

1. Definitions

“EuroLeague Style Guide”: the set of rules regarding all EuroLeague’s branding possible applications.

“EuroLeague floor manager”: the Euroleague Ventures S.A. employee present at all games of the competition and in charge of the coordination of all on-site activities taking place during each Turkish Airlines EuroLeague game and of the TV production plan for each game broadcast.

“EuroLeague editorial producer”: the Euroleague Ventures S.A. employee present at all games of the competition and in charge of the editorial direction of the production and international feed broadcast of all Turkish Airlines EuroLeague games.

“Euroleague Properties S.A.”, or any of its relevant permitted successors, licensees or assignees (**hereinafter “EP”**): the limited liability company, controlled by Euroleague Commercial Assets S.A. (hereinafter “ECA”), responsible for managing and organising the Turkish Airlines EuroLeague, as well as for commercialising the properties of this competition . EP has assigned its responsibilities to EV.

“Company”: the company designated by EP as the body responsible for the management and administrative organisation of the Turkish Airlines EuroLeague in accordance with what is established in the EuroLeague Bylaws.

“Euroleague Ventures S.A.” , or any of its relevant permitted successors, licensees or assignees (**hereinafter “EV”**): the limited liability company created to establish a joint venture partnership between Euroleague Properties S.A. and IMG Media Limited (“IMG”) and in charge of the commercialisation of the Turkish Airlines EuroLeague assets.

“Turkish Airlines EuroLeague Final Four” (hereinafter “Final Four”): the last phase of the competition, featuring two Semifinals, one Third Place Game and the Championship Game.

“Double round weeks”: the Turkish Airlines EuroLeague competition weeks when two competition rounds are played.

“Game of the Week”: the best game of each round chosen by the Company with a special production plan, brand image and specific editorial content. All four enhanced Final Four games will also be played with a Game of the Week format.