Warsaw, 27 October 2026

INVITATION TO SUBMIT AN OFFER
FOR THE ACQUISITION OF MEDIA RIGHTS TO MATCHES OF THE COMPETITION:
THE POLISH CUP IN MEN'S FOOTBALL AND THE POLISH SUPER CUP IN MEN'S FOOTBALL
FOR THE 2027/2028, 2028/2029, 2029/2030 AND 2030/2031 SEASONS

Dear Sir or Madam,

On behalf of the Polish Football Association with its registered office in Warsaw (the "**PZPN**"), we invite you to submit an offer for the acquisition of media rights to the audiovisual broadcasting of matches of the following cup competitions organised and conducted by the PZPN: the Polish Cup in men's football (the "**Polish Cup**") and the Polish Super Cup in men's football (the "**Polish Super Cup**"; the Polish Cup and the Polish Super Cup are hereinafter collectively referred to as the "**Competition**")for the 2027/2028, 2028/2029, 2029/2030 and, optionally, 2030/2031 seasons (the "**Rights**"), in the scope, and on the minimum terms and conditions set out in detail in the appendix to this letter.

The PZPN stipulates that, on the basis of the offers received, it shall merely select, at its sole and absolute discretion, a media service broadcaster/provider or broadcasters/providers (the "**Broadcasters**") with whom it may wish to conduct further negotiations regarding the possibility of concluding a licence agreement encompassing the Rights specified in this Invitation to Submit an Offer, taking into account the parameters of greatest importance to the PZPN (e.g. reach, promotion of events, price/licence fee). The PZPN is under no obligation to select any of the submitted offers, nor to conduct further negotiations with any of the Broadcasters invited to submit an offer. The PZPN furthermore reserves the unrestricted right to make any amendments to the scope of the Rights package presented in this Invitation to Submit an Offer, as well as to the deadlines, terms and conditions for the submission of offers.

Please submit your offer for the acquisition of a licence to use the Rights **by 20 November 2026.**

Yours faithfully,

For and on behalf of the PZPN:

Vice President
Adam Kaźmierczak

General Secretary
Łukasz Wachowski

Appendix:
1. Scope of the Rights and minimum terms and conditions of the offer for their acquisition.

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SCOPE OF THE MEDIA RIGHTS AND MINIMUM TERMS AND CONDITIONS OF THE INVITATION TO SUBMIT AN OFFER FOR THE ACQUISITION OF MEDIA RIGHTS TO MATCHES OF THE THE POLISH CUP IN MEN'S FOOTBALL AND THE POLISH SUPER CUP IN MEN'S FOOTBALL FOR THE 2027/2028, 2028/2029, 2029/2030 AND 2030/2031 SEASONS

Rights	Broadcasting rights to matches of the following cup competitions: the Polish Cup in men's football – at the central stage (the "**Polish Cup**") and the Polish Super Cup in men's football (i.e. matches between the Polish league champions and the winners of the Polish Cup from the previous season, played in July of the relevant calendar year – after the conclusion of the previous league/cup season and before the start of the new league/cup season; the "**Polish Super Cup**"),, played in the **2027/2028, 2028/2029, 2029/2030** and **2030/2031** seasons in the territory of Poland (the "**Matches**"); the Polish Cup and the Polish Super Cup are hereinafter collectively referred to as the "**Competition**".
Term	1 August 2027 – 30 July 2030 (3 seasons) or 1 August 2027 – 30 July 2031 (4 seasons) It is permissible to submit an offer for the period of the three aforementioned seasons or the four aforementioned seasons.
Territorial scope / Language	Broadcasting within the territory of Poland and exclusively in the Polish language.
Transmission media	The Broadcaster with whom the agreement is concluded shall be entitled to use the Rights on an exclusive basis on specified television channels or via the Internet; provided that such exclusivity shall be restricted to the extent resulting from the Retained Rights of the PZPN or the clubs participating in the Competition (the "**Clubs**").
Type of broadcasting	'Live' broadcasting of the Matches, delayed broadcasting, recorded highlights.
Sub-licensing	Sub-licensing of the Rights is permitted subject to the prior consent of the PZPN.
Broadcasting obligations	The Broadcaster may submit an offer covering all or part of the Rights encompassed by this Invitation to Submit an Offer, in particular, the offer may include:

