

KAZAKHSTAN STOCK EXCHANGE JSC

Approved by

decision of the Management Board of
Kazakhstan Stock Exchange JSC

(minutes of the meeting
dated February 27, 2020 No. 22)

Effective

from February 28, 2020

RULES

for placement of banner advertisement on the
Internet resource of
Kazakhstan Stock Exchange JSC

These Rules for placement of advertisement banners on the Internet resource of Kazakhstan Stock Exchange JSC (hereinafter referred to as the Rules) were developed subject to the laws of the Republic of Kazakhstan, determine terms and conditions and procedure for placement of advertisement banners of members of the Exchange on the Internet resource of Kazakhstan Stock Exchange JSC (hereinafter referred to as Exchange), and contain tariffs for its placement.

Chapter 1. GENERAL PROVISIONS

Article 1. Basic concepts

1. Concepts and symbols used in these Rules mean the following:
 - 1) **banner** – a graphic or text-graphic block of information having any shape (rectangular, square, round), provided by the advertiser to the Exchange electronically in jpg or gif format. Banner sizes are determined according to the banner grid posted on the Internet resource;
 - 2) **advertiser** - a member of the Exchange who has expressed a desire to place an advertisement banner on an Internet resource for a certain period of time according to the banner spaces (the locations are graphically indicated in Annex 2 to these Rules);
 - 3) **Internet resource** – a web resource of Kazakhstan Stock Exchange JSC, located at www.kase.kz;
 - 4) **main page of the Internet resource** – a page that is loaded when you enter the address www.kase.kz in the browser line;
 - 5) **secondary pages of the Internet resource** - all other pages of the Internet resource, with the exception of the main page of the Internet resource;
 - 6) **agreement** - an agreement entered into by and between the Exchange and the advertiser for publication by the Exchange on the Internet resource of an advertisement about the services provided by the advertiser, subject to the terms and conditions of the agreement offered by the Exchange to the advertiser.

Article 2. General conditions for placement of advertisement banner

1. The Internet resource is property of the Exchange. The Exchange on its own determines the list of advertisers who can place their materials as advertisement banner. The list of advertisers is approved by the Management Board of the Exchange.
2. Placement of a banner on the Internet resource is prohibited if:
 - the banner does not meet the size and requirements specified in Annex No. 1 to these Rules; and/or
 - information posted on the banner does not comply with the requirements of the advertisement laws of the Republic of Kazakhstan, and/or
 - the banner contains advertisement that is considered improper subject to the advertisement laws of the Republic of Kazakhstan, and/or can discredit both the Exchange itself and the Kazakhstan stock market as a whole.
3. The advertiser has the right to place on the banner only advertisement of its brand or activities, events related to the stock market.
3. The Exchange has the right to place in banner spaces its own banners that advertise products, events of the Exchange or partner events subject to Annex No. 2 to these Rules.

4. Cost of placement of advertisement banners on the Internet resource is determined subject to Annex No. 1 to these Rules.
5. The exchange on its own determines and changes the number of banner spaces on the Internet resource, number of possible banners in one banner space.

Chapter 2. ORDER OF PLACEMENT OF ADVERTISEMENT BANNERS

Article 3. Rules for placement of advertisement banner

1. The advertiser contacts the Exchange with a letter of intent to place an advertisement on the Internet resource, with attachment of a file (layout) with a banner to the email address of the Project Development Service of the Exchange (hereinafter referred to as the PDS).
2. The PDS employee examines the banner for compliance with the technical requirements set out in Annex No. 1 to the Rules, requirements contained in these Rules, requirements of the advertisement laws of the Republic of Kazakhstan and prepares an opinion.
3. After checking the advertisement banner and if there is a positive opinion, the PDS employee prepares a draft agreement, coordinates it with the Legal Department and concerned structural divisions of the Exchange, and then ensures its signing by authorized persons of the parties to the agreement.
4. Advertisement is placed only after the Exchange receives 100% prepayment subject to the terms and conditions of the agreement.
5. After the paid period for placement of advertisement banner is over, the PDS employee disables banner displays on the Internet resource.
6. The advertiser must guarantee that it has all rights to the advertisement banner, and on its own resolve with authors and other right holders issues of the use of advertisement of intellectual property objects posted on the Internet resource if they arise. In case of claims against the Exchange from third parties related to copyright infringement or other claims related to placement of the banner, the advertiser guarantees that it will take all necessary measures to eliminate such violations on its own and at his own expense, and will also reimburse the Exchange for all expenses caused by such violation within the period stipulated by the contract.
7. Conditions, terms, requirements for banner placement are set out in the contract.

Chapter 3. FINAL PROVISIONS

Article 4. Final provisions

1. Responsibility for timely introduction of changes and additions the PSA is included in these Rules.
2. These Rules are subject to updating as necessary, but at least once every three years, counted from the date of entry into force of these Rules.
3. These Rules have to be posted on the Internet resource of the Exchange.

Chairperson of the Management Board

Aldambergen A.U.

Annex 1

to the Rules for placement of
banner advertisement on
internet resource of Kazakhstan
Stock Exchange

T A R I F F S

for placement of banner advertisement on the Internet resource

No.	Location on the Internet resource, format and technical requirements	Cost per 1,000 demonstrations, VAT included
1	2	3
1.	Banner on the main page of the Internet resource (size 1,140*80 pixel, GIF)	300 KZT
2.	Top banner on secondary pages of the Internet resource (size 1 140*80 pixel, GIF)	300 KZT
3.	Average banner in the section Markets of Internet resource (size 750*90 pixel, GIF)	250 KZT

Annex 2

to the Rules for placement of banner advertisement on internet resource of Kazakhstan Stock Exchange

Fig. 1. Placement of banner advertisement on the main page of the Internet resource

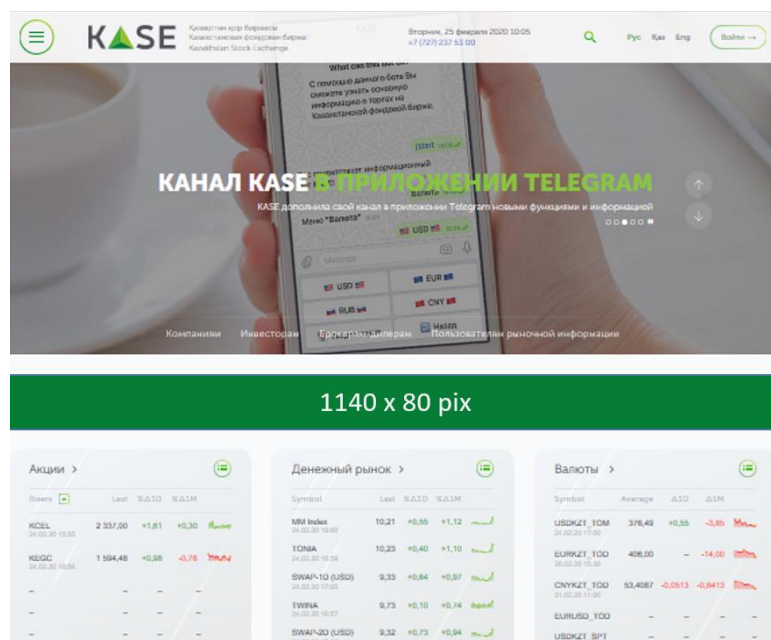


Fig. 2. Placement of banner advertisement secondary pages and in the section “Markets of the Internet resource”

