

~~~~~ TERMS AND CONDITIONS OF PARTICIPATION ~~~~~ I

**I. GENERAL PROVISIONS**

1. These Terms and Conditions shall govern the relations between BET BG EAD /bet.bg/, a company registered in the Republic of Bulgaria, with Unified Identification Code (UIC) 206035800, having its seat and registered office at 12 James Bouchier Blvd., Sofia 1165, Bulgaria, holding licenses for organizing online games of chance with numbers: License No. 000030-342 dated 9 January 2026 for organizing online betting on outcomes of sports competitions and horse and dog racing, and License No. 000030-341 dated 9 January 2026 for organizing online casino games of chance, both issued by the National Revenue Agency of the Republic of Bulgaria, via the website [www.bet.bg](http://www.bet.bg), hereinafter referred to as the 'Company', and the persons wishing to join the affiliate program, hereinafter referred to for brevity as 'Affiliate/Affiliates'.

2. The Affiliate Program /the Program/ is valid and applies exclusively to legal entities wishing to enter into an agreement with the Company for the active acquisition of customers and the promotion of services offered by the Company, in full compliance with the provisions of these Terms and Conditions.

3. The procedure of applying for participation in the Program shall be carried out by completing and submitting an application form (the Application Form). The Application Form shall be completed online on the following website of the Company: <https://affiliates.bet.bg>.

4. When completing the Application Form, as well as at any other time, the Affiliate is obliged to provide the Company with complete and accurate information about themselves, which is necessary for the establishing relations between the parties. By completing the Application Form, the Affiliate declares their voluntary consent to enter into contractual relations with the Company in accordance with these Terms and Conditions of Participation.

5. Upon receiving the duly completed Application Form, the Company shall notify the Applicant whether their inclusion in the Program has been approved or rejected. The notification shall be sent via email to the email address specified by the Applicant in the Application Form. Upon approval by the Company of the Affiliate's inclusion in the Program, the Affiliate shall be granted unique personal access to the website <https://affiliates.bet.bg> via the creation of an individual access account for the Affiliate ('Account'). The information in the Account provided by the Affiliate to the Company when applying for the Program must correspond to the information specified in the Application Form, and the Affiliate shall be solely and exclusively liable for the truthfulness and accuracy of the information and data provided.

6. In the event of any change to the information provided by the Affiliate and/or any change to the data in the Account, the Affiliate is obliged to immediately, within 24 (twenty-four) hours, inform the Company and provide it with accurate, up-to-date information. The Company reserves the right to unilaterally request the provision of additional documentation from the Affiliate in connection with any change requested by the Affiliate. The Company reserves the right, at its sole discretion, to accept the requested change or to unilaterally terminate without prior notice its relationship with the Affiliate and their participation in the Program. The Company may, at its sole discretion, request documents for the verification of the personal data used during registration in order to authenticate its truthfulness.

7. Validly registered customers of the Affiliate are those customers who have registered in one of the following ways:

7.1. By clicking on a link from the Affiliate's website that redirects to a website specified by the Company and in a manner designated by the Company;

7.2. By the customer entering a unique code (Affiliate Code), provided to the Affiliate by the Company, during their registration on the Company's website.

8. The Company shall have the sole and exclusive right to register customers and monitor their transactions.

9. The Company shall reserve the right to refuse registration to any customer and/or to close a customer's account at its own discretion if the customer fails to comply with the Mandatory Rules and the General Terms and Conditions, together with the Supplementary Rules and Conditions of the Company for participation in the games organized by the Company.

10. The Company shall reserve the right, at its sole discretion and at any time:

10.1. to block or restrict certain participants, registrations, and/or deposits;

10.2. to prohibit access to a specific part of the website in order to prevent attempted fraud or transactions prohibited by law;

10.3. to prohibit access to a specific part of the website in the event of advertising methods used by the Affiliate that contradict the applicable legislation, the Company's policies, and/or these Terms and Conditions, aimed at customer acquisition, including, but not limited to, misleading them or forcing them to register.