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	1) all or selected Matches of the Competition (e.g. a specified number of Matches in a given stage/round of the Competition), 2) broadcasting of the Matches on linear television, 3) broadcasting of the Matches via the Internet, in particular via a website, an OTT/VOD platform/service, a mobile application or other digital forms of distribution. **Broadcasting of the Matches** The Broadcaster shall be obliged to broadcast the Matches 'live' to the extent and via the channels or distribution methods specified in the offer in each of the seasons covered by the licence granted to it. If the offer includes the broadcasting of: 1) all Matches of the Competition – the Broadcaster shall be obliged to broadcast all Matches played in a given season of the Competition (i.e. all Polish Cup Matches from the first round onwards, as well as one Polish Super Cup Match per season); 2) a specified number of Matches in each round/stage of the Competition – the Broadcaster shall be obliged to broadcast the number of Matches in each round/stage of the Competition as specified in the offer. **Sponsorship exposure** In relation to each broadcast or programme covered by the offer, the Broadcaster shall be obliged to ensure the PZPN's ability to deliver sponsorship benefits, and in particular to broadcast in connection with each broadcast Match – at least four sponsorship bumpers/billboards, each 8 seconds in duration, including at least one sponsorship bumper/billboard before the commencement of each half of the Match and after the conclusion of each half of the Match (a total of at least 4 broadcasts). The PZPN shall be entitled to specify the entity or entities to which the individual sponsorship bumpers or billboards relate (e.g. sponsors/partners of the Competition). In the case of channels or distribution methods where the use of a traditional sponsorship billboard is impossible or incompatible with the specific nature of a given medium, the Broadcaster shall be obliged to provide equivalent sponsorship exposure in a format agreed with the PZPN. **Official match ball of the Competition** The Broadcaster shall also be obliged, in relation to all Matches broadcast under the Rights granted to it, to ensure appropriate exposure of the official

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	match ball of the Competition, supplied by a sponsor/partner of the Competition designated by the PZPN.
Production of the match signal	The production of the signal from the Matches may be carried out: 1) by the Broadcaster; 2) by the PZPN or an entity acting on behalf of the PZPN; or 3) in a hybrid model, in which the production of the signal from some of the Matches shall be carried out by the Broadcaster, and from the remaining Matches by the PZPN or an entity acting on behalf of the PZPN. The Broadcaster shall be obliged to specify in the offer one proposed production model from among those indicated above, including the number of Matches in each matchday of the Competition whose production shall be carried out by the Broadcaster, and – in the case of a hybrid model – the proposed allocation of production responsibility between the Broadcaster and the PZPN. In relation to the Matches for whose production the Broadcaster shall be responsible, the Broadcaster shall be obliged to independently, at its own expense and responsibility, produce the match signal to at least the following standard: 1) High Definition (HD) 16:9 format (in 1920x1080 resolution, 50Hz interlaced); 2) STEREO sound; 3) multi-camera production, in accordance with the following production standards: a) premium – a minimum of 8 cameras f or at least 8 Matches in the Round of 32 of the Polish Cup, all Matches from the Round of 16 onwards, up to and including the Polish Cup Final, and every Polish Super Cup Match; b) standard – a minimum of 5 cameras during the remaining Matches in a given matchday of the Competition. The above production standards apply irrespective of the method of distribution of the Matches, in particular via linear television, the Internet, OTT/VOD platforms/services or other audiovisual distribution channels.

