i.e., destination site allows for the purchase or facilitates the acquirement of alcohol) - The portrayal of excessive or under-aged drinking - Alcohol ads may not depict the following: - Excessive drinking - Underage drinking - Operation of any equipment or motor vehicle while drinking - Portrayal of enhanced performance, enjoyment or social status Creative Requirements: - Destination site or landing page must be age-gated to users (21+ US and 18+ Canada) Operational Requirements - All placements must target 21+ users through 3rd Party data or dayparted to evening hours between 6pm – 4am (for O&O) Require additional review - Ads for other industries that include the portrayal of excessive or under-aged drinking	Available Platforms/Products - O&O – 1st Screen - Mobile & Desktop Display / video - Connected TV (CTV) – Video



Restricted Messaging Alcohol

Guidelines

Alcohol-related advertising is allowed on the Samsung platform in the United States and Canada with some restrictions. Samsung reserves the right to change this policy at any time and approve advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (website/video/app/microsite etc.).

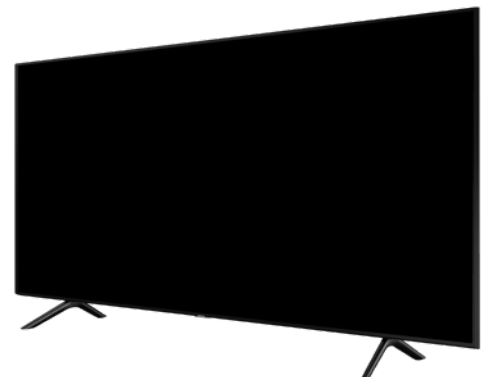
US Restrictions

- Statements that are misleading, false, or untrue
- Saying something negative or disparaging about a competitor
- Indecent or obscene representations, designs, or statements
- Misrepresenting analyses, standards, or tests
- Guarantees that are misleading, excluding money-back guarantees
- Statements falsely heralding the health benefits of alcohol
- Claims that alcohol is made, sold, or marketed under federal or state regulation
- Words “bonded” or basically insinuating that alcohol is made under government supervision
- Claims that wine or malt beverages contain distilled spirits
- Statements about distilled spirits being “double” or “triple” distilled unless they really are
- The word pure when advertising distilled spirits, unless it is referring to a specific ingredient
- Statements that are not consistent with approved labeling

CA Restrictions

Advertisers must adhere to the Code for Broadcast Advertising of Alcoholic Beverages.

<https://crtc.gc.ca/eng/television/publicit/codesalco.htm>





Restricted Messaging Gambling

Guidelines

Gambling-related advertising is allowed on the Samsung platform in the United States and Canada with some restrictions. Samsung reserves the right to change this policy at any time and approve advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (website/video/app/microsite etc.).

Requirements

Creative Requirements:

- Creative will need to be preapproved by Samsung

Operational Requirements

- All placements must target 21+ users through 3rd Party data or dayparted to evening hours between 6pm – 4am
- Click through should be age-gated for 18+

Available Products

Available Platforms/Products

- Mobile & Desktop Display / video
- Connected TV (CTV) - Video

US Restrictions

What we allow:

- Advertisements for Online Gambling, Sports Betting or Lotteries targeted to states where these are legal. All creative must follow local regulations and promote responsible habits.

Not allowed:

- Advertisements that celebrate irresponsible gambling.

CA Restrictions

What we allow:

- Lottery schemes “conducted and managed” by the province in accordance with any law enacted by that province
- Lottery schemes “conducted and managed” by a licensed charitable or religious organization pursuant to a license issued by a provincial authority, provided that the proceeds of the lottery scheme are used for a charitable or religious purpose
- Lottery schemes “conducted and managed” by a licensed board of a fair or exhibition or by an operator of a concession leased by that board.

Not allowed:

- Promotion of any online gambling



Restricted Messaging Pharmaceutical

Guidelines

Pharma-related advertising is allowed on the Samsung platform in the United States and Canada with some restrictions. Samsung reserves the right to change this policy at any time and approve advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (website/video/app/microsite etc.).

Requirements

Creative Restrictions

- Pharma ads must follow all rules and regulations as required by the [FDA](#)

Operational Requirements

- All placements must target 18+ users through 3rd Party data.
- Verified FDA or Health Canada approval

Available Products

Available Platforms/Products

- Mobile & Desktop Display / video
- Connected TV (CTV) – Video

US Restrictions

What we allow

- Pharma ads (Prescription and Over-the-Counter) are allowed if the primary focus of the advertisement is for Branding or informational purposes.
- Only health products that the FDA authorizes for sale in the United States may be advertised.

Not allowed

- Online Pharmacies, or ads promoting the sale of Pharmaceutical products are not allowed. Additionally, the following categories are prohibited:
 - Illegal or non-FDA approved drugs
 - Drug Paraphernalia
 - Herbal Supplements including CBD products and medical marijuana
 - STD medication or Contraceptive products

CA Restrictions

What we allow

- Pharma ads (Prescription and Over-the-Counter) are allowed if the primary focus of the advertisement is for Branding or informational purposes.
- Only health products that Health Canada authorizes for sale in Canada may be advertised

Not allowed

- Consumer-directed prescription drug advertising beyond the drug's name, price and quantity; If a prescription drug is advertised by name to consumers, no reference can be made to its therapeutic use and/or benefits.
- Advertising of new drugs which have not been authorized for sale by Health Canada.
- Mislead or deceptive advertising

Restricted Messaging Political

Guidelines

Political advertising is allowed on the Samsung platform, available programmatically, in the United States with some restrictions. Samsung reserves the right to change this policy at any time and approve advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (website/video/app/microsite etc.).

Requirements

- Acceptance of political advertising is governed by the “equal opportunities,” “lowest unit rate,” “reasonable access,” sponsor identification, and other provisions of federal and state law.

Operational Requirements

- All ads require creative to pre-approval

Available Products

Available Platforms/Products

- Mobile & Desktop Display / video
- Connected TV (CTV) – Video