10.4. The Company shall have the right, unilaterally and on its own initiative, to amend or replace any of the terms and conditions contained in this agreement at any time, by announcing such changes on the website <https://affiliates.bet.bg>. Such changes may include, for example: changes to commission rates, permitted customer acquisition methods, rules regarding the payment of due commissions, etc., as well as a complete revision of these rules of the Program. In the event that any of the changes are unacceptable to the Affiliate, the latter must terminate this agreement in accordance with the Terms and Conditions. The Affiliate's continued participation in the Program after the announcement of any amendments or supplements to the agreements on the website <https://affiliates.bet.bg> shall be possible only provided that the Affiliate accepts the changes or the agreement.

11. Customers who are legally prohibited from participating in the services offered by the Company shall not be registered.

12. Upon joining the Program, the Company grants the Affiliate a non-exclusive and non-transferable right to refer their customers to the Company's products and services in accordance with and subject to the Terms and Conditions of Participation in the Program.

13. The Affiliate should bear this in mind when agreeing to these terms and conditions. The correspondence from the Affiliate(s) to the Company shall be carried out via the following email: [affiliate@bet.bg](mailto:affiliate@bet.bg)

## **II. RIGHTS AND OBLIGATIONS OF THE AFFILIATE**

1. The Affiliate undertakes to actively and on a monthly basis acquire active customers for the Company in full compliance with the provisions of these Terms and Conditions and the applicable legislation.

2. The Affiliate undertakes to actively promote all services offered by the Company, in full compliance with the provisions of these Terms and Conditions and the applicable legislation.

3. The Affiliate guarantees that they possess all necessary permits, licenses, registrations, and other approvals applicable to their business activities, and that they always comply and shall comply with all legal provisions /regardless of the jurisdiction/ applicable to them, as well as with these Terms and Conditions and the Company's instructions.

4. The Affiliate shall participate in the Program either by creating and maintaining unique links from their website to a website specified by the Company and in a manner designated by the Company, or by actively acquiring potential customers within a given territory. The Affiliate may maintain a link to the Company's website through any of the banners, emails, articles, or text links approved by the Company.

5. The Affiliate must meet the minimum customer requirements by the end of the reporting period in order to be entitled to receive a commission. For the avoidance of doubt, the reporting period shall be each calendar month.

5.1. to provide at least 5 (five) active new customers for each calendar month;

5.2. to have at least 5 (five) active customers for the respective calendar month.

5.3. the Affiliate is obliged to have at least 6 (six) new active customers within the last 3 (three) calendar months.

6. The Affiliate shall strive to monthly increase the turnover and net profits generated by the customers they have acquired.

7. The Company shall have the sole right to close the Affiliate's account and terminate their participation in the Program upon establishing that:

7.1. The Affiliate distributes spam, regardless of the form and/or method;

7.2. The Affiliate uses promotional materials that tarnish the reputation of the Company and/or contradict applicable legal provisions;

7.3. The Affiliate prints leaflets, receipts on paper, or any other tangible medium containing references to bets and/or whole or parts of the electronic content of the Company's website;

7.4. The Affiliate fails to actively acquire customers for a long period of time (fewer than 6 (six) new active customers within the last 3 (three) months). In the event that an Affiliate fails to comply with the requirement under the preceding sentence, the Company has the right to unilaterally terminate the relationship with the Affiliate without prior notice and close the Affiliate's account, without being liable for the payment of any accrued commissions. The Affiliate will have the opportunity to apply for the opening of a new Account. In this case, prior to closing the account and terminating the Affiliate's participation in the Program, the Company may attempt to contact the Affiliate via the email or contact address provided by the Affiliate;

7.5. The Affiliate generates traffic by directly or indirectly registering a new customer who is their business partner or a family member (spouse, partner, parent, child, sibling). Such behaviour shall be deemed unfair and contrary to the interests of the Company; 7.6. The Company shall reserve the right to inquire with the Affiliate whether to accept a bet placed by a participant referred by that specific Affiliate or not.

8. The Affiliate shall have the right, through payment service providers licensed by and integrated into the Company's system, to mediate the funding of customer accounts of the customers referred by them. The Affiliate shall have the right, through payment service providers licensed by and integrated into the Company's system, to mediate the receipt of amounts requested for withdrawal by the Company's customers referred by the respective Affiliate.

9. The Affiliate shall be prohibited from registering and/or applying for the registration of domain names similar to the domain names of the Company. The assessment of whether a given domain name is similar shall be within the sole and exclusive discretion of the Company.