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	The Broadcaster shall also be obliged to: 1) provide professional sports commentary for the broadcasts of the Matches, irrespective of the selected production model; 2) make available, free of charge (via RTMP or SRT protocol, or via satellite transmission), each match signal (for television and online distribution) produced by the Broadcaster under the agreed production model (in separate versions: with the relevant match graphics in Polish, English or another foreign language specified by PZPN – with and without commentary; and without match graphics and without advertising or any other forms of commercial communication – with and without commentary), to other entities broadcasting a given Match outside the territory of Poland or directly to the PZPN, in particular for the purpose of the PZPN granting licences or sub-licences to use the Rights to the Matches outside the territory of Poland, or within the territory of Poland (via transmission media not covered by the exclusivity granted to the Broadcaster), or in order to enable the PZPN to exercise other Retained Rights; 3) make available, free of charge, via RTMP or SRT protocol or satellite transmission, each match signal (for television and online distribution) produced by the Broadcaster under the agreed production model (in separate versions: with the relevant match graphics in Polish, English or another foreign language specified by PZPN – with and without commentary; and without match graphics and without advertising or any other forms of commercial communication – with and without commentary), to entities designated by the PZPN cooperating with the PZPN in the management of audiovisual rights for the betting market (outside or within the territory of Poland), provided that the delay in the delivery of the signal (via RTMP or SRT protocol, or via satellite) shall not exceed 5 seconds, in particular for the purpose of the PZPN granting licences or sub-licences to use the Rights to the Matches within the betting market (outside or within the territory of Poland) or in order to enable the PZPN to exercise other Retained Rights. 4) deliver to the PZPN, free of charge, recordings of the Matches produced by the Broadcaster (in separate versions: with the relevant match graphics in Polish, English or another foreign language specified by PZPN – with and without commentary; and without match graphics and without advertising or any other forms of commercial communication – with and without commentary) via an FTP server, immediately following the conclusion of a given Match (i.e. no later than 4 hours after its conclusion), in particular for the purpose of the PZPN granting licences or sub-licences to use the Rights to the Matches outside the territory of Poland, or within the territory of Poland (via

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	transmission media not covered by the exclusivity granted to the Broadcaster), or in order to enable the PZPN to exercise other Retained Rights; 5) deliver to the PZPN, free of charge, recordings of the Matches produced by the Broadcaster (in separate versions: with the relevant match graphics in Polish, English or another foreign language specified by PZPN – with and without commentary; and without match graphics and without advertising or any other forms of commercial communication – with and without commentary) for the purpose of using them on the PZPN's own channels, websites and internet platforms/services, as well as social media (including: within the Biblioteka Piłkarstwa Polskiego [Polish Football Library], on the www.pzpn.pl and www.laczynaspilka.pl websites, on the OTT/VOD platform/service dedicated to the Competition or the PZPN (e.g. PZPN+), and on social media, including e.g. the YouTube channel), as well as for the purpose of the PZPN granting licences or sub-licences to use such Match recordings outside the territory of Poland, or within the territory of Poland (via transmission media not covered by the exclusivity granted to the Broadcaster), or in order to enable the PZPN to exercise other Retained Rights; 6) ensure the possibility of connecting all installations necessary for the so-called delivery of the match signal from all cameras used by the Broadcaster to produce the broadcast, and make the signal from the Matches produced by the Broadcaster available to the VAR/*Video Assistant Referee* system (VAR van, central VAR or a VAR system installed at the sports facility/stadium, the so-called VAR Light, provided that if central VAR is used, the Broadcaster's obligation shall relate exclusively to making the signal available), and in the case of Matches produced by the PZPN or an entity acting on behalf of the PZPN – engage in technical cooperation with the PZPN to the extent necessary to ensure the proper functioning of the VAR system.
Match graphics	The Broadcaster shall be obliged, in the production of the broadcasts of the Matches, to use exclusively the match graphics supplied to it by the PZPN (comprising in particular the official name of the Competition – which may include the name of the title sponsor of the Competition, the PZPN logo and the Competition logo – which may include the logo of the title sponsor of the Competition) and the statistics supplied by the statistical partner of the Competition / the Competition data provider – designated by the PZPN. Additionally, within such match graphics used by the Broadcaster during the production of the broadcasts of the Matches, sponsorship identifiers shall be placed and broadcast in the form of the logo of a sponsor/partner of the

