

Potential Advertising Content Exclusions from Wizz Air

COMMERCIAL EXCLUSIONS

1. No advertisements for products or services in competition with Wizz or its exclusive partners (Hotelopia, Holidaycars, and AIG).
2. This would include advertisements for product such as video conferencing and charter airline services.
 - a. Business promoting travel to destinations outside the Wizz system.

PRODUCT/SERVICE EXCLUSIONS

1. Adult entertainment products or services
2. Web sites which predominantly feature adult content or whose home page contains adult content
3. Gambling
4. Advertisements promoting sweepstakes or illegal contests
5. Weaponry
6. Political or religious advocacy
7. Personal hygiene, birth control, erectile dysfunction, or aphrodisiac products
8. Weight-loss products
9. Products whose purpose is to circumvent the law (radar detectors, cable descramblers, drug test masking agents, fake IDs etc.)
10. Non-accredited universities or educational programs
11. Funeral services or products
12. Personal injury-type legal services
13. Life or disability insurance.

In addition, advertising for products not specifically excluded should conform to the following restrictions:

1. No provocative or explicit images, including nudity or more exposed skin than permitted for passengers onboard Wizz, or visible undergarments.
2. No images of suffering and/or violence, bondage, torture, etc.
3. No blood or gore, even in a medical context.
4. No transportation accident images or images which could be disturbing to an airline passenger.
5. No offensive language, i.e. obscene, vulgar, profane or scatological.
6. No images of illegal drug use.
7. No defamatory, libelous or slanderous content.
8. No hate speech.
9. No advertisements, regardless of content, whose purpose is designed to shock or disturb.
10. In order to promote a cabin atmosphere that is not overly commercialized and visually appealing, all advertisements should be exclusively or predominantly image-based and attractive to the eye for extended exposure.

In addition, Wizz has the right to reject any advertisement for reasons not specified herein whose content might be deemed offensive or disturbing to its passengers.