10. The Affiliate shall be prohibited from purchasing and/or registering keywords, search terms, or other identifiers used in any search engine, portal, sponsored advertising service, or other search or referral

service, including Facebook and Google, that are identical or similar to any of the Company's trademarks and/or are similar to the Company's trademarks. The assessment of whether a given trademark is similar shall be within the sole and exclusive discretion of the Company.

11. The Affiliate shall be prohibited from using pop-under advertisements that are displayed without the customer's consent, or without an advertising banner having been selected/clicked by the customer. The Affiliate shall be prohibited from using advertisements, including any page from bet.bg, that drop 'cookies' into the customer's browser upon closing/rejection by the customer or without the customer's consent. In the event that the Company determines that there is any form of spam, or if the Affiliate promotes the services offered by the Company in a manner that is different from or fails to comply with these Terms and Conditions and/or the Company's Policy, the Company shall have the right to unilaterally terminate the Affiliate's participation in the Program immediately and without prior notice. The Affiliate shall have no right to make requests or any other claims on behalf of the Company, nor to provide guarantees related to the Company or bind the Company to any obligations whatsoever.

12. The Affiliate shall have no right to demand payment of remuneration and/or any other compensation for activities performed by persons other than themselves.

13. The Affiliate shall be obliged to use only promotional materials explicitly approved by the Company that comply with applicable legal provisions and the Ethical Advertising Rules.

14. The Affiliate shall be prohibited from altering and/or modifying the appearance of the promotional materials explicitly approved by the Company.

15. The Affiliate shall have no right to mention the Company in any promotional materials, campaigns, or activities other than those approved by the Company.

16. The Affiliate shall be obliged at all times to act in good faith and to protect the interests of the Company.

17. The Affiliate shall be obliged to include and continuously display in a prominent place the most up-to-date links provided by the Company on all pages of their website (provided that they have one), in manners and locations approved by the Company. The Affiliate shall be prohibited from changing the format, location, or functioning of the links without the prior consent of the Company.

18. The participation in the Program does not, in any way, create a joint venture, franchise, commercial agency, or employment relations between the parties.

19. The Affiliate shall have no right to make or accept any offers or representations on behalf of and for the account of the Company.

20. The Affiliate shall bear sole responsibility for the creation, operation, and maintenance of their website, as well as for any information and/or materials published or distributed by the Affiliate.

21. The Company shall bear no liability whatsoever with respect to the website created by the Affiliate and/or for the information published and/or distributed by the Affiliate, and/or for any actions performed by the Affiliate.

22. The Affiliate unconditionally undertakes to indemnify, defend, and hold harmless the Company against any claims, damages, and expenses (including, but not limited to, legal fees, costs, fines, etc.) arising directly or indirectly from the website created by the Affiliate and/or from the information published and/or distributed by the Affiliate, and/or from any actions performed by the Affiliate.

23. No framing or mirroring between the Affiliate's website and any website of the Company shall be permitted.

24. The Affiliate shall be obliged to defend, indemnify, and hold harmless the Company, its directors, employees, and representatives from and against any and all liabilities, losses, damages, and expenses, including statutory fees, resulting from, arising out of, or in any way connected with: (a) any breach by the Affiliate of any warranty, representation, or condition; (b) the performance of duties and obligations under these Terms and Conditions of Participation; (c) omissions; or (d) any damages caused directly or indirectly by negligence, wilful action or omission, or the unauthorized use of banners, links, or the Program.

25. The Company shall have the sole right to close the Affiliate's account and terminate their participation in the Program at any time without prior notice, including upon establishing a breach by the Affiliate of the terms specified in clauses 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 18, and 22 of Chapter II and/or in the event that the Affiliate fails to meet the targets set by the Company under clause 9 of Chapter III of these Terms and Conditions, whereby the Company shall withhold and shall not owe any commissions, remunerations, and/or payments to the Affiliate.

### **III. REMUNERATION OF THE AFFILIATE**

1. The Company shall pay the Affiliate a commission in the amount of % of the net profit generated from the customers acquired by them for the following services: sports, casino, and lotto. The percentage rate (%) shall be determined in accordance with the conditions described in clause 4.