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	Competition (e.g. an entity providing timekeeping or data processing services in connection with the Matches) designated by the PZPN, which shall be broadcast exclusively simultaneously with the presentation of the score, the time or the processed data, to the extent justified by the purpose of such information, and shall occupy no more than 1/16 of the screen of the television set / digital device. Such a sponsorship identifier shall appear at least 5 times during each 45-minute half of the Match broadcast by the Broadcaster, and each sponsorship identifier shall last for at least 5 seconds. For the avoidance of doubt, the PZPN stipulates that the rights to conclude an agreement with a technical sponsor/partner of the Competition are vested exclusively in the PZPN, which may enter into cooperation with such an entity at its sole and absolute discretion, and the Broadcaster shall be obliged to broadcast the sponsorship identifiers of the entity designated by the PZPN and shall not be permitted to independently procure such sponsors/partners in connection with the broadcasting of the Matches.
Retained Rights	Any media rights relating to the Matches not expressly specified above in this Invitation to Submit an Offer shall remain at the exclusive disposal of the PZPN. In particular, the PZPN shall retain the right to broadcast live and rebroadcast via the Internet all Matches other than those broadcast live by the Broadcaster, including on the PZPN's own channels, websites and internet platforms/services, as well as social media (including: within the Biblioteka Piłkarstwa Polskiego [Polish Football Library], on the www.pzpn.pl and www.laczynaspilka.pl websites, on the OTT/VOD platform/service dedicated to the Competition or the PZPN (e.g. PZPN+), and on social media, including e.g. the YouTube channel). The PZPN shall also retain the right to rebroadcast via the Internet all Matches broadcasted live by the Broadcaster, no earlier than upon the expiry of 7 days from the date on which a given Match was played - on the PZPN's own channels, websites and internet platforms/services, as well as social media (including: within the Biblioteka Piłkarstwa Polskiego [Polish Football Library], on the www.pzpn.pl and www.laczynaspilka.pl websites, on the OTT/VOD platform/service dedicated to the Competition or the PZPN (e.g. PZPN+), and on social media, including e.g. the YouTube channel). For the purpose of promoting the ongoing broadcast of a Match on the Broadcaster's channel/platform/service, the PZPN and the Clubs shall be entitled to prepare 2 digital near-live clips, each up to 60 seconds in duration, to be broadcast on the social media of the PZPN and the Clubs together with a link to the ongoing live broadcast of a given Match on the Broadcaster's

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	channel/platform/service, provided that the first digital near-live clip shall be broadcast during the 1st half of the Match, and the second during the 2nd half of the Match, and this entitlement encompasses all Matches. Furthermore, the PZPN shall be entitled to prepare 1 additional digital near-live clip, up to 30 seconds in duration, to be broadcast on the PZPN's social media immediately following the conclusion of the Match. The PZPN, the Regional Football Associations ("WZPN"), the Clubs and Club players shall also retain the right to distribute highlights from all Matches on the Internet (including in applications, e.g. smart TV and mobile apps) no earlier than 8 hours after the conclusion of a given Match, provided that the duration of highlights from a single Match shall not exceed 5 minutes. The PZPN, the WZPN, the Clubs and Club players shall be permitted to publish the aforementioned highlights in particular on all the PZPN's, the WZPN', the Clubs' and Club players' own channels, websites and internet platforms/services, as well as social media (including: within the Biblioteka Piłkarstwa Polskiego [Polish Football Library], on the www.pzpn.pl and www.laczynaspilka.pl websites, on the OTT/VOD platform/service dedicated to the Competition or the PZPN (e.g. PZPN+), and on social media, including e.g. the YouTube channel). The PZPN, the WZPN, the Clubs and Club players shall be entitled to produce clips (not exceeding 120 seconds each) from all Matches, intended for broadcast on the social media of the PZPN, the WZPN, the Clubs and Club players no earlier than upon the expiry of 8 hours from the conclusion of the Match. The PZPN shall also retain the right to independently use recordings of the Matches (comprising in particular selected clips or highlights of the Matches) and to grant licences and sub-licences to use recordings of the Matches (comprising in particular selected clips or highlights of the Matches) to the sponsors/partners of the Competition/the PZPN, for marketing, promotional and advertising purposes related to the Competition (both within and outside the territory of Poland), provided that individual sponsors/partners of the Competition/the PZPN shall be permitted to use the aforementioned recordings on their communication channels no more than 12 times each in a given season of the Competition, and the duration of a single recording shall not exceed 2 minutes. The sponsors/partners of the Competition/the PZPN shall also be entitled to record the Match (e.g. recordings from behind the touchline/goal line, at pitch level) and to use such recordings on their own communication channels no earlier than upon the expiry of 8 hours from the conclusion of the Match, provided that the total duration of the published recordings from a single Match shall not exceed 1 minute.