2. The net profit shall be determined within the sole and exclusive discretion of the Company.

3. The Company shall not pay any commission to the Affiliate in the event that the Affiliate has accumulated a negative balance in their Account with the Company during the reporting period. The Affiliate shall have no right to make claims for the payment of commissions or any other compensation for business conducted by persons or organizations other than the Affiliate.

3.1. The negative balance shall carry over to the next reporting period until it is fully offset.

3.2. The negative balance for the reporting period may be removed, respectively reset to zero, unilaterally only by the Company and at its own discretion.

3.3. If clause 5.1 of Chapter II is not met for the reporting period, the accumulated commission shall not be carried over to the next reporting period.

4. For the purposes of this agreement, net profit shall mean:

4.1. For Sports Betting product: the value of the customer's initial balance plus the funds deposited by the customer, less: (i) withdrawn funds, (ii) the customer's closing balance upon termination of the game, (iii) user credits, (iv) license fees, (v) chargebacks, (vi) administrative fees, (vii) attempted fraud, including, but not limited to: funding a customer account using a stolen credit card, misappropriation of third-party funds, attempted money laundering, (viii) any other expenses at the discretion of the Company, etc.

4.2. For Casino product: the value of the customer's initial balance plus the funds deposited by the customer, less: (i) withdrawn funds, (ii) the customer's closing balance upon termination of the game, (iii) user credits, (iv) license fees, (v) chargebacks, (vi) administrative fees, (vii) attempted fraud, including, but not limited to: funding a customer account using a stolen credit card, misappropriation of third-party funds, attempted money laundering, (viii) any other expenses at the discretion of the Company, etc.

5. The commission shall be paid to the Affiliate upon the fulfilment of the following conditions for the respective calendar month:

5.1. The commission generated during the respective period, in strict compliance with the requirements of these Terms and Conditions and the instructions of bet.bg, shall be determined as follows:

| <b>Net Profit (EUR)</b> | <b>Commission</b> |
|-------------------------|-------------------|
| 0 - 9,999               | <b>30%</b>        |
| 10,000 - 19,999         | <b>35%</b>        |
| 20,000 - 39,999         | <b>40%</b>        |
| 40,001 - 49,999         | <b>45%</b>        |
| 50,001+                 | <b>50%</b>        |

5.2. The commission due by the Company to the Customer for the respective calendar month, which is subject to payment, must be in a minimum amount of EUR 100 or its equivalent in other currencies.

5.3. The Company specifically calculates the affiliate commission using the following method: - For Customers visiting bet.bg or other licensed domains of the Company from Bulgaria: From the gross revenue for all games (the aggregated amount of revenue from all players), 20% shall be deducted; administrative fees for the payment system and fees for game providers in the amount of 18% shall be deducted; for Affiliates who are legal entities registered outside the territory of the Republic of Bulgaria, an additional administrative fee in the amount of 20% shall be deducted; all granted bonuses and all refunds and payments shall also be deducted.

In the event that the Affiliate is a VAT-registered entity, the specified amount of the generated commission shall always be inclusive of VAT. The Affiliate is obliged to immediately notify bet.bg in the event that they register for VAT after the conclusion of the agreement, by sending their VAT identification number in writing.

6. The commission due shall be paid within 30 (thirty) calendar days after its determination against an invoice issued by the Affiliate and received by the Company, whereby the invoice must be issued no later than the 5th day of the month following the month in which the commission was generated. The commission may only be transferred to a personal account registered in the Affiliate's Account or may be received by the Affiliate through other payment methods explicitly approved in writing in advance by the Company. The Company transfers the commissions due to the Affiliate(s) via the following payment methods:

- Easy pay
- Electronic Transfer (Bank Transfer)

In the event of any discrepancy between the data specified in the system <https://affiliates.bet.bg> and that contained in the database of bet.bg, the latter shall be deemed authentic and reliable.

All calculations made by the Company shall be final, binding upon the Affiliate, and shall not be subject to dispute.

7. If, as of the settlement date of the financial relations, the net profit generated from the customers acquired by the Affiliate has an accumulated negative balance (negative carryover) or is below the

minimum payout amount, the Affiliate shall not receive a commission until their account balance becomes positive and reaches the minimum payout amount in accordance with clause 5.2 of Chapter III of these Terms and Conditions. For the avoidance of doubt, the Company is under no obligation to reset the negative balance to zero, but may do so unilaterally and at its own sole discretion at any time during the term of the Agreement.