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	The PZPN and the Clubs shall also retain the right to use and commercialise any audiovisual materials from all Matches within new and emerging digital products and formats (in particular interactive and collectible formats), as well as to record and use audiovisual materials from all Matches for analytical and training purposes. The PZPN shall also retain the right to publicly screen the produced broadcast of a given Match organised by the PZPN (e.g. the Polish Cup Final or a Polish Super Cup Match), exclusively during the given Match and on the premises of the stadium at which the given Match organised by the PZPN is played, including, without limitation, on giant screens visible to fans at the stadium, in the hospitality area and in catering outlets and restaurants on the stadium premises. Where the Broadcaster is the producer of the match signal, it shall be obliged to deliver this signal to the PZPN, free of charge, in order to enable the PZPN to exercise this entitlement. The Clubs shall also retain the right to publicly screen the produced broadcast of a given Match involving a given Club acting as the host of the Match, exclusively during the given Match and on the premises of the stadium of the Club at which the given Match is played, including, without limitation, on giant screens visible to fans at the stadium, in the hospitality area and in catering outlets and restaurants on the stadium premises. Where the Broadcaster is the producer of the match signal, it shall be obliged to deliver this signal to the Clubs, free of charge, in order to enable the Clubs to exercise this entitlement. Furthermore, the PZPN shall retain all other television or online magazine programmes relating to the Competition, as well as all archive rights to matches played in all previously concluded seasons of the Competition, as well as the right to the use of any audiovisual materials from all Matches (including the possibility of 'live' broadcasting of all Matches), outside or within the territory of Poland, by: 1) entities from the betting market; 2) providers of scouting platforms (e.g. WyScout, Stats Perform / Opta); 3) providers of player *performance data* analysis software. With respect to all Retained Rights, PZPN shall retain the unrestricted right to grant licences and sublicences in relation to such rights, as well as to commercialise and monetise them at its sole discretion (including, but not limited to, through marketing, sponsorship, promotion, advertising and any other forms of commercial communication).

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Match scheduling	The PZPN undertakes to consult the Broadcaster regarding the overall Competition fixture list, as well as the scheduling of individual Matches, provided that the final decision regarding the overall Competition fixture list in a given season of the Competition covered by the agreement, as well as the scheduling of individual Matches, shall rest exclusively with the PZPN and may be made at the PZPN's sole and absolute discretion.
Minimum content of the offer	An offer submitted by a Broadcaster interested in acquiring a licence to use the Rights shall comprise in particular: 1) an undertaking to ensure the fulfilment of all the minimum terms and conditions specified above in this Invitation to Submit an Offer (provided that where variants/alternative solutions are provided for above, an indication of which of them the Broadcaster wishes to implement); 2) a specification of the number of Matches the Broadcaster wishes to broadcast, broken down by transmission medium: a) the number of Matches for television broadcast, together with a specification of the name of the television channel and its reach; b) the number of Matches for broadcast via the Internet, together with a specification of the name of the internet platform (service), its reach, the number of subscribers, and the number of monthly and annual active users, including for the year 2026, provided such data is available; 3) an indication of which of the following match signal production models the Broadcaster proposes: a) the production of all Matches covered by the offer by the Broadcaster; b) the production of all Matches covered by the offer by the PZPN or an entity acting on behalf of the PZPN; c) a hybrid model, under which the signal from some of the Matches covered by the offer shall be produced by the Broadcaster, and from the remaining Matches by the PZPN or an entity acting on behalf of the PZPN; provided that the Broadcaster shall indicate the number of Matches in each round/stage of the Competition produced respectively by the

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	Broadcaster and by the PZPN or an entity acting on behalf of the PZPN, and also, in the case of production carried out in whole or in part by the PZPN, specify the proposed amount of the Broadcaster's contribution to the costs of such production, expressed in Polish zloty (PLN) net, together with an indication of the method of its calculation, in particular calculated per Match or per season of the Competition; The Broadcaster shall also specify the production standard of the Matches produced by the Broadcaster, provided it exceeds the minimum standard specified in this Invitation to Submit an Offer; 4) the price (licence fee) amount in Polish zloty (PLN) offered by the Broadcaster in exchange for the acquisition of the Rights (net amount), separately in relation to: a) a single season of the Competition covered by this Invitation to Submit an Offer and the Broadcaster's offer; b) all seasons of the Competition covered by this Invitation to Submit an Offer and the Broadcaster's offer (provided that where variants/alternative solutions are provided for above, the amount of the price/licence fee offered by the Broadcaster shall take into account the costs associated with the variant/alternative solution that the Broadcaster wishes to implement). When assessing the attractiveness of the offer submitted by the Broadcaster, the PZPN may take into account in particular: 1) the price (licence fee); 2) the number of broadcast Matches; 3) the scope and nature of distribution; 4) the projected broadcast reach; 5) the accessibility of the broadcasts to audiences; 6) the number and prominence of the channels or platforms/services used by the Broadcaster; 7) the method of promoting the Competition; 8) the level of Match exposure; 9) the paid or free-of-charge nature of access; 10) the ability to reach new audience groups; 11) the production standard; 12) other elements affecting the exposure and media value of the Competition.

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Rules for the selection of offers	The PZPN reserves the unrestricted right to make any amendments to the scope of the Rights package presented in this Invitation to Submit an Offer, as well as to the deadlines, terms and conditions for the submission of offers. The submitted offers are intended solely to identify the Broadcaster or Broadcasters with whom the PZPN may wish to commence and conduct potential negotiations regarding the possibility of granting a licence for the Rights. The evaluation and selection of the offers, as well as of the Broadcaster or Broadcasters with whom the PZPN shall commence and conduct potential negotiations regarding the possibility of granting a licence for the Rights, shall be carried out exclusively at the PZPN's sole and absolute discretion. Any implied acceptance of an offer by the PZPN is excluded. The PZPN is under no obligation to select any of the submitted offers, nor to commence and conduct potential negotiations with any of the Broadcasters invited to submit an offer by the PZPN or submitting an offer.
Deadline for the submission of offers and questions	20 November 2026 (by 12:00 local time in Poland - CET). Between 27 October 2026 and 6 November 2026, the Broadcasters shall be entitled to submit questions regarding this Invitation to Submit an Offer exclusively by email, to the following email address: prawa.TV@pzpn.pl, and by 13 November 2026, any Broadcaster that has submitted questions within the aforementioned timeframe shall receive a response to them.
Place and format for the submission of offers	Offers must be submitted in one of the following two forms (at the Broadcaster's discretion): 1) electronically – as a PDF file bearing qualified electronic signatures, sent by email to: prawa.TV@pzpn.pl; or 2) in writing – in a sealed envelope, delivered to PZPN's registered office at the following address: Polish Football Association (PZPN), ul. Bitwy Warszawskiej 1920 roku 7, 02-366 Warsaw, Poland, for the attention of Agnieszka Olesińska, Deputy Secretary General of PZPN, with the envelope marked "Media Rights".
Contact details	Any questions regarding this Invitation to Submit an Offer and the Rights shall be directed exclusively by email, to the following email address: prawa.TV@pzpn.pl.

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Template offer response form and template power of attorney	When submitting a response to this Invitation to Submit an Offer and granting a power of attorney to act on behalf of the Broadcaster, the following templates shall be used: 1) the response form to the Invitation to Submit an Offer issued by the PZPN; 2) the power of attorney to act on behalf of the Broadcaster, which are made available by the PZPN together with this Invitation to Submit an Offer.
Language versions	Where this Invitation to Submit an Offer is also prepared by the PZPN in a language version other than Polish (e.g. English), in the event of any discrepancies between such language versions, the Polish language version of this Invitation to Submit an Offer shall be binding and prevailing. Where this Invitation to Submit an Offer is also prepared by the PZPN in a language version other than Polish (e.g. English), the Broadcaster shall be permitted to submit an offer in such a language version other than Polish (e.g. English).

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