8. The commission shall be calculated exclusively in EUR. In the event that the personal account registered in the Affiliate's Account is in a currency other than EUR and the Affiliate has submitted a written request to the Company for the payment of the due commission to be processed to such an account, the commission shall be paid in that specific currency at an exchange rate determined by the Company.

9. The Company shall have the right to unilaterally change the amount of the commission and the method of its determination and calculation, to unilaterally introduce additional conditions and restrictions, as well as to set targets. The change shall enter into force, respectively the target shall become binding upon the Affiliate, on a date specified by the Company.

10. The Company shall have the right to withhold any amounts due to the Affiliate in the event of any doubt regarding their good faith.

11. The Company shall provide the Affiliate with an electronic report on the transactions performed and the account activity of the customers acquired by them, subject to the authorization procedure of the latter, on the following website: <https://affiliates.bet.bg>.

#### **IV. INTELLECTUAL PROPERTY**

1. The Company grants the Affiliate a non-exclusive and non-transferable license, for the duration of their participation in the Program, to use the Company's trade name, its trademarks and service marks, logo, and any other designations in a manner explicitly specified by the Company.

2. The Affiliate shall have no right to sub-license, assign, and/or in any other way dispose of and/or transfer the license granted to them.

3. The license granted to the Affiliate is limited and derives solely and exclusively from the rights granted to them under these General Terms and Conditions.

4. The Affiliate shall have no right to file a claim for invalidity and/or unenforceability, and/or to dispute the ownership of the Company's Marks and/or the license granted to them in any manner whatsoever.

5. The Affiliate is obliged to immediately notify the Company if they become aware that a third party is misusing the Marks.

#### **V. CONFIDENTIAL INFORMATION**

1. The Affiliate shall be prohibited from disclosing, in any manner and in any form, information related to the Company, the customers acquired and/or registered by the Affiliate, their account balances, including, but not limited to, bets placed by the latter, winnings received, as well as any other information that has come to the knowledge of the Affiliate during and in connection with their participation in the Program.

2. The obligations of the Affiliate regarding confidential information shall survive the termination of their participation in the Program.

#### **VI. DATA PROTECTION**

1. The Affiliate shall be obliged at all times to comply with the data protection legislation applicable to them and/or to the Company, including Regulation (EU) 2016/679 of the European Parliament and of the Council and all regulations of the European Union regarding personal data protection. For the avoidance of doubt, the Program and these Terms and Conditions do not create a Data Controller / Data Processor or Joint Data Controllers relations between the Company and the Affiliate.

## **VII. TERM AND TERMINATION**

1. The Affiliate shall be deemed included in the Program as of the date of the receipt of confirmation from the Company.

2. The Affiliate may terminate their participation in the Program at any time by giving the Company a one-week prior written notice of termination.

3. The Company shall have the right to terminate the Affiliate's participation at any time without specifying any reason.

4. For the purposes of Termination, sending an email shall be deemed a valid written and immediate form of notification.

5. The financial relations between the parties shall be settled within a 90 (ninety)-day period from the receipt of the termination notice.

6. Upon termination, the Affiliate is obliged to remove all banners, icons, and promotional materials of the Company from their website and to deactivate all links to it. 7. The rights granted by the Company to the Affiliate shall terminate immediately.

7. The Affiliate shall be obliged to return to the Company all materials and information, as well as all copies thereof, which are at their disposal.

8. The Company shall have the right to unilaterally terminate the Affiliate's participation in the Program if it deems (at the Company's sole discretion) their website to be unsuitable. An unsuitable website may be, but is not limited to, one that: is aimed at children; displays pornography or other sexual acts; promotes violence; promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; promotes illegal activities or infringes upon intellectual property rights, advertising regulations, or the Company's policies. Upon termination of the agreement for any reason whatsoever, the Affiliate shall forfeit the right to any unpaid commissions.

## **VIII. LIMITATION OF THE COMPANY'S LIABILITY**

1. The Company does not guarantee that the operation of its websites, system, network, software, or hardware (or those provided to it by third parties) will be error-free or uninterrupted. The Company (or its suppliers or primary vendors) shall be under no obligation to ensure the continuous stability of the network, software, or hardware. The Company shall not be held liable for any consequences resulting from such deficiencies. This Agreement does not grant any rights or benefits to any persons or organizations other than the parties hereto.

2. The Company shall not be liable for any direct or indirect damages (or for loss of revenue, profits, or data) arising in connection with the Program, even if it has been advised of the possibility of such damages.

3. The liability of the Company shall be limited to and shall not exceed the total commission due to the Affiliate. Any obligation arising from this Agreement shall be satisfied solely out of the generated commission and shall be limited to direct damages caused by the Company's wilful or negligent misconduct.

4. The obligations of the Company under this Agreement do not constitute personal obligations of its directors, employees, partners, or shareholders.

#### **IX. GOVERNING LAW**

1. The governing law shall be the law of the Republic of Bulgaria.
2. Any legal and/or out-of-court action related to these Terms and conditions must be brought before the competent court in Sofia, the Republic of Bulgaria.
3. The Affiliate agrees to and unconditionally accepts the jurisdiction of the courts of the Republic of Bulgaria.

#### **ASSIGNMENT. NO WAIVER**

1. The Affiliate shall have no right to assign or transfer their rights or obligations under this Agreement to any third parties and/or organizations.
2. The assignment or transfer of rights and obligations under this Agreement to third parties shall only be possible subject to the express prior written consent of the Company. The Company reserves the right, at its own sole discretion, to unilaterally terminate its relations with the Affiliate and their participation in the Program without prior notice.
3. The failure of the Company to enforce strict compliance with any provision of this Agreement shall in no way be construed as a waiver of any rights, including, but not limited to, the right to enforce any provision of this Agreement at a later date. No amendments, additions, or modifications to this Agreement shall be permitted or binding upon the Company.

#### **XI. SEVERABILITY**

1. If any provision of this Agreement is found to be invalid, unlawful, and/or unenforceable in any respect, such provision shall be ineffective only to the extent of such specific invalidity or unenforceability, without invalidating the remaining part of these Terms and Conditions or any other provision herein.

#### **XII. FRAUD PROTECTION**

1. In the event that the Company suspects fraud or any conduct by the Affiliate that is contrary to the Company's policies or these Terms and Conditions, the Company may delay any payments due to the Affiliate for up to one hundred and eighty (180) days while it investigates and verifies the case in question. If the Company determines the case to be fraudulent, it may recalculate and/or forfeit any amounts due to the Affiliate.

#### **XIII. ANTI-MONEY LAUNDERING**

1. The Affiliate must comply with and adhere at all times to the legislation applicable to them and/or to the Company regarding anti-money laundering and/or the prevention of proceeds of crime.

#### **XIV. FINAL PROVISIONS**

1. The provisions of this Agreement shall enter into force and become binding upon the Affiliate upon their completion of the Application Form.
2. The Company reserves the right to unilaterally amend and/or supplement these Terms and Conditions. Any amendment and/or supplement to these Terms shall bind the parties as of the date of their adoption by the Company.
3. For the purposes of these Terms and Conditions:

'Active Customers' shall mean a customer acquired and registered through the Affiliate in accordance with these Terms and Conditions and the terms and conditions of the website bet.bg, who has, at least once in a calendar month, deposited funds into their customer account and placed a bet with them.

'Void Bets' shall mean all returned bets that have been determined neither as losing nor as winning bets.

'Net Profit' shall mean profit calculated and received in accordance with these Terms and Conditions, from which profit the due deductions applied thereto have been subtracted pursuant to the latter.

'Gross Profit' shall mean profit calculated and received in accordance with these Terms and Conditions, without the due deductions applied thereto having been subtracted pursuant to the latter.

'Reporting Period' shall mean a period equal to one calendar month.

'Targets' shall mean specific result(s) and/or goal(s) determined unilaterally by the Company for a respective period, which may include, for example, but not limited to, the number of active customers, the volume of bets placed by customers, the amount of commission, etc. (the list is non-exhaustive), and which must be achieved by the Affiliate within that same period.

Last modified: 22 May 